



The Meadows Shopping Centre, Marshall Road, College Town, Sandhurst, Berks GU47 0FD

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Licensing Section
1st Floor South
Time Square
Market Place
Bracknell
RG12 1JD

17th August 2007

Dear Laura,

Re: Allocation of Street Permits for the Meadows Shopping Centre

I wish to apply for an increase in the number of street collection permits allocated to this centre from the current 50 permits to a minimum of 70 permits per annum.

The present 50 permits may appear to be excessive however, it does not compare to the number of charity applications I receive each year which is in the region of 150 applications.

Registered charities are generally supported by volunteers and like many people these volunteers have to work and can only make themselves available at weekends. It is difficult, but I do try to accommodate as many charities as possible and in the main, these are the recognised national charitable institutions who all fish in the same ocean for contributions to their worthwhile causes!

The national charities are catered for within the 50 permits by being allocated a Saturday collection and there are only 52 Saturdays in a year or thereabouts.

At Christmas time I try to accommodate the local charities of which there are many, and I encourage these charities to obtain the services of local school choirs to produce some form of Christmas cheer and sing carols around the atrium clock feature much to the enjoyment of the customers who visit the centre, and I know from experience, that the children enjoy singing and helping to raise funds for the various local charities.

It is at this time of year that I would like to allow two or three local charities to collect at the centre on any one day leading up to Christmas. The reason for this increase in collections is that due to the vast number of visitors and the centre having just two major stores, customers generally shop for about three hours and this results in a constant turnover of visitors who are not being pestered by the same charity, in addition, the stores stay open much longer at this time of year and the increased number of local charities do benefit from this arrangement.

I do work very closely with your licensing staff and in particular Mrs Elizabeth Thompson and have a good rapport in as much that the centre always accommodates the incumbent Mayor to support their charity of the year and I am reminded often how many permits are available.

The Meadows is private property and I cannot understand the councils' control over which charity collects at the centre, they certainly do not assist in the road repairs and other diverse operations in running this centre!

However, be that as it may, I would request the Licensing Committee to consider my request for an increase in the number of permits allowed for the centre most favourably to ensure that the local charities derive some benefit from the generosity of the local citizens who visit this centre in large numbers at Christmas time.

Yours sincerely,

Kind regards,

**Terry Parnell
Centre Manager
The Meadows**