

From: [REDACTED]
To: [REDACTED]
Subject: FW: Street Trading Consent- Street Record, High Street, Deal, Kent.
Date: 30 October 2023 11:37:04

From: [REDACTED] <[REDACTED]@[REDACTED]>
Sent: Tuesday, August 22, 2023 8:28 PM
To: DDC Licensing <licensing@DOVER.gov.uk>
Subject: Re: Street Trading Consent- Street Record, High Street, Deal, Kent.

Hello Aimee

Deal and Walmer Chamber of Trade feel that a stall has an unfair advantage over a shop on the high street that has to pay rent, rates and utility bills to keep trading.

The stall is also in competition with a shop in the area called The Merchant of Relish whose income has suffered when this has been open only on Saturdays during the Summer period.

The applicant is also a shop owner at 36 High Street Deal CT14 6EL, could they not be content with the trade they have at their new site on the high street?

Kind regards

Peter Davies
Secretary
Deal Chamber of Trade
T: [REDACTED]
E: [REDACTED]
W: [REDACTED]

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From: [REDACTED]
To: [DDC Licensing](#)
Cc: [REDACTED]@ [REDACTED]
Subject: St Georges Church, High Street, application opposal.
Date: 30 August 2023 21:57:29

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Dear Sir or Madam,

I am writing to you to oppose the decision to allow Lavender and Blackberry to trade outside St, Georges Church, High Street, Deal, on the days Wednesday to Saturday through the year.

My reasons for opposing this application is that I have traded on a Saturday for approximately 10 years as the greengrocer and if this proprietor is allowed to also trade near the market on a Saturday, it would have a detrimental effect on my business and the people I employ.

I have already had to let one of my workers go due to them trading on a Saturday between May and September and now they are applying to do this all year, I may have to let more of my staff go as it is affecting my trade. This is because customers have to walk past their position to get to my stall and as certain fruit lines are an impulse buy the customer is buying from the first stall in town. As you can imagine and as a family man myself I do not want to put families that are already struggling at risk by having to cease their employment.

The above retailer already has a shop in the high street and I feel by allowing them to trade near the market on a Saturday will damage the business I have grown over the last 10 years.

We do not want to stop other people from making a living so if they are allowed to trade here on a Saturday, can we also apply for a stall next to their position, or if possible, we trade on a Saturday, like we have done over the last 10 years and they trade on the other days so neither retailer is affected by the other.

Please can you consider my application to oppose the decision to allow the above company to trade on a Saturday and I will look forward to hearing your decision.

My contact number is [REDACTED]

Kind regards
John Beaney
Greengrocer at Deal Market

From: [REDACTED]
To: [REDACTED]
Subject: FW: Street Trading Consent- Street Record, High Street, Deal, Kent.
Date: 30 October 2023 11:41:43

From: [REDACTED] <[REDACTED]@[REDACTED]>
Sent: Tuesday, September 5, 2023 1:39 PM
To: DDC Licensing <[REDACTED]@[REDACTED]>
Subject: Fw: Street Trading Consent- Street Record, High Street, Deal, Kent.

Dear Aimee

Following the Deal Town Council Planning Committee meeting on 4th September 2023, the Committee would like to:

Object to the application for Street Trading Consent outside St Georges Church on the grounds of:

1. This use of public land for commercial purposes has a detrimental effect on other traders and is avoiding charges
2. This area has previously been used for charitable purposes and public entertainment and therefore is a loss of space.

Regards

Laura Marney

Committee Clerk

Deal Town Council

[REDACTED]

[REDACTED]

[REDACTED] <[REDACTED]@[REDACTED]>

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From: [REDACTED]@ [REDACTED]
To: [DDC Licensing](#)
Subject: Application for permanent licence to trade in Deal from a stall by Jennie Bartram
Date: 10 September 2023 14:56:05

To Whom it may concern

We strongly object to the above to make the temporary licence, permanent, to sell Fruit, Salad & Vegetables from Wednesday to Saturday (all year) from 8.00 to 16.00 outside St George's Church, from a stall, applied for by Jennie Bartram

1. Deal already has sufficient retail outlets selling the above produce, in close proximity to the proposed trading area. There are 6 varying bricks and mortar shops and the Saturday market meeting consumer need. This includes Lavender and Blackberry trading at 35 High Street with stalls on the pavement.

