

Objection 1

From: yvonne
Sent: 03 April 2026 09:25
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: The Playa, The Leas, Isle of Sheppey

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Two points regarding the panned license hours for The Playa

1. The traffic noise, people and vehicles leaving the area at 0130 am. There is only one route to and from The venue and this will cause a disruption/disturbance to residents
2. New Year's Eve hours state 11pm to 11pm the next day. Does this mean it's open for 24 hours?

From: Licensing (SBC) <Licensing@swale.gov.uk>
Sent: 07 April 2026 13:00
To: yvonne |
Cc: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: RE: The Playa, The Leas, Isle of Sheppey

Good afternoon,

Please can you confirm whether you wish to make a formal objection to the application for a new premises licence for The Playa, The Leas, Minster-on-sea ME12 2NL?

I will require your response by midnight tonight for it to be included, as the consultation ends today.

Please note we are unable to accept anonymous representations.

Representations are provided to the applicant with the name of the person making the representation (if you are able to provide a valid reason why your name should not be provided to the applicant Licensing Officers can consider whether it is appropriate to include an anonymous representation in extenuating circumstances), email addresses and house numbers are removed before the representation is sent to the applicant.

To clarify, the applicant is a new tenant for the premises and are applying for a new licence as it was not possible to transfer the existing licence, the hours for licensable activities are largely the same as for the existing premises licence, I have listed them below and highlighted the hours that differ from the current licence.

The proposed licensable activities and hours:

Live Music (Indoors)

Thursday – Saturday: 18:00 – 00:00
Sunday: 18:00 - 23:30
Bank Holidays: 18:00 - 00:00
New Years Eve: 18:00 - 00:00

Live Music (Outdoors)

Sunday - Thursday: 12:00 – 18:00
Bank Holidays: 12:00 - 18:00

Recorded Music (Indoors)

Monday – Saturday: 08:00 - 01:30
Sunday: 08:00 - 00:00
Bank Holidays: 08:00 - 01:30
New Years Eve: 11:00 - 23:00 (next day)

Recorded Music (Outdoors)

Monday – Sunday: 12:00 - 20:00

Late Night Refreshments

Monday – Saturday: 23:00 - 01:30
Sunday: 23:00 - 00:00
Bank Holidays: 23:00 - 01:30
New Years Eve: 23:00 - 05:00

Sale of alcohol (Indoors)

Monday – Saturday: 08:00 - 01:30

Sunday: 08:00 - 00:00

Bank Holidays: 08:00 - 01:30

New Years Eve: 11:00 - 23:00 (next day)

Sale of alcohol (Outdoors)

Monday – Thursday: 12:00 – 18:00

Friday – Sunday: 12:00 – 21:00

Bank Holidays: 12:00 – 21:00

The opening hours of the premises

Monday – Saturday: 08:00 – 02:00

Sunday: 08:00 – 00:30

Bank Holidays 08:00 – 02:00

New Years Eve 11:00 – 23:30 (next day)

Please note that any objections that you may wish to raise should be based on the four licensing objectives which are:

Prevention of crime and disorder

Prevention of public nuisance

Protection of children from harm

Protection of public safety

Please also note that for the purposes of the Licensing Act 2003 prevention of public nuisance generally relates to noise, light, litter and noxious odours emitting from the premises itself and rarely to concerns relating to parking and traffic noise.

With regard to opening hours for New Years Eve, the premises is currently licenced from 11am on New Years Eve until 11:30 pm on New Years Day, 36 ½ hours and the applicant has applied for the same hours. Some premises had these hours for New Years on their old justice licence, in 2005 premises licence holders had to apply to vary their licence to be issued with a licence under the Licensing Act 2003 and the hours from the justice licence were copied onto the new licence, our records indicate that this was the case with The Playa.

