

# Mama Hotel

419 – 437 Hackney Road

London



PRESENTATION TO  
London Borough of Tower Hamlets

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Presentation on Mama Hotels – see separate document

Before the London Borough of Tower Hamlets Licensing Committee, Application for premises licence for Mama Shelter Hotel, situated at 419-437 Hackney Road, E2 8PP

## **WITNESS STATEMENT OF JAMIE KERR**

I, JAMIE KERR, say as follows: -

### **Introduction**

1. I make this statement in support of the application for the grant of the new premises licence requested for the Mama Shelter Hotel.
2. The purpose of this witness statement is to set out and explain:
  - a. A brief history of myself (Section A);
  - b. Mama Shelter Hotel (section B);
  - c. Mama Shelter London operations (Section C);

#### **A. A brief history of myself**

3. As can be seen from my CV I have been appointed by Mama Shelter as the general manager for the opening of the new hotel on Hackney Road. Prior to joining Mama Shelter, I was employed by the Soho House group as the general manager at Shoreditch House and also at Soho House 76, Dean Street. I would describe these as boutique hotels and member's clubs for discerning, independent-minded customers.
4. Prior to joining the Soho House Group, I was a general manager at Mark Hix restaurants in central London for a couple of years.

#### **B. MAMA HOTEL**

5. I would like to try to convey the essence of Mama Shelter as a brand in a few words.

6. The hotels try to move away from the stuffiness and uniformity of chain hotels. They appeal to a wide demographic, including families and business and leisure travellers. They are individually styled by renowned designers including Philippe Starck, who set out to make them chic, comfortable and informal. They offer a good food menu in casual surroundings, so that people can dine alone or, if they want to meet new people, on communal tables. They respond to their locational environment both in terms of their design and their relationship with local communities, who are of course respected and welcomed in. Importantly, they do not work at premium prices. They are places for everyone, including local residents. And, finally, the very expression MAMA means that these are homes from home where the welcome, the amenities and atmosphere are comforting and relaxing.

#### **C. MAMA LONDON OPERATIONS**

7. Mama London will operate as a carefully curated high-end hotel, all day dining restaurant & cocktail bar. It is new to the UK market, but Mama Shelter has seen success in its trading format in neighbourhoods in cities such as Paris, Marseille, Los Angeles and several other key cities.
8. There are 195 rooms, with cutting-edge design elements specially crafted by Dion & Arles. Each is a sanctuary with the comfort of home coupled with all the needs of digital modernity.
9. With several ateliers and a 55 m<sup>2</sup> lobby, there are plenty of places to work and to gather, along with a private dining room, a café bar and all-day restaurant
10. The Ground Floor will host the main hotel reception desk, the local gift shop, café / bar & restaurant.
11. The basement will consist of two meeting rooms, two function rooms and seven bedrooms.
12. The upper floors of the hotel will only consist of bedrooms.

13. A home-cooked meal and somewhere to meet up, we want to make a place where everyone in London can pass through and feel taken care of.
14. The operations are set out in the management operations statement, which is commented on in detail by Adrian Studd. This is supplemented by the advice from Vanguardia in respect of noise management internally and externally.
15. The Mama Shelter London offer has been assessed to ensure its appropriateness for the hotel market as a whole as well as its surrounding environs. It will complement Hackney Road and offer a new experience for those passing through and those visiting the area, something that is currently not available.
16. The strategic vision for the hotel seeks to promote and deliver the following:
  - A local neighborhood restaurant and bar;
  - A modern and comfortable refuge, where people can choose to dine for breakfast, lunch and dinner or provide a café environment for hot beverages or other alcoholic drinks;
  - Affordable accommodation for travellers visiting friends and family within the neighborhood;
  - Attract a family friendly customer base to the area;
  - Deliver a vibrant, welcoming atmosphere that celebrates comfort, affordability and quality;
  - Operate the hotel for the benefit of the local residents, customers and wider local area;
  - Improve Hackney Road's hospitality offering so that it is sustainable for the future and assist alternative local businesses to thrive.
17. We have of course been conscious from the outset that there are residents living close to the hotel. We have therefore tried to devise our operational standards and

proposed conditions with advice from leading independent consultants and specialist legal advisers. The conditions we have formulated and agreed with responsible authorities are the result of a sensitive and respectful approach. We have also reduced our licensing hours so as to achieve what we and the authorities believe is a fair balance between the needs of the hotel and its customers and the needs of local residents.

18. I do, however, want to say a little more on the topic. The success of Mama Shelter hotels internationally is based on their sensitivity to their surroundings and their place in the local community. We do not see Mama Shelter London as some kind of edifice which stands aloft from its neighbours. It is a place which we hope that neighbours will come to see as a part of their community and will use for social occasions, business meetings or workspace, or just a place to drop in for a coffee. This has certainly been our experience elsewhere, including when sited in residential areas. We do not find ourselves at loggerheads but in harmony with local residents.

19. Therefore, I wish to assure the Sub-Committee in the strongest terms that if, once Mama Shelter London is open, there are any concerns, the entire management structure is geared to resolving them without any ado. This is my place of work. The success of the venture, including the relationship with neighbours, is my responsibility. I will exercise my duties to the utmost so as to ensure the venue trades well, in harmony with local residents and in a way which promotes the licensing objectives. In this, I am strongly supported by the directors, who share and are equally responsible for that ethos.

20. Finally, I should point out the obvious, that Mama Shelter London is a hotel. It will be full of residents, including families and children. These are the closest residents and need a safe environment and undisturbed sleep. If we fail to provide that, the reach of the internet means that the brand is seriously damaged. So, as well as our duty to observe the licence conditions and promote the licensing objectives, we have a commercial imperative to preserve the reputation of our hotel as a place where people may sleep in peace. I hope that that provides a further layer of assurance to local residents.

21. The contents of this statement are true to the best of my knowledge and belief.



Jamie Kerr  
General manager.

28<sup>th</sup> June 2019

# Jamie Kerr

A highly motivated hospitality professional, I have always strived to expand on my own skills within the market leaders of this industry. My experience spans the member's club elite, to working for one of the country's most respected restaurateurs, as well as cutting my teeth at Britain's leading boutique hotel operator.

**January 2015 – Present**

**Soho House & Co ([shoreditchhouse.com](http://shoreditchhouse.com))**

**London GENERAL MANAGER (SHOREDITCH HOUSE & 76 DEAN ST)**

Soho House is a group of exclusive members' clubs, now with global status. 76 Dean Street, a 5 storey townhouse with various F&B outlets and a 45-seater premium cinema, acted as flagship when the original Soho House closed for a 3 year renovation. Shoreditch House is the East London site, housing a gym, three restaurants, seven bars and 45 bedrooms spread over two locations with a staff body of 320 and a management team of 30. As General Manager of a Soho House venue, the responsibilities are to ensure the overall smooth running of the whole site, hitting financial targets and maintaining high standards throughout.

- License holder for the business

## **Achievements**

- Achieved 8% turnover growth year on year 2015-2019
- Streamlined operation costs down 1% to 22% of overall net turnover
- Reduced staff turnover from 85% to 62%
- Reduced labour costs by 2% to 31% of overall net turnover
- Consistently increased mystery guest scores by 5%
- Opened Mandolin restaurant in summer 2016: a 120 cover Aegean bistro
- Opened Club Row Apartments in summer 2016: a 15 bedroom townhouse a 5 minute walk from the House
- Maintained 5 Star ratings for all EHO & Food Safety audits

## **Ongoing Duties**

- Produce annual budget alongside central finance team, with an average target increase of 5% EBITDA
- Monthly P&L reviews with UK Operations and Finance Directors
- Overseeing weekly wage budget and overall P&L
- Maintaining high level of service throughout all F&B departments
- Ensuring all F&B outlets are constantly developing, evolving and on trend
- Developing members' events, from talks to ad hoc parties and "big ticket" productions for NYE and Hallowe'en
- Overseeing private events with a net turnover of £1.5m
- To be the "face" of the House
- Maintaining high standards of food hygiene as well as health and safety

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**January 2013 – January 2015**

**Hix Restaurants ([hixrestaurants.co.uk](http://hixrestaurants.co.uk))**

**London GENERAL MANAGER (HIX OYSTER & CHOP HOUSE)**

As general manager I held ultimate responsibility for the running of this site from ground up. When I took over the role of GM, the business was undergoing a dip in financials as well as consistency of service that I was challenged to reverse.

- Responsible for a staff body of 35
- Financially targeted on P&L and KPIs:
  - Increased the average spend from £70 - £73 through motivational incentives and staff training
  - Rekindled repeat business
- Liaised with external PR agency as well as controlling all marketing output for the restaurant. Including developing initiatives with London Restaurant Festival, Clerkenwell Design Week and the Barbican

## **Administrative Duties**

- Managing the payroll and utilising Fourth Hospitality's HR systems
- Overseeing fortnightly beverage stocktakes with a target GP of 73% (managed through FnB shop)
- Chairing weekly management meetings with both BOH and FOH

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April 2008 – January 2013

Firmdale Hotels ([firmdale.com](http://firmdale.com))

London GROUP PRESS JUNKET MANAGER / HOTEL DUTY MANAGER

**(SOHOHOTEL)**

A group manager position, the role of Press Junket Manager was created with me in mind to address the lack of development in the events and entertainment department. Having spent 18 months as events manager at The Charlotte St Hotel, I had proved that I could run a department successfully, through the simple understanding of knowing the guests' needs and fulfilling them.

**Marketing & Business Development**

- First point of contact for top tier entertainment clients; nurturing existing relationships and building new ones
- Prepare costings and quotes for any proposed junket business
- Book all junkets using internal Opera software
- Negotiate corporate rates between the hotel and its regular film, music and media clients
- Host entertainment industry networking events
- Annually attend the Cannes Film Festival to generate brand awareness to existing and potential clients
- Liaise with Group Revenue Manager to ensure key junket business contributed to overall revenue

**Events & Junket Management**

- Organise and manage all junkets across the group: from meeting talent to running the main press junket on the day, ensuring quality and consistency of service in line with the hotel's standards
- Recruit, motivate and train a team of press junket butlers
- Co-ordinate inter-departmental communication to ensure awareness of all VIP guests
- Increased press junket revenue from £600,000 annual revenue to £1,200,000 in the first year, with a further 20% growth in year two

**Duty Management Responsibilities**

- Ultimate responsibility for over 90 members of staff and up to 700 guests at any one moment in time
- Conduct a daily walk round including in-depth room checks, ensuring all department managers were adhering to standards and procedures

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March 2003-March 2008

Metropolitan ([metropolitan-bar.com](http://metropolitan-bar.com))

Glasgow

**GENERAL MANAGER**

As General Manager of this busy bar and restaurant from a young age, I reported to the Operations Manager and Managing Director/Owner, and was accountable for a staff body of over 50 employees, eight of whom were departmental managers.

