



Public Protection Team
North Norfolk District Council
Holt Road
Cromer
Norfolk
NR27 9EN

18 March 2022

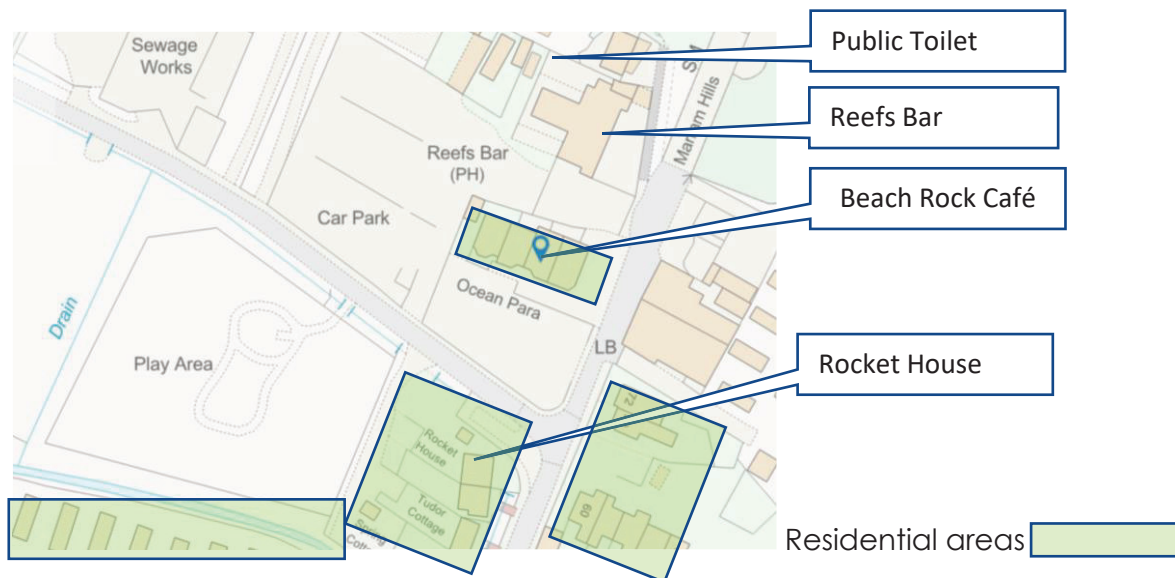
**Beach Rock Café, Beach Road, Sea Palling, Norfolk, Norfolk, NR12 0AL
WK/220001351**

Dear Sir/Madam

We are the owners of [REDACTED] opposite the Beach Cafe. Local amenities are core to tourism and it's great to see a local business diversifying and investing. I do have some concerns/objections that I would like to raise.

Factual corrections to the application:

1. The location map provided by the applicant is not current and pre dates 1999 as it names but doesn't illustrate Rocket House or the neighbouring properties. Please see updated map below illustrating the additional residential properties surrounding the cafe, including ours.



2. The pub referred to is Reefs Bar, which is located behind not next to the café in a non-residential area. Rock Cafe has 4 residential units/flats directly above, and numerous residential buildings surrounding as indicated on the map.

We are a hospitality business ourselves with high occupancy levels (c85%), and I would consider the provision of picnic hampers an asset to the local area for day trippers and tourists alike. Whilst broadly in favour of the reopening of the café and the addition of a tapas style eatery and picnic hamper service my concerns are:

Public Nuisance and Prevention of crime

Outside terrace seating would create significant "chatter noise" late into the evening. This will only become louder with the addition of amplified music to talk over. This will impact the 4 residential units above the café and the surrounding properties, including ours.

The proposed serving of alcohol without food, thereby creating another bar/pub is likely to create more public nuisance and possible crime (drink driving, public disorder) than an eatery with license. We would welcome an eatery with license and alcohol only to be served with food.

Inside such a small venue 8-9m x 6.1m (including kitchen and serving bar). Seating area approximately 5-6m x 6m (max 36m²) I would question if amplification of live music is necessary. Could there be a restriction to limit live music to acoustic inside only? It would have less public nuisance and potentially be more desirable to the diners too, and less impact on residential properties above and surrounding the cafe. The neighbouring pub already caters, in its much larger venue, for amplified live bands.

The applicant has requested a license 8am – 11pm 7 days a week, for the residential units about and surrounding this could be a significant impact on day to day lives. Could there be a restriction on licensing hours and or days? For example a glass of wine with lunch is a different proposition to alcohol only until 11pm, the former is unlikely to cause any disturbance, the later could lead to the over consumption of alcohol and the likely related behaviours/disorders late at night. The nearest police stations are over 20+min away (Wroxham, Acle, North Walsham or Caister) and they are already frequent visitors to our small village.

Public Safety & Protection of Children from harm

I note the owners intend to provide plastic or other alternatives, if possible could this be a prescribed requirement of the license? I am concerned about the potential of broken glass bottles/glasses on the beach as it is regularly enjoyed by swimmers, surfers, dogs and most importantly young children. We do already struggle as a community with rubbish, including passers-by litter in residential brown waste bins and dog litter in recycling bins.

The village is very small to sustain 2 premises serving alcohol in addition to the very well stocked local shop at the top of Beach Road. The applicant clearly outlines a desire to maintain a cafe provision whilst offering high quality food. The restrictions I suggest above, and bullet pointed below, should have no material impact on their business proposal. We welcome any local business who invests in the area to provide desirable amenities and I hope consideration will be given to the points raised to ensure the least impact to the community.

- No amplification of live music inside or out
- No music outside (amplified or live) or restricted to daytime eg 12pm to 6pm
- No licence provision outside or restricted to daytime only eg 12pm to 6pm
- No glass receptacles to takeaway
- Drinks to only be served with meals

I hope that you will consider my objections above to help ensure any additional license in this small rural village becomes an asset and not a liability.

Yours faithfully

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