I hope this information is useful, but if you have any questions please call 01795 417286 option 2

Kind regards

Johanna

Johanna Thomas

Licensing Team Leader

Tel: 01795 417286 | Email: licensing@swale.gov.uk or taxis@swale.gov.uk | Website: www.swale.gov.uk

Swale Borough Council | Swale House | East Street | Sittingbourne | Kent | ME10 3HT

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From: yvonne |
Sent: 07 April 2026 16:03
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: Re: The Playa, The Leas, Isle of Sheppey

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Good afternoon
Thankyou for your email.
I didn't realise that the license was already in place until 2am?

Also that they are open for 36 1/2 hours on New Year's Eve through to New Year's Day?

Because the previous owners had hardly any customers it's never been an issue

My main objection is with the public nuisance from noise disturbances at closing time and that's what my complaint is based on.
I'm happy for you to provide my details within the GDPR perimeters

Yvonne Farrington

From: yvonne
Sent: 07 April 2026 16:05
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: Re: The Playa, The Leas, Isle of Sheppey

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Also, these hours may have been the same hours as before, but by 11pm the venue had closed due to lack of customers

Objection 2

From: Terry Barnes|
Sent: 05 April 2026 15:25
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: The Playa public house

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

I am pleased that the playa will re open but as a local resident I feel the premises will turn our peaceful seaside beautyspot into a late night venue with all the attendant problems, the premises should not be in operation after 11pm...

T.Barnes.

ME122NH.

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From: Terry Barnes
Sent: 07 April 2026 15:48
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: Re: The Playa public house

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

I object to giving an extended hours licence not to the pub itself, I wish them well, but I think in a residential area beyond midnight is not in keeping with the area, and will surely lead to late night noise,

T Barnes
ME12 2NH.

From: Terry Barnes
Sent: 07 April 2026 15:52
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: The Playa

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Further to my previous email, I have no problem with the Playa and I wish them well, however opening until 2am is not fair to locals bear in mind noise etc and vehicle movements,

Regards

T.Barnes
ME12 2NH.

Objection 3

----- Original Message -----

From:
To: licensing@swale.gov.uk
Sent: Monday, April 6th 2026, 19:52
Subject: Application from The Playa, The Leas, Minster-on-Sea.

We must object in the strongest terms possible to the application before you. The Playa is located in a **prime residential area**. The proposed application is totally inappropriate for the area.

We are in our late 70's, have heart issues as well as other health problems but still enjoy being active in the garden and elsewhere.

Our garden adjoins|The Playa's garden area behind the car park. Expecting us to tolerate outside music, be it recorded or live, over the days and times stated in the application is totally insane, selfish, inconsiderate - quite frankly, ridiculous! Why should we have to / be expected to shut ourselves away indoors during the decent weather to try and eliminate the sound. There is no escape for us from the noise other than to leave home, which we have resorted to in the past, but why should we? Moving is not an option for us right now but the activities proposed will seriously impede any sale and would probably affect the value of the property anyway. We like to enjoy - should be allowed to enjoy - our own home and garden without noisy intrusion on a daily basis and certainly not at such extensive times.

Hearing people / families laughing, arguing, shouting but generally having fun is also intrusive but it's natural. Being forced to listen hours on end to others choice of music is anything but.

Having our fence panels used as goalposts by adults and children alike happens a lot and is also unacceptable.

The same objections relate to the indoors application be it recorded or live music. In hot weather particularly, with doors and windows open, the sound will travel so we could actually be compelled to listen to something we don't want to from 08:00 until midnight or 01:30, and beyond at New Year.

What possible purpose is there to permitting the playing of music from 11am New Year's Eve until 23.00 the next day?

And the opening hours of the premises? 08:00 until 02:00. With the best will in the world parting customers won't be quiet.

APPENDIX VI

What type of person is going to want cocktails at 8am? The advertising blurb says the premises are going to be a restaurant and cocktail bar, that it isn't going to be run as a pub. What then? It almost reads like a Night Club.

