



Dear Councillor

LICENSING SUB-COMMITTEE - MONDAY, 10 NOVEMBER 2025

I am now able to enclose for consideration at the above meeting the following documents that were unavailable when the agenda was printed.

**Agenda Item
No.**

- 5. THE SNUG, UNIT 3, THE MILL, FREE CHURCH PASSAGE, ST IVES
PE27 5AY**(Pages 3 - 28)
To consider an application to vary a premise licence

Applicant: Snugco Limited

Premises: The Snug, Unit 3, The Mill, Free Church Passage, St Ives PE27
5AY

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The Snug Micro Pub St Ives Licence Hearing Meeting November 2025



What are we asking for?

- We are not asking to expand our business or extend our hours.
- We are asking to use our outside courtyard for key (mainly summer events) without the need for Temporary Event Notices each time.
- Saving me and the council time and money.
- We already use this space, but can only get 15 TENS per annum.

What has the Snug achieved in 2 years

- Awarded the title of best Pub / Bar in Cambridgeshire 2025 - Velvet Awards
- Hospitality and Events Start up of the Year 2024 - UK Start Up Awards
- Huntingdonshire Business Awards - 2025 - Small Business of the Year - Finalist
- Rejuvenated Free Church Passage and stimulated business growth in the town of St Ives.



Reported Issues

- Zero reported issues relating to the Snug in 2 years of trading.
- No licencing issues, no Police issues and no issues arising at any Pubwatch meeting we have attended every month for the last 2 years. (See Letter slide 13 and 14)
- We run a high quality establishment with good clientele and professional members of staff.
- We engage all of our neighbours if we have events that we feel could impact them. (See slide 5)
- Historically we have had zero correspondence from the Church regarding any events they have planned.
- We had one advance verbal request on the 14th June 2025 to not schedule anything on that Saturday due to a church event, and we scheduled that.
- We have arranged meetings with them to put in place an action plan to avoid future event clashes.

Working with Neighbours

Summary

- Matthew Kelly announced upcoming Saturday events at the Snug Micro Pub.
- Gemma Ebers apologized for neglecting church emails and attached diary dates.

By Gemini; there may be mistakes. [Learn more](#)



Matthew Kelly <info@snugstives.com>
to stives-schurch ▾

Hello

I just wanted to make you aware of our next few events at the pub that fall on Saturdays.

Saturday 21st June. DJ from 7pm

Saturday 12th July. Drinks festival in the courtyard from midday until 11pm

If any more get booked I will make sure that I keep you updated.

Regards

Matt

The Snug Micro Pub

www.snugstives.com

UK StartUp
Awards
East of England



REGIONAL WINNER 2024

velvet

CAMBRIDGESHIRE

FOOD & DRINK AWARDS 2025

FINALIST



5,108



Matthew Kelly <info@snugstives.com>
to stives-schurch ▾

Jun 18, 2025, 2:56 PM ☆ ↵

Hello

Just checking you got my previous email about events.

We are happy to work with you to minimise any disruption.

Regards

Matt



Gemma Ebers <stives-schurch@outlook.com>
to me ▾

Jul 6, 2025, 11:58 AM ☆ ↵

Apologies me and Simon got married last week so have been neglecting church emails and admin!

We do have an event on the 12th July. I have attached the diary dates for 2026 and half of 2027 for our Saturday events we have booked so far.

Kind regards

Gemma Ebers

Church secretary

3 Attachments • Scanned by Gmail



Matthew Kelly <info@snugstives.com>
to Gemma ▾

Jul 6, 2025, 3:34 PM ☆ ↵

Re: Gemma

Working with Neighbours - Church Meeting - 6/10/25

Good afternoon, Mat

Thank you for coming into the church office earlier to keep communication going between the Free Church and The Snug.

