



CONCERNING LICENCE APPLICATION PR202104-251428
Date: 12th May 2021

Dear neighbours,

We are writing to you regarding your recent feedback on our premises license application with Buckinghamshire Council.

Firstly, please let us introduce ourselves as Jim and Kerry Whewell, owners of Wendover Beers.

Thanks for taking the time to read our application and sharing your feedback. We think there has been a misunderstanding about our intentions for the business and we would love the opportunity to clear them up.

Our Vision for Wendover Beers

We are a small, family-run business (or hope to be!)

We moved to Wendover just over two years ago and had our first child soon after. We quickly fell in love with the sense of community here and the support for small, independent businesses.

We have a passion for craft beer. Jim has spent many years practising the art of brewing and cider pressing. He has been an active member of CAMRA and an advocate for reasonably priced, good tasting beer and cider.

We saw a gap in the local community, with only Tesco and Budgens offering a minimal range. We wanted to bring our passion to life with a limited offering to fellow enthusiasts in Wendover and nearby villages.

We both work full time. In between busy careers and raising our two-year-old daughter, we have spent many late nights and weekends trying to turn our idea into a reality. Jim has undertaken a personal license course as part of the planning for the business, which has been ongoing for just over two years now.

We have recently invested in a small, discreet garden building that is fit for its purpose as a secure store and office. We have added extensive security measures, including CCTV and secure shelving, to reduce any risk of intrusions.

We ensured the business is environmentally friendly by using bicycle delivery, minimal recyclable packaging, and reusable glass containers where possible. We are also keen to promote sensible drinking by offering lower strength and zero alcohol beers.

We've amended the application

We have submitted a change to the application, of which you may not be aware.

Our original application requested a license for the sale of alcohol for consumption on and off the premises. However, we amended this soon after the application went live as we only intend to sell beers for consumption **off the premises**.

Unfortunately, the council's public-facing website did not reflect this change. We have asked Kerryann to share a copy of the amended application with you.

Parking and Traffic Concerns

Our intention is for the business to fit around our current jobs. All sales will **be hand-delivered** by Jim on bicycle in the evenings when possible.

We briefly considered offering a collection service. However, we share the community's concerns about traffic and parking - not to mention the hassle of opening our family home to the public. We would like to assure all our neighbours that collections and on-site consumption will not be part of our business model going forward.

As for supplier deliveries, we can only store a tiny amount of stock and do not anticipate receiving more than two small van deliveries each month. We don't feel that these two would present a noise or traffic problem.