

APPENDIX D

Re: By The Beach, 27 St. George's Road, Southsea

June 4th, 2021

Dear Neighbours,

Following on from reading the representations made by many of you to Portsmouth City Council regarding our application for a Premises License for our new business venture 'By The Beach' we want to take some time to introduce ourselves and our plans for the premises.

We moved into the lovely area of Eastney in December 2020, having lived in Portsmouth all of our lives.

We understand the area well, and we are now very proud residents of St. George's Road having bought our first house together, including the shop (previously Carl Christian Cakes) to embark on a new adventure together of owning our own business.

As residents ourselves, we are heavily invested in the area and have nothing but the utmost respect for our neighbours. The fact that we live above the café ensures we will be responsible operators as we have our neighbours interests firmly at heart.

The business is very much in its fledgling stages and currently we do not anticipate opening until the Summer of 2021. When Carl sold it to us he was overjoyed that this would become a café again as his parents owned the café on this site, creating what stands now, prior to him making his cakes from the shop. We have been greatly encouraged by our local neighbours and passers-by and have openly welcomed feedback over the past 3 months whilst starting work on the café.

We both work full time in other jobs (locally, in Teaching and the NHS) and this is very much our dream of opening a quiet, respectable licensed café where people can enjoy anything from a takeaway coffee or a light meal to an afternoon tea and enjoy with it a glass of wine or refreshing beer. Within the café we will also have a 'Deli' area where we want to sell local and other products and produce.

Our ambition for evening opening is on one or two evenings per month, to offer a Bistro style evening which would be, for example, an Italian themed dinner, or a cheese and wine tasting.

When applying for this premises license, we were advised by the Local Authority to apply for opening times until 11pm, 7 days per week, as this would save having to apply for Temporary Event Notices every time we wanted to open after 5pm for one of these evenings. Rest assured, it is not our intention to run events until 11pm every night, 7 days per week.

Also, due to being the owners of both the house and business only we have the authority regarding the license, it is not something that could be inherited by any other business, and indeed we have no intention of selling the business on which is under our home.

We hope that by explaining our intentions it may allay some of your valid and understandable concerns, and the only way in which we can do this is by writing this letter to you.

We have had many local passers-by who have spoken with us whilst we have been renovating and decorating, without exception all have been very supportive and enthusiastic about our plans. But we do understand that reading a notice in a window and, or reading the application, or hearing it by word of mouth from other residents may not explain fully enough what our hopes are for 'By The Beach' and therefore many of you have legitimate concerns.

In this note we will aim to address the main themes of the concerns expressed by you as local residents to the best of our ability.

Firstly, it is important for us to ensure you know that some of the concerns we are reading seem to have been borne from a gross misinterpretation of our premises application, so we would really appreciate the opportunity for you to hear it directly from ourselves, if you are not any of the neighbours we have had the fortune to meet so far.

We refer below to your main concerns:

- ***Use of the back of the premises - alluding to use of the garden and upstairs balcony which backs onto the houses of the roads surrounding: Selsey Avenue, Culver Road and Festing Grove.***

There are many representations from residents that state they have been 'informed', or 'have been told', that the garden at the back of the café and the balcony at the back of house on the first floor will be used as part of the café.

It has, and never will be part of the plans to utilise these spaces for customers to eat or drink. This is our home, and these areas will remain entirely for our use and are protected from all business activities.

The garden door and our own front door are marked on plans as additional emergency/fire exits only.

The hardstanding area at the front of the café will be used after so many local residents asked if we could consider utilising it as part of the café, as it was appealing to them to enjoy some outdoor seating in good weather.

We can confirm that these tables will only be used during the daytime opening hours, which will be from opening until 5pm at the latest.

- ***Indoor and outdoor music***

Throughout the day there will be background music played indoors via radio or iPod/similar.

On any evening events there will be similar background music played indoors via iPod/similar.

