

RECEIVED

26 APR 2013

PUBLIC PROTECTION

Solicitors | 41 Friar Lane | Leicester | LE1 5RB

Tel 0116 262 4225 | Fax 0116 262 0607 | DX 10837 Leicester 1

www.spearingwaite.com | info@spearingwaite.com

Mrs L. Holland  
Senior Public Protection Officer  
(Licensing)  
North and West Licensing Team  
North Wiltshire Council  
Monkton Park  
Chippenham  
Wiltshire  
SN15 1ER

Your ref:

Our ref: KR//Q2EV/R01319/007

Date: 22 April 2013

Dear Mrs Holland

**Our Clients: Reel Cinemas Limited**  
**Property: Reel Cinema, 91A Marshfield Road, Chippenham, SN15 1JR**

As you are aware, I act on behalf of Reel Cinemas Limited in connection with a proposed variation of the existing premises licence relating to the above property. I note that a number of representations have been received from local residents and that these relate to antisocial behaviour, littering and noise. My clients and I appreciate the resident's concerns and hopefully this open letter will help to alleviate them. I would be grateful if you would circulate this letter to all those who have made representations.

Due to legal requirements, it is not possible for the application or the advertisement to provide full details of what is actually proposed. My client owns a chain of independent cinemas across the country. The first cinema was acquired in 2001 and the company has grown since then. The company now owns approximately 18 cinemas across the country, all of which show the latest cinema releases and provide refreshments to customers. It is proposed that patrons of Reel Cinemas will now be able to have an alcoholic drink whilst they watch a film. Alcoholic drinks will only be sold to those people who have a valid ticket to watch a film and not generally to members of the public. Customers will only be allowed to consume alcohol within the cinema whilst they are watching a film.

My clients will ensure that there is no antisocial behaviour and will ensure that CCTV is fully operational throughout the cinema and will ensure that the whole of the cinema is patrolled regularly by its staff. In addition to this, my client will not serve alcohol to anyone who appears to be intoxicated already.

I can assure you that my clients do not intend to open up a bar in the cinema and that the sale of alcohol will be very much ancillary to their main business of showing films.

With regards to the recorded music, I would confirm that this will only be background music that will be played at volume so as not to be heard outside of the cinema. I have applied for a condition on the premises licence to this effect. The application does not include the playing of live music and it is not my client's intention to use the premises for concerts or other live music performances.

Refreshments will only be sold for consumption whilst customers are watching a film at the cinema. Any packaging or other rubbish generated from this will be cleaned up by members of staff.

KR/KR/Q2EV/R01319/007

Page 1

The late night opening of the cinema will only take place for big film releases and will not be a weekly occurrence. The hours requested for the licence allows my client flexibility to hold the special screening when these films are released.

My clients already sell alcohol from a number of its cinemas and there have been no issues with antisocial behaviour or disturbances to local residents. My client will do everything to ensure that these issues do not occur in Chippenham. You may be aware that other cinemas in Chippenham now offer alcoholic drinks with other refreshments for customers.

If any of the residents would like further information or you have any other concerns, please let me know and I will be happy to discuss them. If any further assurances are required, I can put the residents in touch with the cinema manager so that they can contact him directly if there are any issues.

I hope that this letter has gone some way to explain what my clients are proposing and to alleviate the resident's concerns. If it has, I would be most grateful if the residents would contact the Licensing Authority to withdraw their representations.

Yours sincerely



**Kishen Ravalia**  
**SPEARING WAITE LLP**