

**TO: LICENSING AND SAFETY COMMITTEE  
4 JANUARY 2018**

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**STREET TRADING – BRACKNELL TOWN CENTRE  
Chief Officer: Environment and Public Protection**

**1 PURPOSE OF REPORT**

- 1.1 With the opening of the town centre, the re-introduction of the market and the learning over the Christmas period there is a need to review the arrangements for managing street trading in main retail areas of the Lexicon.

**2 RECOMMENDATION**

- 2.1 **That the Committee agree the proposal in para 5.4 to suspend the street trading consent requirements to those parts of the Lexicon (Bracknell Town Centre) that are in private ownership and managed by BRP.**

**3 REASONS FOR RECOMMENDATION(S)**

- 3.1 The Council needs to review its approach towards managing street trading on the main streets within the retail area in light of current needs and recent learning.

**4 ALTERNATIVE OPTIONS CONSIDERED**

- 4.1 None.

**5 SUPPORTING INFORMATION**

- 5.1 The Council has adopted provisions that enable it to regulate trading on the public highway to such distance from the public highway as may be specified by the Council. The Council has specified a distance of 150m. In the days running up to Christmas it became apparent that there was an urgent need to review the current arrangements in respect to the Town Centre (Lexicon).
- 5.2 The Lexicon is managed as part of a partnership between the Bracknell Regeneration Partnership (BRP) and the Council. Within the Lexicon the High Street and Braccan Walk South are part of the highway and managed by the Council. The Avenue, Braccan Walk North and Eagle Lane for example are unadopted roads in private ownership i.e. they are not public highway. They are managed by BRP.
- 5.3 On the public highway parts of the town, it is intended to let a company known as StreetDots have a street trading consent for the relevant areas. Within the High Street and Braccan Walk South 6 pitches have been identified so far as being 'suitable' for consideration for street trading purposes. StreetDots will be responsible for bringing in the type of traders that are considered 'appropriate' for the location from both a commercial and social acceptability perspective. They will also be responsible for the management of those pitches and the traders thereby reducing the regulatory burden to the Council and the cost and burden to would-be traders.
- 5.4 The adopted provisions include those private streets within the Lexicon. The nature of that land and how it is being managed effectively means that there is little current justification in applying the consent street provisions to it. Little of it is actually suitable for street trading and what land be used is carefully managed. Whether it be

## Unrestricted

on public or private land the town centre management partnership are anxious to ensure if any trades are permitted in the town that they complement the retail experience and do not give rise to nuisance etc.

- 5.5 Under such circumstances it has become evident that there is little need for the Council to divert scarce resource to introduce regulation over land that is being managed effectively to the same standards that would otherwise be achieved. The Lexicon is a unique area of the Borough and warrants specific consideration.
- 5.6 The proposal is therefore to suspend the requirements for street trading consents on those parts of the Lexicon managed by BRP including, The Avenue, Braccan Walk, Union Square, Town Square, Bull Square, Princess Square and Eagle Lane.
- 5.6 The effect of this proposal is such that the Committee could withdraw the suspension at any time should it become apparent that the arrangements are not working to the satisfaction of the Council.

## 6 **ADVICE RECEIVED FROM STATUTORY AND OTHER OFFICERS**

### Borough Solicitor

- 6.1 There are no specific legal implications arising from the recommendation in this report.

### Borough Treasurer

- 6.2 The Council costs will not be affected by the proposal.

### Equalities Impact Assessment

- 6.3 Not applicable.

### Strategic Risk Management Issues

- 6.4 None.

## 7 **CONSULTATION**

### Principal Groups Consulted

- 7.1 None.

### Method of Consultation

- 7.2 Not applicable.

### Representations Received

- 7.3 Not applicable.

### Background Papers

None

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Contact for further information

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