

**ROWNEY, Jennifer**

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**From:** LICENSING (Cheshire East)  
**Sent:** 28-Oct-2021 11:07  
**To:** [REDACTED]  
**Subject:** RE: Into the Wild Ltd

Dear [REDACTED]

**LICENSING ACT 2003 - PREMISES LICENCE APPLICATION**  
**Into the Wild, Fish House Wood, Ashley Mill Lane, Ashley, WA14 3PT**

Thank you for your representation in respect of the above application.

I write to advise you that this has been received as a relevant representation and as such your representation has been forwarded to the applicant.

This application will be determined by a hearing of the Licensing Committee. You will be contacted once this has been arranged with all the relevant details.

If in the meantime you need any information then please do not hesitate to contact us.

Yours sincerely

*Licensing Team*

Cheshire East Council  
Regulatory Services and Health  
Municipal Buildings, Earle Street, Crewe, CW1 2BJ  
T: 0300 123 5015  
E: [Licensing@cheshireeast.gov.uk](mailto:Licensing@cheshireeast.gov.uk)  
W: <http://www.cheshireeast.gov.uk/business/licensing/licensing.aspx>



**Working for a brighter future together**

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**From:** [REDACTED]  
**Sent:** 27 October 2021 17:35  
**To:** LICENSING (Cheshire East) <Licensing\_CE@cheshireeast.gov.uk>  
**Subject:** RE: Into the Wild Ltd

Dear Jennifer,

I was asking you to refuse this application as I know that a number of my residents are strongly opposed to it.

Kind Regards

[REDACTED]




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**From:** LICENSING (Cheshire East) [[mailto:Licensing\\_CE@cheshireeast.gov.uk](mailto:Licensing_CE@cheshireeast.gov.uk)]

**Sent:** 27 October 2021 09:37



**Subject:** RE: Into the Wild Ltd



Thank you for your email.

Can you please clarify if you are making a representation towards this application?

Kind Regards,

*Jennifer Rowney*

Senior Licensing Officer  
Regulatory Services and Health  
Cheshire East Council  
03001235015

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**From:** 

**Sent:** 25 October 2021 13:09

**To:** LICENSING (Cheshire East) <[Licensing\\_CE@cheshireeast.gov.uk](mailto:Licensing_CE@cheshireeast.gov.uk)>

**Cc:** 

**Subject:** FW: Into the Wild Ltd

**Into the Wild, Fish House Wood Ashley**

I would like to support the email sent by  which he copied to me asking for this application to be refused.

Residents in both Hale Central and Bowdon will suffer quite a severe loss of amenity should this application be granted. It will encourage cars to try and park in an already overcrowded area and make the difficulties we currently face with cars parking on both sides and on pavements of neighbouring roads much worse.

There is already a problem whenever Ashley Hall holds a function with noise disturbance affecting Hale residents to the extent that if they wish to sleep they have to close all windows to shut out the noise even on the occasions when we are enjoying warm weather in Summer months.

I would ask that this application is refused.



## ROWNEY, Jennifer

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**From:** LICENSING (Cheshire East)  
**Sent:** 26-Oct-2021 16:58  
**To:** ROWNEY, Jennifer; FALLOWS, Mandy  
**Subject:** FW: Licensing Application for Into The Wild

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**From:** [REDACTED]  
**Sent:** 26-Oct-2021 16:49  
**To:** LICENSING (Cheshire East) <Licensing\_CE@cheshireeast.gov.uk>  
**Subject:** Licensing Application for Into The Wild

I am writing to object to the licensing application for Into The Wild, Ashley Mill Lane, Ashley.

I am a resident of South Road, Hale which is near the junction of Ashley Mill Lane North.

Since Into the Wild has increased it's opening times we have had to deal with an unacceptable amount of inconsiderate parking on both sides of South Road, South Downs Road and on the corner of Ashley Mill Lane North.

It seems that if a venue is to be given a license which will attract even more clientele, then surely they should be looking at parking provision for their customers and not just presume that the local residents will be fine with the amount of traffic, rubbish, noise that is left on what has always been a quiet residential road.

The junction of South Road and South Downs Rd is frequently blocked with parked cars making it incredibly dangerous - I have also has to endure a near head on collision in my own drive as someone turned in at speed to turn round.

With licensing permission I can only see the noise and rubbish that it littered all over the Bollin getting worse.

I have attached some pictures of the parking that we have to put up with - on occasion it has been so bad that we have not been able to manoeuvre out of our driveways, deliveries have had problems with delivering and I dread to think what would happen if emergency vehicles need to get access.