Please see below in regard to events happening at the Free Church this year. All the below events are being held in the centrum (worship area upstairs):

Fri 17th Oct

1pm - 2pm

Funeral service

7pm - 9pm

Civic Society public meeting

Tue 21st Oct

1.30pm – 2.30pm

Funeral service

Fri 24th Oct

1pm – 2pm

Chamber Orchestra lunchtime concert

NOVEMBER

Sun 2nd Nov

2 – 5pm

Deborah Biggs piano concert

Sat 8th Nov

5.30pm onwards

Harmony in Harlem concert

Thu 13th Nov

7pm – 9pm

Chamber Orchestra rehearsal

Sat 15th Nov

7pm – 9.30pm

St Ives Choral Society concert

Fri 21st Nov

7pm - 9pm

Civic Society public meeting

Fri 28th Nov

1pm – 2pm

Chamber Orchestra lunchtime concert

Sun 30th Nov

7pm – 9pm

St Ives Community Choir concert

DECEMBER

Thu 4th Dec

7pm – 9pm

Chamber Orchestra rehearsal

Sat 6th Dec

2.30pm – 5pm

Piano recital

7pm – 9pm

Mayor's Charity Christmas concert

Sun 7th Dec

2pm onwards

Harmonium Singers Christmas concert

Sat 13th Dec

7pm – 9.30pm

St Ives Choral Society Christmas concert

Sun 14th Dec

11am – 12pm

Christingle Worship

6pm – 9pm

Rotary Club Christmas Cracker concert

Thu 18th Dec

4pm – 9pm

Karen England Christmas concert

Sun 21st Dec

5pm – 6pm

Candlelit Christmas Carol service

Wed 24th Dec

5pm – 6pm

Christmas Eve church service

Many thanks

Sarah

Office Administrator

The Free Church,

St Ives,

Cambs.

Tel: 01480 468535

Follow up meetings took place with the Church Secretary on **Friday 10th October**, where this coordinated approach to scheduling was agreed and discussed further.

Church Issues

- The church has an ongoing issue of street drinkers using the front of their property for drinking, smoking drugs, playing loud music and shouting abuse at passers by.
- My staff and customers have to cross the road to avoid this and the church are not dealing with it.
- This is not regulated, it is not safe and it reflects badly on the town and adversely affects my business.



Running a Small Business

- Increasing costs of running a small business, especially a Pub.
- We need to use every possible opportunity to generate profit / survive and help this town grow. The courtyard and these summer events allow that.
- We already work effectively with our neighbours and support other small businesses in St Ives.
- The Snug pays for the street lighting down Free Church passage and has made it more inviting for visitors.
- We support numerous town events and charities throughout the year. We are a key part of the town and district economy.

Proposal Summary

- This is not a request to expand my business or cause my neighbours any issues.
- This is to streamline administrative processes and allow my small business to survive in a very tough trading landscape. We need to support each other.
- We contribute to the town way beyond our size.
- We have raised national and local awareness of the town with our awards.
- We run a respectable business that has never caused any issues.
- We have open channels of communication, so it's again disappointing that the church has not engaged with us before today.

Response to Representations

Most concerns fall into 3 categories:

1. **Noise from Music** - Mostly from members of the *St Ives Choral Society*. They refer to *one or two* specific incidents (some over a year ago) where music from The Snug overlapped with rehearsals or concerts at the Free Church. However, several of them **acknowledge that we cooperated** afterwards and that subsequent concerts weren't disturbed. This demonstrates how these incidents are isolated and manageable, not systematic. I have met with the church and added their planned activities for the coming months to the Snug diary. We will now not plan any events that clash with their events. The Choral society tend to have practice sessions on a Tuesday and the Snug is always closed on Mondays and Tuesdays.
2. **Blocking of Free Church and Fire Exit** - This is mainly the church trustees repeating a similar story. They claim our patrons sometimes stand in the passage or sit on church steps. There's **no evidence of any formal complaint, police involvement, or enforcement notice**, relating to this. Our staff always remind our customers to stay within our courtyard. We move bikes further down the alleyway if they are blocking the fire exit and we ask our customers not to block any exits or passers by.
3. **Moral and Social Objections** - some mention "drunkenness," "alcohol around the vulnerable," and the general tone of "a pub near a church is inappropriate." These are *not valid licensing grounds* under the Licensing Act 2003.
 - Public safety
 - Prevention of public nuisance
 - Protection of children from harm
 - Prevention of crime and disorder

Moral discomfort or dislike of pubs simply doesn't qualify.

