



SACKVILLE

DEVELOPMENTS (READING) LIMITED

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APPENDIX II
READING BOROUGH COUNCIL
16 DEC 2009
LICENSING SECTION

Reading Borough Council
Civic Centre
Reading
RG1 7AE

For the attention of Ms Clare Bradley

15th December 2009

Dear Ms Bradley

Licensing Act 2003 – Consultation Exercise re Cumulative Impact Policy affecting premises licensed to sell alcohol in Reading Town Centre

A copy of your letter concerning the above has been forwarded to me in view of the substantial property holding we have in the town centre. As you may be aware, we own premises fronting Station Hill, Greyfriars Road, Garrard Street and Friar Street – a total of approximately 5 acres – and this area is proposed to be redeveloped over the course of the next few years following a resolution to grant outline planning permission.

Some of the existing premises are still occupied on short term leases and three of these, namely the Bamboo Nightclub, Mannakoo Bar and Gulshan Restaurant, have licences for the sale of alcohol. I believe Punkies Newsagents also sells alcohol. In addition, vacant properties, such as the Mecca Bingo Hall and no doubt others within the former Friars Walk Shopping Centre, would have had licences.

The redevelopment proposals for this area will involve the construction of a major mixed use complex totalling 1.72 million sq.ft. of floor space, of which 203,515 sq.ft. is identified as Retail space; 21,851 sq.ft. Bowling Alley; 21,528 sq.ft. Theatre, Arts and Community use. It is intended that some of the Retail space will be used as restaurants and cafes and these, together with the Bowling Alley and Theatre/Arts Centre, will require licences to sell alcohol. Whilst it is not our desire to create a number of purely drinking establishments, we are required to include a real ale public house as a replacement for the former Jolly Porter public house (now Mannakoo Bar) as a condition of the planning consent.

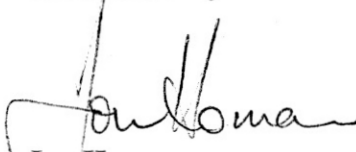


It is our intention to retain ownership of the completed development in one corporate company vehicle so as to ensure the overall property is managed and maintained to a high standard on a long term basis. It is envisaged that the management company will employ its own security company who, in conjunction with the police, will oversee the behaviour of the public on a 24/7 basis in order that the development is seen as a high class, quality destination. Whilst the development will not be "gated", it is intended to maintain it as a "safe" zone.

Whilst we would in general terms support the concept of a Cumulative Impact Policy in order to reduce crime, disorder and antisocial behaviour, we would not wish this policy to be so restrictive as to make it difficult for prospective tenants of this development, where planning consent has been given for premises requiring the sale of alcohol, to obtain licences.

I would be happy to enlarge on our proposals if required, but full details can be reviewed through your Planning Department.

Yours sincerely



Jon Homan
Director