- Licensee of venue
- Maintenance of Health & Safety and government food safety guidelines throughout the unit
- Induction of all new members of FOH staff and management according to in-house induction manual
- Combined responsibility with Bar and Cellar Manager to maximise pouring deals, control stock matters and maintain consistent GP level (75%)
- Monitoring of profitable food GP (68%)

**Ad-Hoc**

- Development of sister company Metropolitan Events to cater for some of Glasgow's most elite social circles

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November 1999 - March 2003

Hilton Hotels ([hilton.com](http://hilton.com))

Various Locations

**VARIOUS ROLES – F&B and Front Office**

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**HOBBIES**

A husband and father, the majority of my free time is spent enjoying life with my growing family. I'm a very social person, who enjoys the company of others, from eating & drinking, to travelling and endurance sports such as triathlon and cycling (which I used to do many moons ago!).

**The Hotel (Formerly Re: Hotel), 419-437 Hackney Road, E2 8PP**

**Licensing report**

**by**

**Adrian Studd, Independent Licensing Consultant.**

**Introduction.**

1. I have been instructed to prepare an independent report in connection with the application for a new premises licence for the hotel at the above location that is currently being improved and upgraded by the new owners. I am familiar with the area having worked in Tower Hamlets as a police officer and have been involved with licensing in the borough, as a police officer and as an independent licensing consultant, on many occasions. I have conducted observations in the area on two occasions in connection with this application on Thursday 27<sup>th</sup> September 2018 and Monday 15<sup>th</sup> April 2019.

**Adrian Studd - Evidence of expertise.**

2. I retired from the police service on 2<sup>nd</sup> November 2012 having completed 31 years exemplary service with the Metropolitan Police in London. Between January 2012 and my retirement, I was employed as the Chief Inspector in charge of licensing for the London Olympic Games 2012. In this role I headed up a team of officers with responsibility for supervision of licensing compliance at all the Olympic venues, including the Olympic park. In addition, I was responsible for ensuring that any associated events were properly licensed, sufficiently staffed and operated in accordance with the licensing legislation and best practice in order to ensure the safe and effective delivery of the Olympic Games. In addition to leading my team I visited and worked with both the Olympic park management and many other venues, reviewing their policies and procedures and

ensuring that the Games were delivered safely and securely. The success of this operation not only protected the reputation of the MPS but provided positive benefits for the profile of the MPS and the United Kingdom. I have been awarded an Assistant Commissioners Commendation for this work.

3. Prior to this role, between January 2002 and January 2012, I was employed first as an Inspector and then as a Chief Inspector on the MPS Clubs and Vice Unit (Now SCD9 Serious and Organised Crime Command). My responsibilities over this period focussed on licensing and included day to day supervision of the licensing team that had a London wide remit to support the Boroughs with licensing activity. Providing both Overt and Covert support for policing problem licensed premises across London. My team worked with premises when licensing issues were identified in order to address these problems through the use of action plans in order to raise their standards. Where this failed, I would support the Boroughs with evidence for use at review hearings if required.
4. I devised and implemented the MPS strategy 'Safe and Sound' which seeks to improve the safety of customers at licensed premises by reducing violent and other crime, in particular gun crime and the most serious violence. I also developed the Promoters Forum and risk assessment process, together these initiatives contributed to an overall reduction in violence in London of 5% and of the most serious violence and gun crime at licensed premises by 20% whilst I was there.
5. From 2004 until 2008 my role included representing the MPS and ACPO licensing lead both in London and Nationally. In this role I developed key partnerships with industry, NGOs and Government departments in order to improve the standards at licensed premises. I sat on the BII working party and helped develop the national training for Door Supervisors and worked with the SIA to successfully introduce the new regime within London. I sat on a number of Government working parties and worked closely with the alcohol harm reduction team on identifying best practice and ensuring this was used both within London and nationally by police and local authorities.

6. I have been involved with Best Bar None for a number of years and have successfully helped a number of boroughs implement the initiative. I am a trained Purple Flag and Best Bar none assessor and until my retirement sat on the Board for Best Bar None in the Royal Borough of Kensington and Chelsea. For the last five years I have been in charge of licensing for the Notting Hill Carnival, the largest street carnival in Europe. During this time, I have contributed to a reduction in violence overall at the Carnival and delivered increased seizures of illegal alcohol, reduction of unlicensed alcohol sales and a reduction in alcohol related violence. In addition to the above I have attended a large number of internal MPS training and qualification courses, I am trained in conducting health and safety risk assessments and hold the National Certificate for Licensing Practitioners, issued by the British Institute of Inn keeping (BII).
  
7. Following my retirement, I established 'Clubsafe Services Ltd' to provide independent compliance support and advice for premises requiring a local authority licence. Since then I have provided evidence gathering services, advice and support to a broad range of licensed premises on a variety of issues, including crime and disorder, street drinking, rough sleepers and age-related product issues. This work has involved premises that benefit from a variety of local authority licences including alcohol on and off licences, betting premises licences and late-night refreshment. I have provided expert witness evidence at both local authority and appeal court hearings on a number of occasions.

**Hotel overview.**

8. The proposed hotel is in St Peter's Ward of Tower Hamlets borough in the busy and vibrant Shoreditch area and will replace the existing 'Re: Hotel' in an area that has a diverse range of attractions bringing people to the area including bars and clubs, performing arts and the popular Brick Lane. Close by are major international attractions such as the London stadium and Olympic park.
  
9. It is proposed that the hotel will have an 'open' bar and restaurant on the ground floor and meeting rooms in the basement with the reception less conspicuous than in a

traditional hotel; it will attract customers from the local community as well as being used by hotel residents. The style will be similar to that The Hoxton hotel, Great Eastern Street, EC2.

10. I visited The Hoxton hotel on the evening of 15<sup>th</sup> April to observe the operation. I found the open area as you enter the hotel to be attractive and welcoming and had a different feel from a traditional hotel lobby that encouraged use by others and not just hotel guests. The reception desks were set back and the bar, restaurant and meeting spaces attracted a diverse mix of customers including hotel guests, workers meeting at the end of their workday and locals dropping in for a drink or meal. There was an SIA door supervisor on duty managing the area and the atmosphere was relaxed and good with no drunkenness, crime or disorder.

### **Representations.**

11. There are now no representations from the responsible authorities; however, there are some representations from residents. It is significant that the police have withdrawn their representation and are not now objecting to this application as they are considered the lead agency on crime and disorder and had they had any concerns would have continued with their objection.
12. I understand that there is a perception of crime at the existing hotel around the rear entrance to the garage in Coate Street. While the crime statistics do not support increased levels of reported crime in this area it is right to say that while the existing hotel operated this area was the sort of dark, isolated area that can attract crimes such as street drinking and drug consumption and dealing. The new hotel has completely removed this area, there will be no access and the entrance is removed. The wall bordering the rest of the rear of the hotel is extended along the area where this entrance was improving this area significantly and ensuring that there is no risk of crime in this area.

13. A number of residents have submitted objections. Most of these relate to the initial application that was to permit sale of alcohol 24 hours a day with concern about the extended hours and potential for noise and nuisance in the early hours. I support those concerns with the initial application; however, the applicant has now accepted the reduced hours proposed by the Environmental Health Officer and it is my view that these hours are appropriate for this premises.
14. Other concerns raised by residents have also been addressed. There will be no outdoor drinking at the premises. Anyone wishing to smoke will not be permitted to take a drink outside with them and will be supervised by an SIA registered door supervisor and encouraged to return inside as soon as they finish smoking. Smoking will be contained to a small area adjacent to the front door and close to the busy Hackney Road where the pavement is wide, close to where the 'Boris bikes' are located, and will be supervised. This is in the interests of the hotel that has rooms immediately above this area, as well as other residents nearby.
15. The internal courtyard that was to be open will now have an acoustic roof on it that will prevent noise escaping from this area.
16. There is anecdotal evidence from residents that the existing dark area at the rear that was used as a vehicle entrance to the basement attracted crime in the form of drug users and dealers and other antisocial behaviour. This area has been removed and there is no longer the risk of this activity taking place. The general supervision of the hotel vicinity will be improved with the addition of door supervisors who will manage the exterior, smoking and patrol the immediate vicinity.

**Application and Conditions.**

17. 'The Hotel' will be a high-quality international hotel run by Mama Shelter who currently operates fine hotels around the world. It will be open, secure and managed 24 hours a day 7 days a week by trained staff with a permanently staffed lobby and reception.

18. The proposed Licence Conditions (See Appendix 'A') complement the Mandatory Conditions and ensure that the premises will be run to a high standard and reflect best practice in the areas of:

- Protection of children from harm through age verification and Challenge 21,
- High quality CCTV including 31-day storage and trained staff available at all times to make recordings if required,
- A personal licence Holder will be on duty at the premises at all times that it is open and licensable activities are taking place,
- Substantial food and non-alcoholic beverages will be available during the whole of permitted hours.
- SIA security staff will be on hand to manage customers accessing, remaining on and departing from the premises.
- There will be a permanent security presence in the Hotel on a risk assessed basis.
- Notices for customers leaving the premises to ensure they show due consideration to neighbours,
- Management of noise, litter, waste and deliveries in compliance with environmental health recommendations.

**Operational Management Statement.**

19. I have reviewed the Operational Management Statement (OMS) and attached a draft copy Appendix 'B'. I am satisfied that this OMS covers all aspects of the operation of the

premises and reflects best practice to ensure the premises promotes the licensing objectives to a high standard.

### **Smoking area.**

20. When required the smoking area will be set up to the side of the main entrance which opens onto Pritchard Road at the junction with Hackney Road. At this point the pavement is wide, including as it does the 'Boris Bike' stand, and can accommodate smokers while allowing passage along the pavement. The smoking area will be supervised in the evenings and at busy times by an SIA door supervisor who will ensure that no noise or nuisance is generated. It is in the interests of the hotel to ensure this is done to a high standard not only for good relations with nearby residents but also because there are guest rooms above the area, and it will be visible by guests entering the hotel. The SIA door supervisor/s will also make regular patrols around the premises enhancing security in nearby residential streets.

### **Dispersal.**

21. There is a comprehensive dispersal policy in place (see attached OMS at Appendix 'B') to ensure that customers leave in an orderly and managed way and that no noise or nuisance is caused to local residents.

### **Conclusion and Recommendations.**

22. Under the existing licence the hotel is permitted to carry out the sale by retail of alcohol 24 hours a day for residents and bona fide guests. This is in line with most hotels and the evidence indicates that the premises will promote the licensing objectives to a high standard if this is permitted to continue.

23. Nicola Cadzow, the Environmental Health Technical Officer, has recommended that licensable activity for non-residents is limited to Midnight on Sunday to Thursday with the premises closing at 00.30 hours, and to 01.00 hours Friday and Saturday with the premises closing at 01.30 hours.