The Dover DC's Trading Guidance Notes states that "Consents should not be granted when there already exists sufficient retail outlets in the area".

2. It would be wrong for a precedent to be set by allowing a stall a permanent licence to trade. Deal has a wonderful, Saturday market, which sits very comfortably within the existing High Street. The place for a market stall is surely in the market. Deal has become very busy and it is taking up valuable space, particularly on a Saturday for visitors and locals to sit and enjoy an outside drink.

3. Dover Council deemed it necessary to close the High Street from 10.00 to 14.00 hrs on a Saturday because of lack of safe pavement space. In addition this location is popular with street Musicians, enjoyed by many and they add far more to the life and colour of the High Street.

3. I have traded for nearly 20 years from brick and mortar premises and am happy to welcome new businesses which add to the well being and balance of the High Street. This application would not do this.

4. Trading from a stall has none of the overheads of a retail operation and it would be setting an unfair advantage over the other shops.

Deal works so well with its current shops and market which makes it a unique place for locals and visitors alike. I ask you not to jeopardise this situation by allowing the application to go through.

Yours faithfully

Barbara Smyth
Twos's Company
92 High Street

From: [Sarah Wellard](#)
To: [DDC Licensing](#)
Subject: Objection to street trading application
Date: 12 September 2023 11:15:20

Good morning

I am writing in relation to the street trading application that has been made by a Ms Jennie Bartram, for a fruit and vegetable stall to be placed outside St Georges Church on Deal High Street.

I object to this application on the following grounds:

1) There is an already saturated market of fruit and vegetable outlets in the centre of Deal. According to DDC street trading guidelines, this in itself is clear criteria for not granting the application. There is currently 6 outlets (7 on a saturday) within walking distance of each other.

2) The current "bricks and mortar" outlets risk being put out of business by street traders who do not have the same overheads and are therefore able to undercut them on price. This leads to failed business and empty shops on our high street. Which in turn leads to an undesirable town, less visitors, and less revenue. It is a downward spiral for local businesses in every sector.

3) The applicant already has a greengrocer shop within the pedestrian precinct that has a large fruit and vegetable stall placed in front of it. As far as I am aware this pitch is not licensed. It would make sense for them to apply for a licence for the pitch they are already using directly outside their shop, rather than monopolising the community space outside the church which is currently enjoyed by locals as a sociable meeting place.

4) We already have a thriving market on a Saturday. There is not a need for more market stalls invading the High Street. It is worrying that by granting this application it would set a precedent for future unnecessary stalls crowding the streets and undermining local businesses.

5) The applicant has no regard for the businesses opposite St George's Church when loading and unloading their van each day. The noise and disruption is a nuisance, particularly for Le Pinardier Wine Shop and Bar, whose customers are trying to relax without interference.

Please can you keep me updated as to the progression of this application.

Kind regards,

Sarah Wellard
Local resident and business owner.

Arno&Co

Summary of Objections to a Street Trading Consent Application

Applicant: Jennie Bartram
To sell: Fruit, Salad and Vegetables
Timings: Wednesday - Saturday (all year round) 08:00 to 16:00
Dimensions: 2.5m x 2.5m (Gazebo)
Location: Outside St George's Church, High Street, Deal

A **summary** of my objections to the above application is set out below. Full details are set out in the letter attached.

