

## **Appendix E**

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**Sent:** 29 March 2022 21:00  
**To:** EHL Safety <[EHL.Safety@brighton-hove.gov.uk](mailto:EHL.Safety@brighton-hove.gov.uk)>  
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**Subject:** Application to New Premises License @ 7 Montefiore Wine

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Dear Team,

RE: New Licence Application @ 7 Montefiore Rd, Ref no. 1445/3/2022/00692/LAPREN

I, Azizur Rahman, am the applicant for the new license. I am very excited to have the opportunity to be a part of the local community.

I am proud to state that we have a management team with combined experience of more than 30+ years running local corner shop. We are very sensitive to local's sentiments as we know majority of our customers will be local residents, and we are obliged with a sense of duty to look after and protect the harmony of the neighbourhood.

We are updated with the new legislations in relation to alcohol license. We are aware of new terms which prohibits of selling 'single can of beer, lager or cider – only multi packs of 4 or more will be available.' Plus 'no beer, lager, cider or Perry with an ABV over 6% or above shall be available at our premises'. For those who are concern should be happy to know, we have already agreed to these conditions as a responsible seller. I am not too sure if the other off license in the road are abiding these rules.

And when in operation, we shall not only create job opportunities for locals, but also try to enhance the outlook of the road to attract and increase customer foot falls to local business.

I was sad to learn the concerns of few residents and formally objecting against my application. It is needless to say the locals have been misguided and ill informed. They have been persuaded by presenting factually incorrect information and creating a climate of fear. This has been by distributing (printed copy can be found on display up on the window in one shop – please see attachment). The distributor/creator falsely acclaimed that "there are 2 Off Licences in Montefiore Road, and an additional one will cause a lot problems..." A quick fact check can tell us that there is only ONE off-license and a lovely newsagent (they do not sell alcohol).

I believe the fear of competition with the opening of a new shop in the neighbourhood has ridiculed them. They are panicking and trying their best in resisting and objecting against my application. Of all the objections I have seen so far, more than half of them have been originated from the same place (the owner & their staff of the existing off-license). They have also successfully managed to manipulate a few of their close friends and lure them to formally object against my application. They have presented our application in an intimidating way to locals and urged everyone to object by personally visiting them, door to door.

I have surveyed the local neighbourhood before submitting my application, and they have welcomed

the idea of a new shop opening. Everybody hates the sight of an empty shop. The locals were delighted with this new and all agreed, Montefiore Wine will enhance the aesthetic beauty of the road /neighbourhood.

The objections started to pop-up after the distribution of misinformation which sway the mood of the locals. They are portraying a picture of our new shop, if opened, all the drunk people in Hove will come to purchase alcohol in Montefiore Wine. If not drunk, customers will buy alcohol from my shop, and right after purchase will consume outside my shop and get drunk immediately and create public nuisance. This is so unfortunate! The whole effort seems to frivolous and vexatious against my application.

One may understand, the fear of competition has led them to act the way they have reacted against my application. Knowingly or recklessly making a false statement in connection with any application, I believe, is a criminal offence. This is what is happening here, creating and spreading false information among the community. I shall leave this to you & team to decide, and if necessary, to take action against the person who did this (you shall not find the name of the author on notice, this speaks volume of the motive).

We are peace loving and law abiding citizens of Brighton & Hove. We know the duties of running a off-license and we perform it very seriously. Our colleagues in the shop will be fully trained with up-to-date knowledge of Food & Safety, plus Age Restricted Sales. We shall set up an updated CCTV system and monitor the sales activity very strictly. Our shop will create job opportunities for locals. We shall sell mostly organic products from ethically sourced companies. We will not stock up cheap booze and put on display (like other shop) on windows to attract cheap customers. We are happy in agreeing to reduce the number of hours of operation in local area if same is applied to all the shops. I have confidence and trust on you and your team that you are competent enough not to be persuaded by the indoctrination and fully understand the motive & rationale behind those superfluous few concerns. All the objections are trivial and hypothetical. I am sure there are 100s of examples you are aware of several shops running successfully in close proximity. So, this will be no different.

I love honest competition and want a level playing field, which I believe can expect from you & BHCC. I can assure you that we are fully equipped with experience & possess knowledge to run an off-license shop inside a local community. Therefore, I hope you would grant and approve my application in my favour.

Feel free to contact for additional info.









Best regards,  
Aziz