**24.** I support the Conditions and hours proposed by Nicola Cadzow in her email to the applicants dated 27<sup>th</sup> April 2019. Taking account of the safeguards in the proposed conditions it is my view that the hours proposed by the EHTO are appropriate for this premises. My view is based on all the evidence available from the representations, the application and my knowledge and experience of the area. The police have not produced any evidence that indicates that crime and disorder is prevalent in the area. On the contrary, the evidence indicates that there are average or lower rates of crime than in similar areas.

**25.** There is no evidence produced of crime linked to the existing hotel operation and no evidence that this new application will lead to crime or disorder connected to the hotel or the licensable activity taking place there. The improvements, such as removing the rear vehicle entry and enhanced security patrols around the perimeter, will add to security in the vicinity and provide a visible deterrent to crime.

**26.** The new Hotel will be a high-quality premises managed by an experienced operator who has similar hotels across the world. The open lobby area, with good quality facilities, will enhance the area and add diversity for guests and locals. It is my view that the hours agreed with the Environmental Health technical Officer, and the conditions that have been agreed, reflect best practice and will ensure that the premises operate to a high standard promoting the licensing objectives.

**I understand that my duty is to the sub-committee and this report has been prepared in compliance with that duty. All matters relevant to the issues on which my expert evidence is given have been included in this report. I believe the facts I state in this report are honest and true and that the opinions I have expressed are correct to the best of my judgement. The fee for this report is not conditional on the outcome of the case in anyway whatsoever.**

Adrian Studd,

Independent Licensing Consultant,

21/06/2019.

## **Appendix 'A'. Proposed Conditions.**

**419 -437 Hackney Road London E2 8PP**

PROPOSED NEW LICENCE HOTEL CONDITIONS

### **Nuisance**

1. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
2. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
3. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23.00 hours and 07.00 on Monday to Friday and 08.00 hours on Saturday and Sunday.

### **Public safety**

4. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
5. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
6. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
7. All emergency doors shall be maintained effectively self-closing and not held open other than by an approved device.
8. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
9. Curtains and hangings shall be arranged so as not to obstruct emergency safety signs or emergency equipment.
10. All fabrics, curtains, drapes and similar features including materials used in finishing and furnishing shall be either non-combustible or be durably or inherently flame-retarded

fabric. Any fabrics used in escape routes (other than foyers), entertainment areas or function rooms, shall be non-combustible.

11. Provision of emergency lighting system shall be implemented in all public areas, staircase and fire escapes.
12. The certificates listed below shall be submitted to the licensing authority upon written request.
  - a. Any permanent or temporary emergency lighting battery or system
  - b. Any permanent or temporary electrical installation
  - c. Any permanent or temporary emergency warning system
13. Staff are to receive documented training and refresher training in:
  - a. procedures to deal with spillages/hazards;
  - b. emergency response, including evacuation procedures;
  - c. dealing with illness or injuries.

#### **Protection of children from harm**

14. A Challenge 21 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
15. Signage shall be displayed in prominent positions highlighting the proof of age policy.
16. All staff that sell or supply alcohol shall be given induction training and annual refresher training on the legislation relating to the sales of alcohol to underage persons.

#### **Prevention of crime and disorder**

17. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Metropolitan Police. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31-day period. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises are open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested. Signage shall be displayed in prominent positions highlighting the CCTV system.
18. The lobby/reception shall be permanently staffed.

19. There shall be a personal licence holder on duty on the premises after 20:00.
20. An incident log shall be kept at the premises, and made available on request to an authorised officer of the Council or the Police, which will record the following: (a) all crimes reported to the venue (b) all ejections of patrons (c) any complaints received (d) all seizures of drugs or offensive weapons (e) any refusal of the sale of alcohol (f) any visit by a relevant authority or emergency service.
21. Substantial food and suitable beverages other than intoxicating liquor, including drinking water shall be available during the whole of the permitted hours in all parts of the premises where intoxicating liquor is sold or supplied.

Additional conditions from EHO:

- (1) Loudspeakers shall not be located in the ~~entrance~~ **acoustic** lobby or outside the premise building.
- (2) All windows and external doors shall be kept closed after **22:00 hours**, or at any time when regulated entertainment takes place, except for the immediate access & egress of persons.
- (3) No collections of waste or recycling materials (including bottles) from the premises shall take place between 22:00 hours and 08:00 hours on the following day.
- (4) No deliveries to the premises shall take place between 22:00 hours and 08:00 hours the following day.
- (5) Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall be limited to 3 persons at any one time.
- (6) Noise limiter must be fitted to the musical amplification system set at a level determined by and to the satisfaction of an acoustic consultant who is a member of the Institute of Acoustics so as to ensure that no noise nuisance is caused to local residents or businesses. The operation panel of the noise limiter shall then be secured by a key or password to the satisfaction of the acoustic consultant and access shall only be by persons authorised by the premises Licence Holder. No alteration or modification to any existing sound system(s) should be affected without prior agreement with an acoustic consultant. No additional sound generating equipment shall be used on the premises without being routed through the sound limiter device,
- (7) A training record for staff will be maintained and made available on request to an authorised officer of the council or the police.

**Appendix 'B' Operational management Statement (OMS).**

**MAMA SHELTER**

**HACKNEY ROAD**

**OPERATIONAL MANAGEMENT STATEMENT**

**(To be Agreed with Officers)**

**Introduction**

This Operational Management Statement (OMS) has been prepared to set out the strategy and approach to the operation of the Mama Shelter London Hotel ("Mama London) proposed for Hackney Road. Its purpose is to give a clear overview of the proposed hotel operation and the high standards of management underpinning this licence application.

The Mama London is being designed in conjunction with the operator – MHD Ltd (MAMA). This OMS has been prepared by MAMA with input from the wider project team. In preparing it, due regard has been given to industry best practice, the Central London/High Street location and MAMA's global experience.

MAMA has carefully considered site-specific issues raised by local consultees and stakeholders and built into this OMS measures to address their concerns. This OMS is subject to change from time to time as it is a working best practices document that may change through discussions with interested parties and more specifically with our neighbours to ensure their concerns are addressed.

It is acknowledged that this OMS is an overview and is provided with the aim of furnishing all those concerned (namely the licensing authority, responsible authorities and other stakeholders) with a clear understanding of how the premises will be operated and how the licensing objectives will be promoted.

Key aspects of this OMS and particularly the measures taken to promote best practice will be encapsulated and expanded upon in the operations specific policies and linked risk assessments which will be developed moving forward. These policies will be reviewed regularly and will be available for inspection by the responsible authorities. In essence this is a living document of best practices and will record the best practice discussions with all stakeholders.

## **1. Outline of Concept**

Mama London will operate as a carefully curated high-end Hotel, all day dining restaurant & cocktail bar. It is new to the UK market but has seen success in its trading format in neighbourhoods in cities such as Paris, Marseille, Los Angeles, Prague & several other key cities.

The Mama London offer has been assessed to ensure its appropriateness for the hotel market as a whole as well as its surrounding environs. It will complement Hackney Road and offer a new experience for those passing through and those visiting the area, something that is currently not available. The strategic vision for the hotel seeks to promote and deliver the following:

- A local neighbourhood restaurant & bar;
- A modern and comfortable refuge, where people can choose to dine for breakfast, lunch and dinner or provide a café environment for hot beverages or other alcoholic drinks;
- Affordable accommodation for travellers visiting friends and family within the neighbourhood;
- Attract a family friendly customer base to the area;
- Deliver a vibrant, welcoming atmosphere that celebrates, comfort, affordability and quality;
- Operate the hotel for the benefit of the local residents, customers and wider local area;
- Improve Hackney Road's hospitality offering so that it is sustainable for the future and assist alternative local businesses to thrive.

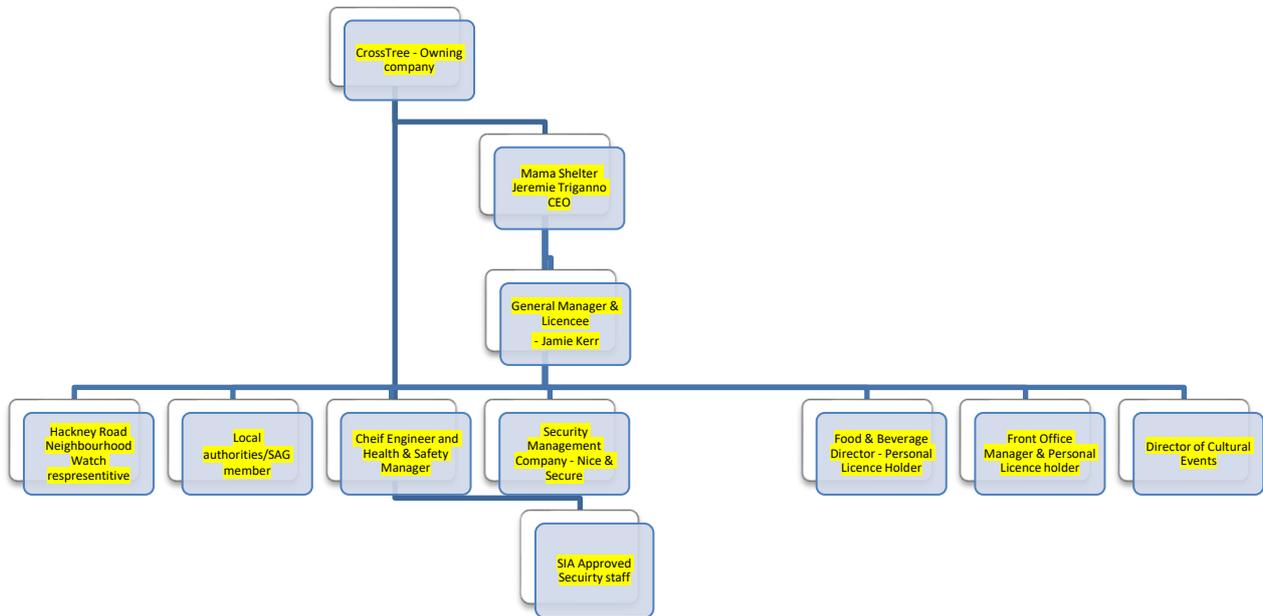
## **2. Trading Process**

Mama London will comprise of, 195 bedrooms, 2 meeting rooms and a café bar & all-day restaurant

1. The Ground Floor will host the main hotel reception desk, the local gift shop, café / bar & restaurant;
2. The basement will consist of two meeting rooms, two function rooms and 7 bedrooms;
3. The upper floors of the hotel will only consist of bedrooms.