1. Dover DC's own Street Trading Guidance Notes state that *"Consents should not be granted when there already exists sufficient retail outlets in the area."* There are already sufficient businesses in Deal servicing the green grocery market, all within walking distance of each other.
2. I am unclear how the current temporary licence was granted to the Applicant when Dover DC's own guidelines state that a license should be denied when there are (and were, in the case of this site, at the time of the initial grant of the temporary licence) sufficient retail outlets. But the circumstances in which the permanent Application is now made are fundamentally different to when the temporary license was granted because the Applicant has since started trading in greengrocery at the bricks and mortar site, Lavender and Blackberry of Deal, at 35 High Street, Deal, adding a further retail outlet to an already saturated local market.
3. Greater clarity as to how the Council judges sufficiency of supply in a local market would assist transparency of decision making.
4. Lavender and Blackberry of Deal already trades from the pavement, outside of their bricks and mortar site at 35 High Street, without a consent or licence to do so. See photograph in the letter attached. Is the Council satisfied as to the suitability of the Applicant (as required by Dover DC's Street Trading Guidance Notes)?
5. I am extremely concerned about the precedent it sets if a permanent street trading consent is granted in response to the Application. We already have a thriving market in Deal on Saturdays, in the main car-park. That is the right forum for local street trading, not ad hoc stalls appearing on the crowded High Street itself.
6. Bricks and mortar business (which are what make Deal High Street so unique and so special), cannot compete against street traders who do not have the same business overheads. I have personal experience and have witnessed first-hand how street traders can undercut and kill the established bricks and mortar businesses that are both the foundation and lifeblood of local retail communities.
7. The Applicant fails to operate at full or regular capacity under the current temporary street trading consent and, as such, fails to provide a reliable retail presence (in the past two weeks the stall had been operational once, which was on a Saturday, when the Deal Town Market is also already trading).

Arno&Co
94 High Street
Deal
CT14 6EE

12 September 2023

Licensing Section
Dover District Council
White Cliffs Business Park
Dover
Kent
CT16 3PJ

Copy also sent by email to licensing@dover.gov.uk

Representations about a Street Trading Consent Application made by Jennie Bartram, for Deal High Street

1. I am the proprietor of Arno&Co, a speciality food provisions store on Deal High Street, located opposite the proposed trading site of the following street trading consent application (the “**Application**”):

Applicant:	Jennie Bartram
To sell:	Fruit, Salad and Vegetables
Timings:	Wednesday - Saturday (all year round) 08:00 to 16:00
Dimensions:	2.5m x 2.5m (Gazebo)
Location:	Outside St George’s Church, High Street, Deal

2. You have invited written representations about the Application to be submitted by 13 September 2023. I object to the Application and believe it should be denied, in line with the criteria set out in Dover DC’s own Street Trading Guidance Notes which state:

“(b) Consents should not be granted when there already exists sufficient retail outlets in the area.”

3. I would make the case that there are already sufficient businesses providing these particular goods along our high street, all within walking distance of each other.

- Bartlett and White (21 High Street);
- Lavender and Blackberry of Deal (35 High Street) owned by the Applicant, (formerly trading as Prentice & Co Greengrocers at the time the temporary licence was applied for and granted)
- The Merchant of Relish (119 High Street)
- Aldi Supermarket (95 West Street)
- Sainsbury Supermarket (36-38 West Street)
- Iceland Supermarket (2-6 Queen Street)
- the greengrocery and flower stalls on the Deal Saturday market

4. It is my opinion that the greengrocery (fruit, vegetables and salad) demand in Deal is fully met already and there is no need for extended greengrocery trading.
5. Lavender and Blackberry of Deal already trades from the pavement, outside of its bricks and mortar site at 35 High Street, without a license to do so. See photo evidence below. Is the Council satisfied as to the suitability of the Applicant (as required by Dover DC's Street Trading Guidance Notes)?

