

From: XXXXXXXXXX

Sent: 16 September 2026 18:39

To: Licensing <licensing@herefordshire.gov.uk>

Subject: Premises Licence Application - 25 Commercial Street, Hereford

Dear Licensing Team,

I am writing in relation to the premises licence application for Falafel Hereford Ltd at Commercial Street, Hereford, and the representations made regarding the proposed extension of the opening hours.

I confirm that I will not be attending the hearing, and I would therefore be grateful if this email could be considered as my written response.

I have carefully considered the concerns raised, particularly the suggestion that the proposed later opening hours could result in excessive noise, disturbance and anti-social behaviour.

I would like to make clear that the nature of my business is fundamentally different from a nightclub, bar or entertainment venue. My business is a food/takeaway premises. It does not operate as a nightclub, does not provide live entertainment or DJs, and is not a venue whose primary purpose is music or late-night drinking. As such, I do not believe that the nature of my business is one that would reasonably be expected to generate the level of noise suggested in the representation.

I also think it is important that the application is considered in the context of the existing late-night environment immediately surrounding the premises.

There are already a number of businesses in the immediate area that operate late into the night. For example, Pepe's at 21 Commercial Street currently advertises opening until midnight Sunday–Thursday, 1:00 a.m. on Fridays and 2:00 a.m. on Saturdays.

There is also The Kerry, a late-night bar/nightlife venue in very close proximity to my premises. The Kerry's own website states that it is open seven nights a week until 2:00 a.m., and describes its main room as having resident DJs and music running until 2:00 a.m. every night.

The existence of such late-night premises in the immediate vicinity is relevant when considering whether my food business operating later would, in itself, be likely to create the level of noise or disturbance suggested in the objection. The surrounding area is already an established town-centre location where customers, nightlife and late-night businesses operate.

I also wish to emphasise that I am not seeking to operate my premises as an entertainment venue. The purpose of extending the hours is to allow the food business to continue serving customers later into the evening/night. The business activity itself is therefore substantially

different from that of a nightclub or music venue.

I fully understand the concerns of residents and I take the licensing objectives seriously. I am willing to take reasonable measures to ensure that the premises are operated responsibly, including taking reasonable steps to minimise unnecessary noise and disturbance from customers leaving the premises.

I have also noted the comments in the representation regarding other businesses in the area and their opening hours. However, I respectfully ask that my application is considered on the basis of the actual nature and operation of my own premises, rather than assuming that a later closing time for a food business would result in the same type or level of disturbance associated with a late-night entertainment venue.

As I will not be attending the hearing, I am providing these comments in writing and respectfully ask the Licensing Team to take them into account alongside all other representations received.

I am content for the Licensing Team to consider the consultation responses, the nature of the premises, the surrounding businesses and all relevant circumstances before reaching its decision.

Thank you for considering my written response.

Kind regards,