

Dear all,

I understand that a premises licence notice can raise questions, especially when it appears without broader context. Often, assumptions are made before the nature of a new business is fully understood. I'd therefore like to take this opportunity to introduce Red Brick and offer some clarity around our plans, in the hope that this will address any concerns you may have raised.

About Red Brick

RB Shrewsbury Ltd, trading as Red Brick, is a freshly baked bagel bar serving a variety of fresh bagels, quality coffee and a curated selection of alcoholic and non-alcoholic beverages. We will be open daily from 06:00 to 23:00, with a licence extension to 01:00 on weekends — in line with several other establishments on Castle Street. Our focus is on creating a welcoming, design-led space for locals and visitors alike. We're proud of the investment going into the fit-out of the premises, using high-quality materials and thoughtful design throughout. If you'd like to visit the site and see our vision in person, I'd be happy to arrange a time to show you around.

The layout of Red Brick has been carefully planned with comfort and experience in mind. The basement will be our main seating area, accommodating up to 30 guests in a warm, intimate setting. Upstairs, you'll find our open kitchen and service bar, with window seating in a classic coffee shop style, and counter seating directly in front of the chef as food is prepared — evoking the charm and openness of an American diner.

Licence Scope & Clarifications

Sale of Alcohol (On and Off Sales)

Alcohol will be served to those dining in, either inside or within our defined outdoor "consumption area" directly in front of the premises (within our boundary). Off-sales are intended for customers wishing to take a bottle of wine or craft beer home, to the office, or as part of a takeaway/delivery order — not for street drinking.

Late Night Refreshment

This simply allows us to serve food and non-alcoholic beverages (such as coffee) after 23:00 on busier evenings.

Recorded and Live Music

While the licence wording may suggest live performances, Red Brick is **not a gig or live music venue**. The term "live music" was included on legal advice to cover scenarios such as a DJ playing their own music or using turntables to 'scratch' records. Music at Red Brick will be ambient — with recorded music playing in the main space and a DJ in the **basement area**. The DJ will contribute to the atmosphere, akin to background music, rather than a headline act. The basement has been assessed by Shropshire Council and found suitable in terms of sound containment, as it's insulated by reinforced concrete and has significant separation from residential areas.

Noise and Outside Seating

Our outdoor seating area will be cleared and packed away by 23:00 daily. Signage will be placed on tables stating:

“We want you to have a great time whilst you dine with us, but please respect our neighbours whilst outside and when you leave.” with similar notices shown upon leaving Red Brick.

In addition, our team (including door supervisors during weekends and peak periods) will actively manage the space and remind patrons to be respectful of the surrounding area. Patrons will remain within our boundary and will not be permitted to gather outside neighbouring buildings such as 25/26 Castle Street or anywhere else when dining with us.

Respect for the Area & Our Neighbours

We’re fully committed to being a considerate and tidy presence on Castle Street. Our team will ensure the outdoor space is kept clean and well-managed at all times, and waste will be handled responsibly — for instance, glass recycling will never be emptied late at night or early in the morning. We’ll follow the town centre’s refuse collection schedule to avoid unnecessary noise or disruption.`

Red Brick is not a loud or rowdy late-night venue. Our vision is to create a warm, sociable environment where people can enjoy quality food, drink, and music in a relaxed setting — a place for conversation and connection, not shouting over the sound system.

I hope this helps provide some clarity and reassurance around our intentions and values. If you’d like to discuss anything further or pop in for a look around before we open, please don’t hesitate to get in touch. We’re genuinely excited to become part of the community and look forward to meeting our neighbours soon.

Kind Regards

Zak