### 3. Management Team

The following diagram illustrates the typical structure of the Mama Shelter operation:



### 4. Trading Hours

MAMA would like to open as follows:

- 7am – 1am Monday – Sunday for non-residents
- Building will be manned 24 hours for hotel residents

### 5. Access

- The building will be accessible 24 hours a day;
- There will be a building security check completed every 2 hours by either a duty manager or by SIA Security staff;
- From the hours of 6pm – 1.30am, there will be 2 members of SIA Trained Security staff manning our front door;
- During peak trading times, there will be 35-45 staff within the building;
- All guests will access the building via our front door on the corner of Hackney Road and Pritchard's St. This main entrance will take you to the hotel reception desk and lobby, guests will then be able to enter the restaurant and bar from there on.

### 6. Staffing

A MAMA management team will be on hand at all times to ensure the smooth running of the hotel. There will always be either a General Manager or Food & Beverage Director or trained Duty Manager on site. In addition, there will be 10 Duty Managers employed by MAMA.

The main cleaning and clearing of the Premises will be managed through a service contract with an appropriate cleaning contractor, ensuring a minimum of one cleaning member per floor at any one time. This will increase at peak times.

SIA security staff will be on hand to manage customers accessing, remaining on and departing from the premises.

There will be a permanent security presence in the Hotel on a risk assessed basis.

The security team will proactively supervise the Hotel and concentrate on ensuring quiet departure from the building for minimal disruption to surrounding customers, users of the area and residents. Security levels will increase in line with peak hours.

A Designated Premises Supervisor (DPS) is required to be in post for all premises licenced for the sale of alcohol. The DPS will be the main point of contact for the Police, licensing and other regulatory authorities. The DPS will be agreed and confirmed in advance of opening to all interested parties. The DPS will be fully supported by the MAMA management team. The details of the DPS for the premises will be provided to the Licensing Authority prior to alcohol being sold at the premises and to all local neighbours.

The DPS will be stationed at the Hotel as their primary place of employment. In their absence from the Hotel, the applicant will ensure that sufficient “designated persons” will be on-site; the designated persons having responsibility for monitoring and supervising the food/drink retail areas within the premises.

MAMA Shelter London will also ensure that there is a Personal Licence Holder or someone who has passed the NCPHL (or equivalent) on duty at all times that the premises are open and licensable activities are taking place.

The DPS will ensure that staff are regularly and effectively briefed on the Premises Licence conditions relating to the sale of alcohol and ensure that appropriate procedures are included in the policies that support the operation including:

- The adequate supervision of alcohol sales;
- Appropriate staffing levels, particularly at busy periods and during staff break times;
- The effective operation of a “Challenge 25” (as appropriate) policy whereby all customers who appear to be under the age of 25 and attempt to purchase alcohol, or other age restricted products, are asked for proof of their age (driving licence, passport or any other proof of age with a PASS hologram) or in any other form acceptable to the Licensing Authority;
- The effective advertising of the ‘Challenge 25” policy through the prominent display of suitable notices in appropriate locations;
- That a written record is kept of all staff authorised to sell alcohol; this staff record is to contain the full name; home address, date of birth and national insurance number of each person so authorised. The staff record is to be kept on the licensed premises and made available for inspection by the Licensing Officer, Trading Standards or the Police;

- That each member of staff authorised to sell alcohol will have received full training on the law with regard to age restricted products and the refusal of sales to persons are believed to be under the influence of alcohol or drugs and that this will be properly documented, and records kept. All necessary training shall take place every 6 months.
- The associated training record will be kept on the licensed premises and made available for inspection by the Licensing Officer of the Council, Trading Standards and the Police;
- That each new member of staff authorised to sell alcohol will have been made fully aware of their responsibilities in verifying a customer's age and then assessed as to their ability to effectively question purchasers and check proof of age. Each member of staff authorised to sell alcohol will have been proven as sufficiently capable and confident to confront and challenge under 25's attempting to purchase alcohol.

In addition, cleaning, catering and waste teams will be responsible for ensuring that cleaning and waste management arrangements support the safety management of the premises. This will include making arrangements for good housekeeping and the storage of waste and catering equipment in designated areas away from the emergency escape routes and doors and removal of such waste are at times that are compatible with the local area.

The applicant will ensure that specific risk assessments contain Catering, Cleaning and Waste Management plans to support this and these are made available to the Council in line with the terms of any conditions agreed.

MAMA Shelter London will carry out full background checks on all of their staff to ensure they have the legal right to work in the UK. Documentation pertaining to such checks will be made available to all relevant authorities upon request.

## **7. Alcohol storage**

Outside of the hours authorised for the sale of alcohol and whilst the premises are open to the public, MAMA Shelter London will ensure that all alcohol within the premises (including alcohol "behind the counter") is secured.

Should a hotel resident ask for alcohol outside of our public licenced hours, the following procedure will take place:

- The bars will be closed and unstaffed;
- The guest(s) will need to place their order with the hotel reception staff;
- The hotel reception staff will serve the desired drink(s);
- Reception staff will ask the guest(s) to drink their drink(s) in their bedroom.

## **8. Floor Management and Cleaning**

MAMA will be responsible for the cleaning and maintenance of the surrounding pavement and structure of the external building, including its windows. A permanent presence of cleaners will remain on the floor, responsible for cleaning all of its public areas including its guest toilets.

Staff will also be responsible for periodic clearing and cleaning of the outside of the premises ensuring a clear and pleasant walkway is maintained throughout the day.

## **9. Deliveries**

So far as possible, stock will be purchased through MAMA Shelter London via a limited number of suppliers in order to minimise the frequency of deliveries.

MAMA Shelter London will manage the delivery schedule, ensuring that couriers are booked in. If the slot is missed by more than 15 minutes they will be turned away. There is sufficient allowance for 3 deliveries to be made at any one time within the delivery bay allocated. This would ensure that smaller and quieter vehicles can be used thus causing less disruption.

Benefits:

- 1 Reduction in overall deliveries
- 2 Fewer possible accidents
- 3 Less emissions
- 4 Reduce congestion
- 5 Reduce noise
- 6 Improved air quality

Kitchen staff will be on hand to receive the delivery to the relevant storeroom. Deliveries will not be permitted to be left outside the premises or without signature for receipt.

## **10. Refuse & Waste**

Refuse will be collected from the designated refuse collection point in accordance with hours to be approved by the local authority.

The refuse store is on the ground floor and will be accessible by security-fob only. The refuse contractor will enter the refuse store and collect the bins. No waste bins or waste will be left on the side road. This refuse store will also be deep cleaned twice a day.

A glass crusher will be located in the basement and employed to condense the volume of glass and reduce the noise permeating to the surrounding areas.

MAMA Shelter London will ensure an appropriate waste management plan is in place and as a minimum the general provisions below will apply:

- Site management will ensure general litter is picked up from the site on a regular basis, including throughout the operation;
- There will be designated litter pickers/ cleaners whenever MAMA Shelter London is open;
- Bins will be emptied on a rotational basis throughout the day by the designated waste contractors;
- Refuse shall not be stored anywhere on the site except within designated areas;
- All refuse will be removed from site on a daily basis at the best time following a risk assessment;
- MAMA Shelter London will ensure that the area immediately outside the premises will also be kept clear of litter and waste during the hours of operation;
- There will be discussions with other local operators to ensure that waste is collected in line with other operators to minimise disturbance to local residents;

## 11. Noise Management Plan

### **Music Management Policy**

A mix of background complementary music will be played in the Hotel throughout the day at an agreed set level. MAMA Shelter London have engaged a specialist acoustic company (Vanguardia) to mitigate any noise break-out both from plant and/or any internal systems in accordance with local authority requirements. On occasion MAMA Shelter London may employ live artists or bands to play at the Hotel as part of the cultural activation of the space but any such events will be held at acceptable noise levels in consultation with the Council's Environmental Health Department.

**Departing visitors/guests:** MAMA Shelter London staff will ensure the quiet dispersal from the premises and manage customer behaviour.

**Traffic noise:** MAMA Shelter London will ensure measures are in place so that deliveries to site are managed effectively, causing minimum impact to neighbours.

**Local relations** – MAMA Shelter London will send out advance notice to local stakeholders to inform them of any changes to the way the premises may operate from time to time. A telephone contact number is provided on the MAMA Shelter website that goes directly to the Duty Manager. A note of all telephone calls received will be logged and appropriate action taken.

**Noise monitoring**– noise levels will be monitored using sound level meters where appropriate, by the Duty Manager or the Security Team. The noise levels will be logged and if found to be above the agreed levels, the sound will be reduced. The music systems installed will include an in-built volume level limiter.

**Communication** – MAMA Shelter London staff use mobile phones or portable radios to communicate.

**Smoking** – MAMA Shelter London will prominently display signs in any areas designated for smoking requesting that Customers use the area considerately and quietly and leave it immediately once finished their cigarette.

**Updating** - the Noise Management Plan will be regularly checked and updated as necessary – for example changes to the site build or layout, introduction of new equipment or activities, increase in scale, following a complaint or when monitoring procedures identify that controls are inadequate.

## 12. **Protecting Children from Harm**

A Public announcement system shall be installed to pass any messages across, i.e. Lost children.

All children under the age of 18 shall be accompanied by a responsible adult at all times whilst on the premises after 19:00.

Any lost children will be accompanied to the management office whilst their parent is located. Any staff responsible for the care of these lost children will be DBS vetted.

## 13. **Lost Property**

Any lost property will be kept securely in the lost property office. Customers who have lost any items will be able to speak to a Mama Shelter Duty Manager who will quickly assist in reuniting owner and property.

## 14. **MAMA Shelter London Dispersal Policy**

The MAMA dispersal policy will be implemented to assist in the promotion of the four licensing objectives (this will also interface with requirements under planning). This document is subject to change from time to time as it is a working best practice document that may change through discussions with interested parties and more specifically with our neighbours.

MAMA Shelter London has and will continue to work hard to build and maintain good relationships with its neighbours. MAMA Shelter London will have a dedicated Neighbourhood & Community Partnerships team based onsite at the hotel, who will work closely with many partners in the local area to ensure the premises is making a positive contribution and that we keep everyone informed of our activities.

MAMA Shelter London are aware of the potential for neighbourhood noise and disturbance when customers leave at closing time. MAMA Shelter London has agreed to implement a dispersal policy to move customers from the premises and the immediate vicinity in such a way so as to cause minimum disturbance or nuisance to neighbours. Every effort will be made to minimise any potential nuisance and it will be the responsibility of all members of staff to support this policy (enforced through terms of employment and supported through regular training).

MAMA Shelter London shall refuse entry to the premises to any person who appears to be under the influence of alcohol, drugs or any other psychoactive substances.

