

**From:** The Licensing Guys [ Licensing ] <[licensing@thelicensingguys.com](mailto:licensing@thelicensingguys.com)>  
**Sent:** 17 September 2021 08:55  
**To:** Licensing <[licensing@herefordshire.gov.uk](mailto:licensing@herefordshire.gov.uk)>  
**Subject:** RE: JJandLittleDots Application

Thanks for the update.

We have sent a message via Messenger to XXXXX asking for contact to discuss her concerns, but to date have received no reply so have come back to you.

The essence of our message was:

“We have received your representation, and although we don’t think would cause inevitable disorder, we are MORE than willing to compromise on the timings to give you the reassurances that you need.”  
Going forwards: Our offer would to remove the Seasonal Variations element that allows the premises to operate until 01:00hrs on Christmas Eve, New Year’s Eve, Valentine’s Days, Bank Holidays and Sundays before Bank Holidays.

NB This facility is present on the neighbouring premises that we have obtained for our other clients in Bridge Street, so it is a significant concession. Additionally JJ and Little Dots is a business that has created a zero foot print amongst the Responsible Authorities to date and in our opinion is not a late night operation or a business model that would generate inevitable disorder in future.

So: If you would be kind enough to pass on our offer to XXX in order to facilitate a conversation between us, we would be very obliged.

Thank you so much in anticipation.

**Kind Regards**

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