

# Notice of Meeting

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## Licensing Sub-Committee

**Monday, 16th March, 2015 at 2.00 pm**

in Council Chamber Council Offices  
Market Street Newbury

### **Members Interests**

Note: If you consider you may have an interest in any Application included on this agenda then please seek early advice from the appropriate officers.

Date of despatch of Agenda: Thursday, 5 March 2015

### **FURTHER INFORMATION FOR MEMBERS OF THE PUBLIC**

If you require further information about this Agenda, or to inspect any background documents mentioned in the reports, please contact Rob Alexander.

Further information and Minutes are also available on the Council's website at [www.westberks.gov.uk](http://www.westberks.gov.uk)

**Moto Chieveley Service Area, Oxford Road, Hermitage, RG18 9XX**



**Agenda - Licensing Sub-Committee to be held on Monday, 16 March 2015 (continued)**

**To:** Councillors Paul Bryant, Manohar Gopal and Andrew Rowles (Chairman)

**Substitute:** Councillor Peter Argyle

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# Agenda

## Part I

**Page No.**

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|-----|---|--------|
| (1) | <b>Application No. 1500099LQN - Moto Chieveley Service Area, Oxford Road, Hermitage, RG18 9XX</b> | 3 - 12 |
|     | <b>Proposal:</b> Application for a Premises Licence   |        |
|     | <b>Location:</b> Moto Chieveley Service Area, Oxford Road, Hermitage, RG18 9XX                    |        |
|     | <b>Applicant:</b> Moto Hospitality Limited  |        |

Andy Day  
Head of Strategic Support

If you require this information in a different format or translation, please contact Moira Fraser on telephone (01635) 519045.



**West Berkshire**  
C O U N C I L

## MOTO CHIEVELEY APPLICATION FOR ON LICENCE

Page Number	Item
1&2	Letter to Chieveley Parish Council
3&4	Letter to Councillor Hilary Cole
5	Arlo Design concept
6&7	Design overview
8&9	Arlo Interior

Ms Tracey Snook  
Chieveley Parish Council Clerk

Sent by email: [chieveley.pc@btinternet.com](mailto:chieveley.pc@btinternet.com)

Date: 20 February 2015  
Our ref: NW/PAW/P44969-23  
Doc Ref: 2144973357  
Your ref:  
E-mail: [n.walton@popall.co.uk](mailto:n.walton@popall.co.uk)  
Direct line: 0115 9487410

Dear Sir/Madam

**Moto Chieveley Service Area, Oxford Road, Hermitage, Newbury**  
**New Premises Licence**

Following my recent communications in respect of an application for a Premises Licence to enable the sale of alcohol for on consumption at Chieveley Moto Services, I have been provided with further information from my client in respect of the proposals for the service amenity area and would like to share these with you to enable you to have a fuller understanding of the concept that my client is attempting to achieve.

I have included photographs of the proposed layout of the premises and also wish to advise the following:

1. The concept design is tailored to service two different types of customers at the amenity area.
2. **The Kitchen** – The Moto Chieveley Service area has two hotels within walking distance and a very busy HGV overnight car park. Food sold from the Kitchen will be freshly prepared in the kitchen and waitress service provided to consumers at the table.
3. As previously stated there will be no bar facilities at the location and the ability to consume alcohol without the provision of a plated meal will not be available.
4. **The provision of food service from the Kitchen** – will be served as a plated meal, fresh fruit smoothies, orange juice and bottle soft drinks will also be available to the consumer.
5. The alcohol menu will be limited and simply tailored to compliment a meal occasion with a limited selection of craft bottle beers, wine and beer from a local supplier based in Newbury. The offer is only displayed on the section of the counter where

guests are seated. There will be no spirits, cocktails or liquors featured on the opening menu.

6. **The Pantry** – The Pantry is the main kiosk area for the traditional everyday car user wanting a quick on the run snack.

