

APPENDIX LIC-10 – Additional Information from the Applicant

From: Dom Gemski

Sent: 10 August 2020 13:57

To: Narancic, Peter <peter.narancic@reading.gov.uk>

Subject: Representations against Phantom Brewing application

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Hi Peter,

Thanks for sending through the representations made against our application to extend our opening hours.

I understand that local residents have reservations about noise and disturbances - it is natural that they would see the application and perhaps 'fear the worst' that a 'late night establishment' will be open nearby to their homes.

I'd love to respond to these with the following points:

- We do not intend to stay open that late as a regular practice of business. Our application is intended to give us the ability to be open later for special events (to avoid us having to submit TEN notices) and also to allow our staff to have a drink after they finish their shift, without breaking any of our licensing regulations.
- We have yet to receive a single complaint relating to noise or disturbance since we opened last year. We have cooperated fully with all the relevant public departments to ensure we are not causing any distress to our neighbours.
- Our establishment does not serve low cost alcohol, and our clientele typically does not include people wanting to binge drink. We have policies in place to refuse alcohol sales to intoxicated persons, even if this were the case. Our brewery brand is aimed at customers wanting to enjoy a higher quality beverage, rather than quantity. As such, we have never had to refuse a person alcohol in our premises, or have we had to include any incident reports in our own incidents and refusals log book.
- We have many customers who live locally to the tap room - we are incredibly welcoming and are looking to provide more jobs to local residents as we look to grow our business.

I'd like to extend an invitation to any of these residents to visit the brewery, should they wish to do so, where I'd be happy to personally discuss any concerns they have. I'm confident that once they visit our premises and see how we operate as a business and how we take our community very seriously, they would perhaps reconsider their representations. I'd be happy to also discuss these on a phone call, if that would be preferable.

With regards to the representation made by planning, I would ask that we have this week to speak with our planning consultants to respond accordingly. Can you please relay this on to the planning department and offer my gratitude for their cooperation as we look to get back to them as soon as possible.

Best Regards,
Dom Gemski

Director

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