



5th August 2021

Mr Neil Melville
 Regulatory Services Officer
 Building Control
 Place and Economy Department
 Belfast City Council
 Cecil Ward Building
 4-10 Linenhall Street
 Belfast
 BT2 8BP

Dear Mr Melville,

Re. Consultation on an application for a Street Trading Licence

Thank you for your kind invitation for Belfast City Centre Management (BCCM) to respond to the proposals relating to the statutory consultation on the designation of street trading pitches for the following locations;

	Location	Proposed Commodities/Services
1	[REDACTED]	[REDACTED]
2	Berry Street, 32ft from junction with Royal Avenue	Cold beverages, Cold Food, Hot beverages, Ice Cream

BCCM believe licensed street traders, selling products which are complementary to the area in which they are sited, can contribute positively to the ambience, vitality and local economy. Unfortunately, additional street traders can also have some negative impacts on a proposed location and these impact would require consideration on a case by case basis. BCCM did not receive any formal replies from businesses in the area in this instance as businesses are under added pressure due to Covid-19 regulations and staff shortages due to required isolations. However, this response is based on previous consultations and responses from businesses.

BCCM's response to the above proposals are as follows;

[REDACTED]

[REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]



[REDACTED]

2. Berry Street

BCCM's concern is that the new stall proposed will be in direct competition with established businesses in the area who provide similar commodities. As like many businesses within the hospitality sector, these businesses are going through a particularly difficult and crippling financial year and we believe the introduction of a new food stall would not be supportive of the established, rate-paying businesses already located within the area.

Similar to the concern outlined with the [REDACTED] proposal, the aesthetics of any new street trading stall or trailer is something that should be taken into consideration. Berry Street is an area that has undergone extensive public realm improvements in recent years that has greatly enhanced the appearance of the area.

With this in mind, BCCM believe a high standard of appearance would ensure the proposed trailer adds to the aesthetics of the area, as opposed to subtracting from it. Has the applicant provided a photograph to ensure the trailer meets the high standard of appearance expected?

Should you require any additional information or clarification, please do contact me.

Kind Regards,

A handwritten signature in black ink, appearing to read "G Duggan", written in a cursive style.

Geraldine Duggan
City Centre Manager