

From: Sarah.Peak
Sent: 08 May 2013 12:10
To: HINTON, Amanda
Subject: 69 King Street

Dear Sirs,

I am writing in response to your opposition to the premises license application for 69 King Street Knutsford and I would like to share with you my plans for the retail unit.

The business I will be opening is a small specialist cheese shop, selling artisan cheeses and complimentary products such as chutneys, crackers & a small selection of boutique style wines & local beers, the shop will be called "The Cheese Yard" at Knutsford.

The opening hours will be 9am to 6pm Monday, Tuesday, Wednesday & Saturday and 9am to 7pm Thursday & Friday and Sunday 10am to 5pm.

Once a month I would hold a cheese tasting evening inside the shop which would be a small group of people and the numbers would be limited and capped where I would present cheeses from specialist dairy producers, the evening would be focused around tasting and talking about cheeses, these would run from 6pm to 9pm & the shop will be closed straight after the tasting.

The reason I had put the license request in for once a week was in case one month I did not run the tasting but 2 fell into another month, but my intention has always been and will remain that these are monthly cheese tasting evenings.

The live music I am considering in the shop is non amplified and is a piano which would be played for a few hours only once or twice a week as gently background music. If any recorded music is to be played again it would be very subtle background music and would not in anyway cause noise pollution to my neighbour's. I Since the application was posted I have been informed by the council the music license would not be relevant for the premises as the I would not be playing music after 11pm.

Under no circumstances is the unit being turned into a bar and it is not "Cha Bar". I have done no advertising for the business on twitter or facebook.

The customers I intend to shop at The Cheese Yard are people with a real love of food who want to get exceptional knowledgeable service and purchase superb cheeses and products from handcrafted producers, these customers I see would not be drunken or cause any disruption to the area.

I understand your concerns and I assure you my intention for the shop would not have any noise affect on your home life.

I hope you will reconsider your objections with the information I have provided.

Yours Faithfully

Sarah Peak