

Appendix 1

045577
5/6/13

Licensing Team
Eastbourne Borough Council
1 Grove Road
Eastbourne
BN21 4TW



E-mail: licensing@eastbourne.gov.uk

Forms & guidance can be downloaded from www.eastbourne.gov.uk/licensing

**Application for a premises licence to be granted
under the Licensing Act 2003**

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form.
If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

We BRIGHT IDEAS STUDIO LIMITED

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 - Premises Details

Postal address of premises or, if none, ordnance survey map reference or description

UNIT 3, THE WATERFRONT
SOVEREIGN HARBOUR
EASTBOURNE, EAST SUSSEX

Post town	EASTBOURNE	Post code	BN23 5UZ
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Telephone number at premises (if any)	01323 471080
Non-domestic rateable value of premises	£ 17,167.00

Part 2 - Applicant Details

Please state whether you are applying for a premises licence as:

Please tick yes

- | | |
|--|---|
| a) an individual or individuals * | <input type="checkbox"/> please complete section (A) |
| b) a person other than an individual * | |
| i. as a limited company | <input checked="" type="checkbox"/> please complete section (B) |

- ii. as a partnership ☐ please complete section (B)
- iii. as an unincorporated association or ☐ please complete section (B)
- iv. other (for example a statutory corporation) ☐ please complete section (B)
- c) a recognised club ☐ please complete section (B)
- d) a charity ☐ please complete section (B)
- e) the proprietor of an educational establishment ☐ please complete section (B)
- f) a health service body ☐ please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales ☐ please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England ☐ please complete section (B)
- h) the chief officer of police of a police force in England and Wales ☐ please complete section (B)

- If you are applying as a person described in (a) or (b) please confirm:

Please tick yes

I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or ☐

I am making the application pursuant to a
 statutory function or ☐
 a function discharged by virtue of Her Majesty's prerogative ☐

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over				<input type="checkbox"/> Please tick yes	
Current postal address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over				<input type="checkbox"/> Please tick yes	
Current postal address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name	BRIGHT IDEAS STUDIO LIMITED
Address	Registered Address: WATSON ASSOCIATES 30-34 NORTH STREET HAILSHAM, EAST SUSSEX BN27 1DW
Registered number (where applicable)	3934672
Description of applicant (for example, partnership, company, unincorporated association etc.)	LIMITED COMPANY
Telephone number (if any)	01323 471080
E-mail address (optional)	STEVE@SCS-MARKETING.CO.UK

Part 3 Operating Schedule

When do you want the premises licence to start?

DD MM YYYY
14 08 2013

If you wish the licence to be valid only for a limited period, when do you want it to end?

DD MM YYYY
[] [] [] [] [] [] [] []

Please give a general description of the premises (please read guidance note 1)

UNIT 3 CURRENTLY TRADES AS A RETAIL UNIT IN A SMALL DEPARTMENT STORE KNOWN AS BRIGHT IDEAS. THE UNIT IS IN A BRICK BUILT PARADE OF SHOPS AND RESTAURANTS APPROXIMATELY 14 YEARS OLD. THE WATERFRONT IS A WATERSIDE LOCATION WITH A LARGE FREE CAR PARK. THERE IS ADEQUATE SPACE ADJACENT TO THE ENTRANCE FOR EXTERIOR SEATING. THE PREMISES WILL OPERATE AS A 'CAFE/DELI' RETAIL UNIT WITH WINE SAMPLING AND WINE SALES.

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

N/A

What licensable activities do you intend to carry on from the premises?

(Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment

Please tick any that apply

- a) plays (if ticking yes, fill in box A) ☐
- b) films (if ticking yes, fill in box B) ☐
- c) indoor sporting events (if ticking yes, fill in box C) ☐
- d) boxing or wrestling entertainment (if ticking yes, fill in box D) ☐
- e) live music (if ticking yes, fill in box E) ☐
- f) recorded music (if ticking yes, fill in box F) ☐
- g) performances of dance (if ticking yes, fill in box G) ☐
- h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H) ☐

