

Graphite Property Management Ltd  
The Mansion  
Coldeast Drive  
Sarisbury  
Southampton  
SO31 7PT

## APPENDIX F

### Premises Licence Application – Supporting Letter.

To whom it may concern,

This document accompanies our application for a premises license and seeks to explain how we will ensure we will meet our responsibilities as a responsible licensee. We have sought to explain how we will safely and responsibly operate and what licensable activities will be provided. We also detail how we intend to meet the core Licensing Objectives of:

Prevention of Crime and Disorder  
Public Safety  
Prevention of Public Nuisance  
Protection of Children from Harm

#### Background

Fern Property Ltd (Fern) has acquired Coldeast Mansion from the Administrators of Coldeast Mansion Ltd, the former owner/operator of this locally important but previously failed hospitality venue.

The original intention was for Fern to seek a change of use of the property to fully residential accommodation. Should consent have been granted, the property would have then been converted into 40-50 units of open-market accommodation and access to the property by members of the public would have been lost forever.

During the acquisition process, the directors of Fern were asked whether they would consider retaining the property within the hospitality sector, thereby retaining public access and creating employment for local people.

Fern has subsequently undertaken a series of appraisals and reached the conclusion that Coldeast Mansion *could* be traded as a viable hospitality venue subject to a number of variables being positively implemented. It must be recognised that maintaining over 25000sqft of historically significant buildings on nearly 9 acres of grounds is a difficult and expensive undertaking and any business occupying a property of this kind will need to generate significant revenue streams to ensure the long-term viability of the property.

Coldeast Mansion currently comprises 37 fully self-contained serviced apartments which have been fitted out and furnished to a basic standard. The remaining spaces comprise a series of well-proportioned rooms that feature limited but nonetheless noteworthy and attractive historic architectural features. These “communal” spaces had been utilised by the previous owners solely to host a number of weddings with limited success. These spaces were not open to the public or guests staying in the accommodation units.

The new owners quickly identified the need for the entire building and grounds to be worked as a single entity with the various income generating elements supporting each other if the property was to stand a chance of succeeding as a hospitality venue with long term viability.

### The Future of The Mansion

Despite the original intentions, Fern has now commenced an ambitious investment programme that will ultimately see all accommodation units refurbished with hotel guests and locals able to enjoy a new restaurant and bar that will provide all day dining and beverage sales 7 days per week. This requires considerable investment in a fully functioning commercial kitchen, a new bar in the Library room supported by a guest lounge in the Admiral room, repurposing of accommodation to provide new ladies and gents WC's, a new welcoming reception area, 3 new indoor dining rooms, outdoor dining on the terrace and provision of 6 outdoor dining pods. In addition, function/event spaces will also need to be refurbished to enable hosting of weddings, birthdays, etc together with a new, fully functioning business suite offering local businesses and organisations access to a high-quality business space. All of the above will require the appropriate services, fire protection, CCTV coverage, heating and air-conditioning.

Fern has appointed Graphite Property Management Ltd (Graphite) to operate The Mansion at Coldeast with the food and beverage operation to trade as "Becketts at the Mansion". Becketts is a well run, highly regarded and acclaimed restaurant and bar with rooms that has operated in Southsea for over 30 years with the past 5 years being under the careful stewardship of Jason & Soraya Parker. A full refurbishment programme was undertaken in 2016 which included the acquisition of the adjoining property to create a one-of-a-kind high quality establishment in these 1820's Georgian townhouse properties. The refurbishment was recognised by the Portsmouth Society Design Awards with the "Best Restoration Project".

Graphite is owned and run by Jason Parker and Daniel Byrne. Jason enjoys 14 years of hospitality experience having converted the former Midland Bank in Kings Road, Southsea into the acclaimed "8 Kings Road" restaurant and bar. Jason is also a director and shareholder in Fern Property Ltd and brings over 30 years of property related experience to this venture as well as being a Personal Licence Holder. Daniel owns Bernards Estate Agents, a highly successful local chain of estate agency offices based in and around Portsmouth. Daniel has over 20 years' experience in managing property and staff and brings considerable organisational skills and enthusiasm to the project.

Graphite will operate the entire building as a single hospitality venture to provide:-

Aparthotel accommodation,  
Indoor and outdoor dining - Breakfast, brunch, lunch, afternoon tea and dinner,  
High quality bar and lounge,  
Event/function catering – weddings, birthdays, etc,  
Business meetings,  
Casual low key indoor and outdoor entertainment – live music events, historic car meets, etc.

To ensure that the licensable elements of the venue has the best chance of operating successfully and within the licencing objectives, Graphite has secured Tom Chapman as Operations Manager & Matthew Liversedge as Food & Beverage Manager. Both have worked for managed companies such as Fuller's Smith & Turner & The Stables. Together they have over 30 years of hospitality knowledge and are both Personal Licence Holders.

## Operation of The Mansion

### Indoor Food & Beverage

Our restaurant kitchen will be open for food orders from 08:00 – 21:30 Monday – Sunday serving breakfast, brunch, lunch, afternoon tea and a premium casual dining menu for the evenings. This will be supported by a high-quality bar in the Library room and adjoining Admiral room.

