

Simmi Yesmin

From: Jeffrey Lennon -SIMPLICIOUS CIC <[REDACTED]>
Sent: 17 April 2019 13:10
To: Licensing; Simmi Yesmin
Subject: FW: African Street Style Festival - Premise Licence App

Good afternoon,

With reference to the Licensing Sub Committee Agenda - 30 April 2019, (African Street Style Festival) please see below correspondence sent to one of the two people who formally objected. Could this email please be added to the appendices for the meeting.

Just to confirm, I do intend to represent myself at the Committee.

Regards

Jeff

From: Jeffrey Lennon -SIMPLICIOUS CIC <[REDACTED]>
Sent: 10 April 2019 11:38
To: 'Leila McAlister' <[REDACTED]>
Subject: African Street Style Festival - Premise Licence App

Good morning Leila,

I wanted to contact you, with reference to your recent objection to the staging of a proposed African Street-Style Festival 2019, (ASSF) in Calvert Avenue/ Arnold Circus (Boundary Gardens).

Briefly, as you know through previous meetings and discussion, and correspondence, I am acutely aware of the need to consider the residential and retail backdrop to the event, and I would not intend to adversely disrupt your trade, business operation, or inhibit any residential experience in any way. My background is Urban Regeneration Leila, with considerable experience of developing policy and delivering projects that aim to enhance our Town centres, neighbourhoods and public spaces. The Boundary Estate has a degree of subtlety that I, like many others, enjoy, acknowledge and appreciate. I also make extensive efforts to ensure the event is safe, enjoyable, and that the area is treated and managed in a responsible way.

ASSF is essentially about people. It celebrates people, place and all that is super about London. The thematic is drawn from a personal interest in culture and artistic expression from the African Diaspora, that continues to be inform the arts . The event also, importantly, creates an excellent example of how our streets should be considered as Civic spaces, rather than car/vehicle dominated routes. I would hope that this particular objective may be something you, as a lead member of the FOAC, appreciate and possibly advocate.

For this year, my intentions were not and are not to curate a similar experience on the Saturday 27th and Sunday 28th July. On Saturday 27th , we intend to host a Street-Cinema event, from 17:30hrs. We will be showing one of two films; either O Soleil, (Oh Sun), ([REDACTED]), screened at Cannes 2017, this film capturing the experiences of West African's arriving in Paris during the 1960s. Or, 'Nothing but a man', (Dir Michael Roemer, 1964) a superbly insightful, independent film, highlighting racial injustice in America in mid-1960's.

Leila, there will be no bands, stalls, food, music, Children's Area on the Saturday. However, we intend close the site area (Calvert Ave and Arnold Circus), from Saturday 08:00 and prepare the space, initiate a parking suspension order, laying down artificial grass across the street, to create an open space for the locality to enjoy. We will once again, create a space that is car-free, showcasing the neighbourhood in a positive way, and crucially, creating a unique opportunity for retailers and residents to fully extend and engage with the street as a whole...put seats out, mats down, hold picnics, set up stalls, sell products outside.... whatever intervention may take the interest and choosing of any respective retailer. We actually intend on commissioning a supplier to curate the area with plants and greenery, and also create a small street-library, with books and periodicals for people to enjoy.

We will not be announcing or encouraging people to attend the area before 17:00hrs on the Saturday. My whole intention was to use the ASSF resource, to create a platform and experience on the Saturday 27th July for the retailers to utilise and benefit from.

I do not intend to call witnesses etc for the proposed hearing on the 20th, as I do hope we may be able to resolve any matters before then. I do also feel there are some opportunities for your outlet to benefit from the people who attend the event on the Sunday. For example, do you know there isn't anywhere that attendees can grab a coffee, or even some fresh fruit juice? With recycled coffee cups widely available, and the potential for creating refreshing, imaginative drinks using local suppliers, I do feel these are opportunities that may, may be explored by your outlet Leila. A specific menu for the day would be incredibly popular, if presented and promoted in a considered way, it could be quite, quite specific, priced and prepared.

These are options for discussion, that I would be happy to pursue. However, I do fully, fully respect that you run and administer your shop in your chosen way.

It would be great if you could acknowledge receipt of this email. I will also send a copy to the Licensing Authority (I think I have to as you have formally objected....)

Regards

Jeff

Jeffrey Lennon



'Simplicious' Ltd is a Community Interest Company (CIC) registered in England as company number 7578258.

Simmi Yesmin

From: Jeffrey Lennon -SIMPLICIOUS CIC <[REDACTED]>
Sent: 25 April 2019 11:32
To: 'Leila McAlister'
Cc: Licensing; Simmi Yesmin
Subject: RE: African Street Style Festival - Premise Licence App

Importance: High

Good morning Leila,

As you may be aware from previous correspondence, I have responded to your objection re the proposed ASSF 2019 edition taking place over the 27th and 28th July. I had requested an acknowledgement of receipt of the email.

I am now writing to inform you that due to some emerging factors that are placing increasing pressure on the festival budget, **we are now looking to deliver a one day event, taking place on the Sunday 28th July only. There will be no ASSF 2019 activity on Sat 27th July.** Any plans or proposals for suspending parking bays, and reducing traffic will no longer be pursued as part of this event. Our plans will now focus solely on the approval of 08:00 to 20:00 Premise Licence for Sun 28th July.

I have copied in the Licensing team at Tower Hamlets, and I will be happy to discuss Leila. Would be great if you could acknowledge receipt of this email.

Simmi: Could you please ensure that the scheduled Committee meeting for Tuesday 30th April, are made aware of this correspondence.

Regards,

Jeffrey

From: Jeffrey Lennon -SIMPLICIOUS CIC <[REDACTED]>
Sent: 10 April 2019 11:38
To: 'Leila McAlister' <[REDACTED]>
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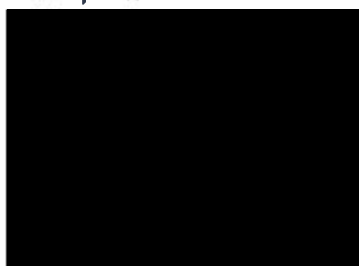
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