

From: [Cllr Susan O'Brien](#)
To: [Austen Young](#)
Cc: [Cllr Douglas Mills](#)
Subject: Re: New Street Trading Application - Europa Furniture
Date: 22 October 2024 13:20:38
Attachments: [image001.png](#)
[image002.png](#)
[image.png](#)

Hi Austen

Apologies for the delay. Thank you for attending the shop. Fortunately, I live in Manor ward so visit the parade often. Saturday week, 12th October, the retailer opened at 10am and put a mattress in the entrance way of the door which was still on his threshold. He also had a small bookcase (small furniture) on the street (wish I took photos now).

I would hope he would wrap the furniture from the elements. I am very unhappy with mattresses, divans, chests of drawers regardless of being wrapped in plastic film out on the street. I thought the laws were relaxed for eateries for customers, not for businesses to be selling their wares from the street. Other businesses are not doing what he is requesting I would still oppose this.

This is what is happening in the service roads very close to behind his shop behind no 89.



I have a great concern.

Susan

Cllr Susan O'Brien
Cabinet Member for Children, Families & Education

London Borough of Hillingdon

Ruislip Manor Ward
Conservative Group Office
Civic Centre
Uxbridge
UB8 1UW
01895 250659

From: Austen Young <AYoung@hillingsdon.gov.uk>
Sent: 17 October 2024 12:15 PM
To: Cllr Susan O'Brien <SO'Brien@hillingsdon.gov.uk>
Cc: Cllr Douglas Mills <DMills@Hillingdon.Gov.UK>
Subject: RE: New Street Trading Application - Europa Furniture

Dear Cllr O'Brien

Further to the below, I paid a visit to the shop yesterday to look at the furniture they sell. Attached are photos of what they are currently selling, and these are representative of the goods that they want to place outside.

I was told that the mattresses, divans and coat stands all come pre-wrapped, and the chests of drawers can be wrapped on site. The shop is happy to place wrapped chests of drawers outside as they would probably do this anyway to protect against chipping, rain and dirt. As can also be seen in the pictures, most goods are marked up with price tags. Again, I was advised that they do intend to mark goods on display outside with price tags to show that they are for sale.

Would it help address your concerns if we could agree a condition that all mattresses, divans, chests of drawers, and coat stands are wrapped in plastic film and if all of these items were also labelled with price tags? We could investigate these being conditions, and the premises have suggested that these are workable. We don't require other premises to take these, but due to the concerns of the area, I wanted to investigate this as a possibility.

Alternatively, if you have any suggestions for conditions, I would be happy to review them and put them to the applicant to get their feedback.

Please let me know if you have any queries or need any other information.

Regards

Austen

Austen Young
Licensing Officer
Licensing Service

London Borough of Hillingdon
3S/08 Civic Centre
High Street
Uxbridge UB8 1UW



From: Cllr Susan O'Brien <SO'Brien@hillingdon.gov.uk>
Sent: 11 October 2024 13:25
To: Austen Young <AYoung@hillingdon.gov.uk>
Cc: Cllr Douglas Mills <DMills@Hillingdon.Gov.UK>
Subject: Re: New Street Trading Application - Europa Furniture

Hi Austen

Further to my email of yesterday, I am not sure if I expressed my unhappiness enough with regards to specifically the mattresses, it is not something that we would want displayed on the public footway.

If you make the request can the business renege on the agreement, if so, can the application go to licensing committee, the objections are as follows:

Existing traders selling same goods within the wider shopping district and they have no need to display mattresses on highway.

Detrimental to the appearance of the business district, in that granted public space licences are used either for cafe purposes or selling of smaller items, not bulky household items. This reflects the narrow width of each shop frontage. Bulky goods would be disproportionate to the shop frontage.

Introduction of such bulky household items will contribute strongly to increasing nuisances already witnessed from improper disposal of bulky household items from flatted locations on and adjacent to the shopping district.

Thank you

Sue

Cllr Susan O'Brien
Cabinet Member for Children, Families & Education
London Borough of Hillingdon

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From: Cllr Susan O'Brien <SO'Brien@hillingdon.gov.uk>
Sent: 10 October 2024 6:53 PM
To: Austen Young <AYoung@hillingdon.gov.uk>
Cc: Cllr Douglas Mills <DMills@Hillingdon.Gov.UK>
Subject: Re: New Street Trading Application - Europa Furniture

Hi Austin

Thank you I would be grateful if you could approach the business and ask if they have to put their merchandise out on the street. The Manor has two other bedroom furniture retailers who do not find it necessary to do that i.e. Dreams and Bedtime.

I am concerned of the significant change to the street scene I am also concerned that the manor has a number of flatted developments, firstly the flats above the shops, Ashburton Court, Warburton Court on the roundabout and the two blocks on Windmill Hill and East Way. There is tenancy turnaround and we can have a problem with mattresses and other furniture being left in the service roads and I would not want those tenants/landlords to think they can leave stuff on Victoria Road shopping parade. It can happen outside the charity shops and we have many of them.

