



**CHIPPENHAM
INDEPENDENT
TRADERS ASSOCIATION**

*your town
your voice*

Representing 74 Independent Businesses in Chippenham Town Centre

Vicki Davis
Environmental Services
Wiltshire Council
County Hall
Bythesea road
Trowbridge
BA14 8JN

Sandie Webb
CITA
c/o 66 New Road
Chippenham
Wiltshire
SN15 1ES

27th November 2013

Dear Miss Davis

STREET TRADING CONSENT

Trading Name Ref: WK/201324326 (Fruit & Vegetables)

In behalf of Chippenham Independent Traders Association I would like to strongly object to the above application for Street Trading Consent.

As you will be aware, trading conditions in Chippenham, and throughout the country, are extremely difficult with many small and medium businesses struggling to afford the rises in Utility prices and general increases in costs alongside further growing demands from councils and government in relation to rates and various other taxes.

Our members continue to meet these obligations while giving employment to local people, who in turn put money into the local economy thereby contributing to the continuation of the slow and tenuous recovery in our town centre.

We understand that you have received a strongly worded letter from one of our members who would be most affected by this application, S K Fruits, but the wider membership are also mindful that should this application be successful it may also open up other trades applying to set up in our high street throughout the week.

While the permanent rate paying businesses of the town have learned to live with the expansion of the weekly market, which now operates on both Friday and Saturday's (together with a Sunday Farmers market), it is quite clear that any other ad hock traders in the town centre could well act as the final catalyst that leads to closures of some established businesses who are already trying to survive with little or no assistance from Wiltshire council or any government organisations.

Further to this, on the 21st November 2013 it was **RESOLVED** that the Town Council objects to this application under the Permitted Trading Hours clause contained in the criteria for determining applications. This is a market stall so should only be allowed on days when markets are held in the Town, i.e. Fridays, Saturdays and Sundays (in conjunction with the Farmers Market). Otherwise this stall would be in conflict with other traders.

The local businesses do not want it, the local council does not want it, and so to consent to this street trading application would clearly be contrary to the expressed views of those working to keep Chippenham a vibrant and sustainable market town.

Yours sincerely

Sandie Webb
Spokesperson for Chippenham Independent Traders Association