

APPENDIX B

Applicant: Richard Berry (for Balloonzone)

Location: On the footway outside the entrance to the Centrale Shopping Centre, 21 North End, Croydon.

Measurements: The application seeks a trading area of 1 metre in length & 1 metre in width. This is a Croydon Council maintained section of public highway. If the application is granted, the designated site would need to be 2 clear metres from any item of street furniture or shop frontage. It is proposed that any designated site be marked on the footway surface.

Appendix B1 is a copy of the designation application. This includes a diagram of the proposed site provided by the applicant and photographs of the trading in operation, again provided by the applicant.

Proposed Times of Trading:

Friday to Sunday 11am to 6pm.
On school holiday days.

To Provide/Sell: Display & sale of balloons.

1. Detailed Considerations

- 1.1 The application was received by the Place Department on 24 October 2016.
- 1.2 The application was duly advertised in the Croydon Guardian. Comments were received from the Croydon BID. A copy is attached at Appendix B2.
- 1.3 The Police Licensing Officer, Food Safety team, Planning, Highways and Parking Services divisions were invited to comment on this application.
- 1.4 The measurements outlined above have been checked and agreed by an Enforcement Officer during a site visit.
- 1.5 A temporary licence was issued to the applicant which is valid until 01.05.2017 pending the committee's decision. A copy is attached as Appendix B3.
- 1.6 There are two other nearby premises who hold a street trading licence. These are 2-28 & 59-61 North End. Both are marked on the plan attached at Appendix B4 and are for the provision of tables & chairs. The application site is marked X on the same plan.

- 1.7 If the application for a street designation order is granted the applicant will be invited to apply for a Street Trading Licence which will then be valid for a year

STREET TRADING LICENSING

APPLICATION FOR A STREET DESIGNATION ORDER

Return completed form to Place Department, Licensing Team, 10th Floor, Zone B, Bernard Weatherill House, 8 Mint Walk, Croydon, CR0 1EA
Telephone: 020 8760 5466 .Fax no :0208 633 9410

PLEASE READ THE GUIDANCE NOTES ATTACHED BEFORE COMPLETING THIS FORM

1. APPLICANT (see note A)

Correspondence address

- a) First Name Richard
- b) Last/Family Name Berry (For Balloonzone)
- c) Full Home Address of Applicant [Redacted]
- London [Redacted]
- d) Home Tel No 0208-[Redacted] e) Mobile No [Redacted]
- f) E mail address: [Redacted]
- g) Date of Birth: [Redacted] h) Passport No [Redacted]
- i) National Insurance No: [Redacted] j) Nationality: British

24 OCT 2016

WS (MOD)

2. SITE TO BE DESIGNATED (see Note B) For Mobile Vehicles/Trailers go to section 4

- a) Trading Name of Premises: Balloonzone
- b) Trading Address: North End Croydon Outside
- Centre Shopping Centre
- c) Business Tel No: 0208-[Redacted]

3. DISPLAY AREA (see note C) map to follow

a) Dimensions of display area (state whether measured in feet or metres)

Length 1m Width 1m Height N/A

b) Hours that you would like to display the goods/services on the highway.

Sunday: from ..11.....to6..... Thursday: from..... to.....

Monday: from..... to..... Friday: from...11.....to6.....

Tuesday: from..... to..... Saturday: from...11.....to6.....

Wednesday: from..... to..... + School holidays

c) Type of goods or services to be displayed : ..Balloons.....

4. MOBILE VEHICLE/TRAILER (See note D)

a) Address of proposed pitch

b) Approx dimensions of vehicle/trailer (state whether measured in feet or metres)

Length.....Width.....Height.....

c) Registration No

d) Proposed hours and days of trading:.....

If you propose to sell hot food and drink after 2300 hours then you will require a premises licence under the Licensing Act 2003.(see note D)

Office Use only Premises Licence No

I declare that all the information given on this form is accurate to the best of my knowledge.

I enclose a fee of £ 365.

Please make cheques payable to Croydon Council. Alternatively payment can be made by debit or credit card on 0208 760 5466. There is an additional surcharge of 1.65% for credit card payments. There is no additional charge for debit card payments.

