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Wednesday, 29 June 2016

Dear Sir or Madam

Ref: Application For A Fruit & Vegetable Stall Outside Marks & Spencer - Uxbridge High Street

I write on behalf of The Pavilions Shopping Centre, its Owners and Agents, and in relation to the application to the London Borough of Hillingdon to license the installation of a fruit and vegetable stall in Uxbridge High Street, adjacent to 54 High Street (Marks & Spencer).

It is our contention that such a use in the proposed location is unsuitable as a whole, and offers no benefit to residents of, or visitors to Uxbridge, nor to the businesses located therein. Our reasons for forming these conclusions are as follows:

- 1) Although there are no 'street traders' in the area offering the same or similar goods to those proposed by the applicant, similar goods are already on offer by London Borough of Hillingdon Market traders (temporary and permanent), and by other national retailers, within a short distance of the proposed location. We therefore believe that demand for the proposed articles for sale are already adequately provided for in the geographical location of the proposed site. Should the licence application be considered further, it would be our suggestion that it be sited at a location to the Southern end of the High Street, where existing provision is less adequate.
- 2) There are no details provided to propose suitable measures for the storage of perishable items when street trading is not taking place. If a scenario existed whereby the applicant would be partnering with an established fruiterer/greengrocer in the London Borough of Hillingdon Market, we believe that it would be inappropriate for the storage provisions within The Pavilions Shopping Centre in relation to that fruiterer/greengrocer to be used to service this external proposal.
- 3) On a similar vein, and to respectfully clarify in advance, if there is any intention by the applicant to service the proposed site via The Pavilions Shopping Centre at any time, I can confirm that the centre will not permit the use of the centre's delivery areas, lifts, and malls for deliveries of stock to, or from the proposed site, nor the transmittal of waste product into The Pavilions Shopping Centre from the proposed site, nor the use of any facilities or utilities within the shopping centre in relation to the proposed site.

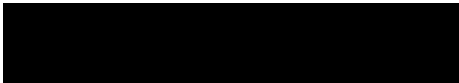
- 4) Should a licence be considered further, and in the interest of fair completion, it would be our suggestion that the days/times of trading activity should be limited to not exceed those of other retailers having the same articles for sale.
- 5) Whilst we are aware that the applicant operates a highly reputable, well presented, and well-managed floristry business in Uxbridge High Street at present, we have not had sight of the proposals for the stall from which the fruit and vegetable business may operate. Should it be proposed to be similar in design to the existing floristry stall, across a foot print of 4 metres by 5 metres, it would most definitely interfere with sightlines to shops around the Northern end of the High Street, and adversely affect the aesthetics of the shopping area.

In summary, we support the initiative to make Uxbridge High Street a buoyant and inviting shopping environment, including the addition of innovative street trading where appropriate, but maintain that this application offers no benefit to this area of the High Street, and serves only to draw business from vendors already established in the geographical location.

Furthermore, Uxbridge already has a reputable and well-established market, tenants of the London Borough of Hillingdon, and this application, if granted, only acts as a precedent to introduce further market traders to the High Street, in competition to the established market, and at a difficult retailing period when they most need whatever protection can be afforded to them.

I thank you for your kind consideration to our comments.

Yours sincerely

A solid black rectangular box used to redact the signature of Aaron Bayliss.

Aaron Bayliss – Centre Manager