

Appendix 5 Applicant mitigation to objections

1. 02.06.2026

I appreciate the opportunity to address these concerns and to demonstrate how *The Wrap Shack* intends to operate as a responsible, community-oriented business in Bicester.

Please find below my counter-arguments and the proactive measures I am prepared to implement:

1. Litter Management (Danger Field & Car Park)

While littering is ultimately an individual responsibility that affects many commercial areas, I am fully committed to ensuring that my business does not contribute to this issue. To mitigate this concern, I will implement the following measures:

- **Additional Commercial Bins:** In addition to the waste bin located directly in front of the food van, I am prepared to purchase and maintain a second waste bin near the car park exit, subject to permission from the relevant authority. I personally walked into Danger Field and I've found a couple of bins that are usable.
- **Customer Notices:** I will display clear signage on the food van politely requesting customers to dispose of their packaging responsibly.
- **Regular Clean-ups:** Our staff will perform regular daily checks and litter sweeps in the immediate vicinity to keep the area clean.

2. Parking and Traffic Congestion (Footfall)

I understand the concerns regarding the busy nature of the local car park, but *The Wrap Shack* operates under a business model that will not significantly impact parking duration:

- **Quick Turnaround:** Approximately 90% of our customers order food to take away. Our preparation times are very fast (between 5 and 15 minutes). Therefore, our customers will not occupy parking spaces for extended periods, unlike customers of sit-down venues. Also, being realistic not everyone will come by car.
- **Differentiation from Sit-down Venues:** Unlike *The Shakespeare* pub, we do not provide tables, chairs, or alcohol. We do not compete for long-stay parking. In fact, our presence may bring mutual benefits, as some of our customers may park briefly to collect food and then visit the pub or local shops.
- **Existing Parking Dynamics:** The current congestion is heavily influenced by non-customer long-term parking, such as large vans occupying multiple spaces 24/7, and drivers utilizing the lay-by even when the main car park has vacancies. Managing general parking behaviors falls outside the control of individual operators, and a new takeaway service should not be restricted based on existing external parking challenges.

3. Commercial Competition and Product Differentiation

The objection mentions existing convenience stores and a fish and chips outlet. However, healthy market competition is a standard aspect of business growth in any developing town, including Bicester. Furthermore:

- **Unique Menu:** *The Wrap Shack* offers a completely different product selection compared to the fish and chips shop. While we do offer a burger, ours is made with fresh meat sourced from a local butcher (██████████) supporting the local economy.

- **Community Focus:** *The Wrap Shack* is actively involved in local charitable events and aims to increase its community support in the future. We believe that small, independent start-ups that give back to Bicester should be encouraged.

I hope these clarifications and commitments demonstrate that *The Wrap Shack* will be a positive and manageable addition to the area, rather than a disruption.

Thank you for considering my representations. I remain at your disposal for any further discussions or a formal hearing.

2. 08.06.2026

Further to my previous correspondence regarding the counter-arguments for my Street Trading Application, I am writing to formally bring to the Licensing Authority's attention an incident that occurred on Friday evening (05.06.2026) on a local Bicester community Facebook group.

An anonymous post was shared containing a photograph of my public consultation notice, encouraging users to object to my application as soon as possible.

I would like to highlight the following context regarding this incident:

1. More than 3 weeks ago, I personally posted letters directly into the doors of local residents and businesses within a 100-meter radius as the Law is asking to announce my business. Despite this ample notice period, only one official objection was raised to the Council. It appears highly likely that the lone objector, realizing that no one else in the community shared their negative view, resorted to social media in an attempt to actively solicit and manufacture further complaints.
2. This online attempt to disrupt my application completely backfired. Over 90% of the dozens of comments from local Bicester residents on that post have been overwhelmingly positive, actively defending *The Wrap Shack* and welcoming us to Bowmont Square. This public reaction proves that the community strongly supports our presence.
3. To further demonstrate my absolute commitment to maintaining a clean environment and addressing the litter concern raised in the initial objection, I have already designed our official anti-litter signage (attached to this email). This "LOVE WHERE YOU LIVE! DON'T LITTER" notice will be prominently displayed on the food van. Furthermore, I have already purchased an A1 pavement board sign to ensure this message is highly visible to all customers, encouraging them to protect the local environment.

I believe these facts clearly demonstrate that the opposition to my application does not represent the local community, which is, in fact, highly anticipating the launch of *The Wrap Shack*.

Thank you for your continued assistance and for taking these additional points and evidence into consideration before the final decision.

