

## Swindell, Matthew L

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**From:** Swindell, Matthew L  
**Sent:** 06 August 2025 11:44  
**To:** Swindell, Matthew L  
**Subject:** FW: Holm House - Submissions

Appendix Ei

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**From:**  
**Sent:** 06 August 2025 09:33  
**To:** Evans, Kirsty J <[kjevans@valeofglamorgan.gov.uk](mailto:kjevans@valeofglamorgan.gov.uk)>  
**Cc:** Licensing <[Licensing@valeofglamorgan.gov.uk](mailto:Licensing@valeofglamorgan.gov.uk)>  
**Subject:** Holm House - Submissions

Dear Sirs

These submissions are presented to the Vale of Glamorgan licensing sub-committee in support of an application for a new premises licence at Holm House, Marine Parade, Penarth.

### **Applicant / Application.**

The application is submitted by Silures Penarth Limited. The business and the individuals associated with the business own and operate a restaurant in Wellfield Road, Cardiff. [Silures](#) This premises has proved a success and they hope to expand their business portfolio into Penarth at this premises.

Daf Andrews, one of the business directors, who will appear before the licensing committee, has commented that the Penarth site will carry over much of what makes Silures and Roath a success, with a focus on seasonable produce, refined but accessible dishes and a drinks menu rooted in quality. Both Daf and Andrei (proposed DPS) have significant experience in the hospitality/food and beverage business and have worked at such well-regarded premises as The Savoy Grill, The Galvin Bar and Grill and The Coral Rooms.

### **History of the premises**

Holm House is likely well known to the licensing committee. It has operated as a hotel with restaurant and bar facilities for a number of years.

It is fair to say that the licensing history is somewhat unusual in that there have been a number of applications for premises licences here, following the surrender or lapsing of previous permissions. The new opening has been reported in the local press which reports that *the hotel struggled to recover from covid and the cost-of-living crisis*.

When first the applicant looked at taking on this business they believed that there was a premises licence in existence, but when it became apparent that that was not the case, an application for a new licence was submitted. The business reopened utilising temporary event notices on 11 July. It traded through to 27 July but has thereafter not been able to undertake any licensable activities, awaiting the determination of the licensing committee.

A copy of the most recent licence is contained within the agenda papers. The committee will note that the hours requested are broadly in line with that which has previously been permitted.

### **Description**

The application form contains a general description of the premises as follows: *Neighbourhood restaurant & bar with an outdoor garden, serving modern-European food and bespoke cocktails. We have an adjoined private dining room ideal for intimate events, as well as a patio for alfresco dining. The bar will serve cocktails, premium wines and bottled beer, with a snacks menu featuring smaller and lighter bites. We'll offer Sunday Roasts, Set Menus and daily specials.*

### **Photographs**

We attach photographs of the premises which give a fair indication of both the internal and external aspects.

### **Regulated entertainment**

Whilst the original application proposed live and recorded music the licensing committee will understand that that permission is not actually required before 11pm.

### **Live music**

Whilst it is intended that there will be evenings in which live music is an accompaniment of the premises, the Live Music Act deregulates that activity here, such that no permission is required, outside of New Years Eve.

### **Recorded music**

This is also unnecessary, outside of New Years Eve. There will be recorded music after 11pm, that music will be background only and that does not require a separate permission.

### **Sale of alcohol**

This application there is concerned with the sale of alcohol and with late night refreshment.

### **Hours**

The original proposed hours for sale of alcohol and late-night refreshment are set out in the application and can be summarised as follows:

Sale of alcohol 8am till 12midnight Sunday through Thursday. 8am till 1am (the morning following) Friday and Saturday. 2.30am on New Years Eve. Late night refreshment was proposed in the application as identical, save to conclude at 1.30am on New Years Eve.