In relation to dispersing visitors or guests when MAMA Shelter London closes, we have the following practices and procedures in place to ensure we avoid undue disturbance or nuisance to our neighbours: -

- Effective management of customer behaviour whilst on the premises;
- A good staff to customer ratio;
- Duty Management presence at front of house;
- SIA trained Door Security Staff appointed on a risk assessed basis each night to assist with dispersal, and in any event, maintaining a 24-hour security presence;
- Responsible drinking practices, e.g. small measures, properly trained staff, Challenge 25 policy;
- 24-hour Presence of Personal Licence Holders;
- Appropriate signage at the exit points asking guests to respect our neighbours and leave quietly;
- Staff at exits to reinforce the message re: leaving quietly;
- A taxi rank will be available from 9pm – 1am
- 24-hour taxi management/assistance if needed;
- Staff will be trained where the nearest tube and train stations are located (Bethnal Green Tube and Cambridge Heath Railway), along with local bus routes to Hackney or Central London in order to direct guests away from the hotel promptly;
- A 30-60 minute winding-down time is incorporated in the Hotel operating systems so that customer dispersal is more gradual;
- Waste disposal processes to ensure no noise is heard “after hours” despite 24-hour hotel operation;
- All incidents of crime or disorder or nuisance are to be reported by the Duty Manager and will be investigated immediately;
- The Designated Premises Supervisor shall ensure that the details of all complaints are recorded in the daily occurrence book and such complaints shall be investigated to see if there were ways to prevent the complaint from happening;
- MAMA Shelter London will not tolerate departing customers congregating outside of the premises in the sensitive hours, and they will be asked to move on quickly and quietly with assistance offered where necessary;
- MAMA Shelter London will be at all times aware of activity outside of the premises and endeavour by their presence to minimise antisocial behaviour regardless of whether they are visitors to MAMA or not. This will have a beneficial impact on the neighbourhood 24 hours a day.

This policy is overseen by the Designated Premises Supervisor and reviewed on a regular basis.

## **15. Incident Policy**

MAMA Shelter London will keep an incident log at the premises, which shall be retained for a period of 12 months and made available on request to an Authorised Officer of the Council or the police. MAMA shall ensure that the incident log is kept up to date, with any incidents completed in the log within 24 hours of the event. The log shall record:

- (a) all crimes reported at the premises
- (b) any patrons who have been ejected

(c) any complaints received

(d) any incidents of disorder

(e) any faults in the CCTV system

(f) any refusal of the sale of alcohol which shall include the name and member of the staff who refused the sale.

## 16. CCTV Policy

MAMA Shelter London will operate a CCTV system that conforms to the Data Protection Act 1998 and the EU General Data Protection Regulation 2016/679 and will be operated for the purposes the prevention and detection of crime, public safety and employee security. The Data Controller is the Chief Engineer.

- The CCTV system will retain images for a period of not less than 31 days. Copies of images will be provided immediately to the Police or Council on request and always within a maximum of 24 hours of request.
- The CCTV system will be kept secure at all times. Access will be limited to the Licensee, DPS and duty manager.
- A dedicated CCTV system log will be kept at the premises. All usage, checks, faults and requests for images will be recorded in the log. In addition, a full incident report will be made of any faults with the system.
- The Licensee, DPS and duty managers will all be properly trained in the use of the CCTV system. The training will include interrogation of the system and transfer of images to separate media (CD, DVD, flash drive, USB etc.)
- There will be at least one person who is suitably trained and conversant with the CCTV system on the premises at all times it is open to the public.
- The Licensee will enter into a maintenance contract with a qualified CCTV engineer to ensure as far as possible the system is working correctly at all times. The contract will include an emergency call out facility in the event that there is a fault with the system.
- Relevant CCTV images will be burnt to DVD or CD or other recording device as soon as possible following any reasonable request.
- Signage will be placed prominently at all entrances entrance to the premises advising all persons entering that CCTV is in operation in accordance with the Data Protection Act 1998 and the EU General Data Protection Regulation 2016/679.

## 17. SMOKE FREE POLICY

### Policy

It is the policy of MAMA that all of our workplaces are smoke free, and all employees have a right to work in a smoke free environment. The policy shall come into effect immediately and be reviewed on 1 November each year by Mama Shelter London's General Manager. Smoking is prohibited throughout the entire workplace with no exceptions. This includes company vehicles. This policy applies to all employees, consultants, contractors, customers or members and visitors.

### Implementation

Overall responsibility for policy implementation and review rests with the General Manager. All staff are obliged to adhere to and facilitate the implementation of the policy.

The person named above shall inform all existing employees, consultants and contractors of the policy and their role in the implementation and monitoring of the policy. They'll also have to give all new personnel a copy of the policy on recruitment/induction. Appropriate 'No Smoking' signs will be clearly displayed at the entrances to and within the premises.

### Non-compliance

If a member of staff does not comply with this policy, they will be in breach of their employment contract and subject to disciplinary procedures. Those who do not comply with the smoking law are also liable to a fixed penalty fine and possible criminal prosecution.

### Help to stop smoking

The NHS offer the following free services to help smokers give up: Local NHS Stop Smoking Services – you are four times more likely to give up smoking with the support of your local NHS Stop Smoking Service and nicotine gum and patches. Call the NHS Smoking helpline on 0800 169 0169 to find your local service or text 'give up' and your full postcode to 88088. The NHS Smoking helpline – you can speak to a specialist adviser or request resources by calling 0800 169 0169 (lines are open daily from 7am to 11pm).

[www.givingupsmoking.co.uk](http://www.givingupsmoking.co.uk) – an online resource for all the advice, information and support you need to stop and stay stopped. Together – this support programme is free to join and is designed to help you stop smoking using both medical research as well as insights from ex-smokers. For more information call the NHS Smoking helpline on 0800 169 0169 or visit [www.givingupsmoking.co.uk](http://www.givingupsmoking.co.uk)

## 18. Risk Assessments

MAMA will adopt a system of risk assessment at the premises to:

- Identify hazards;
- Decide who might be harmed and how;
- Evaluate the risks and decide on precautions;
- Record findings and implement them; and

- Review and update arrangements

Ongoing dynamic risk assessments will be carried out for both the day to day operational activities and any special events, by MAMA security staff. Risk assessments will be responsive and so processes and procedures may develop on an ongoing basis. At all times the risk assessment process will take into account matters such as customer movement, means of escape, fire loading and other safety related issues. Copies of all risk assessments will be made available to the responsible authorities.

**MAMA SHELTER HOTEL,  
419-437 HACKNEY ROAD,  
LONDON E2 8PP**

ACOUSTIC ASSESSMENT REPORT  
VC-103028-EN-RP-0001  
R02

2<sup>ND</sup> JULY 2019



**VANGUARDIA**  
| | | | | | | |

2ND JULY 2019

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DOCUMENT CONTROL

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<b>DOCUMENT TITLE</b>	ACOUSTIC ASSESSMENT REPORT	<b>REVISION</b>	1
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## 1. INTRODUCTION

- 1.1. Vanguardia Ltd. has been appointed by Crosstree Real Estate Partners LLP on behalf of MHD Limited to undertake an assessment of the potential noise impacts from use of internal entertainment and leisure spaces to support a new licensing application for the Mama Shelter Hotel, Shoreditch.
- 1.2. The existing premises licence (granted in the name of the RE London Shoreditch) permits 24-hour sale by retail of alcohol to residents and bona fide guests but limits sales to others to 2300hrs Monday to Saturday and 2230hrs on Sundays.
- 1.3. The client seeks permission for licensable activities as follows:
  - 24 Hours to hotel residents and their guests (new proposed limit of 4 guests per resident) as well as pre-booked private events (details of all such events to be retained on site for a 6-month period);
  - Sunday to Thursday – midnight, with premises closing to non-residents and their guests at 0030hrs;
  - Friday and Saturday – 0100hrs, with premises closing to non-residents and their guests at 0130hrs.
- 1.4. Further to discussions with the local Police and Environmental Health, and in addition to the originally-proposed conditions (presented in Appendix B), the following conditions have also been agreed:
  - Loudspeakers shall not be located in the entrance lobby or outside the premise building.
  - All windows and external doors shall be kept closed after 2200hrs, or at any time when regulated entertainment takes place, except for the immediate access & egress of persons.
  - No collections of waste or recycling materials (including bottles) from the premises shall take place between 2200hrs and 0800hrs on the following day.
  - No substantial deliveries to the premises shall take place between 2200hrs and 0800hrs the following day.
  - After 2200hrs daily, patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall be limited to 20 persons at any one time.

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- 1.5. It is understood that official objections to the Licence application entered by the local Police, Environmental Health and Licensing Officer have all been withdrawn subject to the adoption of the above additional conditions. Ten other objections were received from local residents.
- 1.6. The Mama Shelter Hotel is located on the north side of Hackney Road, occupying a block bounded by Pritchard's Road to the east, Coate Street to the north and Dinmont Street to the west. The building is the subject of significant renovation since it previously operated as the RE Hotel Shoreditch.
- 1.7. A central open courtyard is planned with a roof which will be closed at 2300hrs.
- 1.8. Internal front of house areas for assessment consist of a restaurant and bar on the ground floor which extends the full width of the Hackney Road facade. See Appendix C for the floorplan.
- 1.9. The noise impact predictions in this report have been based on existing baseline noise levels obtained from both an unattended survey carried out in January 2018.
- 1.10. The assessment has been undertaken based on the draft guidance from the London Borough of Tower Hamlets (LBTH) Emerging Local Plan, Appendix 6 (Noise) to ensure predicted noise levels are within guideline values.
- 1.11. The closest noise-sensitive receptor is taken as being the first-floor facade of 424-428 Hackney Road, directly opposite the southern façade of the hotel building where the bar/restaurant is to be located.
- 1.12. The nature of this report is necessarily technical, so to aid understanding a glossary of acoustic terms is included at Appendix A.

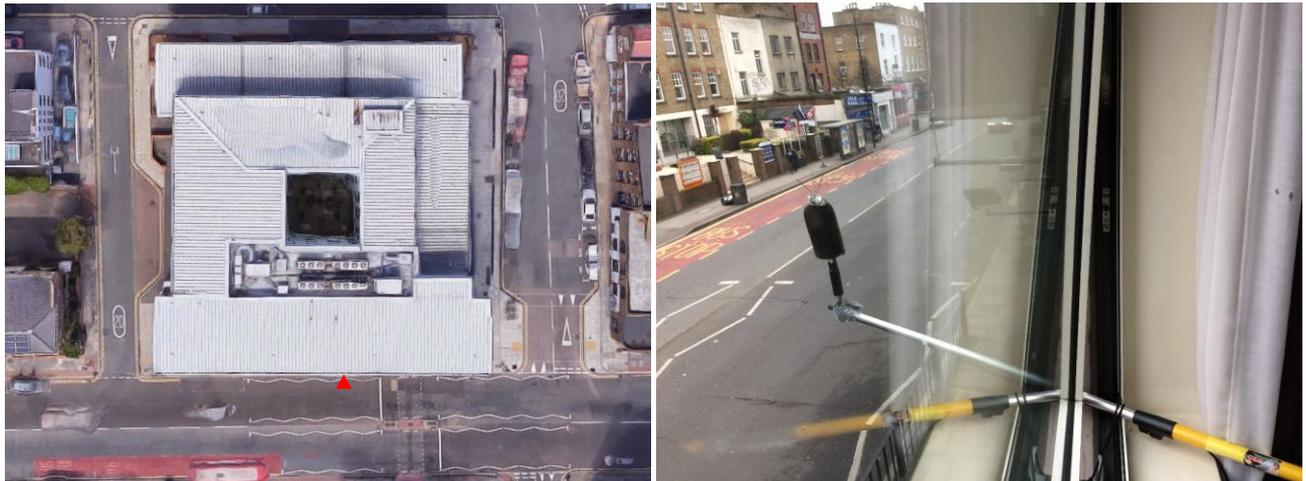
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## 2 . B A S E L I N E N O I S E S U R V E Y

- 2.1. A baseline noise survey was undertaken at the site of The RE Hotel, Shoreditch between the 12<sup>th</sup> and 17<sup>th</sup> January 2018. The intent of the survey was to determine typical noise levels (without entertainment noise) at the closest noise-sensitive residences, which were determined to be at first floor level on the opposite side of Hackney Road.
- 2.2. The baseline noise survey comprised unattended monitoring at first floor level on the southern façade of the building.