Signature of applicant(s) or applicant's Solicitor or other duly authorised agent:

Date 17/10/2016

I understand that by signing this application form I confirm that I have been made aware of the 'Council's Street Trading Policy' in relation to the saturation areas in London Road and High Street Thornton Heath (see Note E on the attached guidance notes)

If you require any assistance with the completion of this form please contact the Licensing Team on 0208 760 5466

Office Use Only Uniform No: 116/01028/STT

Receipt No : 172536 Date received: 24/10/16

DEBENHAM'S

METRO BANK

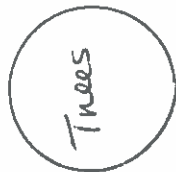
CENTRALE

POUND SHOP

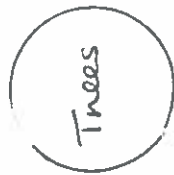
Benches



Trees



Trees



Sign post



Proposed site



1m Sq
(balloon seller)

(balloon seller)



* Map not to scale

* No stall or equipment is used on-site / 1sq m

* We would be happy to be sited anywhere in this area - if proposed site not suitable (we are mobile & can move in the event of any emergencies) -

B 21

WHITGIFT CENTRE









Shepherd, Wendy

From: Shaun Webster <~~shaun.webster@croydonbid.com~~>
Sent: 22 November 2016 17:20
To: Shepherd, Wendy
Cc: Matthew Sims
Subject: RE: Street designation order applications

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Wendy

I would like to thank you for offering the opportunity to feedback regarding a recent street designation order application.

Having reviewed the information supplied and taken into consideration the current and future strategy surrounding North End, Croydon Business Improvement District would like to make a representation against the second application for a designation of space to sell balloons outside of Centrale Shopping Centre.

A Street Designation Order would, if approved, allow for a more permanent arrangement for the independent trader on North End. As a Queens Highway, North End is an area of significant profile and interest and one which has been the focus of significant discussion over the last 24 months, led and governed by the North End Improvement Group which include interested parties such as Croydon BID, Croydon Partnership and of course Croydon Council.

Croydon is preparing not just the retail space in which the Croydon Partnership plan to redevelop but the public realm and activities which take place on its main highways. As a result, a focus on North End is to remove clutter whether it is signage or in this case a designated space for trading.

While we accept that Street Designation Orders have been accepted in some parts of North End, these applications are used as an extension of a current business premises and include the use of chairs and tables such as Costa and Pizza Hut. It is important to note that these businesses pay significant rents, business rates in order to allow them to trade in one of Croydon's prime locations.

In approving this application, Croydon Council will be setting a worrying precedence for future applications upon which it will have little power to reject if it is approved.

It must be noted that Croydon BID currently has no concern surrounding the activity of selling balloons on North End and would suggest that the independent seller continues to be issued with a six month licence until a review of the activity is required.

Should you have any queries regarding our representation, we would be happy to discuss.

Kind regards,

Shaun

Shaun Webster
Head of Operations



Croydon Town Centre Business Improvement District Ltd
Cambridge House, 16 - 18 Wellesley Road, Croydon, CR0 2DD

**TEMPORARY LICENCE –
STREET TRADING**

The Council of the London Borough of Croydon being the Local Authority for the purposes of the London Local Authorities Act 1990

**HEREBY LICENCE
TO USE SITE KNOWN AS**

outside

Mr Richard Berry
Balloonzone
Centrale Shopping Centre
21 North End
Croydon
CR0 1TY

**TO DISPLAY
SIZE OF DESIGNATED DISPLAY
PERMITTED DAYS & TIMES**

Balloons
Length 1m, width 1m.
Friday - Sunday 1100 hours until 1800 hours
School Holidays 1100 hours until 1800 hours

This licence is issued subject to compliance with the licence conditions attached

**Please note that the person named on the licence and whose photograph appears on the licence is responsible for the premises at all times.
This licence may not be transferred to any other person.**

Date Licence Valid From: 01.11.2016

Date Licence Expires: 01.05.2017

Licence Number: 16/00973/STT

**Issued on Behalf of : Licensing Manager
Place Department**

Licence Conditions

Non Transport for London Maintained Roads

1. The Licence shall ensure that there is a minimum clear passage of **2.0 metres** between the front edge of their display and the edge of the kerb or any item of street furniture (railings/lamp posts etc) – whichever is the nearer to the display.
2. A clear copy of the licence shall be displayed in the front window of the premises at all times and should be visible to passers – by.
3. Please note that the person named on the licence and whose photograph appears on the licence is responsible for the premises at all times.
This licence may not be transferred to any other person.
4. The right to trade from the designated site will be temporarily suspended when Utility Companies or the Highway Authority require access to the footway to carry out necessary works, until the completion of those works.
5. The limits of the designated area may be marked on the footway/roadway by the Council to enable verification by Council & Highway Officers.
6. Premises displaying tables and chairs shall enclose the display area with a suitable barrier material e.g. rope.
7. The licence holder is responsible for removing all litter from the licensed area and adjacent footway at regular intervals during the day and at the close of business each day.

