

Appendix 5

Dear Atlas Court 'Resident'

On the receipt of your objection to the application to grant an alcohol licence for our small family business 'Valentines' I would like to provide the following information / clarification that will address each point of your concern.

The application was made with the full consideration of the residents that live within proximity of our business, ensuring that that all the licence specifications were not detrimental. We have greatly reduced our revenue potential to maintain our amazing relationship with our loyal customers (and friends) and fellow residents of Atlas Court – this is reflected in the following specifications that we felt were considerate and fair.

- 1 Reduced opening hours – last beverage to be served at 21:30 rather than 23:00.
- 2 Alcoholic drinks only to be served with food – as not to encourage a drinking only establishment.
- 3 Table service for drinks – we do not want to operate as a 'bar'. Our aim is to provide our customers with a choice of either an alcoholic or soft beverage with their food.
- 4 No consumption of alcohol outside the premise.

Your points of concern are -

1 Parking

We completely empathise with your concerns, as a small business we are trying to provide a service to our local customers who have expressed a need for a facility that provides food, drinks and some entertainment. As most of our customers are local residents of Brinsworth who will be visiting for both food and drinks including alcohol, we envisage that the majority of them will be travelling on foot. As you stated 'The previous café sometimes had evenings with live music. It made the parking here extremely difficult'. To clarify, the previous café did not hold a regulated alcohol licence therefore some of their customers may have travelled in cars.

As a licensee, we will have specific objectives we have to abide by to maintain the licence, hence this may deliver some reassurance to you that the operation of our business will be monitored and inspected at any point. We will have to operate within the licence objectives that we devised as to not impact on your residency on Atlas Court.

As you are aware, there is ample street parking. Unfortunately, we are unable to police the cars that enter the car park to access the nursery. We have observed that the nursery has displayed notices to their service users to park more considerately and we can certainly promote the same.

We have observed the car park at various intervals throughout the day and other than the peak times when parents and carers are dropping children at the nursery, we have not noticed an issue with available spaces. Photographic time stamped evidence will be included in this email.

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2 Events

We do not plan to hold regular events. We hope to provide the occasional event to enrich and provide for our local customers and community. This will not be every bank holiday. As we were unable to specify which bank holiday we would like to hold an event (day or night) we had to apply for every calendar bank holiday to avoid any deviation from our licence. All our events will be promoted in a timely manner and will not deviate from our licencing agreement.

3. Noise

The majority of evenings will be low volume background music, only to enhance the ambiance of our customers enjoying their meal. On the occasional event where there is live music it would be low key with the attendance of a solo acoustic artist- not bands or events that encourage excessive drinking, dancing or loud amplified music. We do not wish to operate in this manner. We are a business that encompasses the ethos of a local community and hope to provide an occasional event that may include a live singer. On the occasional event that a live musician may be present, the sound will be monitored both inside and outside and recorded and logged on site. The window and doors will be kept closed as much as possible as to reduce the outbreak of noise to reduce the effect of nearby residents. Internal speaker will be directed away from external windows and doors.

This log would be available to inspect as required on request despite this not being a condition of our licence as per the environmental health officer. As we understand, the building that we both lease / rent are constructed to a standard that reduces the conduction of noise. As previously stated, we feel we have a duty to all residents and fellow business owners to operate a harmonious establishment for all to enjoy.

We are very aware of a resident that has a small child and that the parents work variable shifts, so we have prepared direct signage to encourage all customers to be considerate and courteous when entering and leaving the café.

4. Smoking

There is an established designated smoking area within Atlas Court that is available for both visitors and residents. This is located away from the building towards the exit of the car park. We agree that smoking near both our business and residents is not considerate. We do not want our customers to smoke directly outside our business or beneath our fellow residents of Atlas Court. We have already designed signage to signpost customers to the smoking area and will actively encourage the compliance of this.

Moving forward, the café will operate as planned with evening food available to our customers from the end of April up to the hours of 21:30. This will be operational with or without a licence to serve alcohol. We, as a small business need to explore every avenue possible to generate an income to sustain a viable business. If we were to operate where customers could bring their own alcohol to enjoy with their meal there would be no licence objectives to comply with and regulation would be negligible.

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We, as a small local community spirited business want to provide an environment for people to relax and enjoy the choice of an alcoholic drink or soft drink with their meal.

As part of our licence objectives, we have installed CCTV cameras inside the café which will capture data 24 hours per day and be stored for 30 days which is available for police or licencing officers to view at any time. At an additional cost to our business we have planned to install external cameras to monitor and record any events that may be of concern to yourself or any other residents.

We hope you feel some reassurance from this response.

SC Valentine & Co

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