However, the application is now more limited, the applicant having reflected on the initial proposals. Indeed the application was re-advertised as the following:

The Sale of Alcohol for consumption on the premises:

Sunday to Thursday	08:00 to 00:00 hours
Friday and Saturday	08:00 to 01:00 hours
New Years Eve	08:00 to 02:30 hours

Recorded Music (Indoors and outdoors):

New Years Eve	08:00 to 03:00 hours
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Live music (Indoors):

New Years Eve	10:00 to 01:00 hours
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Provision of Late-Night Refreshment (Indoors and outdoors):

Sunday to Thursday	23:00 to 00:00 hours
Friday and Saturday	23:00 to 01:00 hours
New Years Eve	23:00 to 01:30 hours

The outside rear garden will **not** be used after:

22:00 hours Monday to Thursday, 23:00 hours Friday and Saturday and 20:00 hours Sunday

This has been further amended and the attached letter was sent to residents on 30 July setting further amendments:

- Sale of alcohol Sunday to Thursday 12noon till 12midnight.
- Friday and Saturday 10am till 1am.
- New Years Eve 1.30am.
- Recorded music 1.30am New Years Eve.
- Live music (indoors) 1am New Years Eve. (The reference to special events in the letter is an error and can be ignored).
- Provision of late-night refreshment 11pm to midnight Sunday to Thursday, 11pm to 1am Friday and Saturday, 11pm till 1.30am New Years Eve.
- 30-minute wind down period is proposed as part of the application and is to be maintained.

### **DPS**

The DPS is proposed to be Andrei Maxim, a director of the business.

### **Community engagement**

Following submission of the application a number of residential representations were received. The applicant as referenced above has written to these individuals, explaining a little bit about their proposals, the further amendment of the elements of the application, an explanation of a number of the queries and issues raised, with an invitation to engage. At the time of drafting this note no response has been received.

### **Responsible authorities**

The police served a representation and engaged with the applicants. They requested certain hours (the proposal now is less than the police proposed) and requested a number of conditions.

The conditions have been agreed are as follows:

### **Conditions based on points offered in application**

1. A CCTV system will be operated and maintained at all times. The system will cover all areas of the premises to which the public have access, excluding the toilets. CCTV images will be retained for a minimum of 31 days and will be produced to a police employee or authorised council officer, in a readily playable format immediately upon request when the premises are open to the public, and at all other times as soon as reasonably practicable. There will be sufficiently trained staff to facilitate this.
2. An incident book shall be kept at the premises and maintained on site for a period of twelve months. It shall be made available on request to a Police employee and will record the following:
  - All crimes reported to the venue.
  - Any complaints received (of a criminal or licensing nature).
  - Any incidents of disorder.
  - Any visit by a representative of a relevant authority or a member of the emergency services.
  - Any failures of the CCTV system.
3. Live music not to cause disturbance to neighbours (further amended by the author)

### **Police Requested Conditions**

4. Staff authorised to carry out licensable activity shall receive initial training in relation to age-related sales, sales to intoxicated persons and age challenge procedures prior to being allowed to work at the premises. The DPS shall keep records of such training for a period of 18 months.
5. The premises will operate a 'Challenge 25' policy. This policy will be brought to the attention of customers through the use of appropriate signage, displayed in prominent positions in the premises. The only form of identification recognised will be photographic identification cards such as driving licence, passport, armed forces identification cards or proof of age scheme cards. All staff will receive the appropriate Challenge 25 training.
6. Prominent, clear and legible notices will be displayed at all exits requesting patrons to respect local residents and to leave the premises and the area quietly.
7. Windows and doors shall be kept closed (except for access and egress) after 23:00 to minimise noise nuisance from the premises.
8. The use of any external speakers for the relaying of recorded music shall cease at 23:00.
9. At least 60% of the internal floor space will be occupied with tables and chairs.
10. On those occasions when the portable bar is not in use, it will be secured in such a way as to prevent patrons gaining access.
11. On those occasions when the portable bar is open for the sale or supply of alcohol, a member of staff will be present. Staff will conduct hourly checks of the external area to monitor customer behaviour, noise levels and remove any empty vessels.
12. The rear garden to the premise shall be closed to the public at the following times:
  - Sunday, 20:00.
  - Monday to Thursday, 22:00.
  - Friday to Saturday, 23:00.
13. No unaccompanied persons under the age of 18 are permitted on the premises after 21:00 hours.