### MONITORING LOCATION

- 2.3. The sound level meter was set up in room 114 with the microphone extended out of the window on a pole, approximately 1 m from the building façade (see Figure 1 below).



**Figure 1** Monitoring location (▲) and photograph

- 2.4. Details of the equipment used for the survey are presented in Appendix D.
- 2.5. The sound level meter was field-calibrated before and after measurement and no significant drift was detected.
- 2.6. The weather conditions were suitable for acoustic measurement throughout the survey, other than several short periods of rain. Data collected during these periods has been excluded from the dataset.
- 2.7. A summary of the weather conditions during the survey, including the timings of the rain episodes, is included at Appendix E.

## EXISTING NOISE CLIMATE

- 2.8. High-level road traffic noise from Hackney Road was the dominant noise source at the monitoring location.
- 2.9. Sirens from emergency service vehicles were frequent throughout the survey and therefore have been considered a typical characteristic of the noise climate.

## MEASUREMENT RESULTS

- 2.10. To reflect the extension to the proposed licensing hours, only the night-time period has been considered. The ambient ( $L_{Aeq}$ ) and background ( $L_{AF,90}$ ) results from each 15-minute measurement are charted below in Figure 2. The average measured night-time ambient level was 70 dB  $L_{Aeq, 8\text{ hour}}$ .

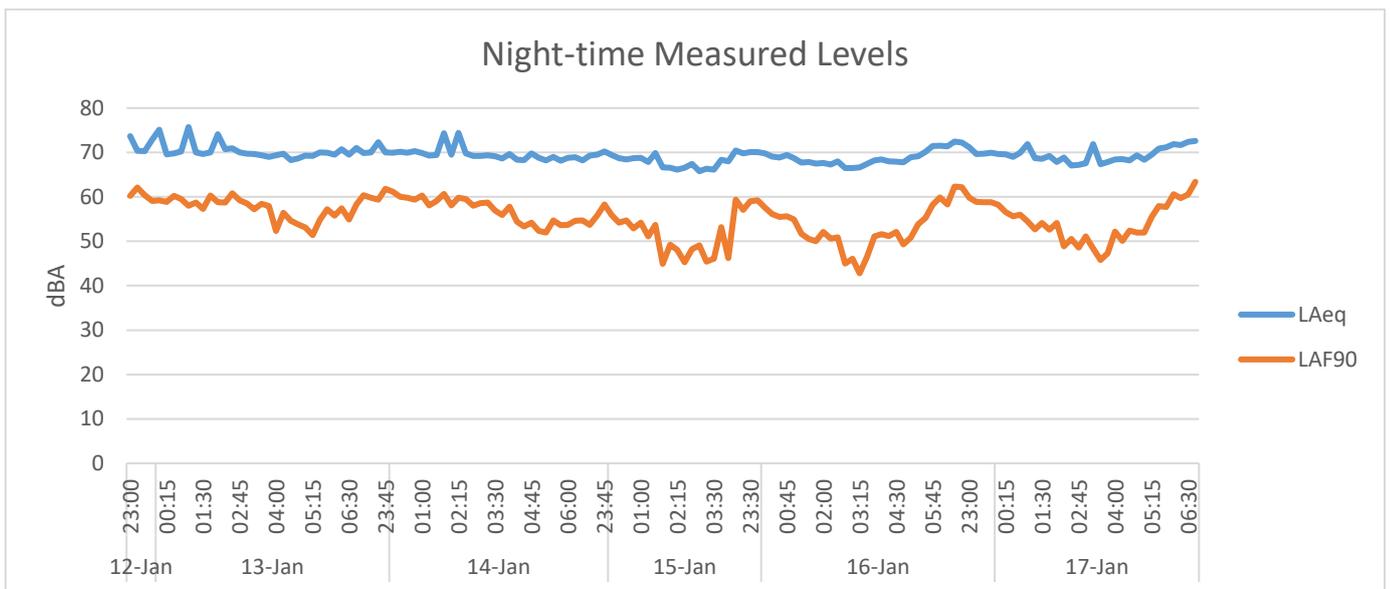


Figure 2 Measurement results (night-time)

- 2.11. For comparison with the predicted levels of entertainment noise breakout from the hotel, the four lowest  $L_{Aeq,15\text{ min}}$  values measured during the maximum proposed extended operating times (2300hrs to 0130hrs) were selected, and a logarithmic average of the unweighted octave-band levels was calculated and corrected for façade effects, as shown below in Table 1.

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**Table 1** Lowest measured ambient noise measurements

Date	Time	L <sub>Aeq,15 min</sub>	Octave band centre frequency, Hz; measured values in dB							
			63	125	250	500	1000	2000	4000	8000
2018/01/16	01:15:00	68	69	62	62	61	65	61	51	42
2018/01/15	01:15:00	68	69	63	62	62	65	61	52	42
2018/01/16	01:30:00	68	67	61	62	61	65	61	51	42
2018/01/15	00:30:00	68	69	63	63	62	66	62	52	43
<b>Average (façade)</b>		68	69	63	62	62	65	61	52	42
<b>Average (free-field)</b>		65	66	60	59	59	62	58	49	39

### 3. ENTERTAINMENT NOISE: BREAKOUT PREDICTIONS

#### ASSUMPTIONS

- 3.1. The internal restaurant/bar will have music playing, which will vary from ambient background music to the music being an integral part of the atmosphere in the space (foreground music). The assumptions for music within internal spaces has been considered for the foreground music case and is presented in Table 2 below.

**Table 2** Music Noise Level (Internal Areas)

Location	Music Noise Level (dBA)
Restaurant/Bar	90

- 3.2. The assumed spectrum used for breakout noise from the internal space has been collated from average measurements in similar venues which have been undertaken over a period of time by Vanguardia, and is based on electroacoustic music.
- 3.3. The spectrum is presented in Table 3 below and has been adjusted to the required foreground music level of 90 dBA.

**Table 3** Music Noise Spectrum (Internal Areas)

Octave Band (Hz) dB								Overall Noise Level	
63	125	250	500	1000	2000	4000	8000	A-Weighted (dB)	C-Weighted (dB)
102	96	90	87	86	78	74	72	90	103

- 3.4. The glazing sound reduction performance spectra for the ground floor Hackney Road façade used for the breakout calculations are presented in Table 4 below. The glazing specification is presented below in Appendix F.

**Table 4** Glazing Sound Reduction Performance

Location	Octave Band (Hz) dB							
	63	125	250	500	1000	2000	4000	8000
Ground Floor Glazing	23	24	20	38	44	44	48	46
Ground Floor Spandrel Panel	24	33	40	47	48	50	54	56

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3.5. The shortest distance from the restaurant/bar to the closest receptor has been taken to be 26 m.

## PREDICTED NOISE LEVELS

3.6. Based on the above assumptions, the predicted levels of entertainment noise breakout through the Hackney Road façade of the hotel, as calculated at the receptor location, are presented in Table 5 below. The table also includes a comparison with the level representative of the lowest existing ambient noise levels between the hours of 2300hrs and 0130hrs, as presented in Table 1 above. The full calculation details are presented below in Appendix G.

**Table 5** Predicted Breakout Level and Noise Impact at Receptor Location

Entertainment Breakout Noise at Receptor dB $L_{Aeq,T}$								
63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA
55	47	45	24	17	9	1	1	38

Lowest Environmental Noise Level dB (see Table 1)								
63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA
66	60	59	59	62	58	49	39	65

Comparative Noise Impact dB								
63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA
-11	-12	-14	-34	-45	-49	-47	-38	-27

## 4. CUSTOMER NOISE: EXTERNAL SPACE PREDICTIONS

### ASSUMPTIONS

- 4.1. As the courtyard roof will be closed at 2300hrs it is expected that after this time there may be external activity, predominantly from patrons talking while smoking outside.
- 4.2. It is proposed to limit smoking activities to the Hackney Road façade as this is where the highest level of ambient noise is to be expected.
- 4.3. Per the additional conditions listed in Section 1, no more than 20 people will be permitted simultaneous temporary egress for smoking. For the purposes of this assessment it has been assumed that half of these people will be talking and the other half listening at a given time.
- 4.4. For the purpose of modelling speech in the external areas, ISO 9921: 2003 Ergonomics – Assessment of Speech Communication has been used.
- 4.5. This standard contains various noise levels and spectra for male and female voices. The range for noise levels associated with speech is provided in table A1 of the Standard document and has been reproduced in Table 6 below.

**Table 6** Vocal effort of a male speaker and related A-Weighted Speech Level at 1 m in front of the mouth

Vocal Effort	L <sub>SA</sub> at 1 m dB
Very Loud	78
Loud	72
Raised	66
Normal	60
Relaxed	54

- 4.6. Due to the relatively small proposed number of people within the external area it is likely that people will be talking in normal to raised voices to ensure clarity over other people in close proximity. As a worst case, therefore, the levels used for the assessment are representative of ‘Raised’ speech which is 6 dB(A) higher than the ‘Normal’ definition.
- 4.7. A spectrum for a male speaker has been taken from ISO 9921: 2003 Ergonomics – Assessment of Speech Communication. The spectrum has been adjusted upwards to achieve the level of raised speech as per the table above. The source spectrum has been presented in Table 7

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below. It should be noted that speech does not contain significant levels of low-frequency sound, hence there is no source value for the 63 Hz octave band.

**Table 7** Speech Spectrum for Modelling Import

Octave Band (Hz) dB							Overall Noise Level
125	250	500	1000	2000	4000	8000	A-Weighted (dB)
68.9	68.9	65.2	59.2	53.2	47.2	41.2	66

4.8. To predict the level at the closest receiver an average distance of 24 m has been assumed.

## PREDICTED NOISE LEVELS

4.9. Based on the above assumptions, the predicted levels of noise from patrons talking while smoking, as calculated at the receptor location, are presented in Table 8 below. The table also includes a comparison with the level representative of the lowest existing ambient noise levels between the hours of 2300hrs and 0130hrs, as presented in Table 1 above. The full calculation details are presented below in Appendix H.

