

**From:** Dave Easterbrook [REDACTED]  
**Sent:** Friday, August 25, 2023 3:07 PM  
**To:** licensing <licensing@bridgend.gov.uk>  
**Cc:** [REDACTED]  
**Subject:** Re:- Amber Taverns Application, 11 - 13 Caroline Street, Bridgend

To whom it may concern,

I am emailing you on behalf of Bridgend Business Against Crime – Business Crime Reduction Partnership.

We welcome the news of the application for a new venue in Bridgend Town Centre. However we feel we do need to be mindful of the current town centre businesses and the town's aim to prevent and deter crime, public disorder and anti-social behaviour.

Following conversations with our members in neighbouring businesses close to the location there are a few concerns and observation that have been voiced that may cause a potential increase in crime and disorder and a concern to public safety:-

- Daytime operating hours of a drink only – no food venue within close proximity to a dispensing chemist.
- Daytime Live music
- Staff presence in the venue / Security / SIA
- Outdoor seating Area

The proposed venue is located in the centre of the shopping area and directly opposite, BOOTS. BOOTS already have an issue with increased shoplifting, and this could escalate even further with the proposed drinks only environment and may be a cause of concern for BOOTS as the proposed venue will be looking directly in the store and observe the staff within the store and soon understand their patterns and behaviours and may result in the opportunity to offend.

Suggestions we have received from our members and wish to be considered in the application process:-

- The opening time to be initially limited to 11am Monday – Friday and 10am on the weekend.
- Regulated entertainment – to start later in the day to attract the evening economy customer.
- Could the venue look at offering food as well under one of their other brand names, this would help attract a more family customer. With Bridgend being advertised as a restaurant destination this would add to the offering in town.
- Security operating during busy times / during the weekend.
- Outside seating area to be looked at once the venue has traded in the town centre for a reasonable time and they have evidence to ensure that crime and disorder and public nuisance incidents haven't increased because of the venue.

We would also encourage the venue to become part of the storenet and nitenet radio system and actively participate in PubWatch. In doing so this supports the reduction of crime and facilitate in supporting the other town centre businesses during daytime and nighttime operating hours.

We look forward to welcoming Amber Taverns to Bridgend town centre and look forward to working with them.

Many thanks

Dave Easterbrook

Business Crime Reduction Coordinator

Bridgend Business Against Crime



**From:** Cllr Freya Bletsoe [REDACTED]  
**Sent:** Friday, August 25, 2023 8:02 AM  
**To:** licensing <licensing@bridgend.gov.uk>  
**Cc:** [REDACTED]  
**Subject:** Amber Taverns application.

To whom it may concern,

I wish to lay on record my concerns and objections to the Amber Taverns application along with my suggestions for suitable amendments to the conditions of this application.

I am aware that this application is a wet license only and that no food is proposed at these premises. This concerns me as to the type of client this attract to this establishment. I understand that this location is outside of the CIA but I have concerns that this will do harm to an area of town that is not currently considered to be a trouble hotspot for ASB by extending the range of the areas where ASB currently happens (notably the Wyndham Street and Market Street areas) this in turn will have a negative impact on Policing resources as currently ASB such as on street drinking, fighting as a consequence of inebriation etc is contained in one area of town.

Again, the request for on street licensing is a concern due to the location. Bridgend has a few linchpin locations with key national stakeholders who invest in our town such as Boots. However, I would have concerns about placing an outdoor seating area right outside a dispensing pharmacy with a majority of female staff working there. I feel this would give those with nefarious intent a front seat viewing platform to scope out the security procedures of this pharmacy. I feel this potentially could lead to significant problems both for Boots, the welfare of their staff and for SWP.

Other concerns I would have are:  
The operating times  
Late music at this venue  
Live music at this venue  
And SIA conditions.

As such I would suggest the following amendments be placed as conditions of granting the license:

The opening times be initially limited to 11am – 11.30 M-F and to 1am on a weekend for the prevention of public nuisance.

The on street license not to be considered initially but to be reviewed once the venue is established and it seen to be running and an assessment of how it is managed can be made. I would also ask that the large windows be filmed with frosted cover to prevent Boots' dispensing chemist being observed by the pub's clients. This would be for the prevention of crime and disorder under the licensing principles.

This venue to be a food establishment not just a wet venue, in line with the other food establishments we have encouraged to town. Bridgend is now becoming a food destination and family friendly. I feel it would be expedient to encourage Amber taverns who do have other food establishments to follow this trend in our town. This would be for the protection of children from harm as it encourages a less intimidating and more family friendly environment.

That SIA conditions be applied – namely that they have 2 door staff, from opening to closure for the first 150 patrons and an additional door staff member for every 50 patrons there after. Also the pub has to be on both the night net and store net systems with a nominated staff member appointed for each shift to be designated premises supervisor (DPS) on this. These individuals will need to be named in the operating schedule as part of the conditions of the license. Those staff members must

undertake appropriate training and keep the store/night net walkie talkie on their person throughout the shift. This would be in line with the licensing principle of ensuring public safety. Live Music events be limited to Friday and Saturday from 5pm onwards only for the prevention of public nuisance.