14. There will be no acts of striptease, no nudity and all persons to be decently attired at all times.

### **Operating schedule**

We read the police representation as articulating those conditions contained within the application into a format that will be legally enforceable. (Note: 3 amended from police interpretation).

In our submission the conditions proposed are legitimate, proportionate and enforceable.

### **Responsible authorities**

None of the other responsible authorities have seen fit to serve a representation. We understand the EHO team engaged with the applicants, but were satisfied following amendments to hours. We shall say this is a matter of some significance for the licensing committee.

### **Menu**

We invite the committee's attention towards the Silures, Wellfield Road, menu [Sample Menus | Silures](#), which can be taken as a fair reflection of what will be on offer at this premises..

### **Proposal**

The application cannot fairly be said to be excessive. The proposal is a perfectly appropriate use and occupation for this premises. It is not proposed that alcohol will be a primary focus of the operation, but it will allow people to take a drink without the requirement for a substantial table meal. It will offer an alternative, elevated opportunity to socialise in Penarth outside of a public house or perhaps the neighbouring town or city centres.

### **Objections**

Within the representations objecting to or seeking to curtail the application some common themes can be identified. Concerns are articulated about planning, car parking, demand/need for licence premises, noise, intoxication, bottling out, waste, deliveries.

Addressing the last three issues we suggest that the licence can be suitable conditioned, accordingly:

- *No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23:00 hours and 07:00 hours on the following day.*
- *No deliveries to the premises shall take place between 23:00 and 07:00 on the following day*

*We also propose that the licence is conditioned as follows:*

- *Any staff leaving the property do so quietly and quickly.*

The anxieties and concerns that are articulated in the objections, suggesting anti-social behaviour from customers departing the premises is respectfully misplaced. The nature, type and style of the venue, the décor and design, the drinks range are all elevated and in line with a premises seeking to provide a first-class dining and associated bar experience.

### **Complaints**

The applicants have engaged with both the Vale of Glamorgan licensing team and the South Wales police who have confirmed that there is no history or formal complaint nor compliance issues nor enforcement. The police commentary as regards the historical position can fairly be summarised (quoted) as follows *"I have been in my licensing role with responsibility for the Vale of Glamorgan since February 2020 and have never had cause to attend or contact the previous operators of Holm House regarding any licensing matters. All I can say is that the low-level reports we have on the system do not give any cause for concern around the licensing objectives"*.

The licensing authority have also confirmed that they have no record of previous complaints having been received, although their commentary fairly flags that any incidents reported to South Wales police or other teams within the council would need to be checked directly.

### **Planning permission**

A number of the residents articulate concern about the planning position.

Whilst planning and licensing are entirely distinct regulatory regimes, the planning officer for the Vale of Glamorgan has confirmed that the restaurant is considered to operate lawfully. His dialogue with the applicant included the observation that *"Silures is considered to be currently operating in line with the outstanding planning permissions for the site"*.

### **Parking**

A number of the residents have expressed concern about parking. However the photograph enclosed disclosing Marine Parade, does so at 7.10pm on Friday 26 July. The text attached to the photograph need not be further explained. Whether parking is legitimately considered a licensing issue we leave as a matter for the committee.

As touched on above the planning officer nor the Environmental Health Office at the Vale of Glamorgan do not seek to engage in this application.

### **The licensing policy**

The licensing policy articulates a number of considerations for councillors in making determinations licence application. We have attempted to summarise the significant points below.

