

From: Motion Remedy <[REDACTED]>

Sent: 02 September 2025 08:02

To: Paul Jones <[REDACTED]>

Subject: Re: Representation Objecting to Premises Licence Application – Darts Knight Ltd, 27 Station Lane, Hornchurch, Essex, RM12 6JL

Dear Mr Jones / Licensing Authority,

I have reviewed the response from Darts Knight Ltd to my objection. While I appreciate their assurances, their reply does not resolve the fundamental concerns raised.

1. Public Safety & Safeguarding

- Darts Knight Ltd's proposed "zero-tolerance policy," CCTV installation, and staff training are welcome in principle but are reactive, not preventative. They may deal with incidents once they occur, but they do not stop clients and staff from being exposed to drunk, rowdy, or intimidating behaviour when entering or leaving our premises.
- As a massage and rehabilitation clinic, we work daily with vulnerable clients, including those suffering with chronic pain, mental health difficulties, and anxiety. These individuals, along with our largely female staff, must feel completely safe. Introducing an alcohol-focused venue next door will inevitably create a greater risk of harassment and intimidation. This is a safeguarding issue, not simply a business concern.

2. Noise, Nuisance & Smoking

- The applicant suggests that noise issues could be mitigated by positioning dartboards away from the dividing wall and by our clinic having installed soundproofing during its fit-out. This is unreasonable. Businesses are not expected to insulate against future alcohol-led venues next door.
- Even if dartboards are placed on the opposite wall, noise from groups, voices, cheering, and general footfall cannot be contained in a thin-walled shared unit.
- Their claim that "serious darts players" won't be loud ignores the reality that alcohol consumption changes behaviour.
- In addition, an alcohol-led venue will inevitably lead to groups congregating outside to smoke. This creates additional noise, loitering, and disruption. Clients arriving for healthcare appointments should not have to pass groups of people smoking and drinking at the entrance.

3. Operating Hours

- They admit the licence application is broad (10am–11pm daily) but claim 10am is "weekends only". This is inconsistent. If they do not intend to open daily at 10am, why apply for those hours?
- Licensing should be based on what is *permitted*, not vague promises. The licence would allow all day alcohol sales, every day regardless of their "intention".

4. Comparison with Frankie's Wine Bar

- Their defence is misleading: Frankie's licence does not equate to Frankie's *operational reality*. Frankie's is not open daily, nor do they serve alcohol from 10am.
- Frankie's operates with minimal conflict because of their later hours and different clientele. Darts Knight would overlap with your clinic's opening hours.

5. Clientele and Community

- Their assertion that darts is increasingly popular with women and young people is irrelevant. The risk is not about gender balance, but about rowdiness linked to daytime alcohol service.
- Allowing U16s in an alcohol-serving venue does not reassure, in fact, it could raise safeguarding concerns in itself.

6. Business Nature

- The applicant downplay alcohol sales as "ancillary", yet applied for a full alcohol licence from 10am to 11pm. That goes far beyond the "occasional" drink offering described.
- Their SIC registration is still retail/sports facilities — licensing for daily alcohol sales is a fundamental change of use, regardless of how they try to frame it.

In conclusion, while Darts Knight Ltd's reply attempts to reassure, it does not alter the underlying concerns:

- Risk of harassment and safeguarding issues for vulnerable clients and staff.
- Noise and disruption through a thin shared dividing wall.
- Smoking, loitering, and associated nuisance outside the premises.
- Hours of operation that directly overlap with our clinic.
- Frankie's Wine Bar is not a fair comparison, as it does not share the same address and is separated by a thicker wall with minimal conflict in hours.
- Incompatibility with neighbouring healthcare, residential, and office use.
- Questionable suitability of combining youth participation with alcohol sales.
- A fundamental change of business nature towards alcohol-led trade.

For these reasons, my objection remains and I respectfully urge the Licensing Authority to reject this application.

Yours sincerely,
Lewis Robson
Director
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