[REDACTED]

I would further ask that consideration be made to the Licensing Act 2003 (Mandatory Conditions) order 2014 which banned the sale of alcohol below the cost of duty plus VAT. I would like to also see conditions attached to ban the promotion of irresponsibly low drinks pricing and the mandatory provision of smaller measures.

Whilst I would not wish to discourage inward investment into Bridgend, we do need to be mindful that the investment is in line with the town's attempts to temper public disorder and ASB that currently puts the public off entering town. As a Town Council we work hard to try to maintain and encourage a vibrant and family friendly public realm space and would encourage any business to come to Bridgend that embraces that same ethos. I'm sure Amber Taverns would never intend to set up a detrimental business space that would negatively impact on their corporate PR and so I look forward to them working proactively with both BTC and BCBC along with SRS and Licensing on these issues. I look forward to working with a proactive and vibrant new addition to the town.

Kindest regards  
Freya

**Y Cyng | Cllr Freya Bletsoe**

**Madam Mayor 2023/2024 | Maer Madam y Dref  
Bridgend Town Council | Cyngor tref Pen-y-bont ar Ogwr**

**From:** Eileen Schofield [REDACTED]  
**Sent:** Friday, August 25, 2023 6:02 PM  
**To:** licensing <licensing@bridgend.gov.uk>  
**Subject:** Amber Taverns application

To whom it may concern

This email is being submitted on behalf of the Bridgend Market Traders Association.

I wish to lay on record our concerns and objections to the Amber Taverns application along with the Market Traders suggestions for suitable amendments to the conditions of this application.

I am aware that this application is a drink only license, and that no food is proposed at the premises. This concerns us as to the type of client this will attract, and we have concerns that this will have a negative impact to an area of town that is currently a day time shopping environment. There is already limited policing in the town centre, this will only increase the poor police visibility if more venues that make create ASB are introduced.

Again, the request for on street licensing is a concern due to the location. We are concerned that a business- like BOOTS would be impacted negatively and almost forced to leave the town centre. This would be a disaster for this town centre and its independent businesses that work alongside this great anchor.

Other concerns we would have are:

The operating times

Late music at this venue

Live music at this venue

And SIA conditions

As such we would suggest the following amendments be placed as conditions of granting the license:

The opening times be initially limited to 1100 - 2330 M to F and 0100 on a weekend for the prevention of public nuisance.

The on-street license not to be considered initially but to be reviewed once the venue is established and is seen to be running and an assessment of how it is managed can be made. We would also ask that the large windows have a frosted cover to prevent Boots' dispensing chemist being observed by the pubs's clients. This would be for the prevention of crime and disorder under the licensing principles.

This venue to be a food establishment not just a drinks venue, in line with the other food establishments we have encouraged into town. Bridgend is now becoming a food destination and is family friendly. We feel it would be important for Amber Taverns who do have other food establishments to follow this trend in our town. This would be for the protection of children from harm as it encourages a less intimidating and more family friendly environment.

That SIA conditions be applied - namely that they have 2 door staff, from opening until closure for the first 150 patrons and an additional door staff member for every 50 patrons thereafter. Also, the pub has to be on both the night net and store net systems with a nominated staff member appointed for each shift to be designated premises supervisor (DPS) on this. Those staff members must undertake appropriate training to keep the store/night net walkie talkie on their person throughout the shift. This would be in line with the licensing principle of ensuring public safety.

Live music events to be limited to Friday and Saturday from 1700 onwards only for the prevention of public nuisance.

The Market Traders Association do not wish to discourage inward investment into the town centre, we do need to be mindful that the investment is in line with the town's attempts to prevent public disorder and ASB that currently puts the public off entering the town.

Kind regards

Eileen Schofield  
Chairman BMTA

**From:** Rachel Bell [REDACTED]  
**Sent:** Friday, August 25, 2023 12:03 PM  
**To:** licensing <licensing@bridgend.gov.uk>  
**Cc:** [REDACTED]  
**Subject:** Licensing Application 11-13 Caroline St Bridgend

Good afternoon,

The Rhiw shopping Centre welcomes any form of inward investment into the town centre and encourages positive working relationships with our partners and neighbours. However, any such investment needs to complement the existing landscape, businesses, and visitors to ensure that all visitors feel welcome and safe.

With this in mind, we would like to make the following representations regarding the recent licensing applications for 11-13 Caroline St, Bridgend.