We are not anticipating having any live or loud music as part of our set up, or for any private hire events.

There has never been any intention of having outdoor music or entertainment.

- **Opening times**

Daytime opening: 8am (approx.) until 5pm (approx.)

Evening opening: 7pm - 11pm average twice per month

**please note we expect to open only at weekends and in school holidays initially*

- **Themed events**

As mentioned before, these are going to be few and far between.

1-2 times per month and will be, for example: Organised themed dinners such as Italian or Mexican, Gin or Wine tasting, Christmas events, Cheese and Wine evenings, Guest Chef, Customer participation evenings.

They will be well planned, well run and with an end time of 11pm and all guest numbers will be known and booked in advance of the event.

We may open to private hire such as small celebrations or meeting groups which will follow the same rules as themed events.

Risk Assessments will be in place for all public and private 'events or functions' to include the date, times and nature of the event, the assessment of risk and the measures put in place to address any identified risks will be recorded.

It goes without saying that at all times, day or night, customers will be asked, and reminded with signage, to leave quickly and quietly and showing respect to the surrounding neighbourhood.

- **Alcohol sales**

On site sales will be for customers to enjoy a drink in, or on the outdoor seating at the front of the café either with or without a purchase of food. We will offer varied drinks options, but we are by no means opening under the guise of an all-night bar.

As far as off sales are concerned we will be a responsible retailer and the type of sales intended are to customers who are local and wish to buy a bottle for a gift or for their evening from our 'Deli' area, or those who have purchased wine with their meal and wish to take home the unfinished bottle or to buy to take as part of a picnic to the beach. We will not be serving to groups of people that won't drink responsibly and it certainly will not be used as an off license or cash and carry.

In order to comply fully with the licensing agreement and with the support we have gained from the Hampshire Constabulary we have in place the following:

ID - challenge 25

As premises licence holders we shall ensure that a system is in place to ensure that every individual who appears to be under 25 years of age seeking to purchase or be supplied with alcohol at or from the premises, shall produce acceptable means of identification and age confirmation to confirm they are 18 or over. Acceptable identification shall be a passport, photo driving licence, PASS accredited photo ID or Military ID. If the person seeking alcohol is unable to produce acceptable means of identification, no sale or supply of alcohol will be made to or for that person.

CCTV -

This system has been installed and recording at all times covering when licensable activity is taking place on the premises. This is of a standard acceptable to the local Police Licensing Dept. There are sufficient cameras to cover the primary customer areas which include the entrance and exit as well as the outdoor area. There will always be a staff member on duty that is able to competently operate the CCTV system and be able to provide footage when required by the Police or other responsible authorities.

Training and Policies -

We will ensure that a training package is in place for all staff involved with the sale or supply of alcohol, they will be sufficiently trained in licensing matters proportionate to their role and responsibilities. Particular attention will be paid to underage sales / ID verification and the refusal of alcohol sales to drunk persons.

To reassure you furthermore, there is guidance under the licensing act that states if at any stage following the grant of a premises licence we are not acting in accordance of the terms of the four licensing objectives, then any responsible authority, or any person, may ask the licensing authority to review the licence because of a matter arising at the premises in connection with these objectives. We will also be sending copies of this letter to both the PCC and other authorities so we remain accountable for our proposed plans.

If, after reading this explanation you feel more reassured regarding our proposals for By The Beach and wish to withdraw your representation, then please contact licensing@portsmouthcc.gov.uk and the representation can be removed from the records before June 8th, 2021.

If, after reading this you feel you would like to register a **representation in support or concern** of our application please email to licensing@portsmouthcc.gov.uk before June 8th, 2021.

We would very much like to take the opportunity to invite you, as members of our local community, to join our first special event at the café!

We will host an 'NHS BIG TEA' to support NHS charities on the 'birthday' of the NHS

We hope to see you there from 5pm on July 5th

Many thanks for your time,

Lee and Lindsay

By The Beach, Southsea