

05 DEC 2016

Notes for Hearing on 13 December 2016
submitted by Manohar Raisinghani and the Albert Hotel
PL1678 Variation

- 1) Both objections appear to have been written by the same person and duplicate many of the points. Consequently we shall answer both objections together.
- 2) We submit that the bars at the Albert Hotel will be managed in a way that the licensing objectives, particularly the prevention of public disorder and antisocial behaviour, will be promoted.

3 (a) The Microbar on the ground floor:

No physical bar will be constructed on the ground floor and drinks will be served at the table. The bar on this floor aims to adhere to the principles of the Micropub Association. Products for sale will be real ales served direct from the cask, continental/UK bottle conditioned ales, fruit wines and small batch spirits, as well as coffee, tea and cold bar snacks. The emphasis throughout the business will be on local and smaller breweries and other localised products. We expect most of those attending this bar to be members of CAMRA and/or other discerning drinkers.

Access will be through the front door of the hotel which will require ringing the bell or buzzer to gain entry. This will give us proper control of those entering. An extra precaution in the longer run will be to have security doors on each floor in the interests of the residents.

There will be quiet background music only on the ground floor.

- 3 (b) Promotion of the Microbar: the Microbar will be marketed to people with a special interest in beer and smaller breweries or localised products, mainly through organisations such as CAMRA.
- 3 (c) Pricing policy: specialist beers are relatively expensive and will in the main attract people who enjoy beers and other drinks for their taste rather than for their alcoholic content.
- 3 (d) Position in the market: the target market is not people seeking out cheap alcohol in quantity and the price and range of products will reflect this.
- 3 (e) Smoking issue: customers on the ground floor will obviously use the smoking area at the front of the hotel. Given the target market and a normal closing time of before midnight (in practise this is likely to be about 11 pm midweek), it is unlikely that people will be unduly rowdy or unruly in the smoking area at the front of the building.

4) a) Lower Ground Floor Bar:

The functions that we accept will be carefully vetted. No large stag or hen parties, 18ths or 21st birthdays, or any others that are likely to be boisterous, will be accepted.

4 b) We have the option in the lower ground floor bar of requesting smokers to go to the rear of the building. We did not include this in the original application as this may not have been acceptable to the Tregenna. Furthermore there is the option of asking people attending functions to arrive and depart via the service road at the back. This will greatly reduce the number of people using the smoking area at the front.

4 c) The issue of noise is of course paramount and we have examined this in some depth. Currently there is a broken extractor fan on the window into the courtyard; this is about to be removed and replaced with laminated glass which will significantly reduce the noise in the rear courtyard. The loudspeakers within the function room will always face away from the Tregenna. We are looking at the possibility of covering mutual walls with either 'rockwool' or 'eggboxes'. The latter are surprisingly effective in deadening noise. The remains of the chimney breast on our side of the wall will be filled with rockwool which will dramatically reduce noise going up the chimney breast. (We had a meeting with Mr and Mrs Neville at the beginning of the application process and made many of these points to them. In addition, we assured them that if they had any specific problems from the operation of the function room, we would address them as quickly as possible).

4 d) The target market for the promotion of the function room will be residents of Blackpool and surrounding areas rather than incomers wanting to have a function in Blackpool. The target market will also be principally people say over 40 celebrating for example wedding anniversaries and the like and themed evenings such as sixties/motown music nights. Therefore there should be a significant older adult presence.

Other than on New Years and Christmas Eve, we would agree to restrict both the music and last orders to Midnight Sun - Thurs and 00:30 hrs Friday and Saturday. We do not see this as a problem as there are plenty of late night entertainment venues in Blackpool.

5) The use of the bars in the Albert Hotel will be managed responsibly and the emphasis will be away from serving large numbers of young people. We would ask the Licensing Committee to approve the application.



Jennie Ransome
Proprietor

4th December 2016