**Table 8** Predicted Customer Noise and Noise Impact at Receptor Location

External Customer Noise at Receptor dB L <sub>Aeq,T</sub>							
125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA
54	54	51	45	39	33	27	51

Lowest Environmental Noise Level dB (see Table 1)							
125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA
60	59	59	62	58	49	39	65

Noise Impact dB							
125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA
-5	-5	-8	-18	-20	-16	-13	-14

## 5 . A S S E S S M E N T

5.1. Table 9 below summarises the existing and predicted noise levels.

**Table 9** Existing and predicted noise levels

Lowest Environmental Noise Level dB (see Table 1)								
63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA
66	60	59	59	62	58	49	39	65

External Customer Noise at Receptor dB L <sub>Aeq,T</sub>								
63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA
-	54	54	51	45	39	33	27	51

Entertainment Breakout Noise at Receptor dB L <sub>Aeq,T</sub>								
63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA
55	47	45	24	17	9	1	1	38

- 5.2. Appendix 6 (Noise) of the draft LBTH Emerging Local Plan proposes acceptable Customer Noise levels in gardens used for amenity during the night-time period (2300hrs to 0700hrs), quoting a Lowest Observed Adverse Effect Level (LOAEL) of 45 dB L<sub>Aeq,5 min</sub> or 10 dB below the existing L<sub>Aeq,5 min</sub> measured in the absence of entertainment noise. It is worth noting that this is a more onerous standard than should actually be required in the context of this application as there are no garden amenity spaces at the receptor location, but it is taken as being the closest comparable condition.
- 5.3. It is evident from Table 9 that the predicted customer noise level is 14 dB below the existing noise level and therefore no adverse impacts or effects are expected to occur as a result.
- 5.4. Appendix 6 (Noise) of the draft LBTH Emerging Local Plan proposes that Entertainment Noise should be inaudible inside residential bedrooms at any time, taking the prevailing ambient noise environment into account. It also quotes a design criterion of NR10 L<sub>eq,5 min</sub> for the night-time period but in the absence of any information regarding the glazing specification of the closest residences it is not possible to accurately predict the internal NR level. Moreover, this design criterion does not take into account the existing ambient noise level, which in this situation is considered to be very high.
- 5.5. It is evident from Table 9 above that the predicted breakout noise level of 38 dBA outside the window is 28 dBA below the representative lowest existing ambient noise level and at least 11 dB below all octave bands of the lowest existing ambient noise level.

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- 5.6. To demonstrate the significance of the existing ambient noise climate, a standard 6/12/6 double-glazing system with 40% glazed area at the residential façade would result in an internal ambient level compliant with the NR28 curve, but the music breakout level inside the bedroom based on the same assumptions would be compliant with the NR12 curve, perceptually 16 dB lower. Due to this difference, the addition of the predicted entertainment noise to the existing ambient noise would make no difference to the NR level of the existing noise alone. It is therefore considered reasonable to infer that the entertainment noise would not alter the perception of the prevailing ambient noise environment.
- 5.7. On this basis, no adverse noise impacts or effects are expected from entertainment use of the internal hotel spaces at the nearest noise-sensitive receptors.

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## **6 . M A N A G E M E N T O F N O I S E L E V E L S**

- 6.1. In order that music noise levels do not exceed the assumed 90 dBA internal entertainment noise level, it is recommended that a sound limiting device should be installed and set accordingly. Only the premises licence holder and the designated premises supervisor shall have access to the sound limiting device.
- 6.2. It is further recommended that an audio cut-out device shall be connected to the sliding windows and doors on the Hackney Road façade. If any of these are open, the levels of music shall cut out completely or fall to ambient levels that are not intrusive to local residents.
- 6.3. All external doors and windows to the premises shall be kept closed during the provision of regulated entertainment, save during access and egress.
- 6.4. The licence holder or duty manager shall make regular patrols at no less than hourly intervals around the perimeter of the premises when regulated entertainment is taking place. Noise levels shall be adjusted to ensure local residents are not disturbed by noise break out<sup>1</sup>.

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## 7. CONCLUSION

- 7.1. Vanguardia were appointed to undertake an assessment for The Mama Shelter Hotel on Hackney Road, Shoreditch, of customer noise and entertainment noise breakout from the premises to the nearest noise sensitive receptor in support of a licence application.
- 7.2. The existing premises licence (granted in the name of the RE London Shoreditch) permits 24-hour sale by retail of alcohol to residents and bona fide guests but limits public sales to 2300hrs Monday to Saturday and 2230hrs on Sundays.
- 7.3. The client wishes to extend permission for licensable activities as follows:
  - 24 Hours to hotel residents and their guests (limit of 4 guests per resident) as well as pre-booked private events (details of all such events to be retained on site for a 6-month period);
  - Sunday to Thursday – midnight, with premises closing to non-residents and their guests at 0030hrs;
  - Friday and Saturday – 0100hrs, with premises closing to non-residents and their guests at 0130hrs.
- 7.4. Further to the inclusion of additional licensing conditions, objections previously put forward by local Licensing, Police and Environmental Health have all been withdrawn.
- 7.5. Ten objections have been received from local residents.
- 7.6. The assessment contained within this report was produced using noise level data from an unattended acoustic survey undertaken between the 12<sup>th</sup> and 17<sup>th</sup> January 2018.
- 7.7. Representative levels were calculated from the lowest  $L_{Aeq,15 \text{ min}}$  measurements recorded between 2300hrs and 0130hrs.
- 7.8. In the absence of any guidance provided within the London Borough of Tower Hamlets Statement of Licensing Policy 2018-2023, the methodology adopted was taken from the London Borough of Tower Hamlets draft Emerging Local Plan, Appendix 6 (Noise), and compares predicted customer and entertainment noise levels with existing ambient noise levels at the nearest noise sensitive receptor.
- 7.9. The assessment takes account of internal noise levels from hospitality areas within the hotel and the respective breakout noise level at the receptor location, as well as external areas used for smoking.

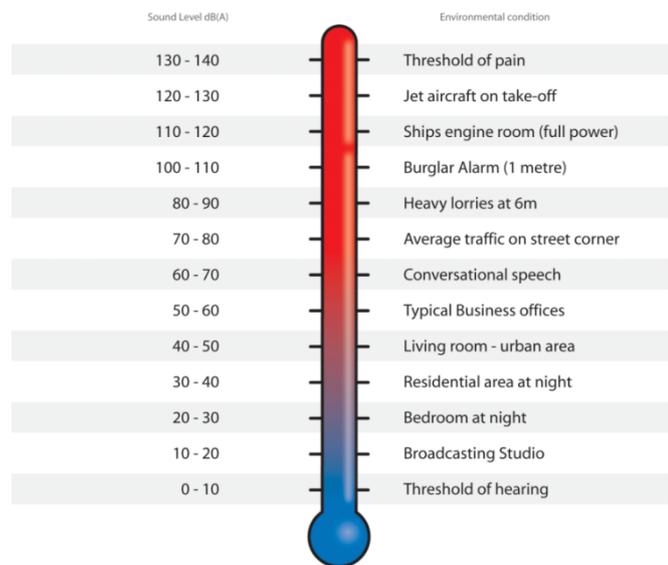
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- 7.10. Internal areas considered comprise the Restaurant and Bar on the ground floor which fronts onto Hackney Road.
- 7.11. Based on the expected internal operational noise levels within the Cocktail Bar and Restaurant, the predicted level outside the window at the closest noise-sensitive receptor is calculated to be 38 dBA.
- 7.12. This predicted level is 27 dBA below the representative lowest existing ambient noise level and at least 11 dB below all octave bands of the lowest existing ambient noise level.
- 7.13. Appendix 6 (Noise) of the draft LBTH Emerging Local Plan proposes that Entertainment Noise should be inaudible inside residential bedrooms at any time, taking the prevailing ambient noise environment into account.
- 7.14. The addition of the predicted entertainment noise to the existing ambient noise would make no difference to the NR level in the bedroom provided by the existing noise alone. It is therefore considered reasonable to infer that the entertainment noise would not alter the perception of the prevailing ambient noise environment and would therefore comply with the inaudibility requirement.
- 7.15. The assessment also considers external noise from patrons talking while smoking on the Hackney Road frontage after 2200hrs. The number of patrons permitted to be outside at any given time is to be limited to twenty.
- 7.16. Based on ten people talking and ten people listening at any given time, the predicted level outside the window of the closest noise-sensitive receptor is calculated to be 51 dBA.
- 7.17. This predicted level is 14 dB below the representative lowest existing ambient noise level and is therefore compliant with the relevant guideline LOAEL provided within the draft LBTH Emerging Local Plan, expressed as 10 dB below the existing ambient noise level measured without entertainment.
- 7.18. All the predictions undertaken within this report are based on worst case assumptions and use the lowest measured existing noise levels from the survey, therefore in reality, it is expected that noise impact will be lower during typical hotel operations.
- 7.19. It is concluded that no adverse noise impacts or effects are expected predicted at the nearest noise-sensitive receptors either from entertainment use of the internal hotel spaces or from the sound of patrons talking while smoking outside, subject to the recommendations regarding Management of Noise Levels contained in this report.

## APPENDIX A – ACOUSTIC GLOSSARY

- A.1 Noise is defined as unwanted sound. The range of audible sound is from 0 dB to 140 dB, which is taken to be the threshold of pain. The sound pressure detected by the human ear covers an extremely wide range. The decibel (dB) is used to condense this range into a manageable scale by taking the logarithm of the ratio of the sound pressure and a reference sound pressure.
- A.2 The frequency response of the ear is usually taken to be about 18 Hz (number of oscillations per second) to 18,000 Hz. The ear does not respond equally to different frequencies at the same level. It is more sensitive in the mid-frequency range than at the lower and higher frequencies, and because of this, the low and high frequency component of a sound are reduced in importance by applying a weighting (filtering) circuit to the noise measuring instrument. The weighting which is most used and which correlates best with the subjective response to noise is the dB(A) weighting. This is an internationally accepted standard for noise measurements.
- A.3 The ear can just distinguish a difference in loudness between two noise sources when there is a 3 dBA difference between them. Also when two sound sources of the same noise level are combined the resultant level is 3 dBA higher than the single source. When two sounds differ by 10 dBA one is said to be twice as loud as the other.
- A.4 The subjective response to a noise is dependent not only upon the sound pressure level and its frequency, but also its intermittency. Various indices have been developed to try and correlate annoyances with the noise level and its fluctuations. The parameter used for this measure is Equivalent Continuous Sound Pressure Level ( $L_{Aeq}$ ). The A-weighted sound pressure level of a steady sound that has, over a given period, the same energy as the fluctuating sound under investigation. It is in effect the energy average level over the specified measurement period (T) and is the most widely used indicator for environmental noise. A few examples of noise of various levels are given right:



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## **APPENDIX B – PROPOSED NEW LICENCE CONDITIONS**

### **NUISANCE**

1. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
2. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
3. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23.00 hours and 07.00 on Monday to Friday and 08.00 hours on Saturday and Sunday.

