

**From:** Veena Isoaho [[mailto:](#)]  
**Sent:** 02 November 2020 11:54  
**To:**  
**Subject:** Fwd: Licensing Act 2003

I look forward to defending my application with regards to the concerns raised by \*\*\*.

To ensure our focus stays on the licensing objectives and not on Covid protocols at FILTR by Coromandel Coast, I've attached a few images and documents to this email in response to the concerns/ questions raised.

- Responsible management - we are a profit-for-purpose business. We are not just another coffee shop applying for a premises licence. Our main business model is to give back.

- To verify you may check our profile on B1G1 - a giving platform [here](#)
- Our impact snapshot (updated 31 Oct) is attached.
- We were also finalists of the Croydon Business Excellence awards in 2019 under the social enterprise category.

- Signage on the windows - as a business we could have stayed open throughout the lockdown but we chose to close for 8 weeks.

- When we re-opened as a takeaway, we had multiple signages in place. (Attached are the boards). They were removed from the outside and brought indoors once seating was allowed. Also, our signage changed to reflect the changing guidelines of track and trace.

- Staff do not wear masks

- The shop has been run by the founder (myself) for the most part with 2-3 support staff members over the weekend. We are a Covid secure business and have carried out a full risk assessment (attached and needs to be updated with the new guidelines kicking in from Thursday).
- In the off chance that the complainant may have seen someone without a mask, that would be me. I suffer from chronic asthma. Despite being exempt, I still do wear masks and only remove to catch my much needed breath.

- Families living above with young children

- The family living \*\*\* us - \*\*\*, \*\*\* and \*\*\* - have become our friends. \*\*\* and my little girl are both \*\* years old. They share the same birthday and often play together. I can give you their life history including how \*\*\* and \*\*\* met if that concerns my application. All I can say is \*\*\* is like my daughter.

I've been a local resident for over 5 years. And the reason I applied for a license is two pronged

- Drinks over dinner ( as offered by the two establishments on the parade) is a huge time commitment for mums with young children. A place like mine would give mums

like me a place to go and catch up with friends. I've received nothing but a positive response from our customers. I fill an unmet need. I cater to a target segment not served yet by the existing establishments.

- I hope to claw back some of the revenues lost (and also impact) due to us staying shut for almost two months. This can only happen with extended hours and change of product offering. Coffee as you know does not sell beyond 3-3.30pm.

As a business we only act responsibly.

I look forward to speaking to you all on Wednesday.

Best regards,  
Veena