

GEPETO LTD

42 HIGH STREET

CHATHAM

KENT

ME4 4DS

Dear Sir/ Madam,

I'm writing to formally appeal the decision to refuse the premises licence application for "Gepeto LTD", located at 42 High Street, Chatham, Kent. ME4 4DS. The application was submitted on 11<sup>th</sup> December 2025.

I respectfully submit that the refusal does not fully take into account the measures proposed within the application to uphold the four licencing objectives under the Licensing Act 2003, namely the prevention of crime and disorder, public safety, the prevention of public nuisance and the protection of children from harm.

The premises is intended to operate a small, community-focused Romanian convenience store, serving local residents with authentic Romanian food and grocery products. The sale of alcohol is a secondary aspect of the business and is intended to meet customer demand rather than promote excessive consumption.

In response to the concerns raised, I would like to confirm the following commitments:

- A **Challenge 25 policy** will be strictly enforced, with clear signage displayed and staff fully trained in age verification procedures.
- All staff involved in the sale of alcohol will receive documented training on licencing laws, refusal of sales and responsible retailing
- A **refusals register** and **incident log** will be maintained and made available for inspection upon request.
- CCTV will be installed and maintained in accordance with police and licencing authority recommendations.
- Alcohol sales hours can be restricted further if deemed necessary to address concerns regarding nuisance or disorder.
- The premises will be operated and supervised by a responsible licence holder with a clear understanding of UK licencing requirements

I would like to take this opportunity to also challenge the points raised in the objection from City of Rochester Society:

- Point 1 = There is already a high concentration of premises within the Chatham High Street Cumulative Impact Area however we aim to serve a different audience from what is currently available in the area. As previously mentioned, we will be offering various authentic Romanian products such as bread, meats and other essential items. Alcohol is not our main point of sale but merely an addition to a shopping trip for a targeted customer audience.
- Point 2 = I do agree there is an increased littering concern in the local area however this also comes with a lack of bins available for public use. Discarded alcohol containers are a small part of an ongoing issue in the local area that has been raised with local authorities on multiple occasions in recent times. The rationale for having signage at the premises asking customers to leave quietly is a courteous gesture for our neighbours and local residents. Our shop has bins available and we take pride in the hygiene standards and relationships with residents nearby our premises and the local area.
- Point 3 = The Licencing Act 2003 explains that it is the responsibility of the applicant to ensure their premises is safe for public. The shop is spacious with ample amounts of space for customers to manoeuvre safely which would minimise the need for queueing even during peak trading hours. The equipment in the shop is new from manufacturers and provides clear access and exit for customers visiting the premises. There is an entrance/exit for customers and staff at the front of the shop and an entrance/exit at the rear of the premises which provides suitable means of escape if needed. All staff have been trained on what goods looks like for all types of events such as who/when is the right time to serve a customer. In comparison to other premises on the same road, there is ample amounts of space inside the shop and this will be maintained through out opening hours. The shop also has an advanced CCTV system which supports the safety and security of the general public in the vicinity of the premises, customers, staff and property.
- Point 4 = I fully recognise the importance of this objective and would like to reassure the authority that robust and effective measures are in place to prevent children from being exposed to alcohol related harm. I respectfully submit the concerns raised can be adequately addressed through the operating schedule as follows; a strict challenge 25 policy, supported by comprehensive staff training on age verification, refusal of sales and safeguarding responsibilities. This will be

conducted in regular intervals. Alcohol will be stored safely behind the counter and will not be accessible without staff assistance. No alcohol will be displayed in a manner that is attractive or accessible to children and no alcohol related advertising or promotions will be targeted at or visible to minors. The premises will not permit unaccompanied children during the hours when alcohol is sold and clear signage will be displayed stating that alcohol sales will be restricted to persons aged 18 or older. CCTV coverage will be in operation throughout the premises including entry and exit points to monitor compliance and deter unlawful sales. The nature of this site and its primary use does not encourage prolonged congregation or any consumption of alcohol on site thereby significantly reducing any risk of harm to children.

I respectfully submit that these measures demonstrate a responsible and proactive approach to safeguarding children and that, with appropriate conditions, the licencing objectives can be fully upheld. I therefore request that the decision to refuse the licence be reconsidered or that the licence be granted subject to additional conditions deemed as appropriate by the authority. We have and will continue to invest into our shop, the local community and supporting local residents with employment in an area where employment opportunities are sparse.

I would like to emphasise that neither I nor the business has any history of licencing breaches or criminal activity. As a new business, we are committed to working proactively with the local authority, police and environmental health to ensure full compliance and to operate as a responsible member of the local community.

I respectfully request that the refusal be reconsidered or that this appeal be allowed, so that the premises licence may be granted subject to appropriate conditions.

Thank you for your time and consideration. I would welcome the opportunity to address any remaining concerns in person if required.

Yours sincerely,

GEPETO LTD

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