

1st February 2022

**Re: Consultation- Application for a Street Trading Consent- Cippenham Lane Service Road, (opposite Earl of Cornwall car park)**

To whom it may concern,

I am writing in response to a letter I received stating an application has been made for Grill King to trade on the Cippenham Lane Service Road. I would like to **object** to this application due to the following reasons.

The location of the van looks very problematic. On the road there are already large trucks who park, especially evening/overnight. Due to the Islamic Shakhshiyah Foundation school opening a few years ago, there is a lot of traffic with cars already struggling to get through and lots of U-turns being made on the road. Any increase in traffic stopping at that area will be problematic. At night the lights on the road are also quite dim and when driving at night it can be difficult to see people crossing the road when they come through the cars parked on the road. Increasing a potential number to people on the road will be a health and safety issue.

The food and hospitality business is already a highly competitive industry and there are already several establishments serving kebabs within Slough. Specifically there are already multiple Doner/Burger van businesses on the Bath Road, and there are multiple fixed shops which serve kebabs and burgers within a mile radius. Examples include:

- A doner/burger van on the Bath Road near to American Golf/DFS
- A doner/burger van on the Bath Road near the Mercedes Benz garage/B&Q
- A doner/burger van on Bath Road next to Bahrani Medical Centre
- A food van in front of Matalan
- Kebab/Burger shop called Slough Kebabs on Bath Road
- Kebab shop on Bath Road called Paradise Grill
- Burgers and Wraps are served at the Earl of Cornwall Pub.

All of these establishments are a short walk from JK's Fish and Chips - please note *not a short drive, but a short walk*. A 5 minute drive will take us to Farnham Road where there are tens of shops serving kebabs, burgers and wraps, and Chalvey where there are many more kebab, burger establishments.

With already existing intensive competition, we as a business are facing other challenges from the pandemic and the current economy. With inflation at a record high, we are seeing our food cost increase every week from our suppliers. Our business has not yet recovered from the COVID-19 pandemic and with high food cost and the substantial increase of gas and electricity we are facing a very tough time.

We try very hard to support and help the local community by absorbing such price hikes as we understand that everyone in the community is finding it hard to maximise each paycheque. We have had to recently increase our prices but we have not been able to increase them to the same % that our food cost has increased. The reason for this is that we understand the local community is also struggling and their pay cheques have not increased. Each family only has a certain amount they are able to spend to feed their family. We are already seeing families having to reduce a large portion to a small.

Our kebab section of our business is already on low margins due to existing intensive competition. Adding a new competitor on our doorstep could be catastrophic for us. Our kebab and burger machines run on both gas and electricity which need to be on all day in order to serve our customers with good quality, fresh food. Any customer that decides to not buy from us will impact us severely and in turn making our kebab part of the business unprofitable. We are relying on the quantity of customers to keep this area profitable.

We at JK's Fish and Chips are a core part of the local community and have been here for over 14 years. We serve many families whose members all choose different areas of our menu. We find many families that will

purchase fish and chips for one member, a kebab for another member and a burger for another member. We take telephone orders where often parents will place a fish & chip order and kebab order and will tell us what sauce and salad they'd like and another member of their family will come to collect. Sometimes parents will sit in the car and their children will come to collect the food. There is trust between the local community and JK's Fish and Chips. It would be a real shame if another establishment arrives on our doorstep forcing us to close our kebab/burger section due to unprofitability. We understand that this will disappoint many many customers as we not only provide good food but also provide an efficient process helping the average person have a better day. Closing the kebab and burger section of the business will also result in us having to lay a staff member off.

We are stuck at either doing what is well for local families or becoming unprofitable in the kebab/burger section of our business. As a physical shop we have higher overheads including rent and rates which makes being competitive to a mobile van difficult.

With Costa Coffee recently opening in the retail park opposite us, we have seen a large reduction of lunch trade. With Lidl opening soon, we suspect a further decrease. A new direct competitor who serves a large part of our menu I imagine will impact us severely.

We would highly appreciate if you take the above into consideration and **reject** the application for Grill King.

Thank you

JK's Fish and Chips