

MARIOS ICE CREAM
68 Harborough Rd North
Northampton
NN2 8LZ

NORTHAMPTON BOROUGH COUNCIL
LICENSING

Dear Sir/madam,

RE LICENSING ARRANGEMENTS FOR ABINGTON PARK PITCH

As I have no doubt you are aware the provision of ice cream and refreshments has been a facility that both MARIOS and our competitor GALLONES (both local firms providing local jobs) have been providing for many decades and in the same area of the park.

I understand that in these days of cuts to local Government grants that local authorities have to maximise the potential income from such sites. That said we all face uncertain economic times with disposable income being very stretched and in our business disposable income is what we rely onto run our business.

It was with concern therefore that I read with some trepidation that you were considering both moving our pitch site at ABINGTON PARK and of increasing our license by 600% over three years.

My understanding from county council records is that there is no evidence that the current site poses either a danger to road users and our customers. Our current site allows easy access for the park users and passing customers who come by especially to stop and have one of our ice-creams. Indeed it could be argued that moving from that site to another area could cause problems in that children and their parents will have to move and or go some distance to obtain their ice creams.

In addition to this the proposed 600% increase in our license fee will no doubt have an effect on prices that we charge, how can it not? Northampton Abington Park currently enjoys a competitive environment whereby both we, and our competitors strive to provide both quality and value for money, we understand that an increase in license fees would be inevitable due to the current climate but our license fee is reflected in our prices we currently only charge £1.00 for a small cone and our cheapest lolly is 50p. This in turn facilitates the enjoyment of the park by the local population. Such a jump in license fees will increase our prices dramatically.

In the circumstances while we obviously intend to take up the new licensing structure we would respectfully request that the road markings are adjusted to make it clear that the pitches are for 'ICE CREAM VAN ONLY' or similar AND that future provision of the licensing structure and any increases are more reflective of the economy as a whole(including disposable income) and that of the rate of inflation.

We would like to continue to provide first class quality and value for the citizens of Northampton and to keep local products and local jobs.

Yours Faithfully

P.G Brindisi