

**APPLICATION FOR PREMISES LICENCE
BY THE ALCHEMIST BAR AND RESTAURANT LIMITED**

BEFORE

**THE LICENSING SUB-COMMITTEE OF
YORK CITY COUNCIL ON 22 DECEMBER 2022**

PREMISES: THE ALCHEMIST, THE COACHHOUSE, YORK

WITNESS STATEMENT OF MAX REEVES

1. My name is Max Reeves, and I am a Director of The Helmsley Group, who are a trustee of the Landlord entity of the premises to which this Application relates.
2. This Statement is submitted on behalf of the Landlord in order to assist the Committee in advance of the hearing of the Application for a new premises.

BACKGROUND TO THE HELMSLEY GROUP

3. The Helmsley Group have been investing & developing in York for 45 years and have a significant land interest within the city.
4. The Group has recently submitted a very large mixed use commercial project 'Coney Street Riverside' to York City Council, who are one of the stakeholders for the application. The proposed development covers 250,000 square feet, combining a mix of retail, newly formed riverside leisure units and residential, which we hope will be a major regeneration scheme for the benefit of York.
5. As part of the above application Helmsley have been regenerating other sites in its immediate vicinity, notably 1-7 Coney Street recently where a vacant property has been developed and is now occupied by Rosa Thai. We believe that this has made a significant improvement to this previously empty property fronting St Helens Square.

BACKGROUND TO THE APPLICATION SITE

6. Ousegate House forms part of Helmsley's strategy to regenerate this area of York, and we hope it will be the catalyst for the wider strategy of attracting high end, quality brands to this location in York.
7. The site is currently unoccupied, which is not a desirable situation for anyone - for us, or for York generally. We want it to be redeveloped and to be used to add something exciting to the local area.

OUR VIEWS ON THE ALCHEMIST

8. The Alchemist were specifically chosen as a prospective tenant by the Helmsley Group for this site due to their unique all-day concept. The team have visited their other locations around the UK and were extremely impressed by the level of investment into their product, which certainly correlates with Helmsley's vision for this building and the wider area.

9. Given the economic conditions, inflation and energy costs Helmsley have been very encouraged that an operator as high quality as The Alchemist is looking to commit to York and be a new entry to the city.

10. We are confident that The Alchemist will be a positive addition to the city. We would not want to have a tenant who would attract the 'wrong' crowd, or who would encourage irresponsible drinking. This would be totally out of step with our vision for the area. We want to attract responsible, exceptional operators to raise the standard in the area.