

APPENDIX 5

Please find our responses to the representations made against the licence variation application for Yellow Broom, Unit 2 AEON Court, 108 Main Street, Bramley, Rotherham, S66 2SE.

Firstly, we'd like to thank the individual for their representations. We would also welcome them to visit and/or meet with us (as business owners) and our bar manager and supervisor to further discuss these concerns if they wish. Equally if they would prefer to call me – my number is



We are a local business who are community based with local people at heart. We have offered responses below which we hope will address the concerns raised.

I am concerned that the application, if granted, would increase the likelihood of antisocial behaviour and crime and disorder in the community where the premises are situated. The area around these premises is residential. Residents include families with young children, elderly people, and disabled people.

- *We understand the concerns of antisocial behaviour in any neighbourhood, but particular linked to establishments that serve alcohol. We have a **zero-tolerance policy** towards anti-social behaviour of any nature.*
- *Our manager has over 20 years experience of managing pubs and bars, which was a pre-requisite when recruiting, to ensure Yellow Broom was a bar of choice for people who wanted to socialise as a community, and not come to drink themselves into oblivion. We feel that we've achieved the former, which has been made possible by a dedicated and professional manager and supervisor.*
- *It's worth noting that since our opening in November 2023 – **we've not had a single anti-social behaviour incident or complaint.***
- *We are very mindful of the fact our neighbours are both residential and business. We go above and beyond to ensure customers are respectful of all our neighbours. This links to early closing for the outdoor area, ensuring areas are free from litter, and ensuring a welcoming environment across the board.*
- *You note residents include families with young children, elderly people and disabled people. As mentioned, we see ourselves as a community hub first and foremost, which brings people together to drink alcohol in a safe and secure environment. Our client base is very diverse – including families and older people. This client base is very much who we want to welcome at Yellow Broom.*
- *It's worth noting. The 'Mirco-bar/pub' movement is very different from your traditional pub / bars scene (to which you make reference in Wickersley). Our client base, are more discerning in that they are attracted by a rotating drinks selection from local and independent breweries. Customers don't come to Yellow Broom and drink 6/7 pints of*

lager, they come and try two, three different IPAs, strawberry beers, or exclusive wine for example.

- *It's also worth noting that all our staff have personal licenses, and we are part of the local 'Pub Watch' programme - again to ensure we are ultra rigid on the type of clientele we attract to Yellow Broom.*

The application requests licence to allow the sale of alcohol for consumption off the premises. If alcohol is sold and consumed off the premises, there is little or no control over its consumption. In particular such sales would be taking place at a later time of night than the local retail premises which sell alcohol for consumption off the premises.

- *The sale of alcohol for off-site consumption is limited to specialist 'craft-beer' cans. This is again linked to attracting customers who are attracted to the 'Micro-pub/craft beer' scene as I referenced above, more discerning in their choice about which breweries / beers they buy.*
- *Yellow Broom as an independent micro bar/pub has better access to interesting and unknown breweries, which is why customers are interesting in buying for off site consumption.*
- *The sale of these cans is often one / two at a time, where customers will buy a specialist beer from a particular brewery they like or an unusual brewery that is a 'limited edition'. Again this is not mass sale of low priced alcohol – which as you'll be aware is easily accessible at Bargain Booze down the road from Yellow Broom. We are not that type of outlet.*
- *As owners of the business, we are all 'Craft-beer' fans, and have followed the movement for years. The point being, we know how customers engage with our offer but more specifically the purchasing of specialist cans, which for many will be bought and sit in their 'collection' for a special day or to share with fellow craft beer fans.*
- *We are more than happy to amend the application to make it explicit that the purchase for off-site consumption is limited to 'specialist craft beer'*

Consequently there is increased likelihood of persons purchasing alcohol and consuming it in the fixed seating outside the front of the Yellow Broom after the premises close, or in local public places such as benches, bus shelters, and the local parks and recreation grounds.

