

Wye Valley Kitchen Ltd

Glewstone

HR9 6AT

28/04/21

Re: Licence Application IzzysCafe

To whom it may concern

I am writing this as a single reply to those of you that responded to the Premises Licence application for IzzysCafe as you all seem to share the same concerns,

Firstly let me say that I have been in the Licensed, Hospitality, Restaurant and Catering trade for over 40 years. We have operated Licensed Cafe's in the UK and abroad (the first IzzysCafe was actually in Greece) and are currently owners of local catering company Wye Valley Kitchen of which IzzysCafe is part. We are vastly experienced and have a wealth of knowledge regarding the licensed trade and its ethics.

I do not need to give reasons why we applied for a licence, it was accepted by the licensing committee and it will be granted (albeit with conditions). But I will tell you as you seem to have the wrong impression of the kind of business we operate.

We make our own Ice cream and had a steady business selling alcohol flavoured gelatos both eat-in and in takeaway pots, but because the cafe did not have a licence this part of our business had to be put on hold as the alcoholic content is above the legal limit for selling without a licence. We have also been restricted with the range of coffees and hot chocolates on offer, having to use flavouring syrup instead of real Baileys is just one example.

Both of these products are sold for consumption on or off the premises, consequently a take-away tub of Rum & Raisin or a Baileys Latte would require a licence covering this.

Yes we will also be offering local ales, continental beers & wines in bottles for customers to enjoy whilst sitting at our tables, or to take home with them if they wish, because people are used to going to establishments both here and abroad where they can enjoy a beer with their coffee or ice cream. As for claiming our selling of alcoholic drinks will mean more litter in the area, this is frankly ludicrous! We already offer takeaway coffee, ice cream, prepared food and pre-packaged goods for consumption on or off the premises and have no litter problem. Infact most of our packaging goes to recycling including glass bottles. There are plenty of bins on site all clearly marked for people to use and those taking drinks away normally head straight for their car to go home.

Being a family and tourist orientated daytime establishment we are usually closed by 6pm once everyone has left the site, your comments and fears regarding late night drinking and crime rising are simply not relevant to this application. The only reason we have applied for our licence to run until 11pm is to cover any private function we may be asked to host, or for

use on celebrations like bank holidays etc. Rest assured we will not be opening a late night drinking establishment, but we will have the licence to cover events on the odd occasion.

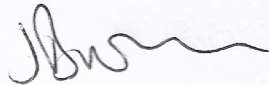
On the matter of other licensed properties in the area, only the Old Court has raised any objections, which is ironic considering their large sign right opposite our premises advertising tea & coffee! In this modern age of hospitality, pubs and restaurants now sell tea, coffee and ice cream, and licensed cafes can sell alcoholic refreshment. The licensing committee has no objection and nor do the other businesses close by.

Finally, your concerns about music. We have been playing music for the last 3 years and nobody has noticed. The only difference will be the occasional entertainment for special occasions which would only ever be in daylight, and even then is most likely to be a children's entertainer or folk singer, or maybe jazz on a Sunday bank holiday.

I hope this allays some of your fears, we are responsible business owners and feel our plans can only enhance the experience and enjoyment of the Visitor Centre and Symonds Yat West tourist area in general.

Regards

John Brown

A handwritten signature in black ink, appearing to read 'John Brown', with a stylized, flowing script.

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