

**From:**STEPHEN EYRE  
**Sent:**Sun, 5 Feb 2017 12:25:23 +0000  
**To:**Chris Wright;Alexis Diouf (Cllr);Vickey Diouf (Cllr);Nick Redihough (Cllr)  
**Subject:**Business plan 5 Breckland Road

Chris

As promised here is my business plan for 5 Breckland Road, Walton. If you need any further information please get in touch.

I'm not sure whether I have mentioned it but I am away on holiday from 8th to 18th Feb. I don't usually stay in contact when I am holiday but I will try once a day to log into my email.

In essence I want to run a community real ale pub. I am not sure that there is a definitive definition for a real ale pub but my understanding is that it's a place that sells good quality beers probably produced locally but in any event by low volume producers. The beer is likely to be more expensive than that produced by high volume brewers and the taste more distinctive and less generic. The ambience is also a factor in real ale pubs. They are not necessarily vertical drinking establishments but they are a place where friends can meet for a quiet drink and a chat. In effect these premises are aimed at the over 25s as these are the people most likely to pay a small premium for their drink. Drunken behaviour is not a hall mark of this type of premises.

My business plan will include the provision of better quality beers, lagers, ciders, wines and soft drinks with the beers either being supplied from the cask or by bottles. Canned alcohol drinks will not be used. I have no intention of staging live or recorded music with the only background noise likely to come from a television or radio.

Books, magazines and newspapers will be available to read lending to the ambience of a convivial place to relax and unwind. Traditional bar games, chess, draughts and monopoly type board games would be a fun addition.

Although my application for a premises licence under the Licensing Act will possibly request licensing times of 11am to 10pm every day its unlikely that I will ever use those times. At the moment my plan is to remain closed Monday, Tuesday and possibly Wednesday. On Thursday and Friday opening will be from around 4 or 5pm and closing around 8 or 9pm. Saturday opening at 11am and closing around 7 or 8pm and Sunday 11am to 6 or 7pm. If its clear that there is no business after a particular time then I will close earlier. As Walton has never had a pub it remains unclear whether there will be enough business to make it a going concern and within 3 months of opening it should be clear what the future holds. However, I will not surrender my standards in order to make it a going concern and I will not be afraid to close the business.

In terms of smokers who may want to use the premises they will be directed towards the back yard. The benefit of this is that they will not be allowed to congregate on the front path possibly intimidating other users of the shops. In the back yard they will cause no noise for those householders opposite on Breckland Road. The rear yard is surrounded by a 6 foot high brick wall which will stop any chatter from reaching houses on Foxwood Court. As the prevailing winds come from the west some fumes and noise will be blown to Moorland View Road and not Foxwood Court. I am not a big fan of smoking and smokers will not be encouraged so there will be no outside shelter provided. I would

suggest the noise and fumes coming from a fast food takeaway would far outweigh anything coming from the outside (or inside) of my premises.

Litter has also been cited as something that will increase if the premises change to a pub. This is wrong. Pubs do not create much litter as around 95% of their consumables can be reused or recycled. As I will not be selling beer in cans there will be reduced opportunity for people to drink on their way home and throw down any empty cans. No doubt litter will on occasions be blown towards the premises and I will monitor this and when it becomes necessary any debris whether of the pub's or other premises making will be cleared.

Another problem cited is anti-social behaviour. I have monitored children on their skateboards using the car park to play. As with most children they do shout and get excited about things happening in their world and no doubt this causes anxiety in people using the shops. Apart from OneStop the other businesses on the parade close around tea time. By have another premises open until late evening there will be an added 'pair of eyes' watching the children and this may quell their noise. Its very doubtful that the over 25s using my premises are going to cause any ASB so there is a strong likelihood that there will be a reduction in overall ASB.

So in conclusion my business model for these premises is nothing like the one envisaged by some people. It is highly likely that my pub would sit more comfortably and quietly into its surroundings than the previous fast food takeaways. It will also be more of an amenity especially if I can be allowed to portion of some of the interior into a meeting room.

In short this pub is going to be a strong addition to the amenities of Walton Dam, Walton Park and the countryside on the edge of the district.

Regards

Stephen Eyre