

Our Reference: HL/LL

Date: Friday, 18 March 2011

Emyr Jones  
Principal Licensing Officer  
Carmarthenshire County Council



City Gate East, Toll House Hill,  
Nottingham NG1 5FS  
Telephone: 0115 853 3630  
Fax: 0115 853 3631

Dear Emyr

Re: Eastgate, Llanelli – Licensing applications

I am writing to clarify the intention and thought process behind our recent licensing applications for the Eastgate Centre in Llanelli as we understand that these have created some concern locally.

The Eastgate development will be a family-oriented leisure destination which will comprise the following core elements:

- 6-screen multiplex Cinema let to Reel Cinemas;
- 53-bed hotel let to Travelodge;
- Retail units;
- Office accommodation;
- A new bus interchange;
- Approximately 27,000 sq ft of A3 and A4 accommodation within 7 units.

In addition, Carmarthenshire County Council have already commenced works on the adjacent Stepney Hotel site for the new 550-seat regional Theatre which will further compliment and underpin the location as a family entertainment centre for which the Town can be proud.

The area which appears to have caused some concern through the application process is the quantum of A3/A4 accommodation. As we are very early in the leasing process for the project we do not as yet have specific occupiers/operators legally secured for these units but it is our intention that these will primarily be for restaurant units covering the different cuisines ie: Italian, Chinese/Cantonese, Indian, Chicken/Steak, etc. These are likely to account for at least 5 of the 7 units in question with the others potentially being more of a combined bar/restaurant operation. From a licensing application perspective this differential is not drawn out within the paperwork.

Furthermore, I can confirm that we are willing to restrict the licensing hours of the outlets in question to 12:00 midnight for Sunday to Thursday inclusive and 1:00 am for Friday and Saturday. From this it is hopefully clear that our intention is not to create a late night drinking destination but a restaurant dominated location for people to visit and enjoy.

Finally, I have enclosed some computer generated images to this letter which capture the family leisure nature of our development and hope that this is of assistance when considering our applications.

Kind regards

Yours sincerely

A handwritten signature in black ink, appearing to read "Harvey Lay". The signature is written in a cursive style with a large, looped "H" and "L".

Harvey Lay MSc, MRICS  
Director  
Henry Davidson Developments Group of Companies  
Parent Company Registered Number: 06287453  
Email: [hlay@hddl.co.uk](mailto:hlay@hddl.co.uk)  
Web: [www.hddl.co.uk](http://www.hddl.co.uk)