*Page 5 – ...residents, businesses and visitors to the Vale of Glamorgan council area deserve to have a wide choice of high quality and well managed entertainment and cultural venues operating within a safe, orderly and attractive? environment. The council also wishes to support responsibly operated businesses and the local economy.*

*Page 16 – Within all licensed premises, whether or not alcohol is to be sold, the licensing authorities expect there to be proper management arrangements in place which will ensure there is an appropriate number of responsible trained persons at the premises to enable compliance with all statutory duties and the terms and conditions of the premises licence.*

*Page 19 – None of the towns within Vale of Glamorgan council have an area with an excessive number of licensed premises in close proximity, therefore it is not envisaged that the cumulative impact policy will be introduced within the authority in the foreseeable future.*

We suggest that all the above points point fairly toward this being an appropriate application and suitable licensed premises.

### **Conclusion**

This application strikes the right balance between being proportionate, appropriate, sustainable and put forward in a manner that promotes the licensing objectives to ensure that the impact upon residents and neighbours, and others is both managed and manageable.

For the reasons articulated above we suggest that this application can be granted, as amended and now proposed.

We will be in attendance before the licensing committee to support the application to develop these points.

Best wishes

# Silures Penarth Limited, Holm House, Marine Parade, Penarth. CF64 3BG

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29<sup>th</sup> July 2025

## **Holm House - Application for a New Premises Licence**

Response to the representations made by local residents as provided to the Vale of Glamorgan Licensing Department (Kirsty Evans) between 30<sup>th</sup> June and 19<sup>th</sup> July 2025.

Dear Resident

We acknowledge the representations you have presented to the Vale of Glamorgan (VOG) Licensing Department, each expressing your concerns over our application for a Premises License for our new restaurant venue – Silures Holm House. More so, we respect your right to object to the application and wholly understand the reasons for your apprehensions. On that basis, we thought it appropriate and helpful to properly introduce ourselves, explain a little about our concept and do our best to assuage your worries in respect of the application and what it means for Marine Parade.

You will soon, in any event, receive our more detailed representations presented as part of the Licensing Hearing process. This is an early opportunity to provide our assurances that, should the new license be granted, the majority of the issues referred to in your representations will not occur.

### Silures at Holm House

My co-director, Andrei Maxim, and I have between us over twenty-five years' experience in hospitality. When we created the Silures concept, our vision was to provide a high-end, locally sourced food and drink offering which afforded diners an exclusive environment in which to enjoy occasions with family and friends. We pride ourselves on maintaining a friendly, enjoyable atmosphere serving a la carte and set menus. Anyone familiar with our Wellfield Road, Cardiff venue will appreciate that the benchmark in terms of service and customer loyalty was set there. The demographic at that venue averages persons aged around forty to fifty years old.

We are not, as some have suggested, an entertainment or events hub, or a public house. We are first and foremost a restaurant with a bar facility. Our average price per person exceeds £30 on food alone. There is no benefit, therefore, in our encouraging drunkenness or unruly behaviour. Such would lose us custom and would ultimately, be harmful financially.

We are reliant on fostering good relations with the communities we serve because our regular customers come largely from those living close to our restaurants. We have already established quite a following in Penarth and would be delighted to see you join us to experience our concept, first-hand.

## Your Representations

The vast majority of your comments focus on the application's proposed opening hours and the effect that these may have on late night noise levels particularly if live music is involved. Other common causes of concern include increased street parking, collections and deliveries and potential harm to young children. Our right to use Holm House as a restaurant has also been raised although, as you will discover, VOG Planning Department has confirmed that the site benefits from a C1 (hotel) use class, with the restaurant element falling within the C1 use in this case.

