

Dear Councillors Grahame, Khan and Ragan

I received your letter of objection to my application for an alcohol licence.

However I would like to take the opportunity to explain and mitigate some of your concerns below.

I would like to start by saying that my application was submitted to cater for public demand. Customers of my shop expressed an interest in alcoholic beverages being sold alongside food both for deliveries and over the counter sales.

Other salient points i would like to make are as follows:

- I have been a DPS for over 10 years and have held the responsibility of overseeing the running of a bar in Bradford and also a licenced take away in Co Durham. Therefore I have many years of responsible and successful sale of alcoholic beverages to the public without any objections.
- My alcohol application was for customers who order a food delivery or over the counter sales only and not for alcohol sales alone. This service was to allow customers to order alcohol with their takeaway, which is a service local off licenses are unable to provide therefore complimenting rather than duplicating a service.
- The variety of alcohol to be sold will not include alco pops or cider which tend to attract younger people.
- I have specifically chosen to adhere to an age verification policy i.e. challenge 25 to request identification for anyone appearing under that age.
- The shop trading hours are Monday to Saturday 12pm to 2pm and then 4.30pm to 8pm. The 12am time was stipulated in the application to give a wide berth for potential future one off openings. However future **closing times may be extended to 9pm but will not exceed 10pm**. These times will also be closely monitored and revised should any disturbances impact local residents.
- The police have requested that I adhere to some conditions therefore I have signed and agreed to the following terms:
 - the sale of alcohol will be at all times accompanied by food and not just drink
 - adopt challenge 25 policy to request and log identification whenever requested
 - incident register to be kept recording incidents/refusals/when ID was requested
 - CCTV is currently active but will be extended to include the entrance and outside
 - full details of all alcohol orders and deliveries will be kept on record
- Planning permission has been granted and work will begin in December to make a lit up shop entrance facing Ivy Avenue. This will direct noise and traffic away from Ivy Mount and reduce any noise from customers coming and going from the shop for residents of Ivy Mount.

It is worth pointing out that I am willing to work alongside any residents, local community members, police and councillors to address any concerns or issues raised going forward as I see my business as a responsible, long term venture to provide a service for the community.

If you have any clarifications regarding any of the above points, I would be happy to assist.
Looking forward to hearing from you.

With kind regards
Ajit Sidhu