Happy to take it to the licencing sub-committee if the business does not agree to it.

Kind regards

Sue

Cllr Susan O'Brien
Cabinet Member for Children, Families & Education
London Borough of Hillingdon

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From: Austen Young <AYoung@hillingdon.gov.uk>
Sent: 09 October 2024 4:08 PM

To: Cllr Susan O'Brien <SO'Brien@hillingdon.gov.uk>

Cc: Cllr Douglas Mills <DMills@Hillingdon.Gov.UK>

Subject: RE: New Street Trading Application - Europa Furniture

Dear Cllr O'Brien

Thank you for your email.

I will confirm that all goods need to be removed at the end of each day so won't be left out on the pavement overnight if that helps with your concerns about flytipping. If you would prefer that they didn't put out mattresses at all, I can approach the applicant and ask them if they would be willing to reconsider the mattresses.

If you still believe that granting this licence would cause problems, you have a right to object. This is a valid application, so we can't automatically reject the application and must consider it in line with our policy. If you were to object, this application would be heard before a licensing sub-committee to determine the application. The sub-committee may choose to grant the application, grant the application with additional conditions, a reduced trading area or reduced hours, or they can choose to refuse the licence.

When an application goes in front of a sub-committee, they are asked to consider our discretionary grounds for refusal as stated in our policy, and these are:

- a) There are enough street traders in the area offering the same or similar goods to those of the applicant.
- b) The applicant is unsuitable to hold a licence.
- c) The applicant has previously demonstrated misconduct or unscrupulous behaviour whilst being the holder of a street trading licence.
- d) The applicant has failed to comply with the terms or failed to pay a fee of a street trading licence.
- e) The applicant has failed to propose suitable measures for the storage of perishable items when street trading is not taking place.
- f) The applicant of a shop front licence is proposing to sell goods or offer services which are not sold or offered for sale within that shop.
- g) The applicant is not the owner/occupier of a shop outside which a shop front trading licence is sought.

The council may also have regard to the following factors when considering the impact on the local area of the proposed trading activity. If any of the following are relevant, then this may result in additional conditions being imposed upon any licence granted:

- a) Public Safety – whether the street trading activity represents, or is likely to represent, a substantial risk to members of the public from the point of view of obstruction of the highway for emergency vehicles, or otherwise, a fire hazard, unhygienic conditions or other danger that can be reasonably foreseen, that may occur when a trader is using the site.

b) Prevention of Crime and Disorder – whether the street trading activity represents, or is likely to represent, a substantial risk to public order. This is potentially more of an issue for traders wishing to operate as part of the night time economy.

c) Prevention of public nuisance or environmental damage – whether the street trading activity represents, or is likely to represent, a substantial risk of nuisance or environmental issues. Examples include; damage to street surfaces; noise; litter; refuse; vermin; fumes/odours etc.

d) Appearance of trading area – Whether the street trading area is properly constructed and presented and enhances the aesthetic street scene of an area. Guidance will be given to applicants regarding the standard expected by the Council.

e) Needs of the area – amongst other things, the Council will consider the demand for the articles for sale, and the geographical location of the proposed site.

Please let me know if you have any queries or if you would like me to liaise with the applicant.

Regards

Austen

Austen Young
Licensing Officer
Licensing Service
London Borough of Hillingdon
3S/08 Civic Centre
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Uxbridge UB8 1UW



From: Cllr Susan O'Brien <SO'Brien@hillingsdon.gov.uk>

Sent: 09 October 2024 14:11

To: licensing <licensing@hillingsdon.gov.uk>; Cllr Douglas Mills <DMills@Hillingdon.Gov.UK>

Subject: Re: New Street Trading Application - Europa Furniture

Hi Licensing team

Is there anything we can do to stop a business putting Mattresses, Single Divan Box. Runners, Chest of Drawers, Coat stands out side their shop frontage on the street? I'm concerned by mattresses as we may find fly tipping of these items appearing overnight. Apologies if I am sounding a bit reactive but not sure that this is a good plan even to stretch out to 2m.

Susan

Cllr Susan O'Brien

Cabinet Member for Children, Families & Education
London Borough of Hillingdon

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From: licensing <licensing@hillingdon.gov.uk>
Sent: 03 October 2024 3:15 PM
To: Cllr Douglas Mills <DMills@Hillingdon.Gov.UK>; Cllr Susan O'Brien
<SO'Brien@hillingdon.gov.uk>
Subject: New Street Trading Application - Europa Furniture

Dear Consultees.

We have received the following Street Trading Shop Front application:

Applicant - Mr Mohammad Naseri

Trading Address - 77 Victoria Road, Ruislip. HA4 9BH

Size - 2 metres

Days & Times - Monday - Sunday 09:00 - 20:00

Items to be Displayed - Mattresses, Single Divan Box. Runners, Chest of Drawers,
Coat stands.

Last date of Consultation - 24/20/2024

The application form and plan are attached.

If you have any questions, comments or require any further information please do not
hesitate to contact the Licensing Team

Kind regards

Licensing Team

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London Borough of Hillingdon

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