

Response to representations raised by members of the public regarding licence application for 30/32
Front Street, Whickham.

I am responding to the objections raised with regards to the licencing application with a view to alleviating the concerns of the 2 parties. I have not ignored the other concerns raised but will address these through the relevant planning application process.

I understand some of the concerns raised and will do everything within my scope to reduce the problems. As a resident of Whickham myself, also living just off Front Street, my family and I are very much part of the community and intend for that to continue. One of the reasons we chose to move into the area was the crime rate data, as it shows that Whickham is the 2nd safest small town in the Tyne and Wear area; and I certainly do not want to negatively affect this rating.

When I was looking for a location for the micropub, I reviewed various different locations and areas but I specifically chose a retail area in Whickham to ensure the sustainability of the business and to see the area thrive.

I am a small business owner and as such plan to personally manage the business with a community spirit in mind. Most of the bars and restaurants already trading in Whickham are run by large corporations and so may not have the same community ethos or incentive to provide the levels of care and attention that I will. As a family business, I hold the safety of my family, staff and patrons in high regard and will not put profit before this.

To this end I will certainly ensure that my obligations under the licencing objectives are carried out each and every day. Furthermore, I would look to continually review and seek to improve all of my policies and procedures, as living in the local community with local knowledge and insight, I would be proactive and not just reactive to any local issues.

As set out in my licencing objectives, I am aiming my product at mature couples (35+) for a more relaxed drinking experience. The premises will emphasise its dog friendly environment so that dogs and their owners can enjoy the relaxed atmosphere. To enable me to provide this service, I will be discouraging large groups of single sex drinkers from the premises. I will be challenging anyone entering the premises that does not appear to be of legal drinking age as part of the Challenge 25 campaign and will only serve anyone who can provide proof of age ID. Anti-social behaviour and drug taking will not be tolerated on the premises and anyone showing signs of intoxication will be refused service.

Pricing will be set to discourage a binge drinking mentality and there will be no happy hour drinks promotions. No open drinking vessels will be allowed off the premises and CCTV will be in operation and will show the areas immediately outside of the premises with the aim to monitor and thereby reduce any inappropriate behaviour.

I have agreed with The Environmental Health Officer for Gateshead Council not to use the outdoor area for seating patrons as this would affect the quality of life for the owners of the nearby residential property. This area is to be excluded from the licence application.

I have also agreed to produce a noise pollution policy which will involve carrying out regular noise pollution checks once the business is operational. Records of these checks will be kept and will be available to inspect by the relevant authority at any time. This will ensure that when we have recorded music or an event planned in, that these will be assets to the local community and not cause problems.