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Dear Local Residents and Ravenfield Parish Council

Premises Licence Application - The Longbar, Unit 2 Braithwell Road, Ravenfield

The Council's Licensing Team has sent me the detail of the representations you have lodged against my application for the grant of a Premises Licence.

In response I would like to provide you with some more information about my plans for the business.

As a local resident myself I intend to open a classy, sophisticated establishment that will not only fit into the area but will enhance the quality of the community. A venue that local clientele can walk too and enjoy food and drink in a "high end establishment".

During the day the premises will operate as a café, providing a warm and friendly environment for local people to get together and enjoy a coffee or a bite of lunch. The plan for the evening operation is to create a small, sophisticated bistro, a place where people will want to dress up to visit and enjoy a classy upmarket environment. People who just want to go out and get drunk are not my target market, and the prices I plan to charge will certainly not attract this type of clientele.

The building itself will be double glazed ,with no opening windows to the front and will benefit from an air conditioning system. There will also be a two-door entry system to enter and exit the venue. These measures, together with the fact that only background music will be provided, should minimise any potential of noise disturbance emanating from inside the premises.

Drinking outside of the premises will not be permitted at any time. However, there is the possibility that customers may want to stand outside to have a cigarette. I plan to manage this by not allowing groups of people to stand outside together, restricting it to just a couple of customers at any one time. I would also mention that outside of the premises there is a bin, that has the facility for people to safely dispose of their cigarette ends, without littering the area.

The nearest residents are situated over a car park, then a grassed area with trees and benches, then a public footpath, a main busy road that feeds a traffic lighted crossroads, another footpath and finally their front gardens. Given this I feel it unlikely that my business will cause any nuisance to them. Added to which the area itself already has a busy fish and chip shop open until 9.30pm and a supermarket open till 11pm every night, so there are already people and activity in the area.

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Whilst work to the premises is ongoing, at the end of this response, I have attached a couple of photographs to illustrate my vision as to how the front and interior of the premises would look at the end of this letter. Obviously, there will be no outdoor seating at the Longbar.

You may not be aware that I could open the business and sell hot food and nonalcoholic drink until 11pm at night without the need for a Licence, which includes allowing customers to bring their own alcohol to drink with a meal. I have chosen to apply for a Licence primarily so that I can sell alcohol, which I think will give me greater control. In my application I have volunteered the following management controls:

1. **A Challenge 25 Policy shall be in operation. This Policy shall require that any person who appears to be under the age of 25 must provide ID prior to being served alcohol. Acceptable forms of ID are:**
 - a) a passport;
 - b) a UK photo driving licence; or
 - c) a military ID card.
2. **All refusals made under the Challenge 25 Policy shall be logged in a bound book. This log must show:**
 - a) date of refusal made;
 - b) member of staff who made the refusal; and
 - c) if refused, whether fake ID was seized.
3. **Signs shall be displayed inside the premises that advertise that the premises operates "Challenge 25".**
4. **A bound incident book shall be maintained, in which the following shall be recorded:**
 - a) All incidents of crime and disorder occurring at the premises; and
 - b) Details of when the Police are called.
5. **The Challenge 25 log and the incident book shall be kept on the premises and shall be available for inspection upon request by the Police or an authorised officer of the Licensing Authority.**
6. **The DPS, or their nominated deputy, shall check the Challenge 25 log and the incident book at least once a week, and sign and date each check.**
7. **The DPS shall routinely attend meetings of the local Pubwatch.**
8. **The premises shall operate in accordance with the "ask Angela scheme"; and notices to this effect shall be displayed.**
9. **The CCTV system installed at the premises, shall:**
 - a) be maintained fully at all times;
 - b) make and retain clear images; and
 - c) show an accurate date and time that the images were made.

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- d) be both internal and external.**
- 10. All CCTV images shall be retained for a period of not less than 31 days.**
- 11. CCTV images shall be immediately made available for review upon request of the Police or an authorised officer of the Licensing Authority.**
- 12. A copy of a CCTV image shall be provided within 24 hours upon request of the Police or an authorised officer of the Licensing Authority.**
- 13. A record of each member of staff who is authorised to sell alcohol shall be kept on the premises. This record shall include the staff members full name, address, and date of birth.**
- 14. There shall be a zero-drug tolerance policy in operation at the premises, which shall include the requirement that regular checks are carried out by management to prevent the use of drugs by patrons; and that such checks are recorded. A copy of the premises drugs policy, and associated records, shall kept at the premises and made available to the Police or an authorised officer of the Licensing Authority upon request.**
- 15. No adult entertainment or services shall be provided at the premises.**
- 16. Children must be accompanied by an adult(s) at all times.**
- 17. Children will not be permitted on the premises after 21.00 hours.**
- 18. There shall be no outdoor consumption of alcohol. Alcohol shall only be permitted to be taken off the premises in sealed containers.**
- 19. All staff shall receive training on induction and year thereafter, on:**
 - a) operation of 'Challenge 25';**
 - b) types of acceptable ID;**
 - c) method of recording refusals;**
 - d) refusing sales of alcohol to persons who appear to be drunk;**
 - e) preventing proxy sales;**
 - f) incident recording and when to call the Police;**
 - g) operation of the "ask Angela Scheme" ; and**
 - h) how to review the CCTV system if requested.**
- 20. Staff training shall be recorded, records shall be kept of the premises and shall, on request, be made available for inspection by the Police or an authorised officer of the Licensing Authority.**

All of the above would become a condition of any Licence that may be granted, so as you can see the venue would be regulated and well managed. If I failed to comply with any of the conditions of the Licence I would risk being prosecuted or having my Licence reviewed and possibly revoked. .

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Other than the representation made to my application for a Licence, the feedback I have received has from locals has been very supportive, with many people asking about when we will be open and how they can reserve a seat or a table. The local community on social media have also has shown great support.

I hope that when you consider this information you will decide to withdraw your representations. However, regardless of your decision and the outcome of my application for a Licence, I want to reassure you that I plan to run a well-managed, high-end venue. I will be a hands-on manager and will be available to discuss any problems or concerns any of my neighbors may have.

Yours sincerely

David Marshall

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