### Outside

The outside dining offer will incorporate a number of tables and chairs located on the terrace and surrounding lawns. In addition we will offer 6 private dining pods which are indicated in the 'Exterior Table Proposal', each of which can comfortably accommodate 8 guests per pod. The outdoor dining areas including the dining pods will be supported by the outside bar/kitchen cabin, which will serve a limited menu including a sharing boards concept together with a small selection of alcoholic and soft drinks, teas, coffee and cakes/ice creams. The outside areas will be fully staffed with a minimum of a supervisor level employee permanently stationed outside to ensure that the guest experience is of the highest standards and that any risk of noise/disturbance is kept to an absolute minimum. It should be noted that the nearest houses to the outdoor dining areas are located well in excess of 100m distant.

### Events

The Mansion are planning to hold events throughout the establishment to cater for weddings, birthdays, christenings, etc. Some events may request a DJ hence why we have applied for a live music licence until midnight. It is likely that most events will take place on weekends.

### Provision of Recorded Music

The premises will play amplified recorded background music throughout the communal rooms and outside as well as in the dining pods.

Music played outside will cease at 23:00 Monday -Sunday.

Music volume levels will be maintained so as not to cause nuisance to neighbours or our hotel guests. All music will be centrally controlled via on-line applications operated by supervisors and managers on mobile devices. The intention is to create a comfortable atmosphere for diners and resident guests.

### Community

It is our intention to integrate with and become an asset to the community. The Mansion is not located on a main thoroughfare and therefore will be reliant on local customers to bolster the revenue generated by hotel residents. We aim to provide a relaxing, welcoming establishment for food and beverages to be served at a premium casual dining level. Our target audience is families, business travellers and the more senior generation. We also aim to be a venue where the local community can come together, be that a yoga class in our Orangery or for where families can come to enjoy a baby and toddler group. We recognise that whilst our activities are fairly well insulated by our surrounding 9 acres of grounds, the Mansion is situated amongst residential homes and at all times we will seek to respect this. We are fully engaged with both of the adjoining housing Residents Associations and once the works have progressed to an acceptable level, we will invite our immediate neighbours to visit the Mansion so that they can see for themselves the efforts that we are undertaking. We anticipate that we will soon be employing 35 - 45 employees, many of which will be from the local area. We are also looking to

engage the services of local contractors and suppliers. We will also be bringing visitors to Fareham to stay in our accommodation who will in turn utilise local services and businesses.

#### How will we meet the Licensing Objectives?

We have carefully considered Fareham Borough Council's Statement of Licensing Policy. We recognise and understand the necessity for this venue to meet the 4 licensing objectives of:-

Prevention of crime and disorder  
Public safety  
Prevention of public nuisance  
Protection of children from harm

We are undertaking a full risk assessment to ensure that we meet the above.

All Licensable activities are sought to be available 24 hours daily for Hotel residents and their bonafide guests.

Example measures to meet the Licensing Objectives:-

Regular staff training will include:-

Identifying and avoiding any risk of underage drinking through our Challenge 25 age policy,  
First Aid,  
Fire Marshall,  
Conflict management.

We will not tolerate drug use or sale and will report any such issues appropriately,  
We will ensure a Personal Licence Holder is on-site during all times that members of the public are being sold alcohol,  
We will ensure that any person selling or supplying alcoholic drink under the authority of a personal license holder asks for a photo ID proof of age where they have reason to suspect that the individual may be under 25 years of age,  
We will seek to minimise the risk of customers becoming inebriated and will avoid running any campaigns that reward excessive drinking,  
We will make free drinking water available at all times the premises is open to the public,  
We will install CCTV to ensure we have coverage of areas where licensable activities will take place,  
We will request that all customers leave the venue quietly and if leaving by car, that they drive carefully, especially through the surrounding residential neighbourhoods,  
We will have a 24-hour staff presence on-site,  
Toilets will be routinely checked, the date and time of inspection will be recorded, and the records to be available upon request to an authorised officer of the licensing authority or police,  
We will keep noise levels to a minimum and will comply with the conditions of our licence,  
We will make sure that escape routes and exits, including external exits, are maintained to ensure that they are not obstructed, in good order with non-slippery and even surfaces, free of trip hazards and clearly identified,  
We will make sure that when disabled people are present, adequate arrangements exist to enable their safe evacuation in the event of an emergency,  
We will make sure that we have valid public liability insurance in force and that a copy of the schedule is available for inspection by an authorised officer on request.

We understand that the previous owners failed The Mansion, their staff and the local people. We have no affiliation with the previous owners and are approaching all aspects of this venture in a responsible manner. We understand that our neighbours may be nervous of any proposed activity within the Mansion but hope that they can give us the opportunity to prove that we can and will be a valuable asset to the community. The future of The Mansion, if it is to have one, will require a level of commercial activity to support its existence. The owners, managers and staff of The Mansion will seek to undertake the proposed licensable activities in such a manner that will avoid risk of nuisance or harm whilst providing the ability to preserve this fabulous building and grounds for future generations.

We very much hope that our Premises Licence Application can be supported.

With thanks

Jason Parker  
Director  
Graphite Property Management Ltd