Provision of late night refreshment (if ticking yes, fill in box I) ☒

Supply of alcohol (if ticking yes, fill in box J) ☒

In all cases complete boxes K, L and M

NA checked 7/5/13

I

Late night refreshment Standard days and timings (please read guidance note 6)			Will the provision of late night refreshment take place indoors or outdoors or both - please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)		
Mon	09.30	22.00			
Tue	09.30	22.00	N/A		
Wed	09.30	22.00	State any seasonal variations for the provision of late night refreshment (please read guidance note 4)		
Thur	09.30	22.00	N/A		
Fri	09.30	22.00	Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 5)		
Sat	09.30	22.00	N/A		
Sun	10.00	20.00			

23.00 -

Supply of alcohol Standard days and timings (please read guidance note 6)			Will the supply of alcohol be for consumption - please tick (please read guidance note 7)	On the premises	<input type="checkbox"/>
				Off the premises	<input type="checkbox"/>
Day	Start	Finish		Both	<input checked="" type="checkbox"/>
Mon	09:30	22:00	State any seasonal variations for the supply of alcohol (please read guidance note 4) N/A		
Tue	09:30	22:00			
Wed	09:30	22:00			
Thur	09:30	22:00	Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 5) N/A		
Fri	09:30	22:00			
Sat	09:30	22:00			
Sun	10:00	20:00			

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor:

Name	MRS GEMMA NEWTON-SMITH
Address	NO. 4, DRAKE AVENUE LANGNEY POINT EASTBOURNE EAST SUSSEX
Postcode	BN23 6BN
Personal licence number (if known)	1320/045506
Issuing licensing authority (if known)	EASTBOURNE BOROUGH COUNCIL

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 3).

L

Hours premises are open to the public Standard days and timings (please read guidance note 6)			State any seasonal variations (please read guidance note 4)
Day	Start	Finish	
Mon	09:30	22:00	N/A
Tue	09:30	22:00	
Wed	09:30	22:00	Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 5)
Thur	09:30	22:00	
Fri	09:30	22:00	
Sat	09:30	22:00	N/A
Sun	10:00	20:00	

M Describe the steps you intend to take to promote the four licensing objectives:

a) General - all four licensing objectives (b, c, d and e) (please read guidance note 9)

SUITABLE STAFF TRAINING
RIGOROUS PROOF OF AGE PROCEDURES
ADEQUATE MANAGEMENT PROVISION
EXTERNAL AND INTERNAL SECURITY COVERAGE
FULLY FUNCTIONAL CURRENT HEALTH, SAFETY AND FIRE SAFETY
SYSTEMS IN PLACE.

b) The prevention of crime and disorder

1. SUITABLE STAFF TRAINING, INTERNAL/EXTERNAL CCTV
2. REGULAR MONITORING OF ALL HEALTH AND SAFETY PROCEDURES
3. ADEQUATE MANAGEMENT/SUPERVISOR STAFF LEVELS
4. SUITABLE COMPANY POLICY WRITTEN IN TO ALL STAFF CONTRACTS
MANAGEMENT OF SUPPLY OF ALCOHOL
ID PROCEDURES

c) Public safety

5. MEET ALL REQUIREMENTS FOR HEALTH, PUBLIC AND FIRE SAFETY
ADEQUATE SAFETY SIGNAGE
6. CORRECT COMPANY POLICIES
7. REGULAR MONITORING OF ALL PROCEDURES
8. LIASONS WITH ALL RELEVANT LICENSING BODIES
9. STAFF TRAINING, INTERNAL/EXTERNAL CCTV

d) The prevention of public nuisance

10. ADEQUATE INTERNAL AND EXTERNAL SECURITY
11. MANAGEMENT OF ALCOHOL SALES, ID PROCEDURES
12. NO LOUD MUSIC OR NOISANCE TOLERATED
13. CLEAN, TIDY PREMISES, EXTERNAL CCTV
14. MANAGEMENT OF CLIENTEL.

e) The protection of children from harm

15. ADEQUATE HEALTH AND FIRE SAFETY PROVISIONS
CLEAR SIGNAGE
16. MANAGERS, SUPERVISORS AND STAFF TRAINING

Checklist:

Please tick to indicate agreement

- I have made or enclosed payment of the fee. ☒
- I have enclosed the plan of the premises. ☒
- I have sent copies of this application and the plan to responsible authorities and others where applicable. ☒
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable. ☒
- I understand that I must now advertise my application. ☒
- I understand that if I do not comply with the above requirements my application will be rejected. ☒

IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION.