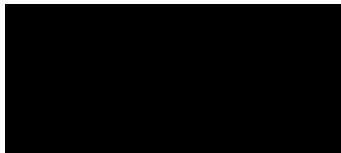


6. Also, it is not clear from the Application, and Lavender & Blackberry of Deal's request for support from the community exactly they wish to be trading in, as the A-Frame (see above photograph) only refers to a fruit stall, and the Application is for fruit, salad and vegetables.
7. It is unclear to me how the current temporary licence was granted to the Applicant when Dover DC's own guidelines state that a license should be denied when there are (and were, in the case of this site, at the time of the initial grant of the temporary licence) sufficient retail outlets of the same trading type (as listed above). I urge the council to reconsider the validity of the current temporary license considering the existence of all the other permanent traders already servicing the greengrocery market in Deal.
8. Further evidence in support of revoking the current temporary license is that the circumstances in which the permanent Application is now made are fundamentally different to when the Temporary license was granted. This is because the Applicant has since taken occupancy of a bricks and mortar site, Lavender and Blackberry of Deal, at 35 High Street, adding a further retail outlet to an already saturated local market.
9. It would be beneficial for everyone to know the exact criteria that is taken into consideration when such decisions are made by the council for the sake of clarity and transparency. In particular, what the council deems "sufficient retail outlets".
10. If the Applicant wished to trade at the Saturday market, I am confident that the application would be rejected on the basis that fruit, vegetables and flowers are already fully represented there.
11. I am also extremely concerned about the precedent which is set if a permanent street trading consent is granted in response to the Application. We already have a thriving market in Deal on Saturdays, in the main car-park. That is the right forum for local street trading, not ad hoc stalls appearing on the already crowded High Street itself. Granting the licence applied for here sets the precedent for other potential traders directly on the street and not in the designated spaces for the market in the car-park, and under the town hall. This will create unfair trading conditions which bricks and mortar retailers cannot compete with, ultimately driving them out of business.
12. The granting of the existing temporary license seems unfair, given the objections that were made at the time, with no hearing provided for those who wished to voice their objections (so far as far as I am aware). This is entirely contrary to the process I was asked to follow when an objection was made for a street furniture application I had made when opening my store, which already had the precedent of a street furniture licence (granted to the previous occupant of my shop). When I questioned why an objection would be upheld (given the historic licence with no complaints) I was informed by the councillor that it was the democratic process and that I could counter argue my case at the hearing. I would have expected similar protocol to have been followed in this instance, but instead I saw the same councillor in person, on Deal High Street, distributing details of the Application on behalf of the Applicant. This seems neither impartial nor fair.
13. Bricks and mortar business (which are what make Deal High Street so unique and so special), cannot compete against street traders who do not have the same business overheads. I have personal experience and have witnessed first hand how street traders can undercut and kill the

established bricks and mortar businesses that are both the foundation and lifeblood of local retail communities.

14. It should also be noted that the Applicant fails to operate at full or regular capacity under the current temporary street trading consent. In the past two weeks the stall had been operational once, which was on a Saturday, when the Deal Town Market was also already trading. It does not offer a reliable retail presence which brings into question how a full trading license would be effectively and reliably serviced.
15. I hope that my objections will be properly taken into account by the Council when it considers the application. Please do let me know if I can provide you with any additional information. I confirm that I will attend, or have a representative to attend, the Council hearing in respect of the Application, if this would assist the Council.

Yours faithfully,

A large black rectangular box redacting the signature of Arno Karsten.

Arno Karsten
Proprietor, Arno&Co

A redacted email address consisting of a black box, an '@' symbol, another black box, and a '.co.uk' domain.

From: [Michael Murray](#)
To: [DDC Licensing](#)
Subject: Market Stall outside St George"s Church Deal
Date: 12 September 2023 15:08:49

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I am writing on behalf of a few friends to comment on the proposal to have the Market Stall from 8-4 on 4 days a week.

We think that it would be a great shame to destroy the lovely peace and quiet in the morning next to the Church - there are very few places like it in Deal, with a nice shady trees under which to relax.

There are few shoppers there first thing in the morning.

The stall would block sight of the Historic Deal Notice board and the Charities Notice board (would they be moved elsewhere?)

There are already two good greengrocers two minutes walk away along the High Street.

