

Peter Jones

From: [REDACTED]
Sent: 05 May 2021 23:08
To: Licensing
Subject: Planning Application: Consent for Street Trading in a Designated Consent Street, The Broadway, Loughton

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FAO: Peter Jones

Dear Peter

I am writing with regard to the above Planning Application.

I wish to clarify some matters which have been raised in the application by another shopkeeper.

I draw your attention to Page 24 Paragraph 3 of the document which sets out part of the representations made by another shop leaseholder namely Emily Smith. Emily states that it was rumoured that: "both Stuart and his dad was going to glue my shutters closed just in time for mother's day which is my busiest day. Geraldine of Geraldine's Hairdressing confirmed that she had heard this".

Let me be absolutely clear in giving the Committee my word as someone who began working in my hairdressers at the age of 13 years 55 years ago that I did not make any such confirmation and indeed was not aware of any alleged statement being made until I read the Planning Application.

I now draw your attention to Page 26 Point 10 of the Application: I confirm that I did visit Emily with the Leaseholder of the Pie and Mash Shop in The Broadway. The purpose of our visit was to simply invite Emily to join our WhatsApp Group in order that she could be up to date along with other shopkeepers with local news and developments. Although it could be used to discuss issues such as rents and potential market trading this is not its sole intention.

I was also disappointed in Emily's comments on Page 22 of the Application about younger shopkeepers having cleaner shop fronts. It is not the case.

Although this is likely to have no bearing on the decision made by the Committee, I wanted to set the record straight as any person reading the document may come to the wrong conclusion that I have been making mischief which I strongly deny. Sadly, I have been wholly misrepresented by Emily Smith.

Yours truthfully,

Geraldine Wilson BEM SRH
Geraldine's Hair Fashions
[REDACTED] The Broadway
Loughton
Essex
[REDACTED]