### **PUBLIC SAFETY**

4. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
5. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
6. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
7. All emergency doors shall be maintained effectively self-closing and not held open other than by an approved device.
8. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
9. Curtains and hangings shall be arranged so as not to obstruct emergency safety signs or emergency equipment.
10. All fabrics, curtains, drapes and similar features including materials used in finishing and furnishing shall be either non-combustible or be durably or inherently flame-retarded

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fabric. Any fabrics used in escape routes (other than foyers), entertainment areas or function rooms, shall be noncombustible.

11. Provision of emergency lighting system shall be implemented in all public areas, staircase and fire escapes.
12. The certificates listed below shall be submitted to the licensing authority upon written request
  - a. Any permanent or temporary emergency lighting battery or system
  - b. Any permanent or temporary electrical
  - c. Any permanent or temporary emergency warning system
13. Staff are to receive documented training and refresher training in:
  - a. procedures to deal with spillages/hazards;
  - b. emergency response, including evacuation procedures;
  - c. dealing with illness or injuries.

## PROTECTION OF CHILDREN FROM HARM

14. A Challenge 21 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
15. Signage shall be displayed in prominent positions highlighting the proof of age policy
16. All staff who sell or supply alcohol shall be given induction training and annual refresher training on the legislation relating to the sales of alcohol to underage persons.

## PREVENTION OF CRIME AND DISORDER

17. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Metropolitan Police. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31 day period. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is

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open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested. Signage shall be displayed in prominent positions highlighting the CCTV system.

18. The lobby/reception shall be permanently staffed.
19. There shall be a personal licence holder on duty on the premises after 2000hrs.
20. An incident log shall be kept at the premises, and made available on request to an authorised officer of the Council or the Police, which will record the following:
  - a. all crimes reported to the venue;
  - b. all ejections of patrons;
  - c. any complaints received;
  - d. all seizures of drugs or offensive weapons;
  - e. any refusal of the sale of alcohol;
  - f. any visit by a relevant authority or emergency service.
21. Substantial food and suitable beverages other than intoxicating liquor, including drinking water shall be available during the whole of the permitted hours in all parts of the premises where intoxicating liquor is sold or supplied.



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## APPENDIX D – EQUIPMENT DETAILS

Table 10 Measurement equipment

Equipment Type	Manufacturer	Model	Serial Number	Calibration Due
Sound Level Meter	Larson Davis	Sound Track LxT	3815	13/07/2019
Pre-Amplifier		PRMLxT1	42853	
Microphone		377BO2	165946	
Calibrator	Larson Davis	Cal 200	11097	29/03/2018

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## APPENDIX E – WEATHER DATA

**Table 11** Meteorological data

Date	Day	Temp	Temp	Temp	Dominant Wind Direction	Wind Speed	Total Precipitation
		Average	High	Low	N, S, E, W	Km/h Average	mm
12/01/2018	Friday	6.4	7.4	5.4	S	4	0.3
13/01/2018	Saturday	7	5.7	4.4	SSE	7	0
14/01/2018	Sunday	5.3	6.5	4	SSW	3	0
15/01/2018	Monday	8.5	11.4	5.6	WSW	13	6.6
16/01/2018	Tuesday	5.7	7.7	3.7	W	15	0
17/01/2018	Wednesday	5.2	7.6	2.7	W	15	0.5

**Table 12** Precipitation data

Date	Day	Precipitation	Rain From	Rain To	Precipitation	Rain From	Rain To	Precipitation	Rain From	Rain To
		mm	hh:mm	hh:mm	mm	hh:mm	hh:mm	mm	hh:mm	hh:mm
12/01/2018	Friday	0.3	06:50	07:10						
13/01/2018	Saturday									
14/01/2018	Sunday									
15/01/2018	Monday	2.3	04:23	07:51	2.8	09:41	11:28	1.5	16:49	18:08
16/01/2018	Tuesday									
17/01/2018	Wednesday	0.5	22:39	23:59						

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## APPENDIX F – GLAZING SPECIFICATION

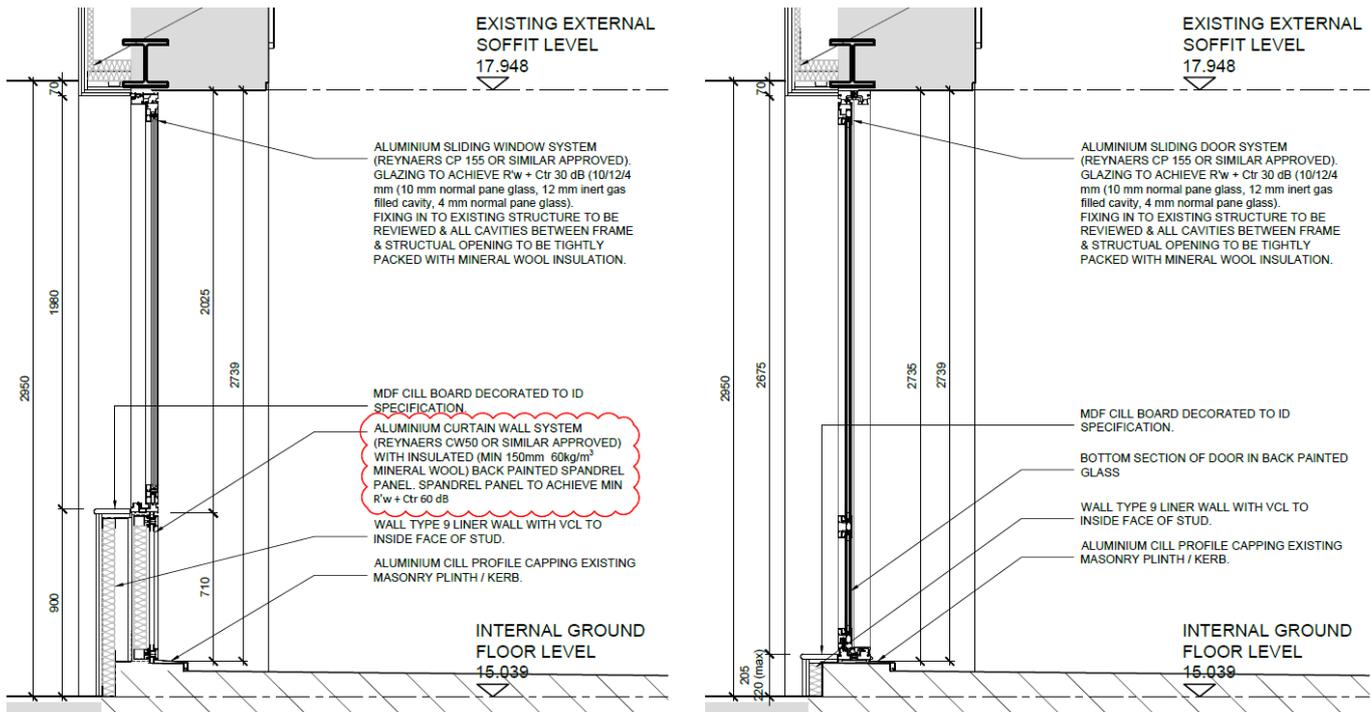


Figure 4 Glazing specification

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## APPENDIX G – BREAKOUT CALCULATIONS

Table 13 Breakout calculations

Source	Area	63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA	dBC
Electroacoustic	Bar	102	96	90	87	86	78	74	72	90	103

		R									
Area 1	m <sup>2</sup>	63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz		
Column	2.74	47	51	52	63	68	72	75	78		
10 12 4mm	12.37	23	24	20	38	44	44	48	46		
Spandrell Panel	1.85	24	33	40	47	48	50	54	56		
<b>Total m<sup>2</sup></b>		<b>SRI</b>									
16.96		24	25	21	39	45	45	49	47		

		R									
Area 2	m <sup>2</sup>	63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz		
Column	2.74	47	51	52	63	68	72	75	78		
10 12 4mm	12.37	23	24	20	38	44	44	48	46		
Spandrell Panel	1.85	24	33	40	47	48	50	54	56		
<b>Total m<sup>2</sup></b>		<b>SRI</b>									
16.96		24	25	21	39	45	45	49	47		

		R									
Area 3	m <sup>2</sup>	63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz		
Column	2.74	47	51	52	63	68	72	75	78		
10 12 4mm	12.37	23	24	20	38	44	44	48	46		
Spandrell Panel	1.85	24	33	40	47	48	50	54	56		
<b>Total m<sup>2</sup></b>		<b>SRI</b>									
16.96		24	25	21	39	45	45	49	47		

		R									
Area 4	m <sup>2</sup>	63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz		
Column	2.74	47	51	52	63	68	72	75	78		
10 12 4mm	12.37	23	24	20	38	44	44	48	46		
Spandrell Panel	1.85	24	33	40	47	48	50	54	56		
<b>Total m<sup>2</sup></b>		<b>SRI</b>									
16.96		24	25	21	39	45	45	49	47		

		R									
Area 5	m <sup>2</sup>	63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz		
Column	2.74	47	51	52	63	68	72	75	78		
10 12 4mm	12.37	23	24	20	38	44	44	48	46		
Spandrell Panel	1.85	24	33	40	47	48	50	54	56		

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Total m <sup>2</sup>	SRI							
16.96	24	25	21	39	45	45	49	47

Area	Distance (m)	Level at Receptor, dB								
		63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA
Area 1	28.93	47	40	38	17	10	2	-6	-6	31
Area 2	26.78	48	40	38	17	11	3	-5	-6	31
Area 3	26.03	48	41	39	18	11	3	-5	-5	32
Area 4	26.78	48	40	38	17	11	3	-5	-6	31
Area 5	28.90	47	40	38	17	10	2	-6	-6	31

Breakout Noise at Receptor dB									
63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA	
55	47	45	24	17	9	1	1	38	

Environmental Noise Level dB									
63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA	
66	60	60	59	63	59	49	40	66	

Comparative Noise Impact dB									
63Hz	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA	
-12	-13	-15	-35	-46	-49	-48	-39	-27	

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## APPENDIX H – EXTERNAL NOISE CALCULATIONS

	125Hz	250Hz	500Hz	1kHz	2kHz	4kHz	8kHz	dBA
Raised Voice at 1 m	69	69	65	59	53	47	41	66
Correction for 10 speakers	+10	+10	+10	+10	+10	+10	+10	
Attenuation for distance (24 m), assuming propagation over hard ground	-25	-25	-25	-25	-25	-25	-25	
Customer noise at Receptor	54	54	51	45	39	33	27	51



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