

Statement for Premises License Hearing - 14-20 Nolton Streetm,

Dear Licensing Committee,

Thank you for the opportunity to address the concerns regarding noise complaints related to The Loft. As the owner, I want to reaffirm my commitment to operating responsibly and collaboratively within our community.

The Loft is strategically located in the town center, an area that is becoming increasingly well-known for its vibrant evening economy. Our venue enhances the local landscape of bars and restaurants through live music events every weekend. As a high-end venue catering to an older clientele, we aim to provide a sophisticated experience while being treated equally to other licensed premises nearby, many of which have late licenses and are close to residential areas.

We have invested significantly to transform a previously derelict building into a thriving part of the High Street. Our renovations have restored the façade to a high standard, contributing positively to the area's aesthetic. We are passionate about enhancing Bridgend and creating an inviting atmosphere for both residents and visitors, all while safeguarding the jobs of our 60 local staff members.

I appreciate the points made by Mr Jones, in his information pack. During my phone call with him, I explained in detail, the steps we are taking to minimise noise nuisance and expressed my willingness to work with him and his team to promote the Licensing Objectives for everyone's benefit. For example, I have already instructed our staff as to how they can and should effectively manage gatherings outside bearing in mind what I say below, regarding development of the rear beer garden). I have proposed an amended cessation time of 0100 hours, yet Mr Jones didn't seem to want to negotiate on this point. I am concerned about Mr Jones's approach as I'm looking to work with all Responsible Authorities for the successful operation of the business, whilst ensuring concerns are addressed.

In relation to people congregating outside, we have proactively addressed this by having door staff manage that area to keep noise levels down. We do not allow any glass or drinks to be taken outside, helping to minimize the time patrons spend outside for both noise and safety reasons. Additionally, we are in the process of building an outdoor area at the rear of the property, which will provide a great benefit by keeping customers away from the front street area.

I have also spoken with a number of residents at Tyr Hen Gastell, with whom we have a close working relationship, as our sister venue La Cocina Tapas is directly underneath them. They are all in support of The Loft and do not have any grievances regarding noise. I frequently ask for their feedback, and they are extremely supportive of what we are bringing to the town center, enhancing the overall offering.

We are taking legal advice in respect of the abatement notice which was served on 24th October, particularly since my request for corroboration evidence from the officers who attended, hasn't been received to date.

Regarding the complaints about glass bins, we take full responsibility for this matter. We were unaware that staff were emptying the glass bins past 10 PM. The first notification we received about this issue was through the representations regarding our premises license. It was not brought to my attention during any previous phone calls with environmental health. Since then, we have conducted staff training and implemented a condition that glass bins are not to be emptied after 10 PM or before 9 AM the following day. This was a simple fix, and we have now overcome the issue.

In response to other noise concerns from environmental health and local residents, we take these matters seriously. We have implemented soundproofing measures, actively monitor music volume, and conduct regular noise checks. We are committed to working with council officers, the local authority, and residents to promptly address any issues raised, tackling them together to foster a harmonious community.

Our staff training emphasizes adherence to noise management policies and the promotion of licensing objectives. We maintain open communication with our community and utilize action plans to ensure compliance with our obligations.

As an experienced operator with five other licensed premises in the area, I have a proven track record of maintaining an excellent reputation without prior licensing issues. The Loft has received overwhelmingly positive feedback from customers, indicating that we are successfully meeting the demand for a sophisticated bar experience.

I respectfully request your support in granting our premises license, as I believe The Loft will be a valuable addition to our community while safeguarding local jobs.

Thank you for your consideration.

Sincerely,
Daniel Apsee
Director
The Loft