

## BMSDC Licensing Team

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**From:**  
**Sent:** 07 May 2019 19:04  
**To:** BMSDC Licensing Team  
**Subject:** Gaming Lounge Sudbury

**Categories:** Katherine, David

Dear Licensing Team

I am emailing to outline my objections to the proposed New Premises Licence in Borehamgate Precinct Sudbury. The application has been made for a 3am close and a licence to sell alcohol. This is wholly inappropriate given that there are residents in the flats above the precinct and the lack of adequate policing in the town.

From my understanding, there is soon to be a gaming lounge in Stour Valley Business Centre Ballingdon which is a far more appropriate area for a venue such as this.

I hope very careful consideration will be given to this application and the objections made be given the same.

With kind regards  
Margaret Hickey

## BMSDC Licensing Team

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**From:**  
**Sent:** 04 May 2019 10:06  
**To:** BMSDC Licensing Team  
**Subject:** Objection to Caffeine Lounge

**Categories:** David, Katherine

Dear Sir Or Madam,

I wish to oppose the application for late license and selling of alcohol at the proposed site. This will cause a nuisance to local residents, with noisy drunk people distrusting the sleep of local residents. I have no objection to a gaming development itself, as support anything with gives our young people something to do, however it should not be open late nor should alcohol be served...

Please record my objection.

Regards,

Jennifer Bull  
3 Gardenside  
Croft Road  
Sudbury  
CO10 1JF

## Katherine Green

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**From:** BMSDC Licensing Team  
**Sent:** 30 April 2019 13:11  
**To:** David Price; Katherine Green  
**Subject:** FW: License application for esports bar, Sudbury.

**From:**  
**Sent:** 30 April 2019 13:08  
**To:** BMSDC Licensing Team  
**Subject:** License application for esports bar, Sudbury.

Hello,

I am aware of a license application for Caffeine Lounge Ltd in the Borehamgate Shopping Centre in Sudbury.

I would like to take this chance to message you in support of this application.

My name is Matthew Keys, 41 years old. I live with my family in Sudbury (CO10 1BH). I am employed by a national retailer as a Commercial Analyst and I am married with three children aged 5, 8 and 14.

Esports is a growing global phenomenon. Not only is it very accessible but it can be competitive and is gaining momentum at a very fast pace.

I think the license application alone indicates how the esports landscape is changing as it becomes more mainstream – I expect that there will be similar premises opening all over the country over the next year or two.

An esports bar of this size would put Sudbury at the forefront of the industry. It would no doubt bring people into town to experience esports first hand and to be part of the gaming community - both locally as well as nationally and internationally through on line competitions and tournaments.

The venue would give local young people and adults an opportunity to be part of organised gaming events and develop team play at all levels. They would have the ability to form teams and compete together.

PC gaming on a personal level has a high entry level cost associated with it. A reasonable entry levelling gaming PC would cost upwards of £700 – unfortunately putting it beyond the reach of many.

Caffeine Lounge states that they will be installing high specification range gaming PC's that would be near impossible for most young gamers to budget for so the bar would give them a unique chance to experience gaming on high end computers.

On top of this there is the huge profile that the venue could potentially have on line. With the mention of broadcasts and streaming events live from the venue it really shows that the application has been well considered and thought out. The influence of such a venue on line could ultimately bring visitors to Sudbury from far and wide and would put it on the esports map.

On a personal level I know that my son, who is 14, would love for such a venue to open. It would give a safe place, within walking distance, where he could play games and hang out with his likeminded friends.

Its clear that Sudbury needs such places for our growing younger generation and the opportunity to have something as exciting and ground breaking as this esports bar should not be missed!

I would be happy to discuss my thoughts on the application further should you wish to do so.

Kind regards,

Mr Matthew Keys

## Katherine Green

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**From:** BMSDC Licensing Team  
**Sent:** 25 April 2019 06:24  
**To:** Katherine Green; David Price  
**Subject:** FW: Support for the new Caffeine Lounge

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**From:**  
**Sent:** 24 April 2019 23:51  
**To:** BMSDC Licensing Team  
**Subject:** Support for the new Caffeine Lounge

*Name of Applicant: Caffeine Lounge Ltd*  
*Name of Premises: Caffeine Lounge*  
*14 Borehamgate Shopping Centre, Sudbury, Suffolk CO10 2EG*

Good evening.

My name is Ryan Marshall and I am the resident DJ at Infinity Nightclub in Sudbury. I would like to show my support for the new Caffeine Lounge venture being undertaken by William Ward. I believe it will help to bring a new clientele to the evening / nightlife in Sudbury and also provide teenagers and adults alike with a new place to spend time and interact while exploring new technologies and an emerging industry in E-Sports.

Regards,

Ryan Marshall.

16 Crossfield Road  
Southend On Sea  
Essex  
SS2 4LS