Since the premises have been closed it has been bliss. This has actually been the first Easter in years where peace and quiet has reigned. Wonderful! Friends and family have visited. Something they normally avoid doing because of the noise.

Over the years there has been massive problems with the activities of The Playa including at one point a Noise Abatement Notice being served. Surely we don't have to go down that road again. Let sense prevail, please.

This is a prime residential area.

We wish the new owner every success but not at the expense of our sanity. An Englishman's home is his castle. Let's keep it that way!

Carole and Martin Nealey

Southsea Avenue

PS If we were to dig out our speakers and classical record collection to give open air concerts in our garden of the kind of music we prefer how long we will be permitted to do that without some official red tape coming into play?!?!?

From: CAROLE NEALEY |
Sent: 08 April 2026 14:38
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: Re: RE: The Playa

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Thank you for this full reply Johanna.

I read the bit about the email not being received and didn't read any further but I have now.

Public nuisance speaks loud and clear to me.

I can't comment on the other categories until / unless anything crops up. The former people had a bouncy castle up a lot and I'm not convinced there was always supervision but that is now in the past and there's no way of knowing until it happens if similar things are going to take place. At the time, having children screaming on it, sometimes until 11pm, was not fun!!!

Carole

Objection 4

-----Original Message-----

From: |

Sent: 06 April 2026 15:03

To: Licensing (SBC) <Licensing@swale.gov.uk>

Subject: The Playa - Minster

Hi,

I am writing regarding the change in licensing terms for the Playa pub/restaurant at the Leas, Minster.

We live on Southsea Avenue, the road directly behind the pub and have done so for 20 years.

We object to the increase in the opening hours which in its application show it wishes to serve alcohol until 0130hrs and remain open until 2am.

We object on the basis that the changes in opening times and alcohol sales requested appear to indicate that they wish to alter the activities held there by way of extremely late hours in a quiet and completely residential area which is not welcome whatsoever.

The patrons that may stay until 2am will cause significant noise and commotion in an area which is well known to have an elderly population.

We are also concerned for the noise pollution and potential drunk patrons roaming our neighbourhood into the early hours.

As we live directly upon the sea shore, depending on wind direction any noise from people, music and general public commotion where alcohol is being consumed, travels far and can be heard within our homes and while in bed.

In previous years when the pub has held outside bands and NY parties they have been acceptable and tolerable as infrequent events for us despite the noise however the new licencees are seeking to make this a regular / daily potential by way of permanent approval in their application.

There is no local demand for such opening hours on a regular basis.

No matter the landlord at the Playa, it has never been able to warrant such hours, it's well proven to have limitations of patrons and popularity.

We also have concerns such as:

Where will these visitors who wish to drink until 0130hrs come from (noting that most pubs on the island are empty beyond 10pm generally and why would they stay so late at a venue which is promoted as a high-end restaurant. It appears to suggest that they seek for it to be more of a nightclub?

Why do they seek an endless / all nighter licence around New Year for example.

It appears that this application requires clarification prior to any considerations for approval to ensure we are well informed of the new intentions of use and the council takes any concerns of local residents seriously.

To be clear, I am delighted to see it reopen with a new lease of life and plan to frequent the pub and restaurant when it does open however there is simply no cause to grant these extended hours. |

It is completely unnecessary to run a bar and restaurant until 2am in our sleepy neighbourhood and we object to the council giving approval of the same.

Thanks

Andrew Barnes / Debbie Steele

Objection 5

From: Maria McGovern |
Sent: 06 April 2026 22:18
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: Re-opening of The Playa, The Leas, Minster, Sheppey, Kent

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Good evening

I am writing to object to the proposed new closing times for The Playa, Minster on the grounds of public nuisance. As I live directly behind The Playa, I am worried about the excessive noise from music, customers leaving the venue and possible anti-social behavior. I am concerned that loud, persistent and unreasonable noise will negatively impact the neighbourhood, local residents and their quality of life.

I look forward to hearing from you.

Maria McGovern