

27 September 2021

Dear Concerned Resident

Snowflake Ice Cream Ltd, Flat 3, 27 Overstone Road, London W6 0AD - Premises Licence application

I act for Noemie Raczkowsky of Snowflake Ice Cream Ltd in respect of her application for the grant a new premises licence. We note your representations in opposition to this application which will be considered by the Licensing sub-committee of Hammersmith & Fulham council in due course.

Despite there being no outstanding representations from the responsible authorities, following submission of a number of objections, including your own, Noemie has instructed me to make a significant concession in the application, so that the following extra condition will apply:

- **There shall be no public callers to the property; all products shall be delivered by the premises licence holder to the customer or taken to a courier collection facility for onward despatch to the customer.**

The main emphasis of the business will be to take pre-paid orders for ice cream products for delivery elsewhere, for instance, at private events.

We very much respect your right to raise concerns but trust that the amendment shown above will provide the reassurance that you desire. Nevertheless, should you have any lingering worries Noemie would welcome an opportunity to speak with you, to examine those concerns effectively rather than in the formal arena of a council hearing. If you are prepared and able to speak with her, at any time, I would be grateful if you could confirm this by emailing me at mike.nickson@innconfidence.co.uk indicating a time when she may contact you.

If, after having given consideration to my letter, you feel sufficiently reassured and able to withdraw your written representation, we would request that you contact licensing@lbhf.gov.uk

Yours Faithfully

Mike Nickson, Director, INN Confidence Ltd



Mike Nickson is the Holder of the national NITA training award for 'Social Responsibilities in Licensed Retailing'