



CAMBRIDGE CITY COUNCIL

REPORT OF : Emma Thornton- Head of Tourism and City Centre Management

TO: Licensing Committee -8th October 2012

WARDS: Market ,Castle and Newnham

Adoption of Street Trading Review

1) INTRODUCTION

1.1 On 18th July 2012 Licensing Committee approved a draft Street Trading Policy for Cambridge for consultation. This report sets out the consultation that has been undertaken, summarises the feedback that has been received and recommends approval of the final policy.

2) RECOMMENDATIONS

The Licensing Committee is recommended:

- 2.1 To approve the final draft of the Street Trading Policy and procedures as set out in Appendix A with a commencement date of 9th October 2012.
- 2.2 To delegate to the Director of Environment powers relating to the control and operation of street trading except for decisions on the allocation of new or vacant pitches where more than one applicant has applied for a pitch and decisions on renewal applications where 5.2.6 of the street trading policy applies.
- 2.3 To authorise the Head of Tourism and City Centre Management to further investigate designation of the following streets as consent streets: Sussex St, Christ's Lane, Parkers Piece(the area of public highway marked with pitch number 21), Milton's Walk, Pikes Walk and to bring a report back to the licensing Committee.

- 2.4 To approve the extension of Pitch number 17 from 6 months to 8 months to bring it in line with all other 8 month seasonal pitches.

3) BACKGROUND

- 3.1 On 18th July 2012 the members of the Licensing Committee approved a draft street trading policy for consultation.

- 3.2 Consultation was undertaken in the summer of this year as described in paragraph 4. The policy sets out how the Council will manage street trading in Cambridge and the mechanism through which street trading pitches will be reviewed annually. It will guide the Council when it considers applications for Street Trading Consents and will inform applicants of the criteria against which applications will be considered.

- 3.3 The purpose of the new policy is set out in the introduction;

“to create a trading environment in which street trading complements the surrounding environment and retail offer, is sensitive to the needs of all users of the city centre and provides diversity in terms of consumer choice. The policy seeks to encourage investment from street traders and to create an environment where high quality street trading activity is achieved. Where possible and within the constraints of this policy, the Council will support new street trading opportunities.”

- 3.4 The background to the review and a summary of the main proposed changes in this new policy were set out in detail in the report to Licensing on 18th July 2012.

4) CONSULTATIONS

- 4.1 The draft policy has been subject to 6 weeks consultation, which ran from 27th July through to 7th September 2012. The consultees included all those set out in Section 2 of the draft policy (included as Appendix A), and the consultation documents were listed on the council’s website under current consultations.

- 4.2 During this consultation period a meeting was also held between the Head of Tourism and City Centre Management and the recently formed branch of the NMTF (National Market Traders Federation) to discuss the draft policy and procedures. This group formed recently

to bring together all 25 of the street traders currently operating within the consent zone in Cambridge.

4.3 Summary of feedback on the consultation

Six responses were received in total to the consultation. Five of these were external and one was internal (Environmental Health).

4.4 The NMTF welcomed the proposed policy and procedures because they feel that it provides them with a level of security if they maintain high standards and continued compliance with the criteria for assessment. As a result they feel encouraged to continue to invest in their business and reassured as the policy provides a level of security for their employees. They also welcomed the introduction of the 3 yearly reviews as a mechanism for formalising on going dialogue with the Council and evidencing that they are committed to maintaining high quality levels in the operation of their businesses.

4.5 Whilst some consultation comments received were about street trading in Cambridge in general, specific concerns about the draft policy were principally around the following key areas:

- That the new policy makes it difficult for the City Council to proactively identify gaps in the street trading offer and to fill these accordingly.
- Concern that the policy is anti competitive because all consents are not opened up to application annually.
- That stall fees are too low and not set at a commercial level.

4.6 A summary of this feedback with a detailed response, and any proposed amendments to the policy are set out in **Appendix B**.

4.7 At the Licensing Committee on 18th July it was noted that Pitch 17 on Silver Street, which is currently a 6 months should be extended to 8 months to bring it in line with all of the other seasonal 8-month pitches. The NMTF have also included this as a specific request in their consultation feedback.

4.8 A summary of the feedback received and how we have responded to this is set out in **Appendix B**.

Identifying new street trading pitches

- 4.9 In section 3.7.3 of the draft policy the council states that it will proactively review street trading in the consent streets to identify any new street trading opportunities.
- 4.10 As part of the consultation the formal designation of Sussex St, Christ's Lane, Parkers Piece(the area of public highway marked with pitch number 21), Milton's Walk, Pikes Walk was considered and consultees were invited to comment.
- 4.11 The only comments received about the streets listed as potential new consent streets were in relation to Sussex St. These were around obstruction of the public highway. These concerns will be taken into account when investigating further whether Sussex St is viable as a consent street.
- 4.12 Further investigation will be needed to assess whether these streets should be designated as consents streets. Following the investigation a further report will be presented to licensing committee to consider whether to commence the formal process of designation.
- 4.13 Streets are designated by formal resolution. Before making a resolution the council must publish its intention to make the resolution in a local newspaper circulating in the area and serve a copy of the notice on the chief officer of police and the highway authority. The Council must then consider any representations made and decide whether to pass the proposed resolution.

5) CONCLUSIONS

- 5.1 The review of the Street Trading policy and procedures has been a thorough process and has identified and introduced significant improvements in the way in which street trading will be managed in Cambridge in the future. It is the officers' view that it has achieved the objectives of the review as set out in Section 3 of this report.
- 5.2 Officers acknowledge that it does not respond to the desire by some to develop a more competitive environment and to open up opportunities annually. However it is extremely important that the council balances the need to support and develop its existing street trading community, many of whom have been trading in Cambridge for a number of years, with also proactively seeking to expand opportunities for new traders. It is the officers' view that new policy and procedures will help achieve this.

6) IMPLICATIONS

6.1 Financial Implications

This new policy aims to support and safeguard the sustainability of street trading in Cambridge city centre and to ensure that Street Trading procedures are appropriate and fair and in line with best practice nationally.

6.2 Staffing Implications

There is resource within the City Centre Management team to undertake the recommendations set out in this policy.

6.3 Equal Opportunities Implications

A full Equalities Impact Assessment on this policy has been undertaken and is available to view on the council's website

<http://www.cambridge.gov.uk/ccm/content/council-and-democracy/how-the-council-works/council-policies-and-plans/equality-and-diversity/equality-impact-assessments.en>

6.4 Environmental Implications

The Draft Street Trading policy has no climate change impact. In undertaking this review and bringing forward any final proposals consideration has been given to the City Council's commitment to reducing the city's carbon footprint

6.5 Procurement

There are no apparent procurement implications to this policy

6.6 Community Safety

In undertaking this review and bringing forward any final proposals consideration has been given to any community safety implications.

7) BACKGROUND PAPERS: The following are the background papers that were used in the preparation of this report:

There are no background papers to this report

8) Appendices

Appendix A -Cambridge City Council – Street Trading Policy 2012.

Appendix B – Summary of consultation responses

To inspect these documents contact Emma Thornton on extension 7464

The author and contact officer for queries on the report is Emma Thornton on extension 7464

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