



Response to Licensing Objection

Pizzeria Fiamma · 1-3 Goodyear Grove, Castle Donington, DE74

To: Licensing Department

North West Leicestershire District Council

Subject: Response to Objection - Premises Licence Application for Pizzeria Fiamma

Case Reference: FS-Case-726808223

Dear Licensing Team,

I am writing in response to the recent representation submitted regarding my premises licence application for Pizzeria Fiamma, a small-scale, delivery-only pizza operation based at 1-3 Goodyear Grove, Castle Donington, DE74.

I understand and respect the concerns raised by neighbours. I would like to offer the following clarifications and reassurances in relation to the points outlined.

1. Noise and Traffic Disturbance (Public Safety)

Limited Operating Hours:

Pizzeria Fiamma operates strictly on Friday to Sunday from 5:00 PM to 9:00 PM only. These hours have been carefully selected to avoid late-night disruption and to limit any impact on neighbours.

Low Volume of Deliveries:

It's important to recognise the significant ambient noise levels already present in this area. East Midlands Airport operates 24 hours a day, with regular aircraft takeoffs, landings, and ground vehicle activity throughout the night. DHL cargo movements in particular intensify from around

11:00 PM onward, contributing to a noticeable rise in operational noise levels. In addition, Donington Park racetrack regularly hosts events involving amplified announcements and motorbike engines, often continuing into the late evening on weekends.

Against this backdrop, our small-scale pizza deliveries occur only between 5:00-9:00 PM, well outside peak airport and racetrack activity. Deliveries are made by a single Piaggio Liberty 50cc scooter, a low-emission, Euro 5-compliant vehicle designed for urban, low-noise residential use. The scooter is parked and switched off on our own private driveway adjacent to our garden kitchen, not driven close to neighbouring homes, and emits less noise than typical domestic vehicles or commercial vans. Its short runtime, low volume, and early cut-off ensure a negligible impact on the local soundscape.

Quiet, Low-Impact Delivery Method:

Deliveries are conducted by a single Piaggio Liberty 50cc scooter, which is EU-compliant in terms of noise and emissions. There is no use of loud vehicles or third-party delivery fleets.

Delivery-Only Model - No Customer Access:

Our service is strictly delivery-only. There is no on-site collection or customer footfall to the premises. This minimises noise, congestion, and any gathering near the property.

2. Inappropriate Use of Residential Property (Prevention of Public Nuisance)

Lawful Use of Property:

We have submitted a Certificate of Lawful Use (Sui Generis) application for a food delivery operation conducted from a residential dwelling without internal structural changes. The food is prepared in a bespoke, enclosed garden kitchen designed to meet all environmental and safety standards.

Respect for Residential Character:

There are no commercial signs, advertising boards, or visible branding on-site. We operate discreetly and with care not to alter the residential feel of the street.

Strict Control of Alcohol Sales:

Alcohol is sold only as part of a food order, in limited quantities (a curated selection of up to four bottles: red, white, rosé, and prosecco, including non-alcoholic options). Every delivery is age verified using industry-standard systems, ensuring full compliance with licensing objectives.

A Responsible, Community-Conscious Business:

We are committed to running this small local business with integrity and sensitivity to our

surroundings. We proactively listen to feedback, and we are open to applying reasonable conditions to our licence to provide reassurance to both neighbours and the Licensing Authority.

In summary, Pizzería Fiamma is a small, artisan food delivery business that respects the residential setting and operates in line with licensing objectives. We take the concerns of local residents seriously and are fully committed to being a good neighbour.

Should the Licensing Committee wish to impose reasonable conditions relating to noise management, delivery vehicle use, or alcohol controls, we would be happy to work collaboratively to address these.

Thank you for your time and consideration.

Kind regards,

Lee Bebbington

Pizzería Fiamma

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Please see:

- Appendix A: Vehicle Specification
- Appendix B: Sample Delivery Log

Appendix A - Vehicle Specification

Make & Model:	Piaggio Liberty 50 i-GET
Engine:	49.9cc air-cooled single-cylinder, 4-stroke
Emission Standard:	Euro 5 compliant
Noise Emission:	Idle: ~63-67 dB(A) Drive-by: less than or equal to 70 dB(A) Compliant with Directive 168/2013/EU
Fuel Type:	Petrol
Top Speed:	28-30 mph (45-48 km/h)
Transmission:	Automatic CVT
Usage Type:	Optimised for low-speed urban mobility
Vehicle Dimensions:	Length: 1,945 mm Width: 690 mm
Weight (Dry):	100 kg
Additional Features:	<ul style="list-style-type: none">- Low-noise exhaust system- Fuel injection for reduced emissions- Designed for short-range city deliveries

Appendix B - Sample Delivery Log

Date	Time Out	Time Returned	Driver	Address	Order No.	Alcohol?	ID Checked	N
28/07/2025	17:10	17:20	LB	14 Elm Way, DE74 2NW	#2457	Yes	Yes	Age verifi
28/07/2025	17:35	17:45	LB	9 Oak Drive, DE74 2US	#2458	No	N/A	
28/07/2025	18:00	18:15	LB	22 Hawthorn Rd, DE74 2X	#2459	Yes	Yes	Delivered