



Stephanie Waterford <swaterford@hillington.gov.uk>

Application Process

1 message

John Craddock [REDACTED]
To: Stephanie Waterford <swaterford@hillington.gov.uk>

30 June 2016 at 23:14

Dear Stephanie/council members

After reading the objections to our proposal of a fruit and veg pitch on the high street, I feel it necessary to re-assure yourselves at the council and those who are against or unsure of our proposal. A few issues have been raised which can be quite simply dispelled with our knowledge of street trading conditions and Hillingdon Borough legislation which we have been accustomed to through our previous years of experience and involvement in the towns issues.

The first of these objections is to our choice of location being deemed unsuitable and of no benefit to residents, shoppers and local businesses. We feel as though this particular stretch of pathway is frequented by persons who may use this as a route from one end of the high street to the train station, into shopping centre or the opposite end of the high street and so will not necessarily pass other greengrocers unless they side track into the Pavillions shopping centre. The only businesses nearby which offer this product are Tesco at the end of the high street and Marks and Spencer. Both of which have not objected to our proposal and so may not see this as an issue. As far as how close these pitches will be situated to each other, There are two fruit and veg stalls 30 yards from each other with Marks and spencers fruit and veg department in very close proximity already trading in each pockets clearly quite successfully for a number of years. Another greengrocer positioned on the high street away from these traders outside the pavillions will have little if any impact on their businesses. More importantly, we all know that competition holds no ground when applying for a license as our dealings with the French Continental market has taught us. Any comments regarding competition cannot be taken into consideration based on the councils own legislation.

The concerns about an already existing established fruiterer/grocerer to the Pavillions shopping centre using its amenities is not a matter for the council to be troubled with, This is an issue between the fruiterer concerned and the Pavillions centre management. Just to put minds at ease while on the subject, no storage will be used, no service lifts, goods deliveries or waste deposition will be conducted on the Pavillions centre premises. All business concerning the high street pitch will be carried out on the high street at this location. Goods storage will be provided off site when out of hours and beneath the selling display within the pitch during trading hours to eliminate the need to re-stock and interfere with public footfall. Waste removal is already in place for this business. Waste which could accumulate throughout the day from stock preparation and handling will be dealt with immediate effect. Any stock boxes emptied for display purposes will be removed before trading hours or contained inside the stall in a neat and tidy fashion. No debris or waste will be left at the location once trading ends as this will obviously violate street trading terms and conditions and also show a blatant disregard for the welfare of Uxbridge visitors/residents. The only possible dangers caused by operating this pitch would be through negligence on our part. As both myself and my partner have years of experience with market stalls and street trading, we are certain that we can uphold whats expected of us in our conduct.

The days and times of trading will not exceed the times and days granted to ourselves by the council for this license.

The pitch we have proposed is in a vast expanse of walkway with more than adequate room for access to street furniture and access to nearby shops. We have actually previously had a license to trade from this exact location some years back with flowers and plants. Those of you who have worked or lived in Uxbridge may remember. There were no objections in the application process for this site regarding sitelines of shops or town aesthetics, nor were there complaints from any party there after. The structure will be erected and dismantled every morning and evening. It will be kept clean and well maintained as we aim to achieve the same standard of image that we currently work to on our existing flower pitch.

To summarise, all of the concerns shown are issues we have already discussed and addressed ourselves. The council have extensive knowledge on all these matters and have been through the motions on numerous previous occasions and events so have all the measurements of public freeflow needed to make a judgement on size allowance and access and any problems which could arise from allowing a pitch at this location. This isn't an application from an inexperienced company starting up a business without knowledge of the town dynamic or understanding the needs of the town. Both my dad and my partner had a pitch inside Uxbridge tube station over 25 years ago before any of the current traders were here. We see a position which will benefit the increasing popularity of Uxbridge with the increase in residential properties, offices which are being built in multiple close proximity locations and an increase in shoppers with the new Primark coming later this year. To say there is no need for more

market stalls in a town which is known as a market trading town makes no sense to me at all.

Hopefully this covers any concerns raised. Any of the parties who have further uncertainties about the proposal are more than welcome to discuss these issues in person with me. As of yet, nobody has approached me with any queries or doubts and neither has anybody directly involved in this industry put an objection in i.e the Pavillions greengrocers.

Thanks for your consideration

Kind Regards

John Craddock

The Flower Stall