



10th September 2009

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

Dear Mr Starling,

The Parade, Swindon – Street Trading

I refer to recent discussion and communications regarding the above matter. You have advised that Swindon Borough Council's policy on street trading is under review and have sought our views in so far as the matter impacts on The Parade which is owned by our client, UK Commercial Property Trust Limited Partnership (UKCPT).

As a major investor in Swindon and ultimate owner of the land in question, we believe it is appropriate that our views and those of our tenants are considered and weighed up with those of the street traders themselves.

As you are aware, UKCPT will shortly commence a programme of substantial investment in Swindon with the redevelopment of BHS to provide a new anchor store together with six new retail units. The development will considerably improve the depth and quality of retail offer in the town centre. UKCPT have further aspirations to improve the retail environment of The Parade which is of crucial importance in terms of attracting and retaining shoppers and retailers alike.

We are encouraged that the Council Licensing Committee is considering proposals to change the street trading status of The Parade. We confirm that we are supportive of the proposal to have The Parade classified as a Prohibited Street under the Local Government (Miscellaneous Provisions) Act 1982.

As previously advised in a letter to Councillor Philip Young dated 1st May 2009, we remain extremely unhappy about the presence of the doughnut seller who has been relocated by the Council from Havelock Square.

Our view, which is shared by a good number of our retail tenants, is that the doughnut seller and ice cream trailer create a nuisance. They attract gangs of youths which hang around The Parade creating an atmosphere of tension and hostility. As a result we have had reports of retail staff and shoppers feeling intimidated in The Parade which is simply not acceptable. In addition, the visual impact of these operations creates a negative and downmarket impression which is completely at odds with the status of The Parade as one of the town's prime shopping pitches.

For these reasons, we insist that the Council take the appropriate action to remove these street traders from The Parade for the benefit of the wider community.

Telephone calls may be monitored and/or recorded for the purposes of security, internal training, accurate account operation, internal customer monitoring and to improve the quality of service.

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It is understood that trading from fixed kiosks and the promotion of services (media, vehicle breakdown, energy, etc) has nothing whatsoever to do with street trading and that these activities are entirely unaffected by the ongoing street trading policy discussions. UKCPT wish to see The Parade utilised in a way that will make a positive contribution to the vitality of the town centre and to that end would like to engage with the Council with the aim of introducing an aspirational coffee shop with outdoor seating. Andrew Howes' flower operation provides welcome colour and activity and we are supportive of retaining the flower offer in the form of a kiosk which we understand is not governed by the street trading legislation.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Sheila Miller'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Sheila Miller
Asset Manager – UKCPT

cc: Shehrnaz Dolasa, Maples Teesdale
Councillor Philip Young, Swindon Borough Council
Simon Jackson, InSwindon
Chris Hitchings, New Swindon Company