

LICENSING SUB COMMITTEE

Tuesday, 5 February 2019 at 6.30 p.m.

C3, 1st Floor, Town Hall, Mulberry Place, 5 Clove Crescent, London,
E14 2BG

SUPPLEMENTAL AGENDA 1

This meeting is open to the public to attend.

Contact for further enquiries:

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For further information, see the main agenda.

	PAGE NUMBER(S)	WARD(S) AFFECTED
4 .1 Application for Variation of a Premises Licence for The Craft Cocktail Club Ltd, Arch 253, Paradise Row, London, E2 9LE	3 - 8	St Peter's
Supporting documents submitted on behalf of the Applicant.		
4 .2 Application for a New Premises Licence for (The Town House) 5 Fournier Street, London, E1 6QE	9 - 12	Spitalfields & Banglatown
Supporting documents submitted on behalf of the Applicant.		

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LONDON COCKTAIL CLUB
Arch 253, Paradise Row, Bethnal Green, London E2 9LE

This statement is made in support of an application for a variation of the premises licence held at Arch 253, Paradise Row, Bethnal Green, London E2 9LE, for a London Cocktail Club with the intention of outlining the applicant's case and seeking to address the concerns of the parties maintaining representations.

Background and Style of Operation

The London Cocktail Club began in 2008 and is a well-established cocktail lounge brand, with numerous sites already in Westminster, London Borough of Tower Hamlets, Hackney, Camden, Islington and Bristol. The group is recognised in publications as an industry leader for drinks innovation. Each site has a slightly different theme and cocktail speciality. For example London Cocktail Club, Great Portland Street is champagne based.

Tapping into the current trend for great cocktails at affordable prices, the London Cocktail Club pays respect to the classics, whilst having some fun with new and exciting experimental drinks. It is first and foremost a creative British cocktail bar and kitchen formula, where guests will experience an array of liquid delights in a fun and unpretentious environment. The drinks are mixed by some of the city's finest bartenders, and the sites have an approachable bar food menu on offer.

The London Cocktail Club also offers a range of non alcoholic cocktails and has won awards such as the 'Design by Night' Best Bar for Non-Alcoholic Cocktails. The Group has also been nominated for the Worlds Top 50 Bars publication.

Both bar and kitchen, (food and drink), will be available from open until close, during all operating hours.

Target audiences for the London Cocktail Clubs are from 25 to 50 years, with modest disposable income. It is for people looking for a cocktail lounge in which to relax and enjoy something new. All London Cocktail Clubs have their own personality and bring a refreshing, new and unpretentious experience to the local areas.

There are membership schemes in place for all sites and through the schemes, patrons receive personal invitations to cocktail evenings and master class sessions.

The Premises

Nestled under the train tracks of Paradise Row, this site in Bethnal Green brings a little bit of Cuban carnival fever to East London. Bright colours and neon signs pop from an array of flowers entwining the archway. In a playful nod to its location, you'll find snug sofas and eclectic antiques inspired by an old-school tube station.

Proposed Variation

We are seeking to vary condition 11 on the current licence which reads:

The forecourt between eastern elevation and Paradise Row should not be used for sitting out, eating or drinking outside the hours of 8:00hrs and 21:00 hrs Mondays to Sundays

To read:

The forecourt between eastern elevation and Paradise Row should not be used for sitting out, eating or drinking outside the hours of 8:00hrs and 23:00 hrs Mondays to Sundays

The Representations

A representation has been received from Environmental Protection on the grounds of public nuisance. It is their belief that the application being sought may cause noise breakouts affecting neighbouring residents.

We have attempted to contact the environmental health officer various times by both phone and email to try and discuss their concerns but we have been unable to make contact with them.

The venue has operated under temporary event notices on a number of occasions over the last 6 weeks with no concerns or complaints raised by residents. The temporary event notices were also unopposed by the Environmental Protection team which goes some way in demonstrating that the premises did not cause any concern for the local authority.

No representations have been received from the Police, or other responsible authorities. Indeed this variation application was openly discussed with the authorities, including environmental protection officers, at a Pubwatch meeting, of which the applicant is chairperson, and no concerns were raised.

No representation has been received from individual residents in the area, which is important for Members to consider.