- *I refer to the points made above. The purchase of alcohol to take away from Yellow Broom isn't associated with the type of individuals and groups who sit on benches, bus shelters, and local parks. However, I would suggest the products available at Bargain Booze (Low price, high percentage) are more aligned to that societal issue we often see.*

- *As for people drinking in the outdoor seating area. They are permitted to do so in our designated opening hours. However, we do not permit drinking in the seating outside of those hours. The bar manager and supervisor stay at the venue for at least one hour after closing to ensure a thorough ‘close down’ which includes full inspection of the premises and outdoor area, and moving customers on from the venue.*

This would present opportunity for excessive noise, vandalism, disturbance and other antisocial behaviour to occur, to the detriment of residents. It would be unreasonable to allow activities giving scope for antisocial behaviour and crime and disorder, to the detriment of local residents.

- *I refer back to the point above that that since our opening in November 2023 – **we’ve not had a single anti-social behaviour incident or complaint.***
- *We have several local residents, business neighbours who are willing to provide testimonies on our behalf, to illustrate how Yellow Broom is very much the opposite to being a vehicle for “excessive noise, vandalism, disturbance and other antisocial behaviour to occur, to the detriment of residents.”, but infact a community hub and social focal point, which we have always set out to achieve.*
- *We also work closely very with the adjoining businesses and AEON Financial Services above the Yellow Broom (who are the landlord for all businesses in our block) to ensure we have a joined up approach to anything that would be deemed detrimental to the surrounding area, residents or wider community.*
- *Our landlord (AEON financial services) have from the outset of our tenancy, set their very high expectation, around ensuring Yellow Broom doesn’t create problems because of anti-social behaviour due to the nature of the establishment, i.e. selling alcohol. We (the owners) absolutely hold this element of our business in the highest regard. This is our livelihood, and anything that would jeopardise our license, effectively impacts us, our families and our employees. Rest assured that all the concerns outlined in these representations, are areas we have addressed from the very start of our business opening. This has been done through open discussions with our landlord, adjoining businesses, Rotherham Licensing Team and our experience from running another existing Micro-Pub in Sheffield.*

I am also concerned that the increased opening hours on Monday – Thursday and New Year’s Eve in the application would, if granted, lead to more time for people to consume alcohol in the premises and more people visiting to do so in a small venue, with, according to the floor plan, few toilet facilities.

More custom is likely to produce more noise in the venue and the fixed seating drinking area to the front of the premises, and other forms of antisocial behaviour such as urinating in public. There are no public toilets in the vicinity; there is not local infrastructure or facilities to prevent such anti social behaviour.

- *The application for extended opening would provide us with flexibility to stay open if people are still in Yellow Broom. For example we have quiz night on a Wednesday, which with the current closing times, mean people finish the quiz and then within 30 minutes have to pack up and go home. Feedback from customers, is that it would be great to have a little extra time to chat after the quiz has finished.*
- *It's also worth noting that our sales trends show that indeed lots of people leave the venue around one hour before closing anyway, which is evidence of the type of venue we are – one where people come to socialise early and then leave to travel home at a reasonable hour. We are not a 'Wickersley Bar' where the drinking culture could be argued is significantly different to ours.*
- *In terms of footfall and WC facilities. We have a venue capacity that we adhere to as per the terms of our license. We also have two toilets (one fully disabled accessible) to ensure our customers are comfortable. We actually chose to include two WCs in the venue for that reason, when actually we could have just had one universal WC for the size of the venue.*
- *As per the points, I've raised above. The clientele of Yellow Broom aren't those that will be urinating outside of venues. People don't stay in the bar for long binge drinking sessions. Families, couples, friends, professionals, dogs, children all mix together to enjoy each others' company in a sophisticated and respectful manner. We aren't an exclusive 18-30s venue where there's a problem drinking culture.*
- *I very much hope this addresses your concerns. I'd reiterate the offer to meet us or give me a call. We like meeting everyone in the local community, whatever the context of the conversation.*

Best wishes

Matthew Simmonite

TBO Limited Director T/A Yellow Broom