

From: Helena Giudici
Sent: 16 Nov 2021 16:47:22 +0000
Bcc:

Subject: 21/00501/LAPRE - Dartagnan, Chichester - Mediation

Dear Sir or Madam

Licensing Act 2003
The Licensing Act 2003 (Hearings) Regulations 2005 (as amended)
Mr Matthew Horstead
Dartagnan 39 North Street Chichester West Sussex PO19 1LX
Case Reference Number: 21/00501/LAPRE
Application for New Premises Licence - Mediation

This Licensing Authority has received the below email from Mr Matthew Horstead (the applicant) which he has asked that we circulate to all parties to clarify some points within the application and hopefully appease concerns:

In light of the objections we have received to the application, it may help if I were to clarify one or two things which may put our immediate neighbours at a little more ease?

In direct response to the following quotes :

1. The prevention of crime and disorder -- As we laid out in the original application, the license has been applied for in order for us to 'legally' offer our customers a drink whilst they are shopping. The changing retail scene, i.e. the huge upturn in online shopping, has thrown up several challenges for us. In order for us to entice and attract customers away from their screens, we want to make the shopping experience as good as it possibly can be. One way in which we can do this is to offer a drink to our clients whilst shopping. In order to do this legally, we need to obtain a license as you well know. We do not have any intention of supplying our customers with enough alcohol so as to cause any kind of public nuisance or that may encourage any crimes or disorder.

After all, we are selling high priced products and are all too aware of the security risks that large groups with alcohol inside them can cause. We are taking the supply of alcohol very seriously and I have 24 years of experience to draw upon to know when there may be a threat of a crime.

2. Public safety - Our neighbour implies that there will be huge gatherings of customers all piling out onto the pavement, falling into a busy thoroughfare, smoking and causing a general nuisance at the front of the store. Although no different to various other establishments throughout the city, i.e. Nags Head, Woodies, No 52 North Street, etc etc, We once again can almost guarantee this will not happen. I cannot stress enough that our desire to improve our customer experience whilst shopping is the number 1 reason why we are applying for this license, much like Q Hairdressers just a couple of doors along from us have done. They offer their customers a drink or 2 whilst their customers are being looked after. They have a far higher turn over of footflow than we do most days of the week plus their customers are in the

building for a far longer period. I am yet to experience any of the issues that have been used to object our application from Q.

The fire escape route and associated issues have been raised too as well as the vulnerability that is felt. Whilst I do have empathy for our neighbours in this regard, unfortunately, choosing to live in a city centre, next door to a retail business was always going to have some associated risks attached. Having been the actual business that has been burgled where it has been mine and my family's livelihoods at risk, I can assure you it is us that feels the most vulnerable. My business has been the target and not next door or anyone else in a private dwelling nearby. Furthermore, we have taken extensive measures to prevent any further crimes against our business. We have full police response alarm systems, a smoke cloak fog system installed, window security throughout and every measure possible to prevent further disturbances. However, as I am only too aware, if these people want to try then they will.

Finally on this note, the amount of alcohol on site is mentioned as a potential beacon for would-be burglars.....I can honestly say, that our alcohol stock is going to be brought into store on demand, the bare minimum of stock will be held onsite.

3. Public nuisance - In order for us to obtain a license for all of the hours that we are open, we had to state in the application the hours that we would intend to serve alcohol. During the Christmas period, we join in with the late night shopping our fellow retailers offer in the city. We open until 8pm on these 3 Thursdays in December. This is the only reason we applied for an 8pm license. This bar will NOT be open after normal retail hours, unless we are holding an instore event (2-3 times per year) and during the Xmas late night Thursdays. I work all of the hours already, I am not going to be working until 8pm every night I can assure them of that. My only other comments towards this is that once again, they live in central Chichester and noise disturbance from us is nigh on minimal. We have every respect for them living next door, and have always made arrangements if things have become noisy to appease them.

4. Protection of Children - Barely worth mentioning, other than the fact that my wife and I will be the parents of our children thank you.

5. Additional information - As I have already mentioned 2/3 times, Please stress our reasons for this license application, we could not be more clear. Retail has been brutal for 20 months! In our attempt to offer our customers the very best reason to come out shopping, enjoy the service that we believe is totally unique in the area and yes, extract some much needed cash from their pockets, we firmly believe that we can deliver this in the safest, respectful and least imposing manner possible for everybody concerned.

I can confirm that a copy of the above mediation will be included in the Hearing Papers. The Hearing Papers are being finalised and I can confirm these will be circulated shortly.

Kind regards



Helena Giudici

Licensing Assistant (Technical)

Licensing

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East Pallant House opening hours: 9am-5pm on Monday, Tuesday, Wednesday and Friday, and 10am-5pm on Thursday

