

Applicant's response to representation

From: Virtual Golf Fairways

Sent: 22 July 2026 13:07

To: Sandra

Cc: Emily Lane-Blackwell <emily.lane-blackwell@gravesham.gov.uk>

Subject: Premises Licence Application - Virtual Golf Fairways

Dear Sandra

Thank you for taking the time to contact me and for explaining your concerns regarding my premises licence application.

I have copied Emily from the Licensing Team into this email so that she is aware of our discussion as part of the mediation process.

I completely understand why the recent incident in the area would cause concern for local residents and I appreciate that your comments are made with the interests of the local community in mind.

I would like to reassure you that Virtual Golf Fairways is intended to be a family friendly indoor golf simulator venue rather than a traditional drinking establishment. Alcohol will only ever be an ancillary part of the business with the primary focus being on golf simulation, coaching and social recreation.

Many of the measures you have suggested already form part of the way I intend to operate the business.

These include:

1. A Challenge 25 policy with staff training.
2. CCTV covering customer areas and entrances/exits.
3. Procedures for refusing alcohol to intoxicated persons.
4. Active management of the premises to minimise any nuisance to neighbours.

I am committed to monitoring customer behaviour and noise levels and ensuring that the premises is operated responsibly at all times. My aim is to create a safe, welcoming venue that adds positively to the local community rather than creating any nuisance or disorder.

With regard to SIA door supervisors, I do not anticipate that the normal operation of the business or the size of the venue will require security staff.

I hope this provides reassurance and addresses the concerns you have raised. If having considered the above, you feel able to withdraw your representation I would be very grateful.

However, I fully respect your right to maintain your representation if you still have concerns and I would be happy to discuss any questions you may have.

Kind regards

Jack Connor

On 29/07/2026 11:35 BST Sandra wrote:

Hi Jack,

Apologies in the delay and thank you for your response.

I appreciate you taking the time to address my concerns and I'm encouraged to hear that your intention is to operate a family-friendly venue. I also appreciate the measures you've outlined, including Challenge 25, CCTV, staff training, procedures for refusing alcohol to intoxicated customers and the active management of the premises.

I have a couple of further questions.

Firstly, could you please confirm whether the measures you have described will form part of the premises licence as enforceable conditions, or whether they are intended to be operating practices? My concern is ensuring that these safeguards remain in place over the lifetime of the business.

Secondly, I would like to better understand how noise will be managed. Since construction work began at the premises, residents have been subjected to drilling and other construction noise throughout the day and, on occasion, at weekends, without any prior notice being provided. Whilst I appreciate that construction is separate from the operation of the business, the experience has understandably heightened concerns amongst residents about potential future noise.

Could you therefore clarify:

- What the proposed opening hours will be?
- Whether amplified music will be played within the venue and, if so, how this will be controlled?
- What measures are in place to prevent noise escaping from the premises, particularly during the evening?
- How customer noise outside the premises, particularly when arriving and leaving, will be managed?

My intention is not to prevent businesses from operating successfully, but to ensure that as local residents we can continue to enjoy our homes without unreasonable disturbance and that the licensing objectives, particularly the prevention of public nuisance and the promotion of public safety, are upheld.

I appreciate your willingness to engage with residents and look forward to hearing from you before deciding whether to withdraw my representation.

Kind regards,

Sandra.

From: Virtual Golf Fairways

Sent: 29 July 2026 13:36

To: Sandra

Cc: Emily Lane-Blackwell <emily.lane-blackwell@gravesham.gov.uk>

Subject: Re: Premises Licence Application - Virtual Golf Fairways

Hi Sandra

Thank you for your reply and for taking the time to explain your remaining concerns. I appreciate your constructive approach and the opportunity to provide further clarification.

In relation to the measures I outlined previously these form part of the operating schedule submitted with the application and reflect the way I intend to operate the premises. I am of course committed to complying with any conditions that are attached to the licence by the licensing authority.

Regarding your questions:

Our proposed opening hours are:

Monday to Thursday: 8:00am – 10:00pm

Friday and Saturday: 8:00am – 11:00pm

Sunday: 9:00am – 9:00pm

The venue is a golf simulator business with a licensed bar with the primary focus being on golf simulation, coaching and social recreation. The sale of alcohol is intended to complement the customer experience rather than be the main purpose of the premises.

Background music may be played at a low level to create a pleasant atmosphere for customers. There are no plans for live music, DJs or loud entertainment and the volume will be managed to ensure it does not cause a nuisance to neighbouring residents.

As the premises is an indoor venue doors and windows will be managed appropriately where practical and staff will monitor the premises throughout trading hours to ensure noise is kept to a minimum.

I also appreciate the concern about customers arriving and leaving. As part of the day to day management of the premises, customers will be encouraged to respect our neighbours and any issues relating to noise or behaviour outside the premises will be addressed promptly by staff.

With regard to the construction works, I completely understand why these have caused concern. However, the construction has been temporary and has been carried out within the permitted working hours. As you will appreciate, the building works are separate from the operation of the business. Once the venue is open our aim is to provide a well managed, family friendly leisure venue that operates responsibly and with consideration for our neighbours.

I would also like to mention that all of the responsible authorities have considered the application and have raised no objections. We had anticipated the premises licence being issued today subject to the resolution of the outstanding representation.

I hope this provides further reassurance and demonstrates my commitment to promoting the licensing objectives including the prevention of public nuisance and public safety.

If the information above addresses your concerns I would be very grateful if you would consider withdrawing your representation so that the application can proceed. However, if there is anything further you would like to discuss before reaching your decision I would be more than happy to do so.

Kind regards

Jack Connor