FRANK DEAN

PURVEYOR OF QUALITY MEAT & POULTRY

338 GORING ROAD
WORTHING
WEST SUSSEX
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COPY LETTER

25th October 2010

Dear Sir

Re: Application for Change of Use at 338 Goring Road

I am the owner of Frank Dean Butchers at 338 Goring Road. I have worked in this High Class Family Butchers for 37 years. I have owned it for the last 20 years.

During this time I have employed five full time staff however in the last 10 years have seen a steady decline in trade and staff.

On Mulberry Parade there were 7 good retail shops with adequate parking for customers. Now we are the only retail shop left and all of the parking which was once for our customers is now taken by staff from local offices.

Over the last 20 years we have had to deal with all sorts of problems in the trade, Foot and Mouth, BSE, Salmonella, Food Poisoning, Tescos etc. but despite all of these problems we are still trading.

As the meat sales have dropped away we have diversified into other methods of selling our product. We introduced cooked meats which was a great success. In 1999 we started to make our own homemade pies winning South of England Pie Championships three times. We manufacture the pies on the premises and being Worthings only member of the Q Guild of Master Butchers there has always been a HACCP in place satisfying the Q Guild and Worthing Health Department.

As I mentioned we cook all the pies on the premises. As far as I know we have adequate equipment and fume extraction. The pie trade now contributes to a large percentage of our trade and we are considering extending our range and possibly extending our opening times.

To enable us to make plans for the next decade would you please consider Change of Use to A3 to facilitate this need.

We look forward to hearing from you.

Yours faithfully

Frank Dean

Worthing Borough Council
Planning Department
Portland House
Worthing
West Sussex