The Pantry will focus on convenient, quick and portable food facilities.

7. The counter within the Pantry takes centre stage at the entrance where customers can choose from a selection of Artisan bread offers, hot and cold breakfast sandwiches and a lunch through to the evening offer of hot soups, sandwiches , traditional treats and patisserie.
8. A hot drinks menu will be available and consist of freshly brewed and ethically sourced coffee from direct traders.
9. The Pantry will also offer a number of handmade products from locally known businesses such as Shepherds Bakery, the Hand Made Cake Company in addition to other locally produced suppliers.

I trust this provides further information with the concept for this area which I must advise currently is confidential and is being shared with you in order that you can appreciate more fully the approach that my client is adopting to the changed nature of the amenity area in respect of the offer of food.

I look forward to hearing from you in due course and can confirm that the hearing scheduled for 2<sup>nd</sup> March 2015 has been adjourned in order to enable Chieveley Parish Council to meet and further consider the proposals for this application. I am sure that the Licensing Authority will be advising of the revised date for a hearing but would hope that with the information that has been provided to you a hearing would be considered unnecessary when the full conceptual information has been shared and concerns with respect to the nature of the offer have been negated.

I will attempt to contact you early week commencing 23<sup>rd</sup> February.

My best regards

Yours sincerely

Nick Walton  
**Poppleston Allen**

**Councillor Hiliary Cole**

Sent by email: [hcole@westberks.gov.uk](mailto:hcole@westberks.gov.uk)

Date: 20 February 2015  
Our ref: NW/PAW/P44969-23  
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Your ref:  
E-mail: [n.walton@popall.co.uk](mailto:n.walton@popall.co.uk)  
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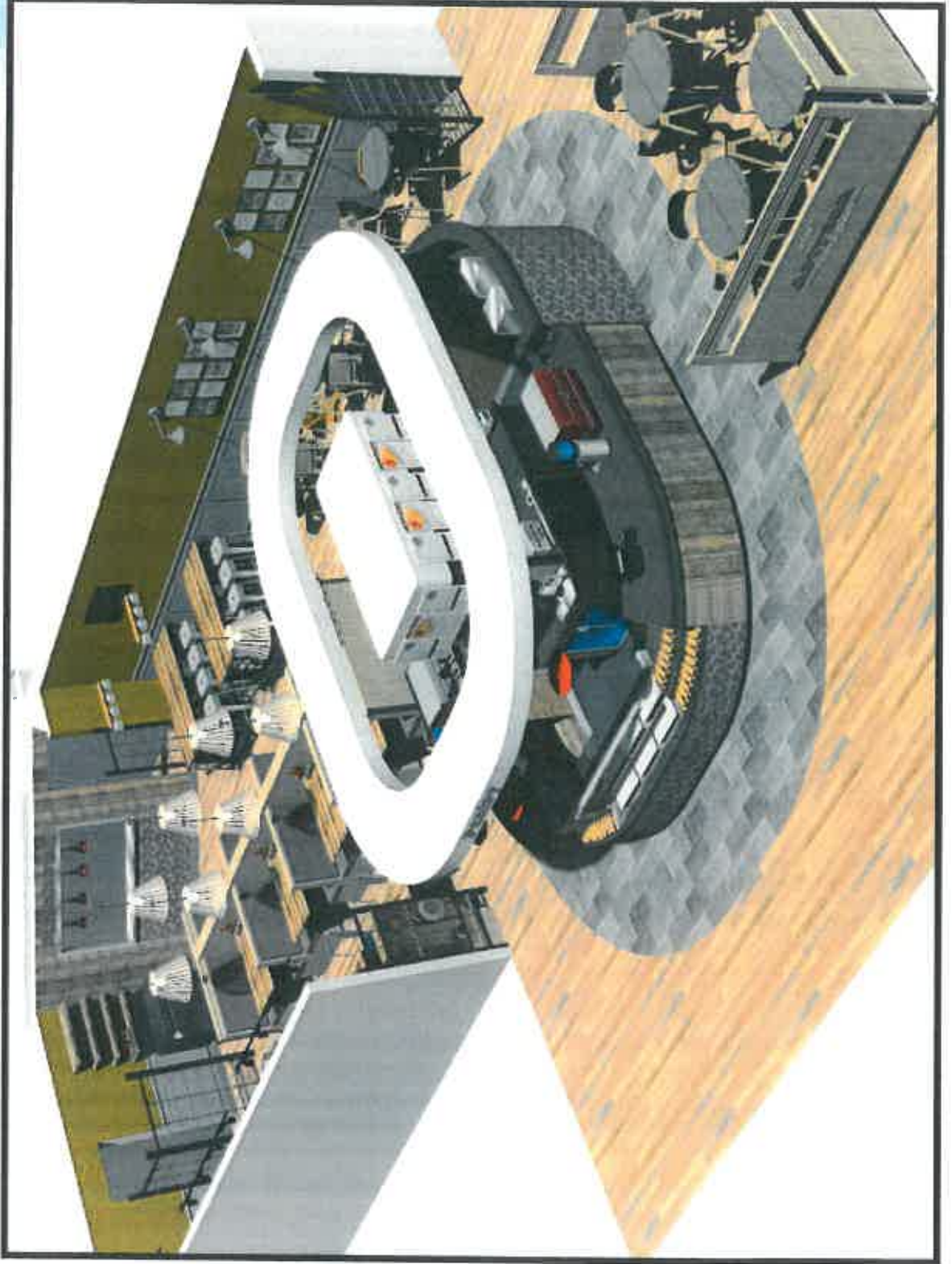
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My best regards

