



Mackays Stores Limited

Estates Department, 9/10 High Street, Hitchin Hertfordshire SG5 1BH
Tel: 01462 432351/2 Fax: 01462 432353

Ref: MJH/LEF

28th February 2020

Recorded Delivery

Licensing
Worcestershire Regulatory Services
Wyre Forest House
Finepoint Way
Kidderminster
DY11 7WF

By email & Post
wrsenquiries@worcesterservices.gov.uk

Dear Sir

RE: Application by AMBER TAVERNS LTD t/a The Old Post Office to place 7 Tables and 28 Chairs on the Highway adjoining M & Co shop premises at 117-121 High Street, Bromsgrove

I refer to the Notice sent to our M & Co Premises and I am grateful to have the opportunity to make representations to you on the application. Given the Company's business is the retail sale of clothing you will not be surprised that the Company wishes to object in the strongest terms to the proposal. As a High Street retailer we are dependent upon our shop window display attracting custom. In our experience even temporary disruption to visibility of our stores for example, from nearby scaffolding, road/paving works affects trade and causes it to suffer. What is proposed is more long term with a long term effect. Some of the concerns are:

1. The pedestrian flow pattern past the Company's shop frontage will be disturbed and flow forced away from the window display(s). Disturbance will be worse on Tuesday, Friday and Saturday (Market Days).
2. Noise, smells, tobacco smoke etc. will find their way into the M & Co shop premises affecting the instore environment and merchandise on display.
3. The seating area may encourage anti-social behaviour, noise etc. during and after shop trading hours.
4. The seating's location may further obstruct views of the M & Co shop front which already suffers from visibility problems.

I do hope that you will take the Company's concerns into consideration and refuse the application.



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Thank you once again for the opportunity to comment and I would be grateful if you could kindly acknowledge receipt of this letter.

Yours sincerely


Michael Harris BSc Dip Arb MRICS MCI Arb

Estate Manager

MACKAYS STORES LIMITED

Email: mharris@mackays.co.uk