

Introduction

Following my letters to residents in May 2021 and subsequent reports in the media, I appreciate that there has been some confusion as to the proposed use of the former Pizza Express premises. My initial plan was to create a bar, at which point our exterior signs were proposed to display the words '*Voici La Discotheque*' for which I can now confirm will not be displayed and the nature of the business has changed, alongside the name Wyld Bar to Wyld with the logo also reading 'Café | Restaurant | Bar' as in the pictures below. The planning permission for the revised sign was approved in June.

From speaking to residents, a number of changes were implemented to the proposal with the decision to keep the on-show kitchen in place and create a new servery for drinks, alongside amending our opening hours for which I can assure the committee that local residents were fully at the heart of this decision. This brought our proposed licensing hours in line with Pizza Express and a proposed kitchen opening until 9pm. I am aware that Pizza Express closed at 22:00 and the additional hours that I have proposed weren't tried. I have therefore provided some justification behind my proposed licensing hours below, and with long term plans I look forward to building a strong working relationship with local businesses, residents, and local authorities.

Unfortunately, the COVID-19 pandemic has prevented a face-to-face meeting with residents from taking place as recommended by Councillor Julie Jones-Evans, however pre-consultation has taken place with Hampshire Police, the Isle of Wight Council and Environmental Health prior to the formal submission of this Licence Application and feedback from residents has been taken into consideration.

The promotion of all four licensing objectives to a high standard has been considered to ensure that the premises are managed to a high standard and disruption is kept to a minimum. This is my livelihood, and as an Isle of Wight resident that has lived and worked in the community for a number of years on projects including Isle of Wight Day, the Isle of Wight Youth Trust's Gala Dinner and Rob da Bank's Music Club it is my passion to ensure that this premises is operated to the highest standards for customers and residents alike, and with that in mind would welcome the opportunity to set regular meetings with residents at the premises to discuss any issues and address any concerns. Alongside this, my contact details will be available for residents to report any immediate concerns, and my direct email also available. Perhaps a meeting eight weeks after we open would be suitable?

Regenerating Newport

As you can see from the proposed site plan attached to the Licence Application, the premises is to undergo an extensive refurbishment with huge attention to detail that includes the installation of new seating booths, a full clean and paint throughout, a

degrease of outside and full paint of the exterior, as well as ongoing maintenance of a prominent building within Newport Town Centre. Alongside remedial works, Wyld will create 30 new jobs, as well as making the Town Centre more appealing to young people, benefitting local businesses around us.

Who is our target customer?

Wyld's target customer profile is a young working female professional that loves to eat, drink, and socialise with her friends. She's likely to be between 25-35 and enjoy using social media to publish stories and moments within her day-to-day life. As a result, this customer is someone that is happy to pay more for a product based on its presentation and location.

Opening Hours

I understand there is some concern regarding opening hours of the premises. The Premises Licence submitted has been tailored to the previous Pizza Express licence that factors in the residential area. I am aware that the closing hours were not tested by Pizza Express.

The proposed opening hours for Wyld are:

Monday | 11:00 – 23:00

Tuesday | 11:00 – 23:00

Wednesday | 11:00 – 23:00

Thursday | 11:00 – 23:00

Friday | 11:00 – 00:00

Saturday | 11:00 – 00:00

Sunday | 11:00 – 23:00

The operating hours have been carefully crafted to ensure a gradual dispersal of patrons from the premises as to avoid disruption to residents. An 11pm proposed closing time on weekdays, but the ability to close beyond these hours on a risk assessed basis would mean that at busy times, the premises could enforce a gradual dispersal of customers, rather than a 'lights up, everyone out' approach which would result in large numbers of people to disperse from the nearby area.

Noise

- Although we only propose to play music at a background level in the premises, as a precautionary measure in May 2021 I contracted Wight Noise Limited to undertake an acoustic assessment of the existing building construction, and advise on a level of noise that could be played to ensure that the noise transmitted to any apartment above does not exceed $L_{max} = NR20$ when measured at any location in the apartment with

the sound level meter set to fast response. This concluded that without any upgrade to the sound insulation (which at a background level this wouldn't be necessary) the maximum sound level that could be achieved would be 78db.

Following this report, I contracted StageGear Rentals to look at and quote for the installation of a speaker system for the playback of background music within the premises. This would be similar to but tailored to replace the existing system that was no longer in place upon completion of the lease. StageGear have proposed a speaker system that is linked to an automatic volume control (AVC) that cannot be bypassed by the venue management team to ensure that the audio levels cannot exceed that set by the AVC and that multiple speakers are used around the premises to create an even sound spread without there being one even set of noise (no hotspots). These will be positioned pointing away from residential properties. A copy of this report has been sent to Environmental Health.

Smoking

I understand there are concerns for where smokers will stand as the premises doesn't benefit from a designated smoking area. An area could potentially be created adjacent to the front doors, but aside from the property windows using wall mounted cigarette buns used to mark this area, as well as ensure the street directly outside remains clean and tidy. Any customer that then wishes to exit the premises will kindly be reminded to respect residents when talking outside of the premises, and politely asked not to smoke directly under the properties above as to avoid smoke travelling in through open windows and doors.

Consumption of Alcohol off the Premises

There are no plans for any outdoor furniture, and this wasn't presented on the plan or application. The purpose of this is simply to prevent binge drinking within the premises. Many restaurants to support responsible drinking would want the ability to allow a customer with half a bottle of wine to be able to reseal this and take it home with them rather than feeling the need to either abandon this or 'down it' before they leave the premises. This is a suggestion from Licensing.

Security

The use of Security is on a risk assessed basis, and namely during private hires or at any time when the duty manager feels it necessary, for example a specific ticketed event. With concerns from residents in relation to incidents within the town centre already taking place, the presence of security outside the premises would not only be for the benefit of Wyld but also with careful consideration to residents with patrols outside of the premises happily extended to Savoy Court and the parking area after the terminal hour. Security will also effectively manage customer ingress and egress

from the premises, as well as limiting the number of smokers permitted outside at any one time.