

**From:** Elliot Milne  
**Sent:** 15 June 2018 11:11  
**To:** Chan, Esther  
**Cc:** elliot; Business Licence  
**Subject:** Re: CONSULT - New Premises - Milk Beach Cafe & Restaurant, 19 Lonsdale Road, NW6 6RA - 12033

Hi Esther,

Thanks very much for considering my premises licence application.

I'd like to discuss two of your points:

- I would like the sale of alcohol to continue to 11pm. All of my competitors on Lonsdale Road (Hugo's and Ostuni) and Salusbury Road (Jack's, Bob's cafe, The Salusbury Food Store) are licensed to sell alcohol to 11pm or later. Stopping sales at 10:30pm would be a big competitive disadvantage. In practice - we would always stop sales at a reasonable time before closing, but this will be judged by the on-duty manager on a daily basis.
- I would like to keep the doors open passed 9pm. This is a very important part of my restaurant concept. Lonsdale Road is a private road, with only commercial premises, and with pedestrians walking down the middle - it is a fantastic environment for alfresco dining which is a big draw-card for the local community and a great addition to Queen's Park. We will have c.16 seats outside, with wait-staff constantly going in and out. On a nice evening, all of the restaurants on the street including Jack's, Ostuni and Hugo's have their doors open until closing.

All of the other points are accepted :)

Please give me a call on my mobile to discuss further.

Thanks very much,  
Elliot