

PLYMOUTH CITY COUNCIL

Subject:	Plymouth Waterfront Trader Application
Committee:	Licensing Sub Committee
Date:	31 July 2018
Cabinet Member:	The Leader
CMT Member:	Anthony Payne Strategic Director for Place
Author:	Emily Bullimore, Street Operations and Street Trading Manager
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Ref:	Plymouth Waterfront Street Trading 2018
Key Decision:	No
Part:	I

Purpose of the report:

For Members of the Committee to consider an application by Mr Jason Wilkinson to become a new street trader in the Waterfront area. Site to be decided by the Street Trading Manager if approval given.

The Corporate Plan 2016 - 2019:

This report links to the delivery of the corporate priorities defined in the Corporate Plan. In particular:

Confident Plymouth - We will work towards creating a more confident city, being proud of what we can offer and growing our reputation nationally and internationally.

Implications for Medium Term Financial Plan and Resource Implications: Including finance, human, IT and land

Street Trading is operated under the Local Government (Miscellaneous Provisions) Act 1982. The Council's policy is to administer street trading as a trading account and to finance all expenditure from the Consent fees. The waterfront pitches were set in 2013, however to date there has only been one accepted application and this trader has since ceased trading. If this application was accepted then this would be a new potential income stream of £3k per annum for street trading and would hopefully encourage new street trader applications in the waterfront area.

The cost of administration is negligible as the Street Trading Manager has capacity within their current role to accommodate this, requiring no additional resources.

Other Implications: e.g. Child Poverty, Community Safety, Health and Safety and Risk Management:

The issuing of the Street Trading Consents under the Council's street trading policy ensures that all Consent holders are properly licensed and operate in a hygienic and safe manner within the street trading policy guidelines. It also finances the management of Street Trading enforcement.

Equality and Diversity

Has an Equality Impact Assessment been undertaken? No – Each application is assessed on its own merit

Recommendations and Reasons for recommended action:

It is recommended that:

1. The applicant, Jason Wilkinson is given approval to trade marshmallow treats from his trike set up on a static site on Hoe Road or Madeira Road, until 31 March 2019. The decision about the specific site to be delegated to the Street Trading manager if approval is given.

Reason for recommendations:

The reasons are so that the applicant can start to trade on Hoe or Madeira Road as soon as possible to both start the income stream for these pitches into Street Trading, to start the trading for Mr Wilkinson as soon as possible and to generate interest in Street Trading in the Waterfront area.

Alternative options considered and rejected:

Rejection of the application would result in a missed opportunity for new income generation.

Published work / information:

None

Background papers:

None

Title	Part I	Part II	Exemption Paragraph Number						
			1	2	3	4	5	6	7

Sign off:

Fin		Leg	30852/ag/l 7.7.18	Mon Off		HR		Assets		IT		Strat Proc	
Originating SMT Member													

Has the Cabinet Member(s) agreed the contents of the report? Yes / No* please delete as necessary

Introduction

Street Trading is operated under the Local Government (Miscellaneous Provisions) Act 1982. The Council's policy is to administer street trading as a trading account and to finance all expenditure from the Consent fees.

To date there has only been one other acceptable application for these pitches.

There are 8 sites on Hoe Road and Madeira Road for the sale of food and non-food items. These pitches were set in 2013 and it was confirmed by the Licensing Committee at that time that all applications for new traders would be considered by the Licensing Sub Committee.

Proposal

The application is for Mr Jason Wilkinson 'Marshmallow Man' to sell chocolate covered giant marshmallow treats from a purpose built trike see Appendix I. Jason will be dressed in a uniform fitting with the style of his unit. Jason Wilkinson has all of the food handling certificates and insurances that he requires and this has been checked by the Street Trading manager.

Jason is passionate about his new business idea, after a close family tragedy, he is determined that his new business venture will be a success and would love Plymouth Waterfront to be the location of his unit.

It is proposed that if the Licencing Sub Committee agrees that the application can proceed, that the consent term will run until 31 March 2019 to come into line with all other street trading consents with a view to be renewed 1 April 2019 – 31 March 2020.

Recommendation

It is recommended that the licencing sub-committee grant permission for Jason Wilkinson to trade on the waterfront as Marshmallow Man.

Appendix I

The proposal is based around this trike as an example. Jason’s will be the same but with his company logo on the box section. He is in the process of having the boxes made but he already has the trike body.