Part 4 – Signatures (please read guidance note 10)

Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 11). **If signing on behalf of the applicant, please state in what capacity.**

Signature	<u>Stephen Nock</u>
Date	03/05/2013
Capacity	MANAGING DIRECTOR, BRIGHT IDEAS STUDIO LTD

For joint applications, signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent (please read guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 13)

STEPHEN W. NOCK, BRIGHT IDEAS STUDIO LTD
25 THE WATERFRONT, SOVEREIGN HARBOUR
EASTBOURNE, EAST SUSSEX

Post town	EASTBOURNE	Postcode	BN23 5U2
Telephone number (if any)	01323 471050		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			
STEVE@SCS MARKETING.CO.UK			

Licensing Team
Eastbourne Borough Council
1 Grove Road
Eastbourne
BN21 4TW



Email: licensing@eastbourne.gov.uk

Forms and guidance can be downloaded from www.eastbourne.gov.uk/licensing

Consent of individual to being specified as premises supervisor

1. GEMMA, CHRISTINE NEWTON-SMITH
[full name of prospective premises supervisor]

of: NO 4, DRAKE AVENUE
LANGNEY POINT
EASTBOURNE
EAST SUSSEX
BN23 6BN

[Home address of prospective premises supervisor]

hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for

PREMISES LICENCE
[type of application]

by BRIGHT IDEAS STUDIO LTD

[name of applicant]

relating to a premises licence
[number of existing licence, if any]

for UNIT 3, THE WATERFRONT
SOVEREIGN HARBOUR
EASTBOURNE, EAST SUSSEX
BN23 5U2

[name and address of premises to which the application relates]

and any premises licence to be granted or varied in respect of this application made by:

BRIGHT IDEAS STUDIO LIMITED
[name of applicant]

concerning the supply of alcohol at

UNIT 3, THE WATERFRONT
SOVEREIGN HARBOUR
EASTBOURNE, EAST SUSSEX
BN23 5UZ
[name and address of premises to which application relates]

I also confirm that I am applying for, intent to apply for or currently hold a personal licence, details of which I set out below.

Personal licence number

1320 / 045506
[insert personal licence number, if any]

Personal licence issuing authority

EASTBOURNE BOROUGH COUNCIL
[insert name and address and telephone number of personal licence issuing authority, if any]

Signed

C Newton-Smith

Name (please print)

