

Dear Licensing Committee members,

Please let me introduce myself my name is David Jones and I have been the owner of LIMEHOUSE since March 2016. I have held my personal licence since 2007 and been in the hospitality industry for 25yrs.

LIMEHOUSE is a restaurant and cocktail bar situated on Hill Road in Clevedon. LIMEHOUSE is open from 12pm every day (Except Monday: Closed) and closes at 11pm or midnight depending on the day of the week. Due to our location and food and beverage offering we tend to attract a very good clientele, a large volume of whom support us with their repeat business.

LIMEHOUSE's General Manager Kieran holds a personal license and alongside his own substantial hospitality experience has been employed by LIMEHOUSE for 5 years to date. We also have 2 supervisors holding personal licences, granted through their role training for LIMEHOUSE, both have been with me for over a year. I can therefore assure you the venue has an experienced and loyal management team in place who know the customers and venue very well.

The business has had deal with a few very challenging years from Covid 19 to now dealing with the cost-of-living crisis. The business is still trying to recover financially due to these challenges including the repayment of the £50,000 bounce back loan taken to keep the business afloat during this troubled time. Now with the cost-of-living crisis we are seeing trade drop again and it is recognised that spend is down across the whole hospitality sector. Food prices, utilities and wages remain a challenge with consistent increases.

News of the potential parklets that would add additional seating was very welcomed and would offer us a much-needed increase in outdoor space to serve more customers. This would give a lifeline in the hot summer months when people prefer not to eat and drink indoors. This would/has gone along way into supporting the business financially and therefore the employment security of the 18 staff LIMEHOUSE employs.

Should this application be granted we aim to use more of the same furniture that that was approved by licensing for the street café seating area. We believe this is in keeping with the surrounding area and overall feel of Hill Road. We have to date invested over £8000.00 enhancing this outside area which includes a canopy, planters and luxury tables and chairs. This investment would continue should the license be granted.



Current outside seating

Quote from a spokesperson from North Somerset council: North Somerset Times

“The parklets can help boost economic growth through more seating encouraging people to stay in the area longer” I fully agree with this statement and could say first hand to be true.

Currently the business has an existing the outdoor seating licence till 10pm but we have taken the decision to bring the tables in at 9pm. All shift managers and supervisors have been re trained and do now speak to customers as the leave reminding them to keep noise to a minimum. This is backed up by signage which after a recent listening visit have been re positioned them to make it clearer for customers to see. We could increase the amount of signage should you wish.

We have decided to only to apply for an 8pm. This is mainly to capitalise from a potential lunch and early evening trade. Tables and chairs would be packed away after this point. Any customers would be directed indoors. We are not looking to promote late night drinkers outside the venue, and this can be seen through this early finish (Much earlier than other venues on the street).

Should the license be granted we will plant and maintain a flower bed very similar to the existing parklets on hill road. Please see pictures, I believe that they look fantastic and not just provide space but also add a garden feel to the urban street.



Parklets (Fallen Tree)

Parklet (Butterflies)

I would like to address some points that have been made out by a single objector.

Point 1 (Health).

These table are non-smoking tables, and always have been. As we serve food on them it would be unfair on the customers eating. We now have clear signage to state this.

Staff have been trained to ask anyone who choosing to ignore this, to kindly smoking around the side of the venue away from the street.

Point 2 (Antisocial behaviour).

We are not looking to have late night drinkers outside the venue.

Any anti-social behaviour will result in customers refused service, again staff have been trained to keep a close eye on this.

I won't deny that there was an altercation outside the venue, this was caused by someone we've never seen before or since. I am sorry for this, It was a very rare incident.

I have taken into consideration the objector's opinion and as a direct result made some clear changes, including signage, shutting the seating area earlier and enhance staff training. As a business we would just like to be good neighbours and to be able to conduct our operation with the added tools that the council have offered us.

Please also take into consideration some letters of support from some of our very close neighbours and the head of Clevedon's business improvement district (BID). They encourage the application and many, many people that I have spoken to also support us.

(Attachments in email)

Thank you for time in reading this and we urge the committee members to pass the application.

Kind regards

David Jones  
LIMEHOUSE