

Dear Mr Krog

I write on behalf of JD Wetherspoon PLC who operate two premises within the Borough's jurisdiction:

The Moon under Water, Bath Rd, Cheltenham
The Bank House, Clarence St, Cheltenham

Both premises currently contribute to the late night levy.

We are fully supportive of the proposal to end the late night levy on the 31st March 2017. We were opposed to its introduction in the first instance and it is illustrative of the industry's concerns about the late night levy in principle that a number of concerns expressed in our response to the original consultation were fully justified in the operation of the levy in the Borough.

Our support for the removal of the levy is on the following basis:

- As contributors to the BID , it is inequitable that we are also required to contribute to the levy should it continue to exist.
- The BID though totalling higher than the amount payable by us under the levy(once the levy ceases) will deliver better value for money in that it contributes directly to the economic vitality of Cheltenham during the day and night. The majority of licensed premises rely increasingly on their day time and early evening trade and the BID directly helps promote footfall during these periods whereas the late night levy does not.
- Given the costs of running the late night levy set against its decreasing income, it's effectiveness will continue to decline. In our response to the initial consultation, we pointed out that the cost versus the financial benefit was likely to be limited and this will only be borne out further should the levy continue given the shrinkage of Cheltenham's late night economy. The additional income generated by the BID from a wider range of contributors will have greater opportunity of making an impact. The wider range of commercial interests represented on the BID will also increase effective outcomes.
- The structure of the BID provides a greater opportunity for those who contribute to it to influence where those contributions are spent than that provided by the Late Night Levy ensuring better focus.
- Businesses who contribute to the BID have the opportunity of voting for its continuation or otherwise after a defined period. This helps ensure the BID remains effective and accountable to its contributors.

We trust our comments will be taken into account in the consultation.

Regards

Nigel Connor
Solicitor
Head of Legal and Company Secretary
JD Wetherspoon PLC

Dear Mr Krog

I refer to the letters addressed to my wife dated 31st August 2016 regarding licensing policy and the proposed scrapping of the Late Night Levy.

As previously advised, our business, Beaumont House is a 16 bedroom Guesthouse. We believe that the late night levy unfairly penalised our business. Please be reminded that we only sold liquor overnight [00.01 – 06.00] to residents by having it available in mini-bars in guest bedrooms. We have been asked numerous times by guests why we only sold none alcoholic beverages in the mini bars.

So, bottom line, we welcome the scrapping of this levy.

When do you expect the change in legislation to be made?

Yours sincerely

Alan Bishop & Yuen Fan Bishop