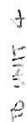
GEMMA NEWTON-SMITH

Date

03 / 05 / 2013

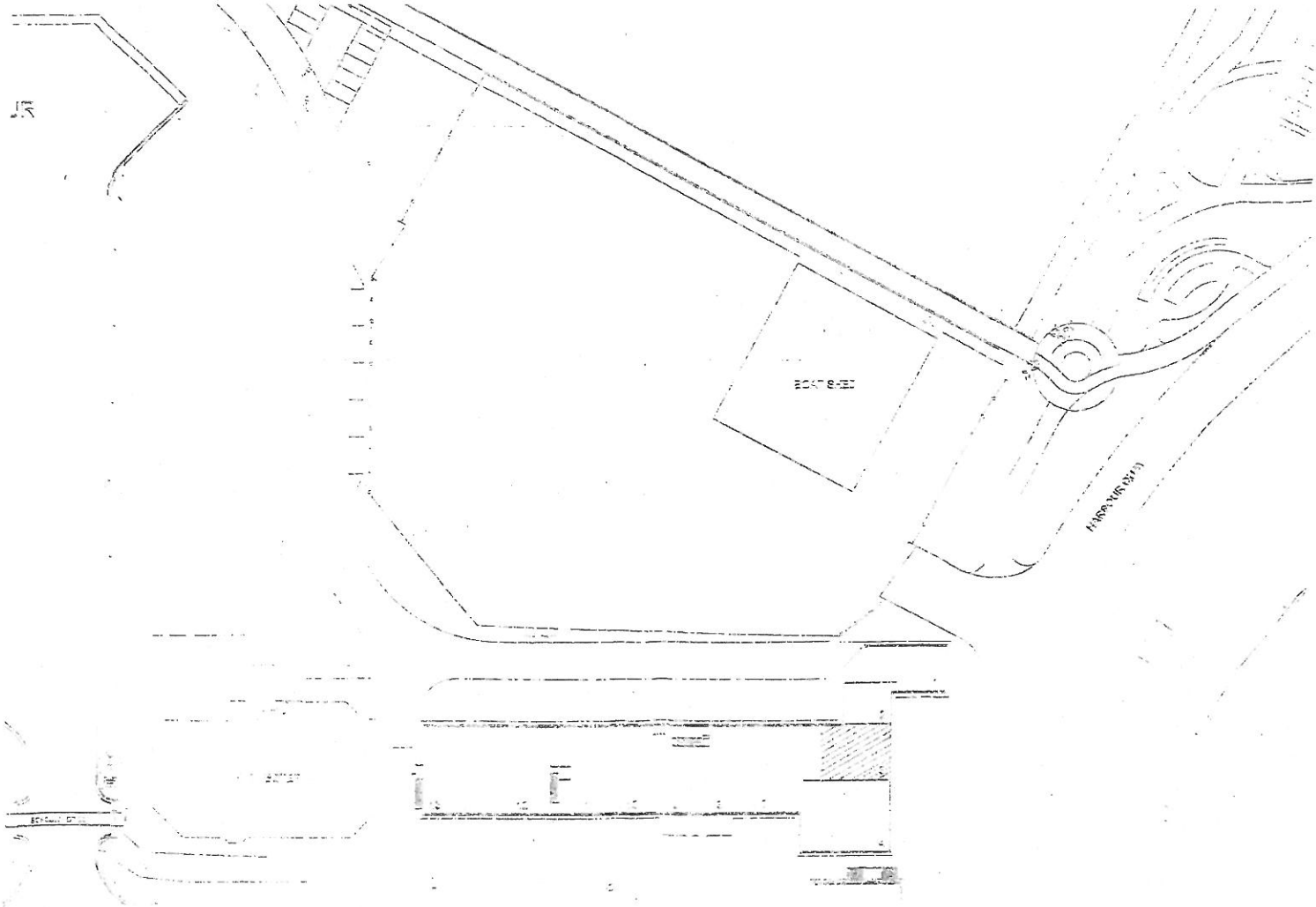
Before completing this form you should read our step by step guidance booklet "The new licensing system: a guide to the changes" available from our offices or to download from our website (see top of page 1), which includes addresses to send copies of this form. Incomplete or incorrect applications will be returned and will delay issuing your licence.

"This authority is under a duty to protect the public funds it administers, and to this end may use the information you have provided on this form for the prevention and detection of fraud. It may also share this information with other bodies responsible for auditing or administering public funds for these purposes."



Project address Seasons Option 2	Proposed alterations to existing shop & stores area	Drawing description Proposed alterations to existing shop & stores area	Scale			Date			Drawing		
			1:75			04.2013			Sheet Architect		
Project description Bright Ideas Magenta & Seasons alterations			Drawing description Proposed alterations to existing shop & stores area			Drawing description Proposed alterations to existing shop & stores area			Drawing description Proposed alterations to existing shop & stores area		

SOVEREIGN COMMERCIAL	
Installations Limited	
Sovereign Commercial Installations Ltd Avenue Lane Eastbourne BN21 3UL Tel: 01323 435000 Fax: 01323 721957 WWW.SOVEREIGNCOMMERCIAL.COM	
E mail stuart.mcauley@sovereigncommercial.com	



Appendix 3

From: EBC Web Team [mailto:webmaster@eastbourne.gov.uk]

Sent: 24 May 2013 08:39

To: Licensing Enquiries

Subject: Licensing Act Representations Form -

Entry ID: 309369

Submitted On: 24/05/2013

Submitted From: <http://www.eastbourne.gov.uk/business/licences/alcohol-entertainment/object/>

Submitted By: User not logged in ()

Name of Premises: BRIGHT IDEAS

Address of Premises: Street name and number UNIT 3 THE WATERFRONT
SOVEREIGN HARBOUR

What type of advertised application do you wish to make your representation about?:

Application for a new premises licence

What is your interest in the licence application?: I am a person from a business near
the premises

Where did you see the licence application advertised?: Site notice outside the
premises

: Please enter your representation to the premises licence application under the
appropriate headings below relating to the Licensing Objectives.

