

LICENSING SUB COMMITTEE

Tuesday, 3 February 2015 at 6.30 p.m.

The Council Chamber, Town Hall, Mulberry Place, 5 Clove Crescent,
London, E14 2BG

SUPPLEMENTAL AGENDA

This meeting is open to the public to attend.

Contact for further enquiries:

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