

## **Revive Cafe Limited Supporting Documents for Licensing Hearing 3<sup>rd</sup> June 2021**

Main objection points listed:

1. Drunken behaviour.
2. Noise from music.

### **Local business with local intentions:**

- This is a family run, local business having roots within the town, looking to improve the existing derelict site. Shareholders are living in Warwick and already operating Warwick businesses.
- It is a cafe, sit down restaurant first and foremost; we added the alcohol license as we intend to gauge the interest for a Friday and Saturday night fine dining experience. We have employed a Head Chef that has over 30 yrs. executive fine dining / traditional English cooking, having worked at Warwick Castle and Wroxall Abbey cooking for royalty and dignitaries. It is with this in mind that we are looking to gauge interest in our premises becoming a fine dining experience over Friday and Saturday evenings.
- We have a very experienced Front of House General Manager, who has over 10 years in Coffee establishments working for local companies in and around Warwick and Leamington Spa, coming to us from Costa Coffee.
- We have senior staff who are very familiar with true hospitality of fine dining and coffee experience rather than opening a Bar/Pub, or as we have heard incorrectly a "Sports Bar".
- The rumour of a "Sports Bar", we believe, has possibly been locally spread by intrigued passers by asking workers on site, who in turn have given false information. They had no idea on what they were working on. This person has since been identified and he has confirmed that it was he who was spreading misinformation as he was not aware of what he was working on. We fear that this has given Revive the rise of this objection in this instance. Sports Bars have large areas for people to sit and watch multiple screens, with varying sports on each one. Revive has one screen, that is situated at the bottom end of the cafe away from the main entrance. We do not intend in the future to have multiple screens as it is not physically possible, as it would interfere with our direction of establishing Revive as a "go to" cafe/ restaurant bar in Warwick. There is simply no space, nor desire to become anything but a cafe restaurant bar. We welcome Mrs Smith to personally visit Revive where, she will see this to be the case.

### **Mission for the Revive Cafe restaurant:**

- There will be a family atmosphere, as we have taken out vital covers/tables in order to support parents with children including: the introduction of table tennis, pool table, football table and library section.
- The interior area doesn't allow the premises to become anything but a cafe / restaurant bar with occasional events such as a possible trial comedy night.  
Due to social distancing our numbers will be very restricted, therefore only 26 covers. There won't be any close contact, so no standing at the reception /coffee bar area will be allowed. Even after lockdown there is simply not enough space for it to be a full-on bar.

- Revive Cafe Limited is providing work for local people that live in and around Warwick. I believe that 5/7 staff live in Warwick. 1 staff member lives in Leamington and the other lives in Birmingham (who may relocate to Warwick once their probation period is over).
- Revive Cafe has been renovated to the highest specifications in order to bring a derelict space back into a useful premises.
- Alcohol in stock - is of the high-end, restaurant variety. This is not a budget venue for revellers.
- The Public House, "Roebuck Inn", down Smith Street would be a better drinking option for frequent drinkers with a larger capacity available and a completely different atmosphere to the one envisaged at Revive.

#### **Training on Licensing Law 2003, Challenge 25, and Child Exploitation:**

- Notices of noise reduction and process towards drunken behaviour for both staff and customers will be on display within the establishment.
- One of the reasons why Shareholders took on the premises below (AccountancyManager AM is situated at 9 Smith Street directly above 7 Smith Street), is so that AM could control the noise level downstairs. AccountancyManager have a team of staff who are on the phones above. It wouldn't be in the best interests of our other business (or Accounts & Returns Ltd situated at 26 Smith Street) to have a problem with noise / behaviour.
- All staff have been trained to be very sympathetic to local residents and businesses when operating outside of normal working hours especially when opening up and locking up at night.
- All staff have been trained on dealing with any drunken behaviour and refusal of intoxicated patrons. We'd like to reiterate that the messaging and vibe via our social media platforms and local advertising is that this is not a bar, nor sports bar, nor a purely drinking place, but a place for fine food, carefully selected alcoholic drinks and a place for relaxing with some games at the back of the premises. It is not a place for continued drinking, as that is not the message of our mission statement.  
Our mission statement is to eat, drink, play and repeat for all ages but particularly families during the day in our cafe and fine dining with local produce and drinks on a Friday and Saturday night. This is prevalent in our training prior to opening and all staff, including shareholders are aware of what Revive Cafe Limited is trying to achieve.
- The Alcohol License Holder and DPS is the same person, and is on site during week.
- Mandatory training is undertaken prior to staff working at Revive and there will be a further two trainings to be undertaken during the year. In total, staff are trained three times within their first year of starting at Revive, on the Licensing Laws 2003 and this also covers Child Exploitation as a separate section.
- Challenge 25 is also being implemented within Revive.

#### **No prior history of noise and drunken behaviour:**

- This premises, has no precedent for having any noise or drunken behaviour complaints previously.
- There will always be a level of commercial noise coming from any premises, it is our intention with all the training and points raised above will keep this to a minimum.
- Revive needs to be judged on its merits, rather than a projection of an assumption, set in the future.

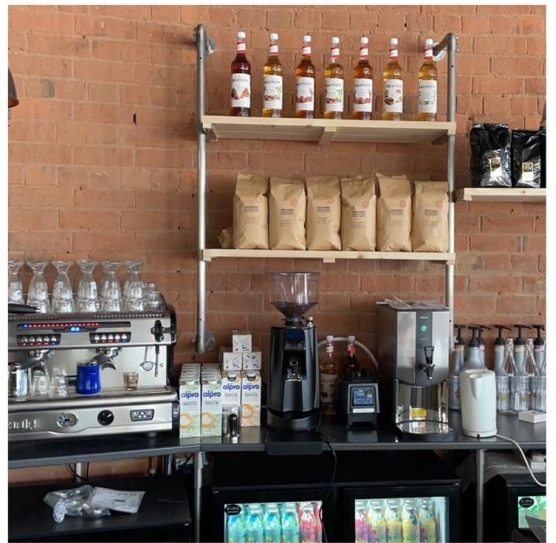
- There is nothing to take cafe restaurant diners down the towards the residential areas. For example; Warwick train station is in the opposite direction from surrounding roads such as Gerrard Street, Chapel Street, and The Butts. Smith Street diners and patrons are more than likely to be parked at the Priory Road Car Park which is also away from those residential roads mentioned.
- Most footfall will fall away from Gerrard Street, Smith Street, and Chapel Street; unless they themselves are local residents who have dined at nearby restaurants and are going home. This would happen whether Revive Cafe was there or not.
- Revive Cafe will be operating within the standard licensing hours, and we have not requested a late license.
- All staff, including Shareholders, have taken mandatory training on the Licensing Laws of 2003, Child Exploitation, and Challenge 25 is in place within the premises.

Photos of The Furniture Place prior to Revive Café Limited.

**Prior to renovation.**



Now:



**Closing Summary:**

Revive management understands the objection being raised by the local resident. However, we are requesting that Revive Cafe Limited is given the Premises license, as there is no actual evidence to support the objection.

The Licensing Law of 2003 is paramount to senior management and staff. We will make sure that everyone and everything around the premises is within the guidelines set by the law. Revive management are very aware that if we are not operating within the guidelines, then the Premises License and future of Revive Cafe is at stake. We hope that this supporting document and details

around the premises will give the local resident and council panel confidence that Revive will be a benefit and not a discomfort to Warwick District council and its local residents.