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**To:** Mr. M Pearce  
**CC:** Licensing Authority

16 November 2021

*Dear Mr. Pearce,*

**Premises Licence Application- Licensing Act 2003. Musette Cafe**

Thank you for your email in relation to the above application, dated 1 November 2021. I am sorry that you felt the need to object, as I am sure you will see below and in the attached document that this premises will not give you any reason for concern.

Just to give you a flavour to the background for this application:

Evening events

They have trialled a number of restaurant evenings. These events have helped to generate additional revenue in the evening and also give locals a place to come with their families. There have been 3 such evenings in total and they have all been a success. They are also planning a couple of talks which proved extremely popular before the pandemic. The first one will be with Ed Clancy, OBE, he is a highly decorated professional cyclist (3 x Olympic Champion, 6 x World Champion track cyclist). The next one will be an interview with Dean and Russell Downing, brothers and professional cyclists who were the best in the UK when they raced. They also have an event planned for the New Year, which is specifically for women cyclists, helping to develop effective training programs.

They have hosted around 6 events for people in the village, including baby showers, book launches and a wedding reception (a daytime one).

Other events have included:

- 1st birthday party
- Famous cycling commentator
- Travel event for cyclists run by companies that design holidays for cyclists

Musette accolades, awards

- Musette was recognised as the best cycle cafe in the Chilterns (Hertfordshire Life Magazine, 2021)
- Musette is in the top 10% restaurants in the world according to ratings on TripAdvisor, 2 years running
- Nominated for best cafe in Hertfordshire by Muddy Stiletto's
- Chilterns Chapter House for Hot Chillee - global cycle network that supports World Bicycle Relief, a charity that provides bikes to impoverished areas of Africa
- Supporter of McMillan Cancer Charity

- Base for Prostate Pedallers, Prostate Cancer Charity
- Support local causes including Friends of Aldbury, Aldbury Primary School, The Aldbury 10 year survey

I can assure you that when this application was made, my client had agreed to fully work with the Licensing Authority and all of the Responsible Authorities and be willing to act on their advice, this is and always will be the case.

The upholding of the licensing objectives is something that is taken very seriously by the applicant, as the Premises Licence Holder and Designated Premises Supervisor, the applicant has attended the Personal Licence Holders course (Level 2 Award for Personal Licence Holders (APLH)) and therefore received full training in the Licensing Act 2003.

There is a strong management team at the premises, as well as robust measures and policies in place to support the licensing objectives.

The application contains a robust operating schedule to support the premises licence conditions offered, and strong well written policies and procedures are in place to support a well-run establishment. The applicant will always demonstrate due diligence in all it does to uphold the licensing objectives.

This is a new application for a licence and should not be pre-judged before it has a chance to operate.

When completing the submission of this application, I have given full regard to:

- The licensing objectives as set out in the Licensing Act 2003.
- The Council's Statement of Licensing Policy
- The guidance issued by the Home Office, under Section 182 of the Act.

The premises will incorporate the following documents into its day to day running:

- Noise Management Plan.
- Challenge 25 Policy and signage
- Refusals log
- DPS Authorisation form
- Staff training and operations manual
- Customer signage

I hope I have answered all of the points raised by you in relation to the Licensing Act 2003. I note that your objection cites the licensing objective of Prevention of Public Nuisance" - namely Noise. It is my belief that this licensing objective has been fully met by the applicant, and that the application and supporting documents demonstrate due diligence on his part.

Please also note the attached document, explaining some of the elements in play to assist the premises in the Prevention of Public Nuisance (Annex A).

## ANNEX B

If you feel that I have answered your concerns in the points laid out above, I would appreciate you notifying the Licensing Authority that you are willing to withdraw your representation.

If you would like to discuss the matter in more detail, please don't hesitate to contact me.

Kind regards

A handwritten signature in black ink, appearing to read 'Rob Edge', enclosed in a thin black rectangular border.

Rob Edge (Director)  
Licence Leader Ltd

Enc.  
Annex A.

**Prevention of Public Nuisance measures**

Preventing Public Nuisance is an essential part of our business and is being achieved by creating an environment that controls nuisance by training staff to increase their awareness and training so they can assess potential risks and work towards minimising disturbances.

The premises will always show due diligence on the four specific areas associated with licensed premises that need to be addressed in order to prevent public nuisance:

- Noise
- Odour
- Litter, waste, and street fouling
- Light Pollution

As well as routine activities, we will always bear in mind temporary activities such as parties or events which may not involve any extra cost but could require greater management control.

**Noise Control**

As a part of our routine for events, we use a Noise Management Plan, this is supervised by the DPS.

This effectively covers the following elements:

- Ensuring noise is not audible at sensitive locations such as nearby dwellings, local receptor points.
- Ensuring noise does not cause unreasonable disturbance to the wider public, such as passers-by and people using local facilities.
- Whilst allowing us to follow any current Covid recommendations, keeping windows, doors are closed when entertainment takes place
- Keeping speakers inside the premises, and do not position them near to openings such as doors or windows.
- Designating a specific taxi firm for staff and customers to use and ensure that taxi drivers do not use the vehicle horn to attract attention.
- Arrange for deliveries to be made at reasonable times.
- Carry out regular monitoring checks to ensure noise is being adequately controlled.
- Develop methods to control queuing outside premises and control of congregations of patrons outside premises on arrival and departure.