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**LOVE
WHERE
YOU LIVE! ♥
DON'T
LITTER.**



**Drop your waste in the bin and
help protect the environment.**



3. 08.06.2026

I would like to state from the outset that these three new objections are the direct result of the incident I brought to your attention earlier about the anonymous, targeted Facebook post from Friday evening (05.06.2026) aimed at gathering negative reactions.

Please find below my additional mitigation responses and clarifications, alongside further photographic evidence, to be added to my previous statements:

1.

- The Claim: The objection states there are no nearby offices or factories, so a fast-food van is not required.

- Mitigation: The Wrap Shack is not designed solely for office lunch breaks; our proposed hours (14:00 - 22:00) target local residents looking for high-quality, convenient dinner and evening meal options. The overwhelming positive response on the local community Facebook group (over 90% pro-The Wrap Shack) clearly demonstrates a strong local demand from the actual residents in the area, for our services.

2.

- The Claim: An additional vehicle would occupy precious space and make parking even more difficult.

- Mitigation: The current parking congestion at Bowmont Square is not caused by short-stay takeaway customers, but by long-term parking of non-customer commercial vehicles. I have attached photographs showing two large commercial vans permanently occupying three valuable parking spaces. Unlike these vehicles, The Wrap Shack is a mobile unit that operates only during specific trading hours, does not remain parked overnight, and maintains a quick 5-15 minute customer turnaround.

3.

- The Claim: Concerns regarding excessive litter in the car park and adjacent areas.

- Mitigation: I have attached photographs of two existing food/retail businesses in the immediate area that do not provide any waste bins in front of their premises. I want to clarify that I am not filing a complaint against these businesses; I respect our local commercial community. I am sharing this simply to highlight a double standard.

As a small, new, independent local business just starting our journey, we want to invest heavily in ensuring the location where we operate remains clean. Despite the local precedent where bins are not required, we have already proactively designed custom anti-litter signage and purchased an A1 pavement board to actively educate and remind our customers to protect the environment and keep Bicester clean.

4.

- The Claim: The van would encourage gangs to hang around and cause anti-social behaviour.
- Mitigation: We have a zero-tolerance policy towards anti-social behaviour. The Wrap Shack does not provide seating, tables, ambient music, external lighting extensions (beyond necessary service lights). or alcohol, which naturally discourages loitering. Furthermore, a well-lit, active food van with staff present actually acts as a natural deterrent to crime and anti-social behaviour in a car park later in the evening ("eyes on the street" effect).

- • • **The Wrap Shack previously operated successfully for 3 months (from November to February) at The Hundred Acres, OX26 4FR, Bicester.**
- **This previous location shares identical characteristics with Bowmont Square, being a busy residential commercial hub with a public car park, situated directly adjacent to a local pub, a Tesco Express, and an established Chinese takeaway.**
- **Despite operating in this highly congested area next to a pub where patrons consumed alcohol, our business never generated any complaints to the Council or the Police. Neither authority was ever notified or involved regarding any issues, noise, or incidents related to our trading.**
- **Furthermore, the vast majority of our Facebook page followers are residents from that immediate area. Throughout our entire trading period there, we received absolutely zero negative reviews or verbal complaints from local residents, businesses, or customers.**
- **Specifically, no one ever reported to the Council or complained to us about any breathing discomfort or air quality issues resulting from our cooking.**
- **Additionally, no one ever complained about unruly groups or "gangs" gathering near our unit, nor did our customers ever disturb the local residents or disrupt the car park capacity. We maintained a peaceful, safe, and clean environment, proving that our business model inherently does not trigger anti-social behavior, environmental issues, or neighborhood distress.**

5.

- The Claim: The smell of grease and kebabs will make the area unbearable.
- Mitigation: This objection is based on a misconception of our menu. The Wrap Shack does not sell traditional greasy kebabs; our focus is on high-quality wraps and fresh, locally-sourced meat from a local butcher. Furthermore, our vehicle is fully compliant with all safety and ventilation regulations, equipped with the specific, approved ventilation hatches required and certified by our gas safety inspector to ensure proper airflow.

I look forward to receiving the details of the hearing date and am fully prepared to present these facts and photographs to the committee.







4. 10.06.2026

I am writing to provide further constructive evidence and objective clarifications ahead of the licensing hearing. To assist the Committee in forming a realistic, fact-based understanding of the site dynamics, rather than relying on speculative or amplified assumptions, I have attached a series of time-stamped photographs taken at various days and times.