## ROWNEY, Jennifer

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**From:** LICENSING (Cheshire East)  
**Sent:** 25-Oct-2021 07:34  
**To:** FALLOWS, Mandy  
**Cc:** ROWNEY, Jennifer  
**Subject:** FW: Into the Wild Ltd

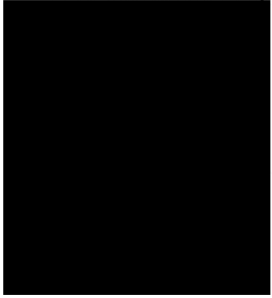
**From:** [REDACTED]  
**Sent:** 22 October 2021 15:46  
**To:** LICENSING (Cheshire East) <Licensing\_CE@cheshireeast.gov.uk>  
**Subject:** Into the Wild Ltd

**I am writing to object to the application for a licence made in respect of the premises known as Into the Wild, Fish House Wood Ashley.**  
the

1. The Applicant is a limited company. It has one share issued to one shareholder. No accounts have been filed. The company has asked for an extension for filing currently due accounts. No financial information of any description on the applicant is available. Consequently it cannot be known if the applicant has the financial resources to operate any business in the premises.
2. The premises seems to be a temporary coffee stall. I cannot see any relevant planning application for any structure or business for the premise site. The planning aspect needs to be carefully considered before any application for a licence can be entertained. Does the current coffee stall have the legal right to be there.? This needs to be determined.
3. Additional toilet and waste management facilities will have to be built. The current facilities are completely inadequate. Further planning considerations would need to be dealt with in relation to the additional facilities which would have to be built to make the premise even close to suitable.
4. As it is at the moment the premises is just about adequate for a pop up coffee stall but no more than that.
5. Access to the site is either on foot across open fields and or, partially, down a dead end single track lane.
6. The number of cars parked in and around the immediate proximity to where I live by walkers and dog walkers using the access to the site via Ashley Mill Lane is already very disruptive and makes access to and from the roads around where I live increasingly difficult. Cars are already parked on both sides of the roads and on both the pavements. There would need to be provision for adequate parking for cars being used to service the site as in the absence of any parking provision cars would be parked on the same already congested roads and pavements
7. Again planning considerations in respect of additional car parking would need to be made.
8. The residents of Hale and Bowdon will be very adversely affected by the noise, congestion, damage and litter which are always by-product of these sort of business. The residents of Cheshire East ( such as there any in the immediate area of the site) would not be so affected as the access to and from the site is through Hale and Bowden.
9. The name of the company, and the name of the business which is to be run from the premises emphasise that the premises is in "the wild". It is. It is within a rare and precious wood more or less on the boundary of East Cheshire and Hale ( Trafford.) It seems inconceivable that an alcohol licence could be responsibly granted for any premise accessed mainly on foot in the middle of "the wild" without a thorough report being made on the impact of the numerous species of wild life and plant life for which this "wild" is home and which this business and licence wish to exploit. If a licence is granted the area will very quickly no longer be in the wild at all but in the wilderness. Cheshire is a beautiful county and one of its many attractions is the, sadly diminishing, woodland and open spaces. Applications of this type will accelerate the diminution of the very areas that the applicant seems to find so attractive. The responsibility of the Council is to preserve the woodland and the country side for the future enjoyment of all not acquiesce in its destruction.
10. This licence will be the usual first step to a bigger and more intensive operation in the future.
11. This is not the only application which has been made for a premises in the immediate area. There is an application yet to come before the full committee made by DubbedOut Ltd in relation to Ashley Hall. The two applications are connected as if this application is granted then it will be used as leverage for that much

bigger venture. Both applicants are represented by the same solicitors who also represented the Ashley Hall in the application that was made and withdrawn last year in the face of so many objections. The timing of the two applications should not be considered co-incidental.

I would ask that the application is refused.



## ROWNEY, Jennifer

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**From:** LICENSING (Cheshire East)  
**Sent:** 20-Oct-2021 07:28  
**To:** FALLOWS, Mandy  
**Cc:** ROWNEY, Jennifer  
**Subject:** FW: Objection. To Licensing application.Into The Wild.

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**From:** [REDACTED]  
**Sent:** 19 October 2021 22:24  
**To:** LICENSING (Cheshire East) <Licensing\_CE@cheshireeast.gov.uk>  
**Subject:** Objection. To Licensing application.Into The Wild.

Dear Sirs.

I would like to object to the above application for an alcohol and entertainment licence on the following grounds.

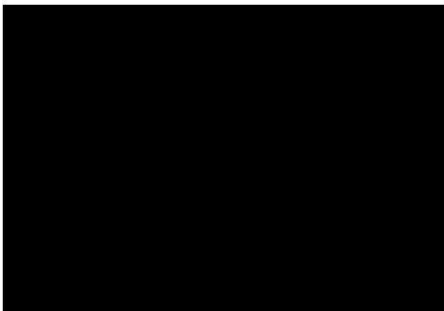
1. The site in question is in open woodland and noise pollution would affect a wide area. This would cause loss of amenity for people who cannot enjoy using their gardens due to noise.
2. The site has had a temporary coffee stall which is now in danger of becoming a permanent feature with alcohol being sold and unspecified entertainment.
3. This is totally unacceptable as most people park to access the wood on roads surrounding our houses, and this would bring more noise and anti social behaviour to the area late at night. Access to driveways on narrow roads such as Ashley Mill Lane would be impeded. The surrounding roads are narrow country lanes unsuitable for any increase in parking or traffic.
4. There is no way of specifying or controlling numbers of people as open air events will be watched by people who just turn up anyway and set up fringe parties within earshot of the event.
5. This is not a temporary application or a one-off event but will blight and damage the woods for ever.
6. Access to the site is primarily on foot across open fields and the damage to farmland will be considerable.
7. Facilities for toilets and waste management would have to be put in place, but these often prove to be hopelessly inadequate resulting in people using the woodland areas.
8. Also can you please consider the massive impact on wildlife and farm animals. Thousands of birds and animals die from shock due to fireworks and other noise, and this would severely disrupt their habitat and way of life.
9. It is difficult enough to live with the number of cars already using roads in Hale and Ashley to access that part of the Bollin Valley without the additional pressure this would bring.
10. This is an area of woodland which should be preserved as such for the quiet enjoyment of local people, and is totally unsuited to the proposed activity.

