

15 May 2024

Cooper & Tan Investments Limited
Charnwood Becketts Lane
Greet
Cheltenham
GL54 5NX
BY RECORDED DELIVERY

Dear Sirs

I act on behalf of the operator of Moo Moo in Cheltenham, Bar Fever Ltd, and I have received your representation in relation to my client's application for a variation to the premises licence.

I note your representation is the only representation received to my client's application. As the Council's Licensing Officer may have confirmed to you, if the representation remains unresolved, a hearing in respect of this application will be required to determine the application.

By way of background, my client is a highly experienced national pub company with premises throughout the UK and are committed to working in partnership with the local community.

My client has carefully considered the concerns raised within your representation and I would like to offer to arrange a call or meeting with you (which could be online) as soon as possible to discuss your concerns, clarify our application and explain relevant measures that will be in place if this application is granted, which I hope will address and alleviate your concerns.

If you would like to arrange a specific time and date to discuss your representation and my client's application, please contact me. My office telephone number is 0115 9349183 and my email contact details are s.desor@popall.co.uk

I would also like to take this opportunity to clarify our application and address concerns raised in your representation. I understand your primary concern relates to the extension of licensing hours sought and concerns as to nuisance and disorder.

As far as we are aware there are no nuisance or disorder complaints of note related to the operation of Moo Moo.

For reference, the premises is already licensed for opening hours until 04:30 on Monday to Saturday and my client is not seeking to extend its opening hours to open later. The premises licence also already permits regulated entertainment and late night refreshment until 04:00 Monday to Saturday.

This variation solely seeks to extend the terminal hour for sale of alcohol to 04:00 (from 03:00) and recorded music to match existing closing times of 04:30 (currently 04:00) on Friday and Saturday only, following consultation with the police.

The purpose of seeking the later terminal hours for recorded music and sale of alcohol (to be more in line with existing opening hours) is so that my client's customers who wish to continue their night and have an alcoholic drink in the premises for a little longer on Friday and Saturday can do so.

Although I appreciate you are anxious as to this extension of hours, in our experience the extension will help reduce 'double migration' (and therefore double impact) in the area by customers leaving our premises to go to another premises in the area which is open later for sale of alcohol, rather than stay and finish their night in our premises. Also, importantly, the Police have supported this extension and agree this variation to allow alcohol sales until 4am will create a longer wind-down period and may assist in more staggered dispersal of customers from the premises, which can be managed and contained, reducing impact and potential for incidents in the area by mass dispersal at any one time, which we feel will promote the Licensing Objectives including prevention of public nuisance and prevention of crime and disorder. Also, allowing recorded music until closing time with music type and volume changed towards the end of trading will aid in a 'winding down' period and encourage gradual dispersal.

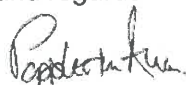
I note your concerns as to the extension of hours sought for sale of alcohol and recorded music. As you may be aware, Responsible Authorities such as Police and Environmental Health were consulted as part of this application process and none of those authorities raised an objection to the application, and as mentioned above, the Police are in support of the application. I also note the premises already operates under existing permissions under its premises licence to trade to 04:00 for sale of alcohol (05:00 for music, 05:30 for closing) under its Non Standard Timings for notable days. This demonstrates the premises can operate to the extended hours sought whilst continuing to promote the Licensing Objectives without any nuisance or disorder issues of note and whilst demonstrating safe and controlled dispersal and reduction in double migration.

Furthermore, I understand there are already licensed premises in the area that operate with sale of alcohol and recorded music to similar hours as we have requested on Fridays and Saturdays, and therefore this would not be an unprecedented extension of hours for the area.

Notwithstanding this, my client has taken note of your concerns and if the variation is granted as applied for, my client has put together a site-specific noise management plan which will be in place. This plan sets out measures and controls to prevent nuisance and disorder, control dispersal and minimise disturbance to nearby residents and businesses. I attach a copy of the plan for your reference.

I hope the additional information and management plan provided sufficiently alleviates your concerns. I would be grateful if you would confirm whether given the information provided you are happy to withdraw your representation so we can avoid a hearing as to this matter, and if so, I would be grateful if you could confirm this to the Licensing Authority.

Kind regards



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