We and our tenants have concerns at the increase in potential crime and disorder this proposed venue will attract, it is planned to be located in a safer, shopping location of Bridgend Town Centre. The proposed venue is located directly opposite one of our anchor tenants, BOOTS. BOOTS already have an issue with increased shoplifting, we strongly feel this would escalate even further with the clientele that frequents this drinks only environment. BOOTS also has vulnerable clients that use their prescription/pharmacy services that could fall foul of such an establishment being in close proximity.

The opening time being considered for this establishment is 9am 7 days a week, as this is a drinks only venue such an early opening time would only mean a potential increase in crime and disorder and public safety could be under threat due to individuals under the influence of alcohol.

If the establishment were to obtain outdoor seating as detailed in their planning application, this would attract a negative drinking culture in this mainly shopping environment. Anti-social behaviour would increase, with shoppers feel threatened and intimidated during the daytime. Public safety would be at risk with the unpredictable effect alcohol can have on an individual. The outdoor seating area will put primarily BOOTS staff safety at risk, as individuals who have consumed alcohol and aren't our average shopper will be able to use this outdoor seating area to observe the staff within the retail environment and soon understand their patterns and behaviours in a way that would only benefit those wanting to observe.

In order to diminish these concerns, we would like to see the following conditions to be considered:

- Outside seating area to be looked at once the business has traded in the town centre for a reasonable time and we have evidence to ensure that public safety, crime and disorder and public nuisance's incidents haven't increased because of this business. This would be in line with the licensing principle of ensuring public safety, prevention of crime and disorder and prevention of public nuisance.
- Could the premises look at offering food as well, this would help attract a more family/shopper customers that would normally be using the town centre. Bridgend Town Centre is being marketed as a great food destination, with great local restaurants. Amber Taverns LTD could be part of this UPS. This would be for the protection of children from harm as it encourages a less intimidating and more family friendly environment.
- SIA guards, we have concerns at the vulnerability of the staff working in the business in close proximity to the venue, who close and lock up their premises, could SIA guard/s be

scheduled to work to coincide with their locking up times. This would be in line with the licensing principle of ensuring public safety, prevention of crime and disorder and prevention of a public nuisance.

- Regulated entertainment, the license application is for this to start at 9am. During the day, this area of the town centre is mainly shoppers of all ages. Any loud music may create a drinking/loud/aggressive culture within this shopping street. It will also have an impact on surrounding businesses who maybe unable to carry out their business due to the noise levels. Can this looked at to start later to attract the evening economy customer. This would be in line with the licensing principle of the prevention of a public nuisance.
- In the town centre, we have a successful Pubwatch and crime reduction parentship (BBAC), store/night net system. It would be imperative that the licensee is a member of PubWatch. Also, staff members must undertake appropriate training and keep the store/night net radios on their person throughout the shift. This would be in line with the licensing principle of ensuring public safety.
- The opening time to be initially limited to 11am Monday – Friday and 10am on the weekend for the prevention of public nuisance.
- We would also like to suggest that the glazed frontage be frosted to prevent BOOTS dispensing chemist being observed by the pub’s clients. This would be for the prevention of crime and disorder under the licensing principles.

We look forward to welcoming Amber Taverns to the town centre and look forward to working with them to help make the town centre more vibrant and welcoming. We hope these suggested conditions will be considered.

Kind regards  
Rachel.

**Rachel Bell**  
**Centre Manager**

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**aBRIDGEND TOWN COUNCIL**  
**CYNGOR TREF PEN-Y-BONT AR OGWR**

Town Clerk  
**LEANNE EDWARDS**  
Deputy Town Clerk  
**DEBRA JONES**

[REDACTED]



Clerc y Dref  
**LEANNE EDWARDS**  
Cynorthwywr i Glerc y Dref  
**DEBRA JONES**

[REDACTED]

25th August 2023

Email: [licensing@bridgend.gov.uk](mailto:licensing@bridgend.gov.uk)

**RE: 11-13 CAROLINE STREET, BRIDGEND**

Thank you for your responses to my original letter to you dated 21<sup>st</sup> August 2023.

I have considered the matter further and make the following additional comments:

- a) [REDACTED]
- b) As a 'wet pub only' application was not made clear in the original correspondence. Bridgend Town Council would not support any opening time prior to 10 am, nor any closing time beyond 11 pm unless substantial food was on offer.
- c) [REDACTED]
- d) Bridgend Town Council questions how local law enforcement will be provided to protect local businesses from undesirable elements. We are informed that shoplifting in Bridgend is now a serious issue and we would not want undesirable elements to frequent the outside of the premises unchecked throughout the daytime opening. How would this be regulated by the applicant?
- e) It is a well known fact that the use of excessive alcohol leads to anti-social behaviour. How will the applicant protect our Bridgend Community from this? Details would be most welcome.
- f) We note your final comments about making a 'relevant representation to address the Licensing Committee hearing'. We believe we have made relevant comments as elected representatives.

CLLr David Unwin  
Chair of Planning – Bridgend Town Council