



Spring Tides

1 Freegrounds Road
Hedge End
S030 0HG

I am applying for permitted planning permission for two advertisements within a close distance of the establishment, called Spring Tides.

The cafe opened June 1st 2022, like any new business starting up we have advertised via different sources, this includes social media, radio, door to door leaflet drop plus handing out to members of the public to create awareness who and where we are.

The cafe is hidden away and blends into the structure of the building on the corner of Freegrounds Road, end of a Lane.

21st April 2022 I submitted an application for awnings above the windows of the cafe for visual proposes plus weather protection for the customers. I was advised to withdraw this proposal because of highway reasons. If this application was approved the cafe aesthetically would have accomplished attractive awnings appealing to passes by either on foot or driving. We have many customers who arrive informing us they have asked in the village where the cafe is and many locals are not familiar of our location and can not help with providing directions. Visitors struggle to find us and many say 'you wouldn't know the cafe is here'.

Following the five months of opening we have proven to the local neighbours we are not disruptive or intrusive to the area and we are not present a detrimental impact on the neighbourhood.

Our opening hours are 09:00-16:00 six days a week and 0:900 - 14:00 on a Sunday.

Even though the cafe is proving popular within the community and building a reputation of quality food plus a great meeting place in the heart of the village, unfortunately because of the current recession and financial climate effecting everyone. The business needs to generate more customers by foot fall.

My proposal is for two advertisement, one to go on the side of the building of Printline, next to the Market day banner in the centre of the village and for the other to go into the piece of land owned by my landlord, adjacent the cafe. On the application form submitted I have requested for two advertisements but if this is not feasible and only one is approved, I will amend the proposal accordingly.