Additional Conditions

Upon further consideration of the representation received, the applicant has proposed an additional two conditions to address the environmental health officer's concerns:

1. There shall be no external speakers operating in the forecourt area after 10pm
2. The front doors of the premises to remain closed after 11pm except for the immediate egress and ingress to the premises

The applicant voluntarily adhered to the above two conditions whilst operating under the temporary event notices.

The licence also has the general noise condition (condition 8) in place to ensure they will not cause noise disturbance to residents nearby and we have not sought to remove that general over-riding condition.

Noise Nuisance and Dispersal

The premises has only one entrance/exit, which is on Paradise Row. Since opening in 2014, the premises have managed the noise levels and dispersal of their customers very well. They have a number of conditions on their licence which ensure that both the premises and its patrons do not cause a noise nuisance, namely:

1. Notices will be prominently displayed at exits requesting the public to respect the need of local residents and to leave the premises and the area quietly.
2. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
3. No music or other amplified sound shall be played within the premises or the forecourt so as to be audible from the nearest residential properties.

With these existing conditions and the additional two proposed conditions we do not believe that this premises will cause any noise breakouts that may disturb neighbouring residents.

We have also attached a copy of the premises dispersal policy for your information.

The premises has 2 managers and 6 members of staff, covering the floor and bar area and, given the small area of the premises, this ensures all licence conditions can be complied with and licensing objectives adhered to.

Bethnal Green CIZ

We appreciate that the premises falls within the Bethnal Green cumulative impact zone but we believe that together with our good operating practices (including operating under our temporary event notices), the absence of representations from the Police and local residents, existing and additionally proposed conditions controlling the noise levels from the premises and our eagerness to work with the local Council and Police (by way of charring the local pubwatch); this application shall not add negatively to the area within the cumulative impact zone.

Conclusion

If the application is granted and the London Cocktail Club do not operate the premises as promised, the local residents, statutory authorities and the licensing authority do have the power of review. The applicant has a great deal of experience in operating such venues and in turn the Licensing Sub Committee is urged to grant the application as sought.

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Dispersal and Outside Management Policy- London Cocktail Club – 253 Paradise Row, E2 9LE

We will employ best practice to ensure that the normal commercial operation of the premises does not have a negative impact on residents when our patrons, and our employees, leave the premises. In order to ensure that patrons behave in an ordered and responsible manner as they leave the premises it is important that they have been well managed leading up to the time of their departure. Therefore our employees are trained in customer management skills and we will be calm and polite as they leave. There are further measures that we will take that can impact positively on our patrons' behavior after they have left:

- Onward transport information will be provided on the premises
- Chargers will be available on site for patrons as an emergency to allow for online taxi bookings, and bookings through Apps on their personal mobile devices
- At the exit doors a prominent and clear notice will be displayed asking patrons to be considerate to local residents by leaving the premises and the area quietly
- External speakers will be reduced completely at 10pm each evening
- External doors will remain closed from 11pm onwards, save for access and egress
- There will be a member of the team serving customers in the outside area throughout the evening
- SIA are present on Friday and Saturday evenings from 8pm minimum until 15 minutes after closure.
- Internal noise levels will be reduced and lighting levels increased during the last 30 minutes of trading to ensure a gradual exit of remaining customers as the evening winds down.
- There will be clearly signed toilet facilities (male and female) in the building which will be available for patrons at all times. Employee training includes the provision that any patron in the process of leaving the premises that requests re-admission to use the toilets is allowed to do so.
- At the end of service there will be one member of the team or a member of security at the exit ensuring patrons move away from the area quickly and as quietly as possible.
- At the end of the shift employees will say goodbye to each other inside the premises and arrange for lifts and taxis to collect them at a convenient and safe stopping point away from residential properties, towards Nant Street.
- We will attach the utmost importance to the careful investigation and prompt resolution of any complaint made in respect of the running of the premise. The telephone number of the General manager, and Head office will be available on site. We will constantly review our Dispersal Policy and respond quickly to the needs of our neighbours.

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Telephone: [REDACTED]

27th January 2019

Dear Sir/Madam,

Re Licence Application by Town House

As a resident of Fournier Street Spitalfields for over 24 years, I write to support the licence application lodged by Town House, 5 Fournier Street, requesting permission to sell alcohol during shop hours.