Perhaps there might be a case to permit it on Fridays when the weekenders are down and it is much busier?

I am writing on behalf of friends as they do not feel it is worth commenting nowadays! Also, two had not seen the notice, thinking it was to do with St George's Church.

Yours faithfully

M Murray

Merrygardens,
96 High Street.
Deal,
CT14 6EE
11th September, 2023

Licensing Section,
Dover District Council,
White Cliffs Business Park,
Dover,
Kent,
CT16 3PJ

Re. Local Government (Miscellaneous Provisions) Act 1982.
Street Trading Consent
Applicant: Jennie Bartram
To Sell: Fruit, Salad and Vegetables
Timings: Wednesday - Saturday (All year round) 08:00 to 16:00
Location: Outside St. George's Church, High Street, Deal

Copy of letter of objection e-mailed to licensing@dover.gov.uk on 11/9/23

Dear Sir/Madam

Proposal is to sell fruit, salad and vegetables, Wednesday's to Saturdays
outside St George's Church, High Street, Deal all year round

Our objections are as follows:

-It would be unfair to shops whose overheads far exceed a stall. Eg, rent and rates

-Would undermine the historic Saturday Market including the Council's own pleasing initiative to unify style and appearance, as well as their intent to contain such stalls in one location

-The stall currently obscures the Church's notice board, and impedes access to the Town notice board, flowerbed seating and the bicycle stalls.

-It completely deters buskers and musicians along with their contribution to local colour

-Loading in the evening has been seen to take 25 minutes and the large Fiat van

interferes with other shops light, access and normal business activity. One assumes the morning set-up is equally disruptive, especially during the mad Saturday morning scramble when the road is shut at 10am

-This company has form in spilling over from permitted trading onto the street and as to what is sold.

-In the instances above and in many others granting this consent would undermine Council policy (Saturday Market, established shops paying rent and rates, impactful and disruptive (un)loading, encouraging existing street entertainment and the cafe culture)

Sincerely

Charles and Caroline Jubber

96/100 The High Street, Deal CT14 6EE

From: [Theresa Raisterick](#)
To: [DDC Licensing](#)
Subject: Jennie Bartram stall
Date: 13 September 2023 12:34:52

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I am writing in objection to the planning application to the fruit salad and vegetables stall outside St Georges Church high street Deal Kent, on Wednesday and Saturday this stall blocks the general public or makes it difficult to access the bench in the recess by the small garden, and I understand the stall is part of the group that own the greengrocers in the town Lavender and Blackberry who seem to have taken over the pavement on that side of the high street we have several local greengrocers in our town center and I do feel this application gives is not fair to the other local traders .

from

Mrs Teresa Raistrick

Teresa Hair Fashions

126 High Street

CT14 6BE

From: [Benoit DEZECOT](#)
To: [DDC Licensing](#)
Subject: Street trading application - object
Date: 13 September 2023 10:35:06

Good morning

I am writing in relation to the street trading application that has been made by a Ms Jennie Bartram, for a fruit and vegetable stall to be placed outside St Georges Church on Deal High Street.

I object to this application on the following grounds:

1) There is an already saturated market of fruit and vegetable outlets in the centre of Deal. According to DDC street trading guidelines, this in itself is clear criteria for not granting the application. There is currently 6 outlets (7 on a saturday) within walking distance of each other.

2) The current "bricks and mortar" outlets risk being put out of business by street traders who do not have the same overheads and are therefore able to undercut them on price. This leads to failed business and empty shops on our high street. Which in turn leads to an undesirable town, less visitors, and less revenue. It is a downward spiral for local businesses in every sector.

3) The applicant already has a greengrocer shop within the pedestrian precinct that has a large fruit and vegetable stall placed in front of it. As far as I am aware this pitch is not licensed. It would make sense for them to apply for a licence for the pitch they are already using directly outside their shop, rather than monopolising the community space outside the church which is currently enjoyed by locals as a sociable meeting place.

