

**NATIONAL AWARDS FOR ICE CREAM**

SILVER MEDAL 1970  
BRONZE MEDAL 1971  
INTERNATIONAL AWARD 1974  
SILVER MEDAL 1978  
SILVER MEDAL 1980  
SILVER MEDAL 1985  
BRONZE MEDAL 1985  
SILVER CHALLENGE CUP 1986  
SILVER CHALLENGE CUP 2000

SILVER MEDAL 1987  
SILVER MEDAL 1988  
SILVER MEDAL 1991  
SILVER MEDAL 1994  
SILVER CHALLENGE CUP 1995  
SILVER CHALLENGE CUP 1996  
BRONZE MEDAL 1996  
SECOND PRIZE 1997  
BRONZE MEDAL 2001

COMPANY No. 680619 ENGLAND

Appendix 1

# E Gallone Ltd

ICE-CREAM MANUFACTURERS

VAT No:119-6824-49

Company Directors : A. Gallone, G. Gallone  
L. Gallone

COMPANY No: 680619

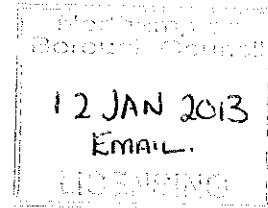
REG. ADDRESS:

**8 Welford Road, Northampton, NN2 8AG**

Telephone: 01604/715371 Fax: 01604/721482

9<sup>th</sup> Jan 2013

Northampton Borough Council  
Licensing  
The Guildhall  
Northampton



Ref: Licence Fee Increase Objection

Dear Sir / Madam,

We have been trading at the Abington site for at least eighty years. During this time we have had no real cause for concern over the council's policy or licensing fee. In the past year, this has changed somewhat. Firstly trying to move us from our normal position, where we have always been, on the basis of road safety. Where after obtaining the relevant information from the county council it was found, that there had been no road traffic accidents of minor or major incidents, or injuries to third, party's or pedestrian since all records began!

Now the license fee policy has been changed. In a time of austerity measures, we understand that the council have to look at all aspects of revenue including license fee, but a 600% increase over 3years does seem a bit of a knee jerk reaction. We are aware that the fee has not changed for some time and a review is necessary, but in moderation!

Our pricing at the park is reflected in the licensing fee. It is by far the most modest price for Ice Cream in the midlands, for a Premier Site. Whereas Warwickshire Combe Abbey charge, £1.80 for a small cone, and Abbey Park in Leicester £1.70 we charge £1.00 for the same product; any changes in the license fee will only have to be reflected in our pricing structure.

We are willing to accept the initial increase proposed of £300.00 and then for this to be increased, at the same rate as other license fees i.e. taxi. For this though we would like our existing positions marked on the road similar to which has been done outside Matalan. We have requested this on numerous occasions but seem to fall on deaf ears.

This would then stop the unnecessary attention from a certain counsellor, and alleviate any traffic concerns that have been over exaggerated.

We would like to discuss this matter further with you at your next committee meeting.

Yours Sincerely

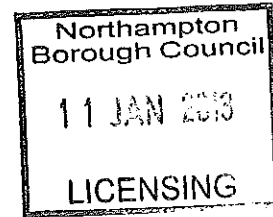
A. Gallone  
Director

9th January 2013

Mr J.P. O'Boyle  
T/A Job's Mobile Catering  
6 Thornton Road  
Kingsthorpe  
Northampton  
NN2 6LS

Licensing.

Northampton Borough Council  
The Guildhall  
St Giles Square  
Northampton  
NN1 1DE.



Dear Sir/Madam

I am writing regarding the concerns

I have with regard to your notification of a 100% increase to our license fees due to be implemented this year, with further increases over the following two years. What you are asking for is really not viable in the current economic climate. I myself have already had to drop trading from six days a week to five as there is not enough trade on a Saturday to warrant the extra £100.00 that it currently stands at. My fear is you will put a lot of traders out of business with these proposed increases. We are already struggling with increased costs across the board and a loss in turnover as people do not have the money to spend like they used to. I am asking you to reconsider your intentions until the economic climate considerably improves. Otherwise you could end up receiving less in revenue due to people going out of business than you already receive.

Yours Sincerely,

J.P. O'Boyle  
John O'Boyle, Proprietor