

From: Rob Edge.
Agent for the applicant
Licence Leader Ltd

Mob.

To: CC. Licensing Authority

27, November 2017

Craft Inn for 40 Birmingham Road

In response to your representations to the application for a premises licence for Craft Inn, I would like to offer you answers to the points you have raised:

- The grant of a licence for these premises will strongly promote the licensing objectives. This has been well demonstrated within the operating schedule of the application, in addition to forming part of a company policy document for our operations manual and staff training. The premises will be well managed, showing the right levels of due diligence and strict management controls
- Given the above statement, "Responsible Authorities", i.e. West Midlands Police, Trading Standards, The Licensing Authority and the other members have not objected to this application; demonstrating that they consider it to be a 'good and well detailed application' which does not cause them any concerns.
- The area and location of this premises is not in a "Cumulative Impact Area", and this has been confirmed by the Licensing Team of the City Council. {Statement of Licensing Policy}
- The application proposes that alcohol will be sold for consumption on/off the premises between 1200 and 2300 hrs.; which are very minimal hours for any licensed premises.
- In respect of your concerns over 'noise levels', this is a "craft ale bar", where the only music will be low level background music, which is however unregulated until 2300 hrs, by the Live Music Act 2012.
- Your citing of the examples of IBar, are not relevant as its not a 'Cumulative Impact Area' and each application is assessed on its own merit, with little weight being given to other premises within the local area.

I trust that the explanation I have given is sufficient for you to be satisfied that this is a professionally run and well managed premises, that will uphold all four of the licensing objectives and will be an asset to the local community.

It is on these grounds that I am asking if you are prepared to withdraw your representations and that you notify the Licensing Authority and myself by email accordingly.

If you wish to discuss the matter in more detail, please don't hesitate to contact me.