



Darts Knight Ltd
27 Station Lane
Hornchurch
Essex
RM12 6JL

Date: 28th August 2025

To: Lewis Robson

Director, Motion Remedy

27a Station Lane

Hornchurch

Essex

RM12 6JL

Dear Mr Robson,

Thank you for your letter regarding my premises licence application for Darts Knight Ltd. I appreciate you taking the time to share your concerns, and I would like to address them directly.

Public Safety and Safeguarding

Please be assured that we will have a **strict zero-tolerance policy towards harassment or inappropriate behaviour**. Our staff will be fully trained in responsible alcohol service and we are installing CCTV to support public safety. Our primary focus is on playing darts and selling merchandise, not drinking. The Alcohol and soft drinks sales are an ancillary service, NOT our main area of business. The playing lanes will be charged for by the hour, so the expected duration of any player's visit would be from 1-2 hours. It would be only occasionally that the same people would hire out a board for longer than this and certainly wouldn't be likely to pay to book a whole day. With the many bars, pubs and restaurants in the immediate surrounding area, there is no substantial reason to believe that your staff and clients should feel any more threatened by our premises as they are by any others in close proximity.

Noise and Disturbance

As a Spa, needing a quiet atmosphere, I presume that you will have fitted a high quality soundproofing to your side of the shared wall when refitting your premises, particularly being between an empty unit, which was guaranteed to be let to any number of variations of trade, and a Wine Bar. We have already considered any impact on your business by placing all of our dartboards on the opposite wall, with the shared wall being used for retail display. Our aim is to create a controlled, social and retail environment rather than a loud or disruptive one. Loud cheering and

raucous behaviour (as well as blaringly loud music) would not be tolerated by our serious darts players.

Operating Hours

While the licence application covers 10:00-23:00, our core business model is based around afternoon and evening activity. Our 10am opening is planned for weekends only.

Comparison to Frankie's Wine Bar

Whilst Frankie's bar operates from 5pm and not every day of the week, they are available to hire for events every day of the week and do indeed open accordingly. They could also choose to alter their opening hours at any time if they were to wish to do so under the terms of their licence.

Clientele

Our intention is to run a community-friendly venue, not a rowdy bar. With the overwhelming rise in popularity of Darts in recent years, it is no longer an entirely male orientated sport. It is increasingly popular with females and young people as well. The huge amount of interest and comments coming through on social media pages have actually been largely from women. We aim to attract a broad mix of patrons including young people. U/16s will be required to be accompanied by an adult and there will be a strict Challenge25 policy in place for the serving of alcohol.

Community benefits

Since it's increasing rise in popularity, many young people are wishing to participate in the sport. We aim to encourage young people with supervised Youth Academies, Tournaments and training sessions which can only be seen as a positive for Hornchurch and it's community.

Business Nature

While our Companies House SIC codes include retail and sports facilities, this venue is designed as a sports activity centre with darts as the focus. The sale of alcohol is ancillary to that sporting activity, not the main purpose of the business. There will be no full bar and no alcohol on display, just a selection of cans of beer, bottles of wine and soft drinks served by our staff from fridges located under our shop counter.

I would like to add that when taking on the lease, the Landlord and his Agent were fully aware of our Business Plan and were in full agreement of its proposed use.

I hope this letter addresses your concerns and clears up the number of misconceptions you have regarding our business. If you would be open to a meeting or call, I will be happy to discuss all of the above in further detail.

Please let me know if you would like to speak further. If we can reach agreement, you may consider withdrawing your objection, which would save us both a formal hearing process.

I look forward to working with you constructively.

Yours sincerely,

Dave Knight

Director

Darts Knight Ltd