



**North East Lincolnshire Council form details**

**Representation on a licensing application, reference number NELC345949394**

**Summary of form:**

**Do you agree to your contact details being made public?:**Yes

**Do you intend to attend or be represented at any hearing?:**Yes

**If you are being represented, please state by whom:**

**Date:** 30/06/2021

**Customer name:**

<b>Title</b>	<b>First name</b>	<b>Last name</b>
Mr.	Adam	Bullock

**Contact details:**

<b>Contact telephone number</b>	<b>Email address</b>
[REDACTED]	[REDACTED]

**I would like to receive the notice of hearing by email:**

**address details:**

<b>House</b>	<b>Street</b>	<b>Town</b>	<b>Postcode</b>
29	Mill Place	Cleethorpes	DN35 8ND

**I make my representation as::**An individual

**Name of applicant:** Sweets and treats

**Premises address:**

<b>Is the address in North East Lincolnshire?</b>	<b>Please enter your postcode or street name</b>	<b>Please select your address from the list</b>
Yes	dn358sg	North East Lincolnshire Council, Kiosk, Sea Road, Cleethorpes, DN35 8SG

**Application details:** Application for premises Licence

**Last date for representation (if known):**

**Which of the licensing objectives does your representation refer to? (Select all that apply):**

The Prevention of Crime and Disorder

**The prevention of crime and disorder:** I write in support of the application by Sweet Treats; as a local resident of immediate area to which the application has been submitted I write herein to show my upmost support as a resident of the area. I see no reason as to why this application for such license would pose any concern to the residents or surrounding businesses within its locality. I feel businessmen such as those involved with this venue have brought much needed updates to the Cleethorpes seafront providing alternative Venues such as this provides variety and can only be considered a good positive move for the area. The venue is provided similar products and services offered by nearby trade and such feel that any objection would be a merciless unnecessary act of targeted discrimination against a local businessman. The business has and will continue to provide a clean, modern and well attended venue to which had previously become an eyesore downgrading the area as a thriving seaside town; any business willing to invest in the Cleethorpes seafront and tourist upkeep must be supported such at this individual.

Cleethorpes is currently undergoing major restructuring of the seaside areas and applications such as this by self funded business must be seen in a positive light and supported by the local councils; such investors reduce the financial burden on local resources absorbing the cost of upkeep themselves.

In closing, as a local life time resident, in the immediate area of application hereby fully support the 'Sweet Treats' license application and would happily challenge any objections of such in light of only positive outcomes for the venue, it's location and Cleethorpes as a whole as it's tourist attractions undergo massive investments from the council and external funding grants. We must support these people.

**If possible please suggest alterations to the application that would resolve the problem mentioned above, again paying attention to the licensing objectives:** no alterations i offer my full support

**Declaration:**

<b>Declaration</b>
I accept