Prevention of crime and disorder: THERE ARE ALREADY TEN LICENCES
WITHIN 200 YDS, AND THIS SHOP WAS DESIGNATED AS A RETAIL
PREMISES. THE APPLICATION IN THE CURRENT FORM WOULD ENABLE
THE OWNERS, IN THE FUTURE, TO TRADE AS A PUB WHATEVER THEIR
STATED INTENTIONS. THERE ARE ALREADY CRIME AND DISORDER
ISSUES IN THE HARBOUR.

Public safety: THE OFF LICENCE PART OF THIS APPLICATION IS OPEN TO
ABUSE BY FUTURE OWNERS OF THE PREMISES AND COULD RESULT IN
UNSUPERVISED DRINKING IN VARIOUS LOCATIONS AROUND THE
HARBOUR CAUSING PUBLIC SAFETY CONCERNS

Prevention of public nuisance: TO PREVENT ANY MORE PUBLIC NUISANCE IN
THE AREA I WOULD SUGGEST THAT THE APPLICATION SHOULD BE
MUCH MORE RESTRICTIVE BY LINKING IT MORE CLOSELY TO THE
PROVISION OF FOOD.

: Please enter your contact details below.

Name: ROBERT FALCONER

Email: [REDACTED]

Business name (if applicable): [REDACTED]

Address: Street name and number [REDACTED]

[REDACTED]
DRIVE NORTH HARBOUR

Postcode: [REDACTED]

Telephone: [REDACTED]

Appendix 4

INCOMING EMAIL

From: Steve Nock <steve@scsmarketing.co.uk>
To: Bryant, Danielle <Danielle.Bryant@eastbourne.gov.uk>
Date: 29/05/2013 12:45:29
Subject: Re: DLB10541.doc

Good morning Danielle . . . thank-you for your time on the phone, it was good to chat to you.

With reference to the 'reservations' expressed by the person who contacted you with regard to our premises application, I would make the following points:

1. Our new venture is designed to be 60% retail and 40% restaurant. 'Seasons' (the trading name) will be a deli/cafe/wine sampling/lounge/retail shop - sampling and selling fine foods and wines. The majority of 'alcohol' sales will be accompanied with food. We hope to be able to promote the seasonal and local aspects of a range of 'local' products from artisan producers and to encourage customers to try and buy. None of our wines and beers will be at the 'cheaper' end of the price-scale and we are aiming at a 'discerning' demographic.
2. We will not be open late in the evening. We plan to close at 10pm on Monday to Saturday and at 8pm on Sundays.
3. I do not recognise the 'crime and disorder' problems alluded to as all the traders here take great care with all aspects of security at The Waterfront. We have invested in CCTV cameras both internally and externally and we have manned security guards on-site 7 days per week until 2.00am, therefore unsupervised drinking and public disorder incidences are practically non-existent.
4. All of our staff will be trained to good level with regard to serving and selling alcohol to customers.
5. We do not plan to offer or market an 'off-licence' service, simply the ability for customers to purchase a bottle of wine from a retail perspective.
6. There are currently eight licenced premises on The Waterfront.
7. The 'concerned party' is perhaps looking at the application from a 'competitors' perspective as they state they are from another 'nearby' business. I am happy to meet with them if they would like to understand more about the new 'Seasons' business-plan to allay any fears they may have.

8. Unfortunately I cannot give any assurances as to what may happen in the future with regards to the licence, however, there are certain 'restrictive' clauses in our lease documents.

9. We do need to urgently re-invest in our retail business here at The Waterfront and as such we believe that the financial and creative input will bring additional benefits to the area. The premises licence is crucial to the continuation of our retail business.

I do understand the concerns raised and, as previously stated, I am more than happy to arrange a meeting with ANY concerned party to discuss ANY element of our application.

Thanks Danielle - please let me know if you need any further details or information.

I assure you of my best attention at all times.

