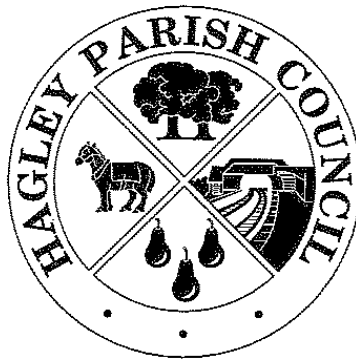


HAGLEY PARISH COUNCIL

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John Davies
Licensing Assistant
Planning and Environment Services
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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.

APPENDIX B

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