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**From:** Angus McMeeking  
**Sent:** 19 November 2017 12:37  
**Subject:** The Jewellers Arms - Licence Application - Black Country Traditional Inns Ltd trading as Black Country Ales

To all parties making representations in this matter:

Thank you for your representations regarding the Premises Licence application by Black Country Traditional Inns Ltd.

May I, via this email, let you know a little bit about Black Country Ales and our hopes for The Jewellers Arms? I am optimistic that this will give you some comfort as to the way in which we, as your new neighbours, intend to conduct business. I also invite you to contact our Graham Manwaring (Area Manager – The Jewellers Arms) directly if there are any issues upon which he can give more detail prior to the Licensing Sub Committee Meeting on November 28<sup>th</sup>.

Black Country Ales is a micro-brewery based in Lower Gornal. It also runs 33 pubs in the Midlands. Within Birmingham our nearest houses to Hockley are The Wellington on Bennetts Hill and The Craven Arms in Upper Gough Street by the Mailbox.

The common feature of our pubs is that they major on real ale and giving a wide choice of beers. We believe that, in the main, real ale attracts a more mature clientele searching for pubs that are old-fashioned in their ways and which provide a calm and relaxed night out. Our pubs encourage conversation and friendship with sensible drinking, they are what we call “talking pubs”. In all of the pubs that I have listed above (and in our other pubs elsewhere):

we do not have pool-tables  
we do not have juke boxes  
we do not sell alcopops  
we do not sell “shooters”

We take our responsibility to be a good neighbour seriously. Of course we want a busy and successful pub – but we also want to be dealing with the sort of customers who are respectful of the pub and its staff and will be equally respectful of others on their way to and from the pub. We believe that, when we get them right, our houses are a huge asset to their local communities and they improve the quality and variety of local life. We also know that if we are not running pubs well they can become a burden on the neighbourhood. We have appointed a mature and strong couple with decades of pub management experience to host the Jewellers Arms and we believe that they will do a good job in running an orderly house.

I am very aware that what I say above is just a few words, chosen by Black Country Ales. The important matter is what happens in reality. However it may be pertinent and comforting to mention the independent views of others: the Campaign for Real Ale – an organisation of volunteers who typically enjoy quiet, old-fashioned local pubs – has given our houses their prestigious “CAMRA Pub of The Year Award” in many towns locally. This includes Birmingham (6 times), Burton, Halesowen and Stourbridge, Leicester, Walsall, Worcester and Wolverhampton.

We have spoken with West Midlands Police and the Environmental Protection Officer at Birmingham Council and are happy to commit to a number of conditions that will ensure that we minimise any negative impact on our neighbours. Full details are with the Council but for example we are happy to agree to operate a 30 minute “drinking up” time to allow appropriate dispersal of customers, and also ensure that regulated entertainment takes place inside the premises only.

Finally, as part of the large investment that Black Country Ales is making in the refurbishment and renewal of this historic pub, I should mention that we have listened to the comments of neighbours regarding the running of The

Jewellers in previous years. As a result of this we will be installing secondary glazing in the first floor function room to ensure that noise nuisance to our neighbours is controlled.

Black Country Ales hopes to be a part of the long history of The Jewellers Arms in providing a warm welcome and sustenance for Hockley people and their visitors. We aim to be a place where the community can come together and enjoy the company of others - but we are also very mindful that we have a duty to be considerate of our close neighbours.

Sincerely

Angus McMeeking  
Director – Black Country Ales

