



Office 1477  
109 Vernon House  
Friar Lane  
Nottingham  
NG1 6DQ

13<sup>th</sup> April 2017

Dear Mr Price,

Please accept this letter as our formal appeal notice in respect of the refusal to grant Street Trading Consent at Lower Road Industrial Estate, Ledbury. The decision was notice was emailed to us as requested on 22<sup>nd</sup> March 2017.

Our grounds for appealing are as follows;

As per our covering letter we conducted an informal consultation to approximately twenty residential premises. These addresses were decided to be the most likely addresses which may have had a view on the catering unit being in situ. We had four responses which depicts a 20% response rate.

We and our client do accept that there will be a slight increase in traffic into the area but this will be limited and has no adverse effect on parking within the area as there is ample associated parking. The average wait time is about ten minutes for fresh food to be prepared. Our client is well versed in using telephone ordering to minimise the time in which people and vehicles will be waiting at the site.

Our client was proposing to be running off of the electricity supply from the Car Wash business (Permission agreed to by Car Wash owner) this negates the need for a generator (excluding any loss in power supply) and therefor this becomes a positive as the residents will not hear a generator running into the late evening hours.

Local crime and disorder statistics were checked prior to submitting our client's application. There are no noticeable anti-social hotspots. We appreciate there is a rightful concern that a unit of this nature 'could' bring in a particular crowd.

We and our client strongly refute this as a viable reason to refuse consent. Our client is very experience in the successful running on catering units all across Gloucestershire. He

builds excellent rapport with his regular customers and will not tolerate anti-social gangs becoming magnets to his business.

The unit will have CCTV installed. Our client is more than happy to supply Police with any footage or registrations of vehicles that are causing nuisance.

We are concerned that the decision has been made on grounds that noise, odour, increased traffic, concerns about anti-social behaviour have all been referred to as "May" or "likely" to become an issue.

We would also like to raise the point that a catering unit has previously been located just around the corner from the site of our application. We believe this had consent granted and as far as we understand the only reason the trader vacated the site was due to them finding a site with cheaper costs.

We would urge either Herefordshire Council or the Regulatory Sub-Committee to reconsider the refusal and offer our client a three month trial which would allow him to show the local residents and Council that he is a professional trader who wishes to engage and provide a service to the residents of Ledbury.

We feel with a three month trial, residents, Ledbury Town Council, Herefordshire Council, Police, EHO's will be able to quickly determine if the unit will create any of the aforementioned issues.

We thank you for your time in reading this appeal and look forward to receiving a date for the Regulatory Sub-Committee.

We have enclosed a cheque for the sum of £150.00 as requested.

Kind regards,

Paul & Richard

One Licensing