

REGULATORY AND APPEALS COMMITTEE – 18th June 2010

Title of paper:	Creation of Street Trading position in City Centre	
Director(s)/ Corporate Director(s):	Director for Sports, Culture and Parks	Wards affected: Arboretum, Bridge, Radford and Park and St Ann's
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Relevant Council Plan Strategic Priority:	
World Class Nottingham	√
Work in Nottingham	√
Safer Nottingham	
Neighbourhood Nottingham	√
Family Nottingham	
Healthy Nottingham	√
Serving Nottingham Better	

Summary of issues (including benefits to customers/service users):
 The purpose of the report is to consider creating a street trading pitch on the north east corner of High Street, Nottingham. This report will however only need to be considered if Councillors determined that Long Row be re-designated as a Prohibited Street when it considered the previous report.

Recommendation(s):

1	That a new street trading position; 3 metres wide by 2 metres deep, be created on High Street to accommodate a trader being displaced from Long Row.
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1 BACKGROUND

- 1.1 Long Row is currently a consent street for the purposes of street trading. However, Councillors will be aware that this committee resolved at its meeting of 24 March 2010 to advertise its intention to re-designate Long Row as a prohibited street with effect from 1 August 2010. If this is agreed by Committee in their consideration of the previous report then the pitch being created on High Street will accommodate one of the displaced traders from Long Row.
- 1.2 High Street already has a number of established street traders. A map highlighting all street furniture and existing street traders together with photographs of the proposed pitch are attached.
- 1.3 Comments have been sought from local Councillors.
- 1.4 Comments have been sought from Nottinghamshire Police, Nottinghamshire Fire Brigade, Food Safety Team, City Centre Management, Urban Design, Access Management and the Traffic & Safety Team.
- 1.5 Comments have been sought from local businesses on High Street.

2 REASONS FOR RECOMMENDATIONS (INCLUDING OUTCOMES OF CONSULTATION)

- 2.1 It is proposed that from 1 August 2010 a new position be created on High Street to replace a pitch on Long Row.
- 2.2 We have received endorsements from a number of Councillors, who support this proposal.
- 2.3 We have not received any objections from any other consultees, with the exception of Crabtree and Evelyn and Urban Design. The objections are considered in more detail in paragraph 3.

3 OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

- 3.1 If approved the position would be created for the trader to occupy the new position before the re-designation of Long Row on 1st August 2010.
- 3.2 This position has previously been used for a temporary pitch whilst works were undertaken on Long Row.
- 3.3 We received an objection from Crabtree & Evelyn. They commented that,
 1. *There are already vendors permitted to trade in the street which adversely affect our ability to trade. These include an ice cream van parked directly in front of our store, which affects us by:*
 - a) *Operating a constantly running generator that is very noisy and emits unpleasant fumes affecting our customers' enjoyment of our store.*
 - b) *Obstructing the view of, and path to our store, detrimentally affecting customer footfall.*
 - c) *Providing a negative association to our luxury brand.*

I believe that the proposed vendor would exacerbate these problems.

2. We pay business rates for the premises to occupy a sought after retail position. Therefore we expect to receive quiet enjoyment of that position, and to be supported as a business by the local authority.

- 3.4 We received comments from Mariana Castaños, Principal Urban Design Officer stating that High Street is a primary pedestrian route; the busiest in the City Centre. The street widens and provides an excellent setting for some of the most prominent buildings in the City, including the Grade II listed Exchange Buildings. The proposed pitch would have a visually damaging impact to the amenity of the surroundings. There have been recent environmental improvements to High Street to declutter the street and rationalisation of the street furniture to enhance the surrounding buildings and improve pedestrian flow. Locating another street trading pitch on High Street works against these improvements. Placing a new pitch directly opposite the pitch outside Zara creates a pinch point on the busiest street in the City Centre.
- 3.5 Councillors will be aware that a recent review has been carried out on Street Trading in the City Centre. Since January 2009, a full consultation has been undertaken, which included the options for all stakeholders to make written representations.
- 3.6 Councillors will be aware that under the recommendations, the Council will designate the majority of streets in the City Centre as prohibited street for the purpose of street trading with the exceptions being Exchange Walk, High Street, Lister Gate, St Peters Square and Wheeler Gate.
- 3.7 A standard design of vehicles and stalls will be developed to present a recognisable brand so that the public can differentiate authorised, legitimate traders from pedlars and illegal street traders. The design criteria will cover colour schemes, fabric types, and vehicle and stall construction.

4 FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY)

- 4.1 The relocation of the pitch from Long Row to High Street will prevent the loss of street trading income amounting to £5,772.96 in 2010/2011.

5 RISK MANAGEMENT ISSUES (INCLUDING LEGAL IMPLICATIONS, CRIME AND DISORDER ACT IMPLICATIONS AND EQUALITY AND DIVERSITY IMPLICATIONS)

- 5.1 High Street is currently designated as a consent street. The Council can attach such conditions as it sees fit to a consent and may authorise trading from a stationary van, other vehicle or stall if it feels appropriate. The Council can thus specify a location of a trading "pitch".

6 LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION

- 6.1 List of all Stakeholders consulted.

7 PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT

- 7.1 Review of Street Trading report to Regulatory and Appeals Committee dated 24th March 2010