4) We already have a thriving market on a Saturday. There is not a need for more market stalls invading the High Street. It is worrying that by granting this application it would set a precedent for future unnecessary stalls crowding the streets and undermining local businesses.

5) The applicant has no regard for the businesses opposite St George's Church when loading and unloading their van each day. The noise and disruption is a nuisance, particularly for my business Le Pinardier Wine Shop and Bar, whose customers are trying to relax without interference.

Please can you keep me updated as to the progression of this application.

Kind regards,
Benoit Dezecot
Local resident and Deal business owner.

The Merchant of Relish 119 High Street Deal Kent CT14 6BB

Ref Application for street trading consent

Jennie Bartram

Fruit Salad and Vegetables

Outside St George's Church

Summary of objections

1. SUFFICIENT OUTLETS ALREADY EXIST

We objected to this application last year when on the basis that the town had sufficient outlets for fruit and vegetables, now that Jennie Bartram has a shop in the high street there is even less of a call for the gazebo at St. George's.

2. IMPACT ON EXISTING BUSINESSES

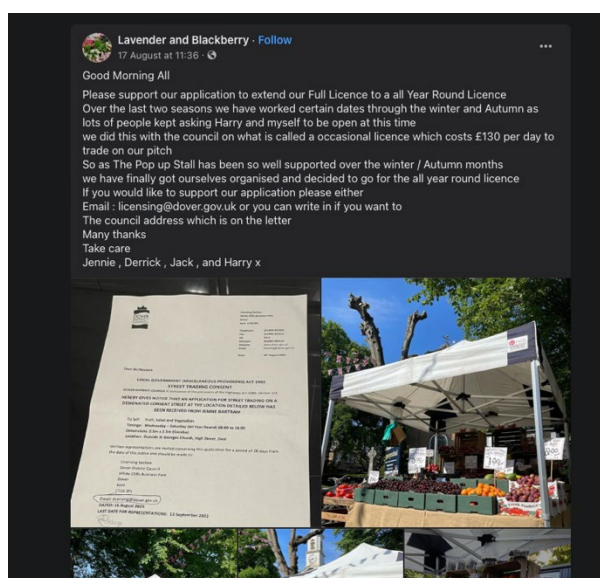
Jennie Bartram's current bricks and mortar shop was a greengrocer before the existence of the Gazebo site. Clearly this has not added to the choice of Fruit and Veg shops as it has stepped into the shoes of a previous business, the reasons for whose demise we can only surmise.

We were selling fruit and veg before the arrival of the Bartram's in Deal. They originally popped up on the green near the castle, then took the site under discussion. Their arrival has greatly impacted our trade, we have had to change our business model to survive in what has been an extremely difficult year economically.

We understand that Jennie Bartram made a heartfelt and charming pitch at the hearing last year claiming that she would bring superb value to the customer. The gazebo site unfortunately enables this by the peppercorn rent charged by the council which has created an unfair trading situation.

It's not possible for us or any small bricks and mortar business to compete with price when we are paying £12,000pa rent plus all the extras, utilities, waste collection, Wi-Fi etc It costs us £50 a day to open our shop 5 days a week in rent alone.

On 17th August Jennie Bartram has stated on her social media that she paid £130 for an occasional license to trade outside of her normal timeframe. She would be able to buy approx. 90 of these occasional licenses for the cost of our rent.



Whilst we understand the business model of buying bulk late deals (i.e market trading) allows the Bartrams to offer cheap prices. Permitting the site to become a full time is not in the spirit of fair trade, indeed we have a market for market trade, and this is where they should be, on Saturdays only but somehow the committee has seen fit to override this.

In addition, they pick and choose when they will open. They are not consistent which means their competitors can't plan their business and service their customers, the customer loses out as do other businesses. They have only been open for 4 of the last 17 days including today.

[REDACTED]

For all these reasons we are convinced that not only should the extended license not be granted but no license should be given to the Bartrams.

Andy & Suzy Kirkwood
The Merchant of Relish.