Dealing firstly with the application's stated opening hours, our intention is to modify these to reflect the weight of your arguments in this regard. For the reasons of continuity, the opening hours proposed in our application were based on those previously granted by the Licensing Sub-committee. However, we see no reason to pursue opening hours that begin at 08.00 hours and continue, effectively, until the early hours of the following day. You will hopefully appreciate that our customers enjoy lengthy lunches and dinners often into the afternoon and then evening. For that reason, it is important to us that we retain the opportunity to serve tables beyond midnight, particularly at weekends. Similarly, our brunch service includes champagne cocktails hence the 10am start on weekends.

Our representations to the sub-committee, therefore, will confirm the following, proposed opening hours for the sale of alcohol for consumption on the premises:

Sunday to Thursday, 12:00 – 24:00.

Friday – Saturday, 10:00 – 01:00.

(New Years Eve until 01:30).

**Recorded Music (Indoors):**

New Years Eve until 01.30.

**Recorded Music (Outdoors):**

New Years Eve until 01.30.

**Live music (Indoors):**

New Years Eve until 01:00.

**Special Events Live Music (Outdoor)**

12.00 – 12.00

**Provision of Late-Night Refreshment (Indoors and outdoors):**

Sunday to Thursday, 23:00 – 24:00.

Friday – Saturday, 23:00 – 01:00.

(New Years Eve, 23:00 – 01:30).

The following may be of additional interest:

1. The South Wales Police report written in response to the application, recommended a 01.30h end time and the retention of the 08.00h start-time. We have reduced further their recommended times, therefore.
2. Limited summer period amounts to no more than twelve weeks assuming that the weather will remain clement and suitable for outdoor service. For the remainder of the year, all restaurant activities are restricted to the inside dining and bar areas.

3. Currently, we are open five days a week: Wednesday to Sunday. Naturally, a Premises licence will apply to seven days a week, fifty-two weeks a year. At Silures Wellfield Road, we close each year immediately following the Christmas period for three weeks, which will be adopted at Silures Holm House. It is likely that, to enable staff to rest, these arrangements will continue for the foreseeable future.
4. Again, the majority of your observations followed our launch date on 9<sup>th</sup> July which, as a one-off occasion, welcomed a great many friends, family and contributors to Holm House who enjoyed the garden area and the good weather. Live music was played both inside and outside which would have added to the increased sound levels during the evening. Save for occasional weddings etc events, this will not be repeated. Many of our local residents were invited to this occasion.

We are a busy restaurant and require fresh and replenished products sometimes on a daily basis. We are, however, able to arrange for bin collections and main suppliers to arrive between selected hours and specified days of the week to prevent restricted access along Marine Parade. Much of that commented upon in this regard relates to the refurbishment period and launch when deliveries and the presence of cars, vans, lorries etc would have been unusually high. In respect of waste collection, we are conscious of the current situation whereby we are forced to leave black bags outside Holm House for collection. This is because VOG Commercial waste have been unable to provide large waste bins in which the bags would normally be placed. Please bear with us whilst we strive to restore normal collections.

We are aware also of references to past misconduct during periods when others occupied Holm House. Indeed, this location has already been through a number of hands. We have no control over the past but can learn from it and would reiterate the comments made previously in this response that our experienced management and knowledgeable clientele would not encourage such behaviour.

We do hope that the efforts we have made to recognise and act upon the issues you have introduced to VOG Licencing go some way to lessen your concerns. We cannot expect to operate a successful business without the co-operation and understanding of our neighbours and, regardless of the outcome on 12<sup>th</sup> August, we hope to welcome you to Silures Holm House in the near future.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Daf Andrews'.

**Daf Andrews**  
Director





Holm House – Front (Car Park) & Rear (Garden)



Lounge/Private Dining Area



Bar and Seating





Restaurant



**Marine Parade, Penarth facing east.**

**The entrance to Holm House is just beyond the large tree on the right, close to the blue Mini motor car.**

**Taken on 26<sup>TH</sup> July 2025 at 19.09. At the time of taking, the restaurant and rear, outside garden at Silures at Holm House was at capacity.**