

Owen, Helen

From: Dragon Soul Custom [REDACTED]
Sent: 03 December 2025 11:09
To: Licensing Team
Cc: Steven Mellor
Subject: Re: Variation application

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Dear Members of the Licensing Committee,

We would like to briefly explain why the requested extension of evening opening hours is important for our venue and why it presents no risk to the Licensing Objectives.

Dragon Soul is a calm, café-bar style venue serving a mature local community.

We have been operating for almost two years (our anniversary is in February), and during this time we have had no incidents, no complaints and no breaches of licence conditions. We have consistently operated in full compliance with the Licensing Act 2003.

Although we hold an alcohol licence, we do not operate as a late-night bar or youth-focused venue.

Our customers are mainly aged 40+, 50+ and older, including many retired residents who value a quiet, friendly and socially supportive environment. We do not attract noisy groups and do not host activities associated with disorder.

The extended hours will allow us to continue developing the evening social programmes that have become an important part of community life. These include:

- gentle live music on Saturdays,
- dance and dance-learning evenings for older adults,
- quiz nights,
- social evenings for single adults,
- board games and intellectual games,
- community gatherings encouraging conversation, connection and new friendships.

All of these events take place in a calm, well-managed environment, without loud music or any behaviour associated with risk.

For our mature audience, evening hours are the essential time when they can safely go out, socialise, meet new people and feel part of the community.

We have also accepted all conditions proposed by West Mercia Police, including CCTV, a zero-tolerance drugs policy, anti-spiking measures, incident logging, alcohol-sales authorisation and SIA risk assessments. These measures fully support:

- Prevention of Crime and Disorder
- Prevention of Public Nuisance

- Public Safety

- Protection of Children

We firmly believe that the requested extended hours present no risk to residents or to public order, and that our venue fully meets the expectations of the Licensing Act.

We kindly ask the Committee to take into consideration the calm nature of our venue, our excellent track record and the strong social value of our evening community programmes.

Kind regards,
Natalie Sereda
Premises Licence Holder