

# Appendix 5

25 Monkwood Road  
Rotherham  
S62 7JN

13 March 2026

Dear Sir/Madam,

## **Application for a Premises Licence – 25 Monkwood Road, Rotherham**

The Licensing Authority has shared your representation with us so we are aware of your concerns about our application for a Premises Licence.

Firstly, we would like to thank you for taking the time to respond to the consultation and share your valuable feedback, which we have carefully considered.

### **Background**

With over 20 years' experience of convenience retail premises, I can confirm that stores under my management and supervision have never come to the attention of any of the authorities.

In relation to 25 Monkwood Road we are making a significant financial investment in the premises so, like you, I wish to protect the local amenity of the area in every respect and are alive to the concerns you raise.

**Quite simply we are on the same side.** No one benefits if the area isn't maintained and cared for, so our business will operate in a safe, legal, compliant, professional, and responsible manner to ensure our business contributes positively and does not cause issues to anyone.

The Operating Schedule enclosed formed part of our application, provides full details of the measures included in the original application, and has been scrutinised by the Responsible Authorities (Police, Environmental Health, Children's Services, Planning, The Home Office, etc.). We are pleased to confirm that the Authorities are all satisfied that the sale of alcohol from this premises, in accordance with the measures proposed, would promote the Licensing Objectives, and not undermine them.

We appointed The Licensing Guys to manage our application to ensure we held ourselves to the highest standards and the proposed measures reflect the strict modern standards of operation expected by the Responsible Authorities in the UK.

We hope that, taken together with the information below, this additional information will reassure you that our business model/plan includes measures to ensure the issues mentioned to not arise.

### **Increased Risk of Noise, Disturbance, and Antisocial Behaviour**

In the enclosed Operating Schedule you will see the premises is to be a local convenience store offering a full range of home and food products to serve the local community and not an 'Off Licence'.

While the alcohol sales will be for consumption OFF the premises only (*meaning they cannot be consumed on the premises as they would in a pub or bar*) we can confirm that alcohol sales will form only one part of the retail offering – just as you would find in Tesco or Sainsbury's – with a full range of home and food produce on offer.

## **Crime & Disorder**

As business owners we wish to operate in a safe neighbourhood and any increase in crime would likely have a negative impact on all businesses in the area, including ours, driving customers away.

Our family-friendly business seeks to become a valued part of the community where over time our customers become friendly acquaintances, where they feel valued and cared for.

As shown in the Operating Schedule, we have committed to installing and maintaining a comprehensive and high-quality CCTV for several reasons – to protect our staff, to protect our customers, to evidence all aspects of our business, and, most importantly, as a deterrent to reduce the likelihood of criminals entering our premises.

We simply will not tolerate individuals who present a risk to our customers or undermine our business or the local area.

## **Community Need**

In relation to the needs of the community, in our experience where customers have a choice between retail outlets this can have a positive impact on prices where retailers need to remain competitive and ensure great value for customers. In the present economic climate and with challenges around the cost of living we hope the addition of our store will have a positive impact through increased choice.

## **Parking**

Parking concerns are a matter for the Highways Authority and, as with many city locations, Rotherham was not designed to accommodate modern day volumes of traffic. In recent years the number of vehicles owned by families has increased and parking matters are a general issue, regardless of the nature of a business.

If you would like to raise your concern with the Highways Team you may do so by visiting the Rotherham MBC website at this address: <https://www.rotherham.gov.uk/xfp/form/1319> .

We can assure you that our staff and drivers will comply fully with all traffic and parking restriction and requirements in the area of the business.

## **Safety and Impact on Young Children**

We operate a family-run business and we too have children. We place the same importance as you on protecting children and families from disturbance and respecting the needs of neighbours as you.

With respect to children seeing alcohol products for sale, we appreciate your concern but can reassure you that alcoholic products in our store would be displayed and controlled under the same strict requirements as in other well-known nearby stores such as Lidl, Londis, or Sainsburys.

Rather than being displayed in a manner that may tempt or encourage underage drinking, it will be displayed responsibly, in line with the Operating Schedule, with Challenge 25 notices clearly stating that:

- it is an offence for anyone under 18 to purchase alcohol,  
and
- any person who appears as if they could be under 25 will be required to prove they are over 18 years of age by producing an approved form of photographic ID.

In addition, the modern CCTV standard is that cameras must cover the sale counter so refusals and challenges are captured on camera providing a further measure to ensure staff, who must be trained in Responsible Alcohol Retailing, are actively implementing the Challenge 25 Scheme.

## **Environment**

Having invested significantly in our business, the area outside the premises is an important advert for our business and general standards of operation.

We can confirm our staff will pay attention to the area of the premises and will ensure there is no accumulation of litter from or around the premises and will ensure the area is clean and litter-free on a daily basis.

If it would provide additional reassurance we will be happy to include the wording below as a licence condition in addition to those already proposed:

***Discarded flyers, cigarettes, food packaging and any other similar litter will be cleaned from the immediate vicinity of the shop and disposed appropriately.***

## **Summary**

The Licensing Guys have worked closely with us to craft the application with a range of measures and safeguards, detailed in the attached Operating Schedule. This demonstrates the importance we place on being a good neighbour and maintaining high standards of operation.

To re-iterate, these measures were included in our original application because we place as much importance as you do on operating considerately, thoughtfully, and responsibly.

If you have any questions or would like further clarification, we would be very happy to meet for a chat to introduce ourselves as we hope very much that you will be one of our valued customers in future.

Alternatively, please feel free to contact Reba Danson of The Licensing Guys on 07983 922180 or by email at [reba@thelicensingguys.com](mailto:reba@thelicensingguys.com).

***We hope that the information above reassures you that our business cares as much for our local area and community as you do.***

If you are reassured and feel the information above removes the need to attend a hearing and present your concerns to the Licensing Sub-Committee we would ask you to confirm this by email to the Licensing Authority at [licensing@rotherham.gov.uk](mailto:licensing@rotherham.gov.uk) and consider withdrawing your objection to the application.

Yours sincerely,

Vasanthan CHELLIAH

Enc.