

APPENDIX B

From: @amey.co.uk]
Sent: 28 October 2013 12:41
To:
Cc: Lorraine Neale
Subject: RE: Maidstone Borough Council - Unmet demand survey

Lorraine

Further to your email below, I can confirm that whether the rank has been appointed or not makes no difference whatsoever to the survey methodology we apply.

We always take our steer from the licensing authority on which ranks in an area are active and these are the ranks we subsequently survey. The survey identifies the activity at each rank and combines the results across all, within a tried and tested model, to come to a conclusion on whether unmet demand exists or not in the rank based market. We then consider this alongside the evidence obtained from other research undertaken to come to an overall conclusion about unmet demand.

At no point in this process is the issue of whether a rank has been appointed or not a relevant factor in our calculations or analysis and neither is this required in the guidance for unmet demand surveys issued by DfT.

Regards

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From:
Sent: 25 October 2013 14:10
To:
Subject: FW: Maidstone Borough Council - Unmet demand survey

Please can you have a look at this. I am on leave next week.

Thanks

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Should you have any enquiries about this please send them to: legal@amey.co.uk

From: Lorraine Neale [<mailto:LorraineNeale@maidstone.gov.uk>]
Sent: 25 October 2013 12:41
To: @amey.co.uk]
Cc: John Littlemore
Subject: RE: Maidstone Borough Council - Unmet demand survey

Good Afternoon

We have a further query in respect of the Unmet Demand Survey and hopefully it will be the final question we ask you.

Could you confirm what effect it would have had on the outcome of your survey, if any, in the situation that MBC cannot currently produce evidence of the appointment of any ranks. We have been requested by a representative for a PH operator to provide this as they believe that it will affect the survey. We believe the ranks that Amey were advised of are appointed and they are certainly those that were in use at the time of the survey by the trade and unchallenged historically. I look forward to your response

Kind Regards

Lorraine Neale

Senior Licensing Officer

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