Yours sincerely

Nick Walton  
**Poppleston Allen**

# Arlo's interior





## Design over view

- The concept design is tailored to service two different types of customers
- The Kitchen – The Chieveley services have two hotels within walking distance and a busy HGV overnight carpark.
- Food sold from the Kitchen will be freshly prepared in the kitchen and waitress service to the table.
- There are no sections in the area or design allocated to encourage alcohol only areas within the design.
- The dishes served are all served as a plated meal.
- Fresh fruit smoothies, orange juice and bottled soft drinks will also be available.
- The alcohol menu is a limited and simple tailored to compliment a meal occasion with a limited selection of craft bottled drinks, wine and beer from the local supplier based in Newbury. The offer is only displayed on the section of the counter where guests are seated. No spirits, cocktails or liquors are featured on the opening menu.

## Design overview

### The Pantry

- This is the main kiosk area for the traditional every day car user wanting a quick snack
- The pantry focus is convenient, quick and portable.
- The convenience trend is hot, grab and go eats and it is showing no signs of slowing down. With jam-packed activity schedules the traditional family mealtime is falling by the wayside. Consumers require food that is easy to eat and easy to hold whilst they are on the move, which is also big on taste and flavour.
- The counter takes centre stage at the entrance where customers can choose from a selection of Artisanal bread offers, with a morning offer of hot held Breakfast sandwiches, and a lunch through to evening offer of hot soups, Sandwiches, Traditional treats and patisserie.
- Hot drinks menu will consist of freshly brewed and ethically sourced coffee from direct traders, Extract Coffee roasters are a small independent team of coffee roasters based in Bristol.
- The pantry will also offer a number of hand made products from locally known businesses such as Shepherds Bakery, The Hand made cake company in addition and we are offering more opportunities to local produce suppliers.

# Arlo's interior



# Arlo's interior

- Illuminated details for Kitchen and Pantry areas
- Kitchen above the cooking station
- LED below in food displays
- The concept will provide opportunity for local & south west area suppliers to sell and provide products in the pantry section of the restaurant which will provide travellers a on the go offer.
- Shepherds bakery in Chieveley will be providing freshly baked bread delivered daily.