1. Objective Parking Capacity and Traffic Flow Analysis

The attached time-stamped photographs, captured across a variety of different days and times, demonstrate the following facts regarding the car park:

- **Sufficient Daily Capacity:** In the majority of these real-time images, the car park is clearly not over-congested. Ample space is routinely available, and vehicles are able to park freely.

- **Inconsistent Parking Patterns:** Drivers frequently choose to park arbitrarily, including alongside the wall of the Community Centre or on the adjacent street, rather than using designated bays. This indicates that any localized traffic friction is a result of driver choice, not a lack of physical space.
- **24/7 Commercial Obstructions:** The images confirm that several large commercial vehicles remain parked in the square 24/7. These permanently stationed vehicles—not short-stay takeaway customers—are the primary factor reducing available space for daytime shoppers and visitors.
- **High-Turnover Usage:** Visitors to the local convenience stores do not occupy spaces for prolonged periods; their visits last only minutes. Similarly, patrons of *The Shakespeare* pub do not occupy the car park for 12 hours at a time. Therefore, the rapid turnover of spaces ensures continuous availability.
- **Local Playground Foot Traffic:** Regarding the adjacent playground, the vast majority of parents and children arrive on foot, as they are local residents from the immediate surrounding houses who have no need to drive to the park.

2. Proximity and Residential Layout Reality

- **No Immediate Residential Dwellings:** A factual assessment of the immediate vicinity reveals that, with the sole exception of the flat located directly above the pub (which is presumably occupied by pub staff), **there are no residential properties within an approximate 50-metre radius of the proposed trading site.**
- This substantial physical buffer zone guarantees that our evening operations will not cause neighborhood distress, sleep disruption, or direct inconvenience to local residents.

3. Public Safety and Existing Environmental Risks

- **Existing Risks vs. Takeaway Safety:** To further clarify the local environment regarding litter and safety, I have included the photograph named "**2 June 2026 1451.jpg**" (taken on site at 14:51).
- As shown in the image, glass alcohol bottles are already being left abandoned on the pavement in this area. While I wish to explicitly state that **I am not filing a formal complaint against the adjacent pub**, it is crucial to highlight the existing reality of the square.
- Glass bottles left in a public space near a playground represent a genuine safety hazard, as children walking by could smash them, creating dangerous shards of broken glass.
- By contrast, The Wrap Shack poses zero risk of this nature to local children or residents. Our business model is strictly non-alcoholic, and we serve our food and beverages exclusively in safe, disposable, and fully recyclable packaging, with a strict policy of **no glass bottles** on site. Furthermore, our presence will actively contribute to a safe and welcoming environment in the immediate vicinity, enhancing public safety rather than compromising it.

4. Public Order and the "Pub Patron" Logic

- **No Logical Reason for Friction:** Regarding concerns about late-night disturbance, if a patron has spent their evening inside *The Shakespeare* pub dining and drinking, there is absolutely no logical reason why they would exit the premises, walk into the car park, and deliberately start arguments or create a disturbance with customers waiting in line at *The Wrap Shack*.
- Our customers are local residents ordering quick meals to take home, and our presence will not create a "flashpoint" for heated arguments.

5. Official Regulatory Compliance and Air Quality Evidence

- **The Objection:** The objectors speculate that the smell of cooking, Shawarma, and burgers will make the area "unbearable" and cause breathing discomfort for local residents.
- **Our Factual Evidence:**

1. **On-Site Inspection During Live Operation:** During our trading period, we received an official, unannounced visit from **Mr. Stephen Kemp (Technical Officer from the Health Protection and Compliance Team)**.
2. **First-Hand Experience:** Mr. Kemp was physically inside the food van while the grills and equipment were operating. Furthermore, when customers arrived to order, Mr. Kemp stepped outside and stood approximately 1.5 meters away from the van to allow me to serve them.
3. **No Air Quality Issues Reported:** Mr. Kemp spent considerable time both inside and immediately outside the van during live cooking conditions. He was able to breathe with absolute comfort, and his official report contained **zero mentions or concerns regarding heavy smoke, strong grease odours, or air quality issues.**
4. **Highest Possible Score (5 Rating):** Following this rigorous inspection of our cooking processes, setup, and ventilation, we were awarded the highest possible **Food Hygiene Rating of 5.**

This official outcome by the Council's own Health Protection officer proves conclusively that *The Wrap Shack* operates to the highest environmental standards and poses absolutely no risk to the local air quality or the comfort of residents.

I kindly request that these clarifications, alongside the time-stamped photographs, be added to my application file for the Committee's review.

























