



Review application: Skylight Bar, Tobacco Dock

To whom it may concern,

I would like to put forward some evidence that proves how Skylight Bar is not a venue that is structured around the local community and only one that is looking to make as much profit as possible for the venue. I'd like to draw attention to the director of Meanwhile Events 'Scott McVittie' and his social media (linkedin) page that describes nothing but the financial success of the bar.

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Meanwhile Events Ltd. specialises in finding creative commercial solutions for 'meanwhile' use properties. We produced and successfully operate Skylight - Rooftop at Tobacco Dock and Last Nights of Havana at Tobacco Dock.

Skylight has become a leading entertainment and F&B destination in London. After a first season with sales and profits that more than doubled our original stretch targets we also achieved record PR coverage securing coverage in leading publications including: Vogue UK, GQ, The Evening Standard, Time Out and The Nudge.

I also have responsibility for all sponsorship acquisitions for relevant event properties and have successfully raised over £200,000 a year.

-Executive and creative lead for Skylight – Tobacco Dock's rooftop bar and event venue generating over £1.5m in year 1 revenue from public operations (doubling original stretch targets) in public sales and corporate bookings

-Generated £1m of corporate bookings sales over 2 years

-Grew revenues by 25% in year 2

-Raised over £250,000 in sponsorship revenue from beer, spirits and wine partners

-Developed all branding and creative elements, including concept design and interior layouts

-Secured PR coverage in all top UK F&B, lifestyle and entertainment publications achieving annual visitor numbers of 80,000

-Lead all buying and partnership negotiations with alcohol brand partners and wholesalers

-Recruited over 40 staff and implemented all H&S, operational plans and procedures