

**From:**  
**To:** [M&CP - Licensing](#)  
**Subject:** Representation in regards to personal licence - Jason Ward  
**Date:** 19 May 2023 14:57:53

---

THIS IS AN EXTERNAL EMAIL

I am writing in regards to representation in the process of reviewing my personal license.

In relation to the offence.

Firstly and without reserve I deeply regret and am ashamed in my decision making to drive that night. As a hospitality business owner and having had a personal license first in 1998 I know my actions were unacceptable. This behaviour will never be repeated. Previously to this I had no criminal record and did not have any points on my driving licence, or indeed ever have had. The court recognised and accepted that it was not a refusal to provide which was also taken into account for the magistrate to use the lowest tier for sentencing.

In relation to fail to notify the court of my status as a personal licence holder.

I was completely transparent with the court as to my role as a hospitality owner and my duties therewithin. This is not to say it was not a mistake on my part to address this specifically, in truth I was unaware this was the case and my counsel made no mention of this in our discussions. If I had intentionally wanted to mislead, then I would have not provided all the details regarding the hotel and used only my London address.

In relation to fail to notify the relevant licensing authority.

Indeed I was aware that I needed to contact the licensing authority in relation to my conviction. I had been about to do that when you contacted me, the timeframe for me to contact you was I accept longer than it should have been. In mitigation for this we were caught up in the energy crisis and at that time I had to navigate the hotel out of an energy contract which would have been a death nail for the business. We basically had to stop, rename and restart the business to break the contract, which as you would appreciate was a large undertaking while still running a day to day business.

Personal circumstance in relation to this representation

We are a family owned hotel on the edge of Dartmoor, Devon, started by my grandparents fifty three years ago this September. I personally have always been a Chef, apprenticed at the Savoy hotel, London at sixteen years of age and subsequently spending most of my working life in London including nearly twenty years within Michelin starred restaurants including, La Gavroche, Four Seasons, Maison Novelli and ten years at Zafferano.

That said I have always been involved in the family hotel, training and organising staff and a few years ago became much more involved as my parents are getting older and the hotel faced modern difficulties. Obviously that was exacerbated by the pandemic and the problems this caused.

For this reason I returned full time and took over the day to day running of the hotel.

My parents are still involved in the hotel at this present time but wish to step back in the near future and to this end i am presently selling my flat in london.

As I wish to take over the family business I would like to ask for your understanding in regards to this when your final decision on my license is taken.

Regards

Jason Ward