

APPENDIX 4

Licensing Department
Staffordshire Moorlands District Council
Moorlands House
Stockwell Street
Leek
Staffordshire
ST13 5HQ

19th March 2018

Dear Licensing Officer,

Re: Application for the Grant of a Premises License at The Talbot Inn, Station Road, Alton, Staffordshire for Sandra Williamson

I write on behalf of the applicant Sandra Williamson in response to the points made in the one objection which has been received in respect to the Grant of a Premises License for the Talbot Inn.

The objector who is a nearby neighbour describes Alton as a quiet village and in a Conservation Area. I would believe this not altogether correct. Yes, it is to be agreed that Alton is nestled into the wonderful Churnet Valley landscape with many listed buildings and a well preserved conservation area. It is also along with Alton Towers a National Tourist Destination and with that I believe it can't be really considered to be a 'quiet village'.

The applicant Sandra Williamson has along with many other proprietors of Bed & Breakfast and Cottage Rentals located in Alton base their business model on the tourists industry. In fact Staffordshire Moorlands District Council and the English Tourist Board actively promote tourism based on the facilities Alton as to offer. I believe Sandra and her team have already created a well respected facility with the refurbishment of The Alton Bridge Hotel, with employment for 5 full time staff and 20 part time staff. Having built up the business over the past 4 years on a basis of quality service, Tripadvisor lists this facility as outstanding and it is the same formula my client intends to carry forward into the new venture, at the same time as also producing more local employment.

The Talbot Inn, a Listed Building was built in the early 1700's which became a public house for over 200 years ago. The investment in bringing this property into the 21st Century has been significant and will operate alongside and complement the Alton Bridge Hotel. It is therefore important to understand that the applicant is conscious that noise and disturbance issues which would affect the hotel's customers would be no different to that of nearby residents when it comes to these concerns. In mitigating the objectors concerns the following measures would be adhered to ensuring respectful consideration is maintained.

- Live music or recorded sound levels from within The Talbot Inn to be produced at acceptable sound levels in line with licensing regulations..
- No live music or recorded music to be produced outdoors on The Talbot Inn forecourt or garden terrace.
- Staff training and management of customers behaviours in dealing with noise and disturbance issues when customers leave the premises to be implemented. This would address regular glass and bottle collection particularly in the late evening. Encouragement of customers to move indoors in the period beyond 11.30pm, particularly if larger groups of people gather outdoors in the forecourt or terraced garden areas. CCTV monitoring and staff patrolling the outside areas to be regularly maintained.
- People congregating in the nearby roads and car parks, slamming doors, screaming or shouting any rowdy behaviour and cars peeping horns would be considered unacceptable and perpetrators discouraged from doing so. This will include polite notices both indoors and outdoors clearly request customers to leave the premises quietly. Staffs proactively patrolling these areas to request consideration from customers.

In conclusion to my note I wish to reiterate the importance of noise nuisance and how my client sees this issue. If the matter of noise nuisance was to become an issue, certainly to the extent the objector is suggesting, then this could be seen as commercial suicide. Multi media is able to communicate displeasure for guests staying at the Alton Bridge Hotel and this would not help in making a success of this business venture.

I believe the license which is being applied for is now supported by the police with a revised condition that 'The terminal hour for the supply of alcohol (section 15) be reduced to 01.30 every day'. A condition which I understand would align with other public houses in the village. It is appreciated that Licenses are granted on the basis of ongoing compliance, which can be revoked where licensees do not uphold standards, particularly where complaints are being filed.

I feel it would be petty to respond to each and every point the objector has made, but feel he can rest assured that my client would also have deep concerns if many of the points raised were to become serious issues. Good management will produce considerate, responsible and respectful results.

Kindest regards,

Philip Plant MCIAT
P4 Architecture