

22 MAY 2009

Mr Lionel Starling
Head of Licensing
Swindon Borough Council
Environment, Regeneration & Community
Premier House
Station Road
Swindon
SN1 1TZ

Our ref: Street Trading/PJ/sl

21st May 2009

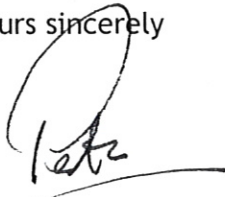
Dear Lionel

RE: STREET TRADING POLICY

Thank you for your letter of 28th April. Your proposals are now beginning to make real progress, the sooner the definition of the streets is agreed the better for the town. We confirm our support for the Consent Streets as stipulated in the Resolution and also for the potential adoption of Prohibition Streets in The Parade, Canal Walk, Regent Street and the bulk of Bridge Street. Wharf Green should be the main area for markets and the like.

There have been a number of objections to the street traders and they are dissuading some people from coming to the town centre. In current times this is the worst thing that can happen and we need to improve the feel good factor and arrest the diminishing numbers coming to the town centre. The refurbishment of Canal Walk, Regent Street and The Parade to the same or better standard as Wharf Green is important. Control of street trading is essential to the long term improvement of these public areas and also to the reputation of the town centre.

Yours sincerely



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Chief Executive

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