

LETTER SUPPORTING an APPLICATION FROM the BEE HIVE BAR, FALLS ROAD - RELATING to EXTENDING its EXISTING HOURS for the PROVISION of ENTERTAINMENT at the PREMISES.

- To be presented to the LICENSING COMMITTEE on Wednesday 16th April 2014

We have been operating the Bar since we purchased it in 2011 and in our time here we have worked very hard and endeavoured to build up our clientele (which comprises mainly of local residents), with considerable success.

The committee may also be aware that the industry is enduring hard times and it is a very competitive market and to enable us to remain competitive within the market we are placed, we believe the following;

It is vital for us to meet our customers' needs and expectations. Extending our hours of entertainment on specified nights would enable us to establish a USP for our venue to operate in this area. It would also place us in a better position to compete on an even playing field with our competitors within the Greater Belfast area and the Belfast City Centre which is approx 1.5 miles from our location.

We are acutely aware that the proposed application brings to the fore, concerns the Committee needs to consider and address before granting the Application and in anticipation we are submitting the following in support of our application,

- Currently, on nights when entertainment is provided, we ensure we have the appropriate amount of staff to accommodate our customers, working off a door supervisor to capacity ratio of 1 door supervisor to 30 customers we are above the best practice guidance requirement of 1 to 50. This has enabled us to provide a safe and stable environment for our users to enjoy the entertainment being provided.
- Regardless of the Application being granted, we have negotiated a deal with a local taxi depot to establish a rank outside our building on the night's entertainment is being provided to ensure that our customers disperse from the area quickly and quietly after closing. The firm is to install a free phone on the premises.
- Signs have been erected in our entrance hall and our Door Staff ensure that our customers are encouraged and are constantly reminded that the premises are positioned near a residential area and that we would be thankful and grateful, if they left in a quiet and orderly manner.
- In the first instance we are proposing to run entertainment on Saturday until 2am and Sundays until 1am.

We would request that the Committee consider our application and grant the extended hours.

Thanks

Phillip Bannon

Bee Hive Bar
21st March 2014