

**From:** Nigel Male  
**Sent:** 02 November 2022 09:46  
**To:** Lee, Mark <MLee@TestValley.gov.uk>  
**Subject:** Street Trading Consent APPEAL (21/00157/COMM)

Dear Mark

(Could you please confirm receipt of this email.)

With regard to the rejection of my request for a Street Trading Consent Licence, I would like to submit the following comments in regard to the points that you raised in your correspondence, for an appeal.

Your rejection wording (I acknowledge taken from your Street Trading Policy document):-

1. A significant effects on road safety would either from the siting of the trading activity itself, or from customers visiting or leave the site

- **The car park has 38 spaces and is One way, so no sufficient effects will occur as there is a smooth movement of traffic through.**

3. There would be a significant loss of amenity caused by traffic noise, rubbish, potential for the harbourage of vermin, odour or fume.

- **There would certainly be no issue with noise, our generator, is very quiet, and would be on the road side therefore masked by the traffic noise. Our wood fired oven, Burns kiln dried logs therefore causes very little smoke or fume whilst in use. There may be a little smoke, when the oven is first lit.**
- **As we are a takeaway service, we don't envisage there being massive amount of used pizza boxes littered around the area. As people tend to take their food home eat it at home, and dispose of the packaging at home. However, I have a black sack available for rubbish, for use if necessary, which I take away with me at the end of trading.**
- **Also, at the end of trading we always sweep on completion of service to ensure there is no waste, or rubbish/litter in the area.**
- **We are only applying for a licence at this location for one evening a month for four hours.**

9. The site does not allow the Consent Holder, staff, and customers to park or access in a safe manner.

- **The car park has 38 spaces, so not an issue as ample amount of spaces**

The Pizza van will be occupying several parking spaces, which will take spaces for the local shop. (Taking trade away from local Business) this convenience store has a thriving post office/bank which used by local businesses at the end of a business day.

- **The car park has 38 spaces and is One way. We would only require two spaces, one for the trailer, and one for the support vehicle. I am unsure how this would “cause significant effect on the road safety. Hence this will not make any difference to people, not being able to park and use the shop therefore taking trade away from a local business.**
- **The post office closes at 5:30 pm. Which means that there would be an overlap of our trading time with theirs of half an hour.**
- Surely that it will be as on other locations where we operate, where there is a convenience store, that are an increase in footfall and turnover has been experienced by the shopkeepers, as people tend to order their food, and then say “I’m just popping into the shop” or go into the shop while they are waiting.
- **An order for a Pizza, takes longer for us to top the pizza, and pop into the oven to cook. A pizza will cook in 90 seconds. Therefore the turnaround time is very quick.**

If spaces are unavailable for customers, this will force them to drive to another shop, this will have an impact on the environment, which we are trying to avoid

- **The car park has 38 spaces, so not an issue as ample of spaces and this would be for after busy school time**
- **Being in the location we are proposing, it is hoped that the majority of our customers would walk to the site as it is so close to residential areas.**
- **On an average evening, we carry, and sell around about 50 pizzas. The majority of these are in orders of two or three. Therefore possibly 16 visitors, to the trailer during anyone trading period. The majority of our customers of other locations are walk in's**
- **Our online ordering facility, encourages people that are driving to pick up their food, to enter the registration details, they are then given a 15 minute window to arrive to collect their food. So there is very little time and people are hanging around waiting for food.**

A Major factor is the location of four schools in floral way, infants two primaries and a secondary and this parking area was upgraded a few years ago by HCC at the request of a local Ward councillors to encourage parents to drop off their children so they could walk to school and be collected at the end of the day.

- **Not an issue, as we would not be trading during this time of day. We are proposing not to arrive on site until 4.30pm and trading would start after 5pm. This is long after the chaos of school pick up time is complete, even if there is a**

**possibility of an afterschool event (which would still be very much smaller in numbers involved).**

This decision was taken by HCC to stop hundreds of parents parking near the schools.

- **As above**
- **We appreciate the decision was taken by HCC to stop hundreds of parents parking near the schools. But we will not be arriving till after the school rush. It is more likely the shop may lose trade by the continued use of the car park by the school run!!**

Taking parking space creating additional traffic problems at a busy time of the day pick-up time of children from after school clubs. Parents parking in this area from 2.25 on any school day disregarding the allotted permitted parking periods and blocking access to post office and store.

- **We would not be trading during this time**

The siting of this food van is proposed on the opposite side to the store parallel to the footpath and facing the grass verge. To access the van, children/customer must cross the site access road, between vehicles closely parked on both sides. It is also important to note that the proposed application is for trading to begin at 5pm during the autumn and winter months it will be dark/dusk with added to road safety

- **We are proposing we are cited in the car park. We have never had children come directly to us to purchase pizza!!**
- **We will light the area sufficiently to avoid any issues with health and safety.**
- **If this location is the only issue, then can be moved further down the Car parking spaces i.e., not parallel to the foot path nor close to the shop?**

The Government addressing the need to avoid children consuming high level of fat and sugar in canned drinks alongside fast food

- **We are NOT a fast food outlet, we do not sell cans of pop, we do not sell chips. If our customers wanted any canned drinks, they are available at the shop!**
- **We also have salads on our menu**
- **You claim that older students, who are unsupervised, will give into the temptation and this will be beyond resistance after taking part in a very active sport! This is absolute rubbish, they are more likely to fill up kinds of crisps, sweets and sugary canned drinks from the shop. Their food and snacks are more affordable to teenagers and schoolchildren.**

- **You say that the council is already working hard with communities to live healthier and more active lives. Hampshire County council schools serves pizza several times a week on its menu in all four of the schools!!**

In addition to the points above, I would also like to raise the following points:

- **The government is trying to get businesses' starting/growing to encourage growth of the country. This is irrelevant on the size of the Business. This rejection is limiting my growth.**
- **Even the Hampshire County Council and the Test Valley have web pages to the support/provide advise at the start up, GROWTH, and acceleration stage for Businesses**
- **The 'Pizza Kitchen' is a business that TVBC invested £750 into in the form of a new business initiative in March 2022. So why then is my small business application being declined?**
- A similar pizza service (Woodfired) Operated very successfully in the car park of the community centre at Burghclere down. The operators, of this Pizza business have since retired, we have taken over several of their locations. Sadly, due to our very busy schedule, we are unable to visit the car park on the days and sites, suggested by the parish council.
- **At the end of the day, we are proposing to provide a service to the community, one evening a month for four hours.**

I will be happy to meet with any of the counsellors on site/location to view and discuss the best location for us to operate from. I also invite any concerned member of the council, to visit us at any of our other locations, where we are outside shops, Saxon fields, the co-op at Picket 20, Greenfield park, or the Salto centre, to see exactly how we operate and what we actually do etc.

We are even willing to trial this for at least two months, just so that the Council can see, that the concerns detailed in the councillors Concerns are not be a problem in reality.

Hence, with respect to all the above points, I would therefore request that this application be reconsidered and/or referred further / to the Councils Licensing Committee.

I if you require any further information, please don't hesitate to contact me.

I look forward to hearing from you.

Yours Sincerely

Nigel Male



**Nidge's Artisan Pizza Kitchen**