

APPENDIX D Letter sent by Applicant to persons making Representations.

Dear Sir/Madam,

It has been brought to my attention that you have made a representation against the premises licence application for 161-165 Highland Road for Southsea Dog Café Ltd (T/a The Hideaway).

I would firstly like to reassure you that I have fully read your application and I appreciate your concerns. The lease was only signed over last week and as the licensing application closed before this, I did not have a chance to reach out to the local community as the property was not yet legally in my control. I hope this letter can better explain and further enhance your understanding of the property's purpose.

Café Plan:

The primary purpose of the café is to run during daytime hours. This will be a family-and-dog-friendly café which will also be host to community-based activities, such as exercise classes, support groups, and workshops such as a Christmas wreath-making day!

The café will be designed to create a calm, friendly, and relaxed environment. There will be a mixture of furniture to suit everyone, from dining chairs to more relaxed armchairs. The café will also be installed with high-speed Wi-Fi, of which children can use to enjoy playing games with their friends (or even doing their homework!), teenagers can stream social media and interact with their friends, and adults can efficiently remote work (or enjoy a peaceful space to enjoy their favourite shows or books!). Our aim is to cater for the entire family and everyone that wishes to step through our doors.

The reason for longer opening hours is that on some evenings, people may wish to stop by on their way home from work to come to a relaxed environment for a bite to eat or a refreshing beverage. Alternatively, we hope to offer evening workshops or sessions that people may otherwise have missed due to their busy daily schedules.

Alcohol:

There are concerns regarding alcohol being served in this area, due to a school being a few roads behind, and another coffee shop on the same road causing disturbances. We would like to reassure you that the serving of alcohol is not for the purpose of a pub, nightclub, nor to cause any nuisance. The licence purpose is to act like other local cafes – to serve an alcoholic drink with your meal, or even to have a glass of prosecco with afternoon tea. It is not going to be a place that would impact on local safety. All measures will be implemented as per licencing objectives.

As previously stated, our journey will begin with daytime hours. We are hoping to implement a supper club or dinner service going forward, in which opening hours will be extended later into the evening. We are aware there is an issue with alcohol being served until 23:00, and therefore would propose this can be reduced to 22:30.

Noise:

In consideration for the noise concerns, mainly being based on another coffee shop's history, we can confirm there will be no outside DJs. All background music played within the café will be of suitable volume. If any live music is organised, this will be on set occasions, and a notice will be placed in the window in advance of this to make you aware.

A films licence has been requested to have the option to play on any given day. This will be a 'now and again' activity, and not something that will occur daily. It would be lovely to have the local community be able to come inside during the winter and watch a Christmas film together. Sound from the film would not be like one in an actual cinema, and therefore would not radiate throughout the street.

Parking:

Like within all cities, parking is unfortunately always an issue for the council. Our main focus will be on the local community and dog walkers, which would therefore not add to parking issues in the surrounding areas.

A final thank you!

I would like to thank you for your time in reading this letter, your interest in our business and our local community, and I really hope this helps to explain our plans. My family have all grown up here, and we are all very keen to help regenerate the area and provide a safe space for everyone to come to. We are always open to new ideas, so please do let us know if there were to be anything you would like to add to the services/activities offered! We are very excited to welcome you once we are open, and should you see any of us inside refurbishing, then we would be more than happy to have a chat and get to know you!

I sincerely hope this letter has alleviated all of your concerns. If so, please withdraw your representation via email to licensing@portsmouthcc.gov.uk. If a withdrawal of representation is not made, we will all be invited to personally attend a hearing in a couple of weeks.

I really hope to build a strong, personable relationship with all customers/friends, and local residents. If you have any further questions, then please do reach out to us at thehideawaysouthsea@gmail.com, and I personally look forward to seeing you in the café in the near future.

Kind Regards,

Chloe Wheeler, Owner