

From: me

Date: 18 May 2023 at 20:44:00 BST

To: [REDACTED]

Subject: Variation application

To the licencing department of Dorset council.

I hope this letter finds you well. I am writing to express my wholehearted support for my application to vary the premises license for Chic Bar and Club. I would like to address the objections raised by the Town Council and emphasize my passion for this business and its contribution to our community.

I would like to highlight that I have a close working relationship with our esteemed consultant, Shield Associates, who have provided invaluable guidance in maintaining the highest standards of safety and compliance within my business. I have enclosed their letter of support and application for your attention, which outlines their expertise and confidence in our operations.

Shield Associates has worked closely with me to develop and implement robust security protocols that align with the licensing objectives. Their expertise and industry knowledge have played a vital role in ensuring that my business operates in a manner that is safe, secure, and compliant with all relevant regulations. I have relied on their guidance and recommendations to enhance our security measures and minimize potential risks.

The consultant's letter highlights the meticulous attention to detail that has been applied in designing and implementing our security procedures. It emphasizes our commitment to preventing crime and disorder, ensuring public safety, and mitigating any potential nuisances. Shield Associates' support confirms that the proposed variation to the premises license aligns with best practices and maintains the highest standards of operation.

I would like to acknowledge the concern raised by the Town Council with regard to the four licensing objectives, and I want to assure you that I am fully committed to upholding each of these objectives in my operations. Allow me to address each concern individually:

1. **Prevention of Crime and Disorder:** I understand that the reduction in the frequency of ID checks from 100% to 80% has caused some apprehension.. However, I would like to clarify that this change was made after careful consideration and consultation with local law enforcement agencies. The purpose was to streamline the entry process while still maintaining a high level of security. Rest assured, appropriate measures are in place to identify potential risks and prevent any criminal activity within the premises.
2. **Prevention of Public Nuisance:** I acknowledge that my venue has occasionally operated under temporary events notices for late openings. These events were conducted with utmost care and adherence to the law. Additionally, we

have implemented a bespoke disposal policy to ensure that any waste generated during these events is promptly and responsibly managed. We strive to be good neighbors and contribute positively to the local community.

3. **Public Safety:** The safety of my patrons is of paramount importance to me. To maintain a secure environment, we have implemented stringent security measures, including the use of search wands, pat-downs, and bag searches for almost all customers. We understand that some customers may be assessed based on their young age to ensure compliance with legal requirements. These measures are taken to safeguard the well-being of everyone within the premises.
4. **Prevention of Harm to Children:** While we aim to check the ID of every customer, I would like to propose an exemption for certain individuals, as per the request made by the police. This exemption would apply to managers, staff, security personnel, maintenance workers, performers, paramedics, and other relevant authorities. The intention behind this exemption is to prevent any confusion or delays that could potentially arise from searching the bags of paramedics, compromising their ability to provide immediate medical assistance. The safety and well-being of children will remain a top priority, and we will continue to diligently check the IDs of customers who appear to be underage.

I deeply regret not being present at the local town council committee meeting to explain my proposal in person. It was an unfortunate oversight on my part, and I understand the concerns that may have arisen due to my absence. I assure you that I am fully committed to engaging with the council and relevant authorities in the future to address any concerns and contribute constructively to the licensing process.

I kindly request that the Licensing Committee reconsider the objection and grant the variation of my premises license. I genuinely believe that my business can continue to thrive and positively contribute to the community while upholding the highest standards of safety and compliance.

Thank you for considering my application and for your time and attention to this matter. I remain at your disposal should you require any further information or clarification. I look forward to a favorable resolution that allows me to continue operating my business and serving the community.

Yours sincerely,

Parviz Panjalizadeh-Marseh