

**From:** [REDACTED]  
**To:** [Entertainment Licensing](#)  
**Subject:** Response to added info 181023 regarding premises application PREM/05171/001  
**Date:** 23 October 2023 10:25:50

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Good Morning Entertainment Licensing Team

Could the following response in regards to the added info 181023 supplied by [REDACTED] please be included in supplementary information. I have already cc'd the relevant councillors in this as well to remain completely transparent.

Many Thanks

"Thank you for making us aware of any concerns surrounding our small business, DMC Brewery. We find it necessary to address the points raised and hope to clear any concerns you may have.

We employed the hashtag #divebar to describe our Brewery and Taproom and wish to acquaint the Councillor with the notion that the term 'dive bar' does not carry a negative connotation. A dive bar is often a small business owned by its workforce, distinct from chain establishments and deeply integrated with the surrounding community. Dive bars can be viewed as an asset to the neighbourhood. We would encourage the Councillor to explore the Wikipedia article on dive bars for further insight, or refer to reviews from reputable news outlets, such as Leeds List and Hoot, which describe our bar as "a cool, alternative hang out space filled with board game, leather sofas and barrels of @campaignforrealale approved drinks" "It's been designed by [REDACTED] to be a simple, welcoming place for all to visit and try something new, while they're also family and dog-friendly."

At DMC Brewery, we take pride in aligning with this description.

We would like to understand the Councillor's perspective of why they regard the term 'dive bar' as pejorative, as well as their lack of effort to gain a more profound understanding of our establishment, beyond perusing a few social media posts. If the Councillor is aiming to discover any negative attributes or connotations related to our establishment; due to the misconception surrounding dive bars, they will not find them here. What they will find is a welcoming local run brewery and taproom, should they choose to visit.

Concerning the use of the term 'late licence'; our utilisation of this phrase is due to the general public's limited familiarity with the term 'temporary events notice'.

The phrase 'party into the night', is a matter of marketing hyperbole and is inherently subjective. Our interpretation of 'partying into the night' encompasses activities such as patrons engaging in board games like Scrabble and Chess, as well as predominantly subdued conversations. We would appreciate the Councillor elaborating on their interpretation of 'partying into the night' given the apparent disparity in perspectives.

In our social media post, we emphasise the importance of respecting our neighbours. It is regrettable that the Councillor chooses to emphasise elements that may be remotely construed as negative, while neglecting to acknowledge the positive contributions we seek to bring to the community.

Our Brewery and Taproom has garnered support from various local businesses; including

but not limited to the local Doctor's Surgery and the local coffee roaster. Furthermore, emergency services personnel based at the nearby Leeds Ambulance Station have expressed their support for our presence in the local community and desire to support small local businesses with the hopes of deterring aggravated/antisocial acts that sadly occur in the area

We are committed to being exemplary neighbours and provide a valuable service to our local residents. Collaborating with our neighbours and addressing any concerns they may have is in our best interest.

We have taken meticulous measures to ensure that our establishment maintains a peaceful atmosphere without disrupting any residencies or businesses nearby. We employ small speakers that produce music akin to a home stereo system, with the aim of creating background ambiance rather than overpowering sounds. Our noise levels outdoors have been closely monitored, and we can assure the Councillor and the public that our music is inaudible from the opposite side of the road. The most prominent noise emanating from our establishment is the hushed tones of conversation. If we and our patrons can still discern the sounds of passing trains and ambulance sirens, we are confident that we do not constitute the loudest presence in the area.

To promote quiet and respect for our neighbours, we have prominently displayed multiple posters in the bar area, particularly near the entrance and exit.

In response to the unfortunate machete attack that occurred on the 14th of October 2023, we wish to address this matter with the utmost seriousness. Linking this tragic and horrifying incident to our establishment is both unjust and in poor taste. We would appreciate the Councillor explaining why they feel it relevant to mention an incident that occurred a generous distance up the road from our business, with several other operational units between our unit and the incident

happened a whole week prior to our taproom's opening as being in any way related to or relevant to our Brewery and Taproom? It is our firm belief that our presence in the area is more likely to deter such incidents in the future. We have installed CCTV surveillance outside our premises and aspire to encourage the establishment of additional businesses in the area; including cafes and small eateries, with the aim of not only increasing foot traffic but also enhancing the lives of the local residents whom the Councillor represents.

It is not uncommon for bars and restaurants to operate near residential areas throughout the suburbs and small towns of Leeds. Our proposal is neither novel nor revolutionary. Our objective is to establish our small business and contribute to the development and betterment of the community, which currently lacks provisions for such amenities. Numerous local residents have conveyed their anticipation of this development and growth, and several have already visited our establishment since opening our doors.

We extend an invitation to the Councillor, who has yet to find the opportunity to visit us in person, despite multiple invitations. We hope they will consider rectifying this and engaging in the opportunity to observe, first-hand, the nature of our small local business. If this is not feasible, we encourage the Councillor to review our recent social media posts from the initial days opening to see for themselves our commitment to transparency and openness about the type of establishment we are operating. We have undertaken extensive efforts to alleviate concerns and implement safety practices. Furthermore, we have extended numerous invitations to all three Councillors to visit us and witness our operations. Additionally, we organised an open day, welcoming all residents to meet us and gain insight into our establishment, thereby demonstrating our commitment to

operating as a small and friendly Brewery and Taproom.

We do not wish to alienate the residential community in our vicinity in any way, as they represent our customer base and we are proud to be based in Leeds, the city we both live in, work and love. We are perplexed by what is expected from the Councillors, as we have diligently striven to be transparent, open, and forthright in communicating our intentions. After three nights of operation in accordance with our plan, we have encountered no issues or complaints.

We look forward to hearing from you and welcome your visit to see our local Leeds business for yourselves."

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[REDACTED]

Operations Manager

**DMC Brewery**

[REDACTED]

[dmcbrewery.com](http://dmcbrewery.com)

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