

HAGLEY PARISH COUNCIL

www.hagleyparishcouncil.gov.uk

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DY9 0NJ

John Davies
 Licensing Assistant
 Planning and Environment Services
 Bromsgrove District Council
 The Council House
 Burcot Lane
 Bromsgrove
 Worcestershire
 B60 1AA

25th March 2010

Dear Mr Davies

Street Trading consent for Brake Lane, Hagley: Biagio Calleia – Midland Super Cream
Street Trading consent for Park Road, Hagley: Michael Calleia – Midland Super Cream

Hagley Parish Council believes that this type of application targets school students from Hagley Primary School (Park Rd) at Haybridge and Hagley Catholic High School students (Brake Lane). This is obviously pushing the 'pester power' ticket where parents collect the children or students buying 'snacks' and ice creams to consume on the way home. Hagley Parish Council objects to both of these application which should be discouraged in the interests of:

- * Discouraging easily accessible less healthy snacks to school children.
- * The parked ice cream van takes no regard to parking on double yellow lines or in a position which causes a hazard for other road users.
- * There is a cause for concern for children to be distracted when crossing the roads etc.
- * Litter is dropped by the children on the way home.

Although Hagley Parish Council cannot officially speak for the head teachers at the three school sites (Ms. Hoddinott at Haybridge High School, Mr. Hammond at Hagley Catholic High School and Mr. Bailey at Hagley Primary School) it knows from past correspondence that they too object to this form of street trading. Can you please ensure that they are consulted too?

These impacts are applicable to any application wishing to operate in these locations and therefore no application should be approved which target students leaving the schools at the end of the day.

Equally Hagley Parish Council is concerned that the applicants will move to positions away from the immediate vicinity of the schools but bring the same concerns to neighbouring streets. The applicants should be discouraged from merely parking elsewhere.

Yours sincerely

Catherine Humphries
Clerk to the Council

John Davies

From: Steven Colella
Sent: 12 March 2010 18:17
To:

Cc:

Subject: RE: Street Trading Consent Biagio Calleia - Midland Super Cream

Dear All

I'd agree with _____ This applicant targets school students from primary, middle and 6th formers at Haybridge, Hagley Roman Catholic and Hagley Primary School children and students. This is obviously pushing the 'pester power' ticket where parents collect the children or students buying 'snacks' and ice creams to consume on the way home. This should be discouraged in the interests of;

- * Discouraging easily accessible less healthy snacks to school children.
- * The parked ice cream van takes no regard to parking on double yellow lines or in a position which causes a hazard for other road users.
- * There is a cause for concern for children to be distracted when crossing the roads etc.
- * Litter is dropped by the children on the way home.

Although I can't officially speak for the head teachers at the three school sites (Mrs. Hoddinott at Haybridge High School, Mr. Hammond at Hagley Roman Catholic and Mr. Bailey at Hagley Primary School I know from past correspondence that they too object to this form of street trading. Can you please ensure that they are consulted?

These impacts are applicable to any application wishing to operate in these locations.

I'd support rejecting this and similar applications.

Hope this helps.

Regards

Steve

Steve Colella

Steve Colella
(Bromsgrove District Councillor - Hagley Ward)
24 Lodge Crescent
Hagley
DY9 0NB

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P Think of the Environment. Do you need to print this e-mail?
-----Original Message-----

John Davies

From: Chris Scurrall
Sent: 16 March 2010 11:03
To: Pauline Ross
Cc: John Davies; Steven Colella
Subject: RE: Street Trading Consent Biagio Calleia - Midland Super Cream

Dear Pauline and John

I'm not sure who to respond to so I've sent it to both of you:-

I object to the location of this ice cream van parked outside Haybridge and The RC schools Brake Lane Hagley in the afternoon.

I think it is dangerous as it encourages children to run across the road to get in the queue before their other pupils.

All appropriate health related authorities (and I include Schools in this) are encouraging children to eat less fat and sugar - the very ingredients of ice cream. By permitting the regular positioning of an ice cream van outside the school this encouragement is seen to be undermined in a big way.

Any parking on double yellow lines cannot be condoned

Sale of the products from the ice cream van inevitably produces litter, whilst litter bins are provided in the area, they are not always used resulting in an untidy part of the village. By stopping the litter at source this problem would be reduced.

I reiterate my objection.

Regards
Chris Scurrall
Councillor for Hagley Ward

-----Original Message-----

Susan Garratt

From: Hawley, Stephen (ES) [SHawley@worcestershire.gov.uk]
Sent: 08 September 2010 11:19
To: Susan Garratt
Cc: Sarah Sellers
Subject: Street Trading Licence - Brake Lane, Hagley

Sue,

Sadly the location is very difficult to pin point. Brake Lane is a cul-de-sac serving a significant residential community as well as the schools and leisure centre.

The location of the van appears to be on Brake Lane just west of the zebra crossing. Considering the significant levels of congestion in the area I cannot support a 3 hour trading window. However should the applicant trade from the layby outside 1 The Brake, just slightly further west, then I would comment that the free flow of traffic would not be obstructed and the trading would occur in a suitable location, even for the longer trading period. Therefore I would recommend that if a consent is granted it is only permitted in the layby outside 1 The Brake.

I have no objection to trading in the other roads indicated on this application on a hail and stop basis.

Steve Hawley

Stephen Hawley, BSc (Hons) IEng FIHE MCIHT Certmgmt(Open)
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08/09/2010

John Davies

From: Ian Keagle
Sent: 16 March 2010 16:23
To: John Davies
Subject: RE: Street Trading Consent Biagio Calleia - Midland Super Cream

John,

Thank you for this and the opportunity to comment on this application for a Street Trading Consent.

I would offer the following comments:

This section has no objections in principle to the above application.

The vehicle will be required to comply with Food Safety and Health and Safety legislation which is enforced by this Council. The premises will be subject to routine inspection to assess compliance.

Advice can be obtained on detailed compliance with this legislation from the Commercial Regulation Team (telephone number 01527 881434).

It is a legal requirement that the business is registered by the Council administering the address where the vehicle is kept. I note that this vehicle is registered by Dudley MBC.

If you have any queries relating to these comments please let me know.

Regards,

Ian.

Ian Keagle
Team Leader (Commercial Regulation)
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