Steve Nock
steve@scsmarketing.co.uk
tel:01323 [REDACTED]

On 29 May 2013, at 10:47, Bryant, Danielle wrote:

steve@scsmarketing.co.uk
Our ref Misc. Act./045577

Re: representation received for Bright ideas

Please find below a representation that has been received by our office in relation to the licence for Bright ideas, are there any conditions that you would be willing to put in place to alleviate their fears?

Many thanks

Name of Premises: BRIGHT IDEAS

Address of Premises: Street name and number UNIT 3 THE WATERFRONT
SOVEREIGN HARBOUR

What type of advertised application do you wish to make your representation about?:
Application for a new premises licence

What is your interest in the licence application?: I am a person from a business near the premises

Where did you see the licence application advertised?: Site notice outside the premises

: Please enter your representation to the premises licence application under the appropriate headings below relating to the Licensing Objectives.

Prevention of crime and disorder: THERE ARE ALREADY TEN LICENCES WITHIN 200 YDS, AND THIS SHOP WAS DESIGNATED AS A RETAIL PREMISES. THE APPLICATION IN THE CURRENT FORM WOULD ENABLE THE OWNERS, IN THE FUTURE, TO TRADE AS A PUB WHATEVER THEIR STATED INTENTIONS. THERE ARE ALREADY CRIME AND DISORDER ISSUES IN THE HARBOUR .

Public safety: THE OFF LICENCE PART OF THIS APPLICATION IS OPEN TO ABUSE BY FUTURE OWNERS OF THE PREMISES AND COULD RESULT IN UNSUPERVISED DRINKING IN VARIOUS LOCATIONS AROUND THE HARBOUR CAUSING PUBLIC SAFETY CONCERNS

Prevention of public nuisance: TO PREVENT ANY MORE PUBLIC NUISANCE IN THE AREA I WOULD SUGGEST THAT THE APPLICATION SHOULD BE MUCH MORE RESTRICTIVE BY LINKING IT MORE CLOSELY TO THE PROVISION OF FOOD.

Mrs Danielle Ball

Specialist Advisor

Licensing Team

ENVIRONMENTAL HEALTH

EASTBOURNE BOROUGH COUNCIL

1 Grove Road, Eastbourne, East Sussex, BN21 4TW

Tel: +44 (0)1323 410000 Fax: +44 (0)1323 415130 Minicom: +44 (0)1323 415111

mailto:danielle.byant@eastbourne.gov.uk

General Enquiries: environmentalhealth@eastbourne.gov.uk

WWW: <http://www.eastbourne.gov.uk/health>

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Ball, Danielle

From: Robert Falconer [REDACTED]
Sent: 05 June 2013 08:02
To: Ball, Danielle
Subject: Re: DLB10542.doc

No, there is no point. I have no problem with the applicant and what they do, but there is an issue if they sell the premises and that is why these conditions are added to licences. I do not mind if you pass my name on but had they wanted to liaise with me they would have done before the application.

thanks
Bob Falconer

From: "Ball, Danielle" <Danielle.Ball@eastbourne.gov.uk>
To: [REDACTED]
Sent: Wednesday, 5 June 2013, 7:57
Subject: Re: DLB10542.doc

I have put this point forward to the applicant and it is not a condition they want on their licence. Would you be willing to speak to the applicant direct? Could I pass your details onto him?

Many thanks

Save a Tree... please do not print this email unless you really need to

This email is confidential and for the exclusive use of the above named addressee(s) or an authorised agent. If you are not the intended recipient(s), you are prohibited from copying, distributing, disseminating, or in any other way using the content of this email. If you have received this email in error, please contact the sender using the contact details given above.

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From: Robert Falconer [REDACTED]
To: Ball, Danielle
Sent: Tue Jun 04 21:38:17 2013
Subject: Re: DLB10542.doc

Thank you for your call and for your mail

I still believe that the on licence should be restricted to alcohol with food only,
And this would fit with their business plan.

yours sincerely

Bob Falconer

From: "Bryant, Danielle" <Danielle.Bryant@eastbourne.gov.uk>
To: [REDACTED]
Sent: Wednesday, 29 May 2013, 14:32

14/06/2013

Subject: DLB10542.doc

Our ref Misc. Act./045577

Re: Bright ideas licence application

Hello,

I have forwarded your concerns onto the applicant who has come back with the following. Please let me know if these alleviate your concerns and you wish to withdraw your representation. If you would be willing to speak to the applicant direct please let me know and I will forward him your contact details.

