



Solihull
METROPOLITAN
BOROUGH COUNCIL

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COUNCILLOR KEN HAWKINS MA
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13 December 2017.

Dear Becky,

Re: Objection letter re Costa Coffee

I wish to formally object to planning application PL/2017/02955/PPFL which relates to a change of use from a photographic studio (A2 use), to a mixed class coffee shop (A1/A3 use) at 15 Main Street, Dickens Heath, Solihull B90 1UB. The application seeks to change a former business premises (a photography studio) into a Costa Coffee shop.

Main Street, Dickens Heath is not a typical 'High Street', being quite small and having poor foot fall. There is a history of poor sustainability of businesses in Main Street and the provision of yet another refreshment premise, to replace business premises, will not bring further customers to Main Street. What it will do is take business from existing outlets. This is hardly sustainable and threatens existing providers.

Within Main Street there are several refreshment premises, ranging from Mortons Kitchen Bar & Deli; The Chalice Bar and Restaurant and Giovanni's Restaurant. The first two named premises offer coffee, tea and light refreshments. There are also two Asian restaurants (who do not open during day time hours).

As well as a take-a-way Costa Coffee facility within the nearby Tesco Express, there is a successful independent coffee shop – Coffee Cloud. This has been in existence since 2011 and employs local people. There is a genuine concern that if Costa Coffee succeeds Coffee Cloud will fail. Any increase in local employment will therefore be negated and a business unit will become empty (again). The issue of sustainability is important if we wish to promote successful businesses and establish longer term employment opportunities in this area.

