

Licensing Applications Committee

07 November 2023



Reading
Borough Council
Working better with you

Title	Street Trading Policy
Purpose of the report	To make a decision
Report status	Public report
Report author	Rob Abell, Consumer Protection Group Manager
Lead Councillor	Councillor Karen Rowland, Lead Councillor for Environmental Services and Community Safety
Corporate priority	Inclusive Economy
Recommendations	<ol style="list-style-type: none">1. That the intention to carry out a voluntary consultation on the draft Street Trading Policy to seek views of the local community be noted.2. That the Street Trading Policy, as appended to the report at Appendix 1, be adopted.

1. Executive Summary

- 1.1. The Street Trading Policy has been developed for the town to ensure it delivers on improving the quality of the town centre experience and allows us to regulate unwanted street trading activities more effectively.
- 1.2. The Policy aims to enhance visitors' experience of our vibrant town and improve how it functions as a commercial centre.
- 1.3. Residents, visitors and businesses will have greater certainty about how we view and manage street trading activity once the Policy has been adopted. It will also provide confidence that street trading has been properly considered, debated and a clear policy position has been formed.

2. Policy Context

- 2.1. This policy will align with the enforcement and prosecution policy (currently being refreshed by the legal team).
- 2.2. For certain types of street trading activity it will sit well alongside the Reading Borough Council Antisocial Behaviour Policy which has as a key aim "Ensure a partnership approach is taken to tackle Anti-Social Behaviour". This work is guided through Reading's Community Safety Partnership and its response to the annual strategic assessment.

3. The Proposal

- 3.1. The aim of the Street Trading Policy is to create a street trading environment which:
 - ensures fair trading between mobile premises in the Borough;
 - protects the amenity of the residents by ensuring that licenced traders do not cause nuisance, damage, disturbance or annoyance;
 - ensures the safety of the people using them;
 - promotes diversity and consumer choice;
 - provides applicants with advice and guidance on the Council's approach to the administration of applications for street trading consents and Licences.

3.2 The policy contains:

- Guidance to Applicants
- Information on how to apply
- Information on how we determine Applications
- Information on Renewals/Refusals/Appeals
- Information relating to transfers
- The Enforcement Procedure & Complaints investigation process
- Fees and Payments

4. Contribution to Strategic Aims

4.1. The Council Corporate Plan – 2022 to 2025 (as updated in March 2023) has three themes: Healthy Environment; Thriving Communities; and Inclusive Economy all of which are relevant in relation to a street trading policy. Specifically the areas of the plan this dovetails with are the desire to have a clean, safe, attractive town; making the town an exciting and diverse place; and ensure we support opportunities for growth and success in the town by supporting legitimate businesses through removing unfair unregulated competitors.

5. Environmental and Climate Implications

5.1. This policy gives an opportunity to take a position on older and more polluting ice cream vans and/or electricity generators which may be used by street traders.

6. Community Engagement

6.1. A voluntary consultation will be undertaken for a period of one month. It is not necessary, nor is there a legal requirement to do so, but it would be a great opportunity to invite some community input.

7. Equality Implications

7.1. It is not considered that an Equality Impact Assessment (EIA) is relevant to this decision to adopt a street trading policy. The decision will not have a differential impact on people with protected characteristics.

8. Other Relevant Considerations

8.1. There is some interaction with community safety, anti-social behaviour and town centre policing. This policy will sit alongside and be in harmony with BID/REDA run activities in the town centre.

9. Legal Implications

9.1. Legal services have already been consulted and will assist with a piece of work we need to do which is to remove a licensed (part of) a street which is Church Street, Caversham. This will leave us with just one Licensed (part of) a street in Rose Kiln Lane.

10. Financial Implications

10.1. There are no financial implications for consulting on and implementing this policy.

11. Timetable for Implementation

11.1. Not applicable.

12. Background Papers

12.1. There are none.

Appendices

1. Draft Street Trading Policy