



6th January 2022

Dear resident and to whom it may concern.

Firstly, we appreciate you for taking the time to consider our premises license application.

We are happy to acknowledge the concerns that have been raised and consequently we will be adjusting our application with the intention of resolving them to a level we hope shows we have listened but also provides confidence and reassurance in our plans.

It should be noted that the decision to include the sale of alcohol has been in large in response to the feedback we receive from guests staying on the site. Anybody who has taken the time to visit the campsite will immediately appreciate the atmosphere in the fields which we pride ourselves on and why we have families reliably coming back year after year. Why would we risk the central most integral feature and reputation of the campsite with a loud 'club-like' beach-bar running into the night, and a trail of litter through our fields and beyond? Our guests are choosing not to visit the village precisely because of the lack of reliable seating for food & drink for whole family groups.

For reference, the capacity of the application is only 1/3 of our total capacity of the campsite and we based the seating in direct relation to our campsite. However, given the number of seats has caused some alarm we are completely happy to reduce this further. The decision to include a covered seating area was purely because of weather dependency and having an option for families to sit in wet conditions. Plus so as to be able to keep the cafe ticking over financially in the event of a prolonged wetter summer.

Our mistake in the submission of this application is having not provided enough context for how the operation would actually have been set up and run sympathetically to the area and for the benefit of the local community and AONB - not at the cost of it. What appears to have been visualized and imagined is based on the black and white statistical facts of the application. 'Bar', '100 People', 'Alcohol'. These are broad subjective topics and it is absolutely very easy to imagine a nightmare situation on our precious coastline when words like that link together without tangible proven, trusted, experienced evidence of an alternative vision and promise.

Waste management is one of the most important social responsibilities we have and something we take very seriously. We open and hand-sort at great time-expense every single bag of waste guests leave into the respective recyclable materials. The site is continually cleaned to a standard we are praised about constantly in our customer reviews. We have actually been given feedback from the recycling sorting centers how thoroughly and consistently we supply the waste so carefully sorted in advance. Again, why would we risk introducing something that contradicts another central philosophy and approach that is successful to the Freshwell operation but also our own personal pride in growing up and living here? The answer is simple - we wouldn't.

In a bid to add confidence in our approach regarding the litter, we propose ensuring that the sale of alcohol be for on-site sale only. Meaning, it will be served to only those seated. Take-away alcohol will not be an option, unless to guests staying on the campsite. Any waste concerns should be mitigated by the fact there's no waste to actually take away from the site.

We can also see there has been some confusion around the operational hours as well. This was something we admittedly must hold our hands up and say we missed ourselves. It's important to make clear that the cafe would only be open in parallel with the permitted campsite number of days. It is not, to be clear, a year-round 12 month business. The daily hours as well should have been made more clear to ensure our neighbor campsite guests are not imposed upon into the sleeping hours. This is a cooperative relationship we are really happy to be a part of and we hoped the space would actually benefit families staying at both campsites, not the opposite.

In hindsight it is very understandable to receive some skepticism over this application after the previous years applications, yet with little realised evidence of how it will actually be operated and developed conscientiously.

Once again we appreciate the feedback that has been given. For us we aim to evolve the site in full support of the community, it's something we genuinely take seriously and are sensitive about. In the coming days we would really like the opportunity to speak to you personally so we can reassure you of our intentions regarding the sale of alcohol within the context of Freshwell Camping, regarding the cafe plan and regarding our awareness of the area, and if this might persuade you to reconsider your initial objection concerns.

Kind regards

Mike & John Symonds