If this information does not ease your concerns please let me know and we will arrange a committee hearing date

Many thanks

With reference to the 'reservations' expressed by the person who contacted you with regard to our premises application, I would make the following points:

1. Our new venture is designed to be 60% retail and 40% restaurant. 'Seasons' (the trading name) will be a deli/cafe/wine sampling/lounge/retail shop - sampling and selling fine foods and wines. The majority of 'alcohol' sales will be accompanied with food. We hope to be able to promote the seasonal and local aspects of a range of 'local' products from artisan producers and to encourage customers to try and buy. None of our wines and beers will be at the 'cheaper' end of the price-scale and we are aiming at a 'discerning' demographic.
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3. I do not recognise the 'crime and disorder' problems alluded to as all the traders here take great care with all aspects of security at The Waterfront. We have invested in CCTV cameras both internally and externally and we have manned security guards on-site 7 days per week until 2.00am, therefore unsupervised drinking and public disorder incidences are practically non-existent.
4. All of our staff will be trained to good level with regard to serving and selling alcohol to customers.
5. We do not plan to offer or market an 'off-licence' service, simply the ability for customers to purchase a bottle of wine from a retail perspective.
6. There are currently eight licenced premises on The Waterfront.
7. The 'concerned party' is perhaps looking at the application from a 'competitors' perspective as they state they are from another 'nearby' business. I am happy to meet with them if they would like to understand more about the new 'Seasons' business-plan to allay any fears they may have.
8. Unfortunately I cannot give any assurances as to what may happen in the future with regards to the licence, however, there are certain 'restrictive' clauses in our lease documents.
9. We do need to urgently re-invest in our retail business here at The Waterfront and as such we believe that the financial and creative input will bring additional benefits to the area. The premises

licence is crucial to the continuation of our retail business.

I do understand the concerns raised and, as previously stated, I am more than happy to arrange a meeting with ANY concerned party to discuss ANY element of our application.

Thanks Danielle - please let me know if you need any further details or information.

I assure you of my best attention at all times.

Mrs Danielle Ball
Specialist Advisor
Licensing Team

ENVIRONMENTAL HEALTH
EASTBOURNE BOROUGH COUNCIL

1 Grove Road, Eastbourne, East Sussex, BN21 4TW

Tel: +44 (0)1323 410000 Fax: +44 (0)1323 415130 Minicom: +44 (0)1323 415111

mailto:danielle.byant@eastbourne.gov.uk

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Appendix 5

INCOMING EMAIL

From: Jan Weeks [REDACTED]
To: CustomerFirst <CustomerFirst@eastbourne.gov.uk>
CC: Cllr David Elkin (East Sussex), Jenkins, Councillor
<Councillor.Jenkins@eastbourne.gov.uk>, Warner, Councillor
<Councillor.Warner@eastbourne.gov.uk>, Ede, Councillor
<Councillor.Ede@eastbourne.gov.uk>, Stephen Lloyd (2nd Mailbox), Tutt,
Councillor <Cllr.David.Tutt@eastsussex.gov.uk>
Date: 16/06/2013 15:01:16
Subject: For attention of the Licensing Committee

Licence Application Unit 3 The Waterfront, Sovereign Harbour.

Dear Licensing Committee Members,

On behalf of the Sovereign Harbour Residents Association, Sovereign Harbour Community Association, and Sovereign Harbour Neighbourhood Panel, I am writing in support of the licence application for number 3 The Waterfront, Sovereign Harbour.

This unique proposed development will add to the diversity of the Waterfront offering, and will be beneficial to the local economy. It will also add to the attractiveness of the Waterfront as a destination for tourism and leisure.

The applicant has been trading in the area for several years and has shown himself to be responsible and sensitive to the aspirations of the community.

Yours sincerely

Jan Weeks
Chairman, Sovereign Harbour Residents Association
Chairman, Sovereign harbour Neighbourhood Panel
Trustee, Sovereign harbour Community Association

