

Consultation questions:

- (1) Do you think the interim policy is still appropriate? Or not?
- (2) Do you think the policy is working for Big Events? Or not?
- (3) Do you think it has been successful? Or not?
- (4) Do you think the policy should be extended to other days of the week (i.e. non-Big Event days)?
- (5) Do you think that we should continue to issue a maximum of six consents or increase the number?
- (6) What are your views on the promotion of commercial goods or services in the town centre?
- (7) What are your views on the 'pitch' outside Yates'? Should we still issue street trading licences for this location or not?

Issues raised by consultees and responses to the issues:

Consultee	Consultation response	Licensing department's response
Town and Country Market (TCM)	<ul style="list-style-type: none"> • The foremost concern from TCM is that they would like a clearer demarcation of the stalls for the big event in the Parade which would fall under this trading policy from the day stalls operated by them. • TCM have also suggested we mention a size of the pitches available under the policy 	<ul style="list-style-type: none"> • Officers feel that there is sufficient demarcation of the two zones, because the town centre street trading policy is not intended to apply between Bentine Lane and Clarendon Road, where the market day stalls are located. The policy will not apply to the High Street, and only applies to The Parade, from its junction with Rickmansworth Road down to Bentine Lane. • Officers are not aware of any complaints being made regarding the size of pitches which have been granted consents under the interim policy, although there was only a limited take-up of consents. The location of pitches is agreed with the events team, and they do consider that no pitch is located in such a way as to obstruct the pavement or hinder access. This is also

	<ul style="list-style-type: none"> • Furthermore, because of the difference in the fees (currently the council's pitches are for £21 per day and market stalls are rented for £24 per day) there is a concern that traders may choose to book directly with the council as it is cheaper. 	<p>how street trading consents throughout the rest of the Borough are considered, ensuring that they do not cause unnecessary obstruction or nuisance, but not by prescribing a maximum size of pitch. It is suggested that this approach continues, and if the issue of size or particular location of pitches does become an issue, this can be reviewed on a case-by-case basis, with the events team bearing any previous issues in mind when considering new street trading applications.</p> <ul style="list-style-type: none"> • The licensing team operate on a cost recovery basis, and the fee which is charged is the cost of processing these applications. To increase the fee would be make a profit, which would be illegal.
<p>Town Centre Manager</p>	<ul style="list-style-type: none"> • The Town Centre Manager thinks that the policy is still appropriate and has mentioned that it would be nice to have some high quality traders on the Parade who should not have any affiliation with TCM. • Under the present interim policy there is no provision for commercial organisations to promote their goods and/or services in the town centre during the big events. The Town Centre Manager has referred to schemes operated by other local 	<ul style="list-style-type: none"> • The promotion of goods and services does not fall under street trading, and so does not need to be covered by this policy.

	<p>authorities like Stevenage Borough Council where the commercial organisations have to pay a fee (£1156.50 from Monday to Saturday) to the Town Centre Management Company to carry out promotion of their goods and/or services.</p> <ul style="list-style-type: none"> • One of the questions in our consultation was whether we should increase the number of consents from six to ten and the Town Centre Manager has confirmed that for management purposes it is better that we keep it at six. 	
<p>Section Head of Culture and Play</p>	<ul style="list-style-type: none"> • It is has been suggested that the policy states that the goods which are offered for sale must complement the event and have the approval of the events team. • It is also suggested that the list of preferential goods be expanded to include the following: <ol style="list-style-type: none"> 1. potatoes, fries, hotdogs 2. popcorn 3. fruit juice, 	<ul style="list-style-type: none"> • This will replace 4 (1) of the interim policy which requires that goods must not simply appear to be of a better quality than something already on offer for sale within The Parade or the charter market. The events team will still be able to exercise control over what goods are appropriate for each event, and can also ensure that different stalls do not sell the same goods and enter into direct competition with each other as per the interim policy, although this could be relaxed if the events team felt it appropriate for the event. • This list was never intended to be exhaustive and officers did realise that this may be modified from time to time. It is proposed that this list remains flexible and can be subject to modification by the Head of Community and Customer Services, if such

	<p>smoothies, prosecco, frozen cocktails, soft drinks</p> <ul style="list-style-type: none"> • Finally, it was suggested that the maximum number of consents which could be issued for events be increased from six to ten. 	<p>authority is delegated by the Committee.</p> <ul style="list-style-type: none"> • This is a maximum number, and will not be appropriate for every event, but does allow greater flexibility. There is little evidence that there is demand for more consents, and this issue can be revisited at a later date if it is felt that the number of available consents should increase. However, it is up to the Committee to determine if it is appropriate to increase the maximum number of consents to allow for greater flexibility and future growth in applications, or to remain with the current limit of six.
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