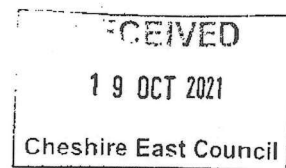
If granted, I also fear this will be seen as a way in to justify the larger threat from the Ashley Hall showground, where emboldened by this application ( if approved ) they will use it as leverage and precedent to get Cheshire East to grant them their application for late night events. I note that the application comes from the same law firm used by Ashley Hall Events



Please acknowledge Rd rioting my objection, and I would ask that you keep me updated Rd the position with this matter.

Yours faithfully,





18 October 2021

Licensing Authority  
Cheshire East County Council Licensing  
Municipal Buildings  
Earl Street  
Crewe  
Cheshire  
CW1 2BJ

Dear Sirs

**Representation in relation to licencing application to permit the sale Of alcohol and regulated entertainment between the hours of 12.00 and 22.00 daily plus 30 minutes by Into The Wild Limited, Fish House Wood, Ashley Mill Lane WA14 3PT**

I am writing formally to set out why I think that the grant of the licence to sell alcohol would not be appropriated and consequently request that the Cheshire East County Council Licensing Authority reject the application.

██████████ the very bottom of Grange Road adjacent to the entrance to the entrance of the Lady of the Vale Convent. ██████████ into the woods and the Bollin Valley. In between ██████████ and the Lady of the Vale Covent there is a public footpath which is one of the main access ways to the Bollin Valley. This access point features in video directions given on Instagram for the Coffee Shack, Into the Wild Bushcraft. "Into the Wild" already sells coffee, pizza, ice and cream as well as holding events such as children's parties. This has increased the number of people using the Bollin access and the Bollin at Ashley dramatically. This has already impacted negatively on the enjoyment of our property.

Whilst I applaud the commercial creativity of the owner of Into the Wild I think there needs to be a limit on the use of the wood otherwise there is real

potential for the enjoyment of our property and the Bollin Valley more generally (an area of outstanding natural beauty) to be impacted negatively.

The main reasons for my concerns are as follows:

1. Even more people using the Grange Road access point to the Bollin both during the day and at night. The potential for noise and disturbance as a result of the alcohol being sold I think is significant.
2. Access to the area is uncontrolled , not supervised and has no lighting. I personally would not go down the Bollin Valley after dark and I live right on the edge. The river is also extremely dangerous when is spate. I would think walking back along the river bank in the dark with dogs and children should not be encouraged after consuming alcohol.
3. Not aware of any toilet facilities. If they do not exist with alcohol tending not to be a single purchase product unlike coffee the inevitable will happen.
4. Finally, I think the Bollin Valley provides huge enjoyment to families, dog walkers and walkers who simply want to enjoy the countryside. I can see having a coffee and an ice cream and even a slice of Pizza is compatible with that. I do not see why it is necessary to sell alcohol and I think potentially has a negative impact on those who simply want to enjoy the countryside and what it offers. Originally Into the Wild more generally had an educational objective. The grant of an alcohol license again is neither necessary or compatible with that objective.

As a result I respectfully request that the application for a licence should not be granted.

If possible could you please confirm receipt.

Yours faithfully



## ROWNEY, Jennifer

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**From:** LICENSING (Cheshire East)  
**Sent:** 15-Oct-2021 12:15  
**To:** FALLOWS, Mandy  
**Subject:** [OFFICIAL] FW: Into the Wild Ltd

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**From:** [REDACTED]  
**Sent:** 15 October 2021 12:07  
**To:** LICENSING (Cheshire East) <Licensing\_CE@cheshireeast.gov.uk>  
**Subject:** Into the Wild Ltd

I wish to object to the above application for an alcohol and entertainment licence on the following grounds.

1. The site in question is in open woodland and noise pollution would affect a wide area. This would cause loss of amenity for people who cannot enjoy using their gardens due to noise.
2. The site has had a temporary coffee stall which is now in danger of becoming a permanent feature with alcohol being sold and unspecified entertainment.
3. This is totally unacceptable as most people park to access the wood on roads surrounding our houses, and this would bring more noise and anti social behaviour to the area late at night. Access to driveways on narrow roads such as Ashley Mill Lane would be impeded. The surrounding roads are narrow country lanes unsuitable for any increase in parking or traffic.
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10. This is an area of woodland which should be preserved as such for the quiet enjoyment of local people, and is totally unsuited to the proposed activity.

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Sent from [Mail](#) for Windows