The supporting letter on the following page from Huntingdon Business Against Crime Scheme manager demonstrates how the Snug and it's management team play a key part in actively supporting all of the licensing objectives in the town of St Ives.

There is a mention of a motorbike which is simply wrong. The owner of the Snug does not own or has never owned a motorbike.

This is a coordinated but largely emotional campaign from a few local groups centred mainly around 1 premises, not a genuine case of nuisance or safety issues. Their arguments are repetitive, subjective, and in some cases inaccurate. We have shown evidence of cooperation, no recorded complaints, no police involvement, and an open-door policy to work with the church.

There is substantial support from all of the other businesses and residents along free church passageway for the proposal.

Supporting Letter From Huntingdonshire Business Against Crime Scheme - Pubwatch

Date: 20th October 2025

Submitted by: Hannah Hancock, Business Crime Manager, HBAC and St Ives Pubwatch note taker and administration.

To: Licensing Authority, Huntingdonshire District Council and Matthew Kelly, The Snug, Free Church Passage.

Subject: Support for The Snug, St Ives – Application to Amend Premises Licence to Include Use of Front Courtyard

I am writing to express my full support for *The Snug, St Ives* in their application to amend their premises licence to allow the use of the courtyard area in front of their premises.

Since opening in July 2023, *The Snug* has established itself as a responsible and well-managed venue within the St Ives town centre. The management team has consistently demonstrated a proactive and conscientious approach to ensuring a safe and enjoyable environment for both customers and the wider community.

Evidence of Responsible Management and Community Engagement

Active Participation in Pubwatch:

The Snug's management team has attended every St Ives Pubwatch meeting since January 2024. Their regular attendance highlights their commitment to collaboration and communication with other licensees, the Police, and the local authority.

Positive Engagement on Anti-Social Behaviour (ASB) and Disorder:

The management actively participates in discussions regarding ASB and disorder in the town centre. They contribute constructively to finding community-wide solutions, regardless of whether their premises are directly involved.

Incident Reporting and Transparency:

Since opening, The Snug has reported two incidents through the DISC system:

1. Burglary: Promptly reported to Cambridgeshire Constabulary.
2. Aggressive/Intoxicated Male: Dealt with swiftly and appropriately by staff, with the individual being asked to leave.

These reports demonstrate diligence in maintaining public safety and transparency in incident management.

Supporting Letter From Huntingdonshire Business Against Crime Scheme - Pubwatch

Engagement with DISC, Information Sharing System:

Both staff members with DISC access have logged in recently (16th and 18th October 2025), showing continued use and engagement with local reporting systems.

Commitment to Safety and Standards:

The management team is highly confident and competent in operating their premises. They ensure that The Snug remains a safe, welcoming, and well-managed environment, maintaining strong relationships with enforcement and community partners.

Conclusion

The Snug, St Ives has consistently demonstrated a responsible approach to licensing objectives, particularly in promoting public safety, preventing crime and disorder, and fostering positive community relations. Allowing them to extend their licensed area to include the front courtyard would be a reasonable and well-earned progression for a business that clearly upholds the highest operational standards.

Their proven track record of professionalism, engagement, and community-mindedness provides confidence that the courtyard area will be managed with the same level of care and responsibility as the rest of the premises.

For these reasons, I fully support The Snug, St Ives in their application to amend their premises licence to include the use of the courtyard.

Signed:

Hannah Hancock
Business Crime Reduction Manager, HBAC
Note taker and Administration, St Ives Pubwatch
07928 741372

Evidence of Support from Neighbouring Businesses and Residents - Guinot Salon - 1A - 2 Free Church Passage

I understand that the Snug is applying for an entertainment licence, we have had Optimum and more recently the Guinot Salon as a business for 35 years in St Ives.

