

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

26<sup>th</sup> March 2010

Dear Mr Davies,

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

The Staff and Governors at Haybridge High School strongly object to both of these applications which directly affect the safety and wellbeing of our pupils, staff and the immediate community.

We regularly bear witness to students dashing across Brake Lane in a rush to get to the ice cream van. Whilst we ensure that there is always a member of the Senior Leadership Team on the gate at the end of the school day, it is impossible to prevent individual students from running across the road.

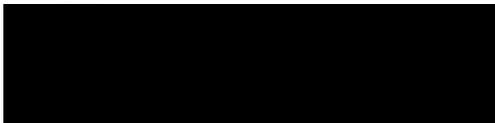
The location of the van itself causes nuisance to other road users, which entails them taking additional risks in their driving and creating yet more hazards for our students trying to cross the road.

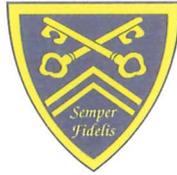
The school prides itself on meeting Government targets for healthy eating. The location of this ice cream van (right outside the school), enables students to purchase not only ice creams, but an array of confectionary and fizzy drinks. This disregards government guidelines and makes a mockery of the work that schools do in trying to encourage young people to adopt a healthy lifestyle.

Our other major concern is litter, not only does the school suffer the additional litter from the wrappers and packaging of the confectionary, but much of this is also contributing the litter along Brake Lane, the park and the village in general. This is having a direct impact on the community for which all the schools work hard to engage and build relationships with.

In summary, we would strongly urge that this application is rejected on the basis of the safety of students and other road users, contravening governing requirements on healthy eating for schools and increased litter.

Yours sincerely,





Licensing, Planning & Environmental Services  
Bromsgrove District Council  
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25 March 2010

Dear Mr Davies,

## **Application for street trading in Brake Lane Hagley by Midland Super Cream**

Thank you for your consultation letter of the 17 March 2010, I duly set out below the formal response of the School.

Both I, as Headteacher, and the Governors of the School wish to object to this application in the strongest possible terms. Street trading of this nature in the vicinity of the school poses very serious health and safety issues for over one thousand pupils at this school. I set out below the specific details of our main objections:

### **Public Safety**

- a) The school timetable for pm lessons runs from 1.00pm to 3.30pm. Midland Super Cream currently park their vehicle outside the school gates from around midday and they wish to do so from 1.30pm under this application. The presence of their vehicle encourages pupils to leave the site at lunch time and also between lessons during the afternoon session. This places pupils in danger on a number of levels and ties up valuable staff time in our attempts to police the situation. It also makes some pupils late for lessons and disrupts the education of many more.
- b) At the close of the day (3.30pm) pupils rush from lessons to beat the queue to buy sweets before they catch their contract bus home. This causes pupils to rush, run between parked vehicles on the car park and can cause disputes to erupt. Pupils have also been known to miss their bus home as a result.

### **Public Nuisance**

- c) Footpaths can at peak times be blocked by the queue of pupils waiting to be served. This does not endear us to our neighbours as it causes mobility issues for those trying to use the footpath and is especially difficult for mothers with pushchairs.



- d) The discarded wrappers from items sold causes litter problems on our site, in the surrounding area and on the contract buses used to transport children home.
- e) We believe that chewing/bubble gum is sold. The ill effects of this on the environment are obvious but it causes particular issues on the school to home buses

**Other**

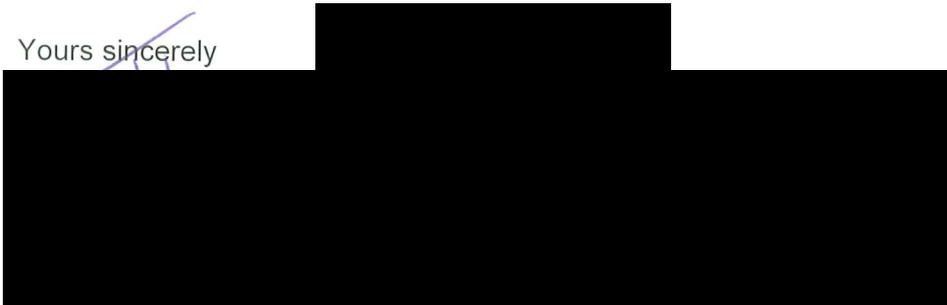
- f) The range of products offered by Midland Super Cream is in direct conflict with the Government's School Nutritional Standards requirements that all schools are responsible for meeting. The clear aim of this initiative is a healthier future for all young people. Midland Super Cream trade in generally unhealthy nutritional choices such as sweets, ice cream, crisps/fried snacks. Their presence encourages and would, if granted a licence, continue to encourage pupils to use the money they are given by their parents to spend on the healthy food choices in school for unhealthy choices at the school gate.

All of the above problems are of course compounded by the close proximity of Haybidge High School with its twelve hundred pupils.

We are aware that Officers from Hagley Police Station share our concerns and we ask that you also consult PC Chris Lord with regard to this application.

We trust that this document sets out a clear, well reasoned and strong objection to the granting of this licence.

Yours sincerely

A large black rectangular redaction box covers the signature and name of the sender. A blue ink scribble is visible over the word "Yours sincerely".

[REDACTED]

Licensing  
Planning & Environment Services  
Bromsgrove District Council

28<sup>th</sup> March 2010

Dear Sir / Madame,

Re; Street trading consent application for a mobile Ice Cream Van in the Brake Lane Area of Hagley.

We wish to object to the proposed application based on the following Street Trading Consent Criteria;

4.1a) With two large secondary schools opposite each other on Brake Lane, the road is extremely busy in the afternoons at the end of the school day. It is already difficult to pass as it is a narrow road congested with large school coaches / buses and inconsiderate / illegal parking. Likewise, the footpaths are crowded. There is only one way out of Brake Lane for both the large amount of traffic related to the schools and for the residents who live past the schools. To get out of Brake Lane for residents like ourselves can take 15 minutes at this congested time in the afternoon.

4.1c) The school children already leave a lot of litter on / around the road and undoubtedly an ice-cream van will exacerbate this.

4.1d) There is already an ice-cream van parked on Brake Lane. This is in addition to the van that parks outside the Primary School on Park Road, just a few hundred yards away. The high street also has a newsagent and Spar 'mini-mart', so there is no shortage of existing opportunities to purchase ice-creams, soft drinks and confectionary.

We wish to object to the application on the following General criteria;

The trader will not be bringing in new products to enhance the vitality of the area. These needs are already adequately provided.

We are at the start of a crisis of obesity in this country and we do not help our children if we tempt them with yet another opportunity to eat unnatural, processed foods with high sugar, fat and calorie contents. Every day, our children attend Hagley Primary which calls itself a 'Healthy School'. Children are not allowed crisps, biscuits and only have water for drinks. The irony is that they then walk out of school each day to be faced by an ice-cream van parked 10 yards from the school entrance. This makes a complete mockery of the message the school and ourselves are trying to give them.

Permission for this additional van would mean that in the ten minute walk home from school our children would have to pass three such vans. We cannot see any possible justification for approving this application.

Yours Sincerely,  
[REDACTED]

1<sup>st</sup> April, 2010



Dear Sirs,

Reference attached copy application.

Objection – due to already embedded litter problem outside the Brake and outside schools, continuing along Brake Lane.

And

Objection – adding to vehicle conjection outside the Brake and outside the schools located on Brake Lane.

Yours faithfully



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Planning Administration  
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