I give three reasons:

- 1) For many years both Christ Church and the Ten Bells pub (both located near Town House) have gained alcohol licences, serve and sell alcohol to thousands of people out of working hours and long into the night. This modest application by Town House is perfectly reasonable as, by awarding a licence, it will not add to the problems often associated with the night time economy - crime, disorder or public nuisance.
- 2) Visiting the historic buildings and conservation area of Spitalfields, as well as enjoying the retail and food outlets, is an attraction for many people captivate by the diverse cultures and nationalities that have sought refuge in Spitalfields. Many come for the architecture - no other street in London can claim the suburb variety of Spitalfields porches; some come to trace their Jewish, Irish, Maltese, French and Bengali roots and the added delight of being able to enter a well-restored 18th century silk merchant's house, look around the art gallery, sit and sip coffee and munch home made cakes in the courtyard, is an unexpected pleasure and hugely enjoyable memory for our visitors to take away with them. It is unique.
- 3) But the main reason that I write is to check that the Licence Committee is aware of the role that the owners and staff of Town House play in our community. I run a charity, Huguenots of Spitalfields, which highlights the contribution the Huguenots, our first refugees, have made to Spitalfields and our country through educational and heritage initiatives. We have staged five Festivals and Town House has played a hugely supportive role in all of them. Throughout my dealings, with the owners and team, they have been professional, efficient, caring and their creative input has been a bonus to us all. And I am just one of the small local charitable organisations that has benefited from their expertise in staging events.

Town House plays a major part in our community - whether it is cosy place for the locals to meet to discuss our joint interests and concerns, encouraging young artists,

putting 'good causes' publicity material in the windows, bringing national events to our street, supporting charitable efforts - and pitching in to support the neighbourhood during 'Spitalfields Gardens' with the National Garden Scheme - the Town House team adds so much to the local and Spitalfields neighbourhood and visitor experience.

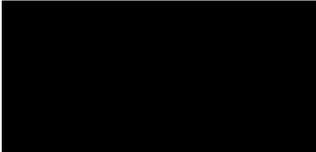
Please awarding the requested licence application to TownHouse.

Yours faithfully

Charlie de Wet (Mrs)

Chair, Huguenots of Spitalfields





27th January 2019

To whom it may concern

As a long-standing local resident, payer of Council Tax and owner of property in Tower Hamlets, I write in support of the application by Clifford & Fiona Atkins of 5 Fournier Street who wish to sell their own and other small producers' craft cider and other products through their shop The Townhouse.

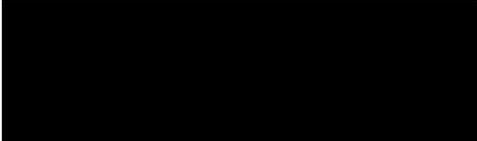
These are two individuals of utmost integrity and their shop is an asset to the community, employing local people. The shop sells artisan goods, antiques and fine art and only opens during the day time.

While I am aware of the disturbance and social problems caused by the proliferation of bars in Spitalfields and Brick Lane, it is obvious that Clifford & Fiona Atkins selling small quantities of craft products are not going to contribute to this. There will be no consumption on site, only off sales for customers to take home.

It is essential that the Council support independent shops in the borough and granting this licence will be an important factor in ensuring the sustainability of this small business which contributes to the stability of the local community.

Yours sincerely

Paul Godfrey



January 29 2019

To whom it may concern

We moved to Spitalfields from Highgate 6 years ago.

We knew no-one in the area, but in a very short time neighbours made themselves known to us and made us welcome.

Among these was Fiona Atkins.

Over the years we have found Fiona to be a sincere and considerate person who runs a much appreciated local business.

In the comparatively short time we have been here we have witnessed many changes to this historic area.

Independent enterprises have been squeezed out by landlords who have very little regard for the needs of the community.

Soaring rents have seen the creatives, for which the area was renowned, replaced by chain stores and corporates.

In the midst of all this is a handful of local businesses like Fiona's.

The Town House is a well curated delight, displaying a collection of antiques, fabrics and ceramics.

Art books, mostly featuring East End Artists are sold alongside regular exhibitions of their work.

A tea shop is run in the basement featuring home made cakes and biscuits.

Fiona is a person of honesty and integrity and is passionate about the preservation of Spitalfields and the East End.

As near neighbours we have absolutely no hesitation in supporting her licence application for the Town House.

Fiona Atkins is a valuable contributor to our community and deserves our support.

Kind regards

Jonathan Pryce & Kate Fahy