The free church passage where we are located is slightly off the main thoroughfare, since the Snug has moved in the whole passage way has come alive.

We have had no complaints from clients with regard to noise. We fully support Matt and his Team it is very refreshing to have a business owner who actually cares. Matt goes above and beyond and really deserves to flourish.

Regards

Paula Ewing
Owner



Evidence of Support from Neighbouring Businesses and Residents - Meraki Hair Design - 2 Free Church Passage

Hi Matt,

Thanks for reaching out — yes, we're very happy to support your licence variation. We think The Snug adds a great atmosphere to the passageway and have never had any issues with noise or access during your events.

Best of luck with your application — we're more than happy to help where we can!

Kind Regards,
The girls at Meraki
Owners

MERAKI
HAIR DESIGN

Evidence of Support from Neighbouring Businesses and Residents - Dinky Dot Photography - 1A Free Church Passage - St Ives

Dear Mat,

I just wanted to share my full support for your licence application to host events throughout the year at The Snug.

As a neighbouring business, I've always found your events to be well-managed and considerate. They bring a wonderful atmosphere to the high street and help draw people into St Ives, which benefits local businesses like mine. I've never experienced any disruption to my work or clients during your events.

I believe granting this licence would be a great addition to the town's community spirit and local economy, and I'm very happy to support your application.

Kind Regards,
Laura

Dinky Little Dot Photography

07852 264151

www.dinkylittledot.co.uk



Dinky Little Dot
Photography

Evidence of Support from Neighbouring Businesses and Residents - Graham Handley Architects - The Mill, Free Church Passage

The Snug, aside from being an award-winning pub, is also a great addition to the community around Free Church Passage and St Ives. It provides a new sense of life for the area and has a clientele who are respectful of their neighbours and appreciative of their environment.

We have experienced fewer neighbourhood problems now that The Snug is a regular presence, and it has provided a welcoming sight in the area, operated by friendly and responsible staff who take care of their premises and surroundings.

It provides a warm, friendly and popular venue in the neighbourhood, and we wish them every success in their endeavours (which they continue to demonstrate with their award-winning business).

Warm Regards

Graham Handley Architects Ltd



Evidence of Support from Neighbouring Businesses and Residents - Carol Bailey Free Church Passage Resident

Carol Anne Bailey
7 The Quay
St Ives
PE27 5AR

Page 21
carolannebailey23@gmail.com
RE: THE SNUG

This letter is concerning the application for the licence at The Snug - Church Passage, St Ives. I would like to express my complete support in this application. I have never experienced any noise, disturbance or anti-social behavior. I think in contrast to any negative responses The Snug is in fact an asset to the town and to this community. I am in full agreement with everything proposed.

Best wishes Carol Anne Bailey

Evidence of Support from Neighbouring Businesses and Residents - St Ives Electric Riverboat Company - Free Church Passage

I am writing this statement in support of The Snug's application for a Premises Licence Variation.

Since its inception 2 years ago I believe The Snug has strived to be a leading business in the town offering a unique and distinctive drinking experience with its specialist beers and cocktails. The very special communal environment that has been created by The Snug team for customers to enjoy gets regularly commented on by people both visiting and living in the town.

As a local business St Ives Electric Riverboat Co has been working collaboratively with The Snug to improve our offering. We regularly hear from people what a vibrant and amiable atmosphere the Snug and its outdoor events bring to the town, making it feel inviting to visitors and locals alike.

As a small market town St Ives is in a unique position to thrive, in what is deemed to be a difficult trading environment, due to its location, beauty and forward-thinking residents. The Snug Micropub is at the forefront of this innovation with all aspects of its business and in my opinion as it grows, it needs to be allowed to adapt not only for itself but also to help support the town of St Ives, its local economy, and other local businesses such as ours.

Many thanks Francis Mizuro

St Ives Electric Riverboat Co.



Summary

1. Noise and Music

- The Snug has never received a single official complaint or enforcement notice regarding noise.
- We do not hold events during the week and have only hosted occasional weekend events under Temporary Event Notices (TENS).
- On the one occasion when music from the Snug coincided with a concert at the Free Church, I immediately cooperated with the Choral Society to resolve the issue, and subsequent concerts have proceeded without disturbance.
- We are happy to continue coordinating with the Church and local groups to avoid clashes and to agree reasonable conditions around amplified sound if required.

2. Public Safety and Access

- The Snug's courtyard area is clearly defined and supervised. Customers are reminded to remain within that space, and our staff are trained to enforce this. We have CCTV covering the space and it is well regulated and maintained.
- There is **no record of any formal complaint, police report, or licensing enforcement** for obstruction or antisocial behaviour linked to our patrons.
- In contrast, there is a persistent issue with **street drinkers and drug users** congregating on the steps in front of the Free Church, independent of The Snug. These individuals regularly engage in anti-social behaviour, including public drinking, verbal abuse, and suspected drug use. We have provided video and photographic evidence of this activity. It is unfair and inaccurate for such activity to be associated with our business or customers.

Summary

1. Context of Surrounding Premises

The Free Church sits next door to **two other licensed premises** – the Wetherspoons pub and the Golden Lion Hotel – both of which serve alcohol and operate late into the evening without comparable objection. It is therefore inconsistent to single out The Snug, a small, responsibly run venue with limited capacity, for scrutiny.

2. Community and Economic Contribution

The Snug has been recognised as a positive force for St Ives, recently being awarded **Best Pub in Cambridgeshire 2025. A finalist for best small business in the Huntingdonshire District Council Awards and Best Hospitality Start up Business in the whole of the East of England 2024**. This award reflects not only our customer service and responsible management but also our contribution to the town's reputation and visitor economy.

We bring footfall into the town centre, support local suppliers and musicians, and provide a welcoming social space that contributes to a vibrant, safe evening economy.

3. General Conduct and Good Management

The Snug is a small, well-run micropub with a friendly, community-minded clientele. We maintain CCTV coverage and uphold high standards of behaviour at all times.

Some objections rely on moral or subjective arguments about alcohol near a church. While I respect those views, such concerns do not fall within the four licensing objectives under the Licensing Act 2003.

Finally, to correct an inaccuracy raised in one submission: I do not own, ride, or park a motorbike, nor has one ever been used in connection with The Snug

Summary

I would like to acknowledge the role of local organisations such as St Ives Free Church and the St Ives Choral Society. The Snug has always aimed to operate as a considerate neighbour and a positive part of the St Ives community, and I remain committed to maintaining good relations with all those around us.

The Free Church opposed my licence initially before we even opened. They were the only people to oppose then and that is the case again now. Their reasons for this then were based on emotions, opinions and unsubstantiated statements. They then didn't even turn up the previous licence hearing, and again now they are putting forward the same arguments.

All of the other businesses and the the closest residents to the Snug are in support of our proposals and fully endorse what the Snug brings to the neighbourhood.

The Snug has operated responsibly and collaboratively since opening, without a single official complaint or incident in 2 years of trading. We have demonstrated a willingness to engage with neighbours, uphold public safety, and contribute positively to the community. I respectfully ask the Licensing Committee to consider the facts of our record and our genuine commitment to working constructively with others in St Ives.

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fostering positive community relations. Allowing them to extend their licensed area to include the front courtyard would be a reasonable and well-earned progression for a business that clearly upholds the highest operational standards.

Their proven track record of professionalism, engagement, and community-mindedness provides confidence that the courtyard area will be managed with the same level of care and responsibility as the rest of the premises.

For these reasons, I fully support *The Snug, St Ives* in their application to amend their premises licence to include the use of the courtyard.

Signed:

A handwritten signature in dark ink, appearing to be 'Hannah Hancock', written over a horizontal line.

Hannah Hancock
Business Crime Reduction Manager, HBAC
Note taker and Administration, St Ives Pubwatch
07928 741372