

Date: 16<sup>th</sup> March 2015

[licensing@centralbedfordshire.gov.uk](mailto:licensing@centralbedfordshire.gov.uk)

Dear Sirs

**OBJECTION TO PREMISES LICENCE APPLICATION  
UNIQUE, 25-27 HIGH STREET, DUNSTABLE**

Honeylove Entertainments Limited is the operator of licensed premises known as Club Cookies trading at Unit 3, Grove Park, Dunstable, LU5 4GP. On behalf of Honeylove, I would like to make a representation to the above Premises Licence application.

The premises has applied for a licence and to remain open until 02.30 Sunday to Wednesday, 03.30 on a Thursday and 06.30 on a Friday and Saturday (alcohol sales 03.00, 05.00 and 06.00 respectively). The Operating Schedule refers to CCTV, SIA door supervisors (numbers undefined), toilet checks and other measures to promote the licensing objectives.

I believe that granting the Premises Licence for the hours applied for will undermine the licensing objectives, particularly those relating to prevention of crime and disorder and the prevention of public nuisance.

The reason for the representation is that:-

• [REDACTED]

- The premises is offering drinks offers such as: First 25 customers receive a free bottle of bubbly, 70p selected drinks including Brandy, Vodka, Rum, Amaretto, WKD's, pints of John Smiths, Old Mount Cider, Fosters Gold, other offers include 7 bullet shots for £5. Also if their social media promotions are shared online, this qualifies for an additional free drink (see images attached). Whilst these offers do not necessarily breach the mandatory conditions, it is known that these offers have led to intoxicated patrons of Unique causing public nuisance in the vicinity of the premises. Patrons leaving Unique then arrive at Club Cookies in a high level of intoxication and have to be refused entry on the door.
- Selling alcohol until 06.00 on Friday and Saturday nights is likely to lead to intoxicated patrons dispersing through the town centre when there is limited police presence and increased pressure on police resources. This is also likely to lead to crime and disorder, particularly as the number of door supervisors to be employed is not specified on the licence application.

- The venue does not have a "last entry" policy. Patrons are able to attend the venue at any time and will be served alcohol. Many of the patrons that we turn away or ask to leave for being too intoxicated, are then allowed entry to Unique.
- The premises does not have a well managed/secure smoking area and is right next to the A5 main road. In the past, this has led to serious injuries with patrons being run over. The lack of door supervisor numbers specified in the application means that the premises will attempt to trade with insufficient door supervisors to provide adequate supervision inside and outside the premises.
- Patrons dispersing from the venue between 3-6am are likely to cause a public nuisance to residents of Albion Street and Eleanor's Cross and the local businesses around it.
- The High Street in Dunstable is a crime "hot spot" see article links below:

<http://www.lutontoday.co.uk/news/local/two-men-attacked-by-gang-in-dunstable-1-1037711>

<http://www.lutontoday.co.uk/news/local/three-men-held-after-fight-outside-dunstable-bar-1-1037643>

<http://www.luton-dunstable.co.uk/Crime-linked-bars/story-21698268-detail/story.html>

These are incidents from the same venue trading under a different name. It is worth pointing out that the venue, whether it be under a different trading name, is known for violence and disorder. The new management team is inexperienced.

I would like the opportunity to expand on these concerns at a licensing hearing when the Council considers the licence application.

Yours faithfully



Edd Clayson – Director of Honeylove Entertainments Limited (operator of Club Cookies, Dunstable)

🕒 5 March at 21:00–03:00

5 March at 21:00 to 6 March at 03:00

📍 Unique Dunstable

25-27 high street north, Lu6 1hx Dunstable

[Show Map](#)

Tonight we launch our new look Thursday nights!!

£3 entry all night selected drinks 70p till 12am & only £1 after

but wait there's more the first 25 customers will receive a free bottle of Bubbly.

V.I.P Tables available call 01582 671743

Dj Limit on the decks playing what you want to hear

promotion drinks include:-

Brandy, Vodka, dark rum, white rum, spiced rum, coconut rum, bourbon, bourbon honey, amaretto, selected wk'd's, selected j20, pints of john smiths, old mout cider, Fosters gold and many more

other drink offers through the night include

Jaegerbombs 2 for £6 or 4 for £10

Messybombs £1.50

3 Sambucca's or Tequila's £5

selected bottles 2 for £5

Bulmers 2 for £6

Desperado's & corona 2 for £6

open 9pm till 3am

get in early and make the most of a great night out.



**Tom Fleming**

5 March at 17:47

Just added 7 bullet shots for only £5 this night just gets better

Like · Comment · Share

 Kelly Windsor likes this.



**Kelly Reid** No gets messy lol

5 March at 17:52 · Like



**Sam Fitzjohn** Can't wait to come!! Once baby is here xx

5 March at 19:43 · Like ·  1





**Unique Dunstable**

3 March at 14:30 · 🌐

**STOP PRESS!!** selected drinks 70p & £1 this and every Thursday @ Unique 9pm till 3am

£3 entry

Dj Limit on the decks

**BUT WAIT THERE'S MORE!!**

Be one of the first 25 customers and receive a free bottle of Bubbly

Share this status and get a free complementary drink (snap shot proof required)

We look forward to seeing you this Thursday



Like · Comment · Share · 👍 1 ➡ 3