

17 July 2024

Ref: 013300/02656
Doc Ref: 436949

Dear Sirs

**Majestic Wine Warehouse, 7 West Borough, Wimborne Minster, Dorset
Premises Licence Application.**

I act on behalf of the operator Majestic Wine Warehouses Ltd for the above premises and write in response to your representation to my client's application for a new Premises Licence.

My client is committed to working in partnership with you and would welcome the opportunity to discuss your concerns, clarify the application sought and explain the relevant measures to be put in place at the venue should the application be granted.

My client appreciates the concerns about the introduction of new premises to the locality, however, we are confident that the style of operation will not result in a significant increase in nuisance, crime or disorder or adverse impact upon promotion of the licensing objectives.

Background

By way of background, Majestic Wine Warehouse is proud to be the UK's largest specialist wine retailer with over 200 stores and over 1,000 highly trained expert staff nationwide. The stores are traditionally laid out much more like a wholesaler with boxes of wine located on shelves or on pallets, with the possibility of customers undertaking wine tasting within the premises in order to best determine what available wines are suitable for their individual palettes.

All of the staff are highly trained with every single one of them working towards being professionally accredited by the Wine & Spirit Education Trust. This enables customers to get informed answers to their questions about wine along with personal recommendations from those who enjoy wine and may be much more knowledgeable in that regard than the customers themselves.

Hours of Operation

The application requests opening hours and hours for the sale of alcohol of 8am to 11pm, 7 days a week.

In reality Majestic's stores normally open at 9 or 10am and trade until 7pm, Mondays to Wednesdays and Saturdays, 8pm on Thursdays and Fridays and 5pm on Sundays and Bank Holidays.

List of partners and associates available on request

Address: 37 Stoney Street, The Lace Market, Nottingham NG1 1LS | **T:** 0115 953 8500 | **F:** 0115 953 8501 | **W:** popall.co.uk

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The hours sought in the application are to permit commercial flexibility for busy times of the year such as the Christmas period as well as one-off wine-tasting events for customers within the premises.

Majestic Wine Warehouse Customers.

The stores are very much aimed at the discerning customer rather than the casual drinker who may be better served within regular supermarkets where the price point will inevitably be lower.

Based on data for the year 2021/2022 the average customer spend within a Majestic store is £101. The average number of bottles per order is 9.1 and the average bottle price is £11.57.

Footfall within Majestic Stores is very limited with an average of 10 – 20 transactions per day. In essence, there are a small number of customer visits to the store on a daily basis but with a high average spend. This in turn limits the number of customers frequenting the premises and the resulting noise emanation.

Company Track Record.

As mentioned at the outset the Company has 200 stores across the country and has never faced a review of any of its premises licences or indeed any relevant enforcement action. The Company is highly experienced and operates in a low-risk and unproblematic manner from the licensing objectives' point of view.

Majestic Wine Warehouses strongly believes that this store will operate in a professional and unproblematic manner and will in fact be a positive addition to the area.

If you would like to speak with me to discuss the application further, then I would be happy to discuss this with you. Should you feel reassured by the information provided and are happy to withdraw your representation (confirming this to the Councils Licensing Team) so we can avoid a hearing as to this matter, then please be assured that my client would be happy to continue to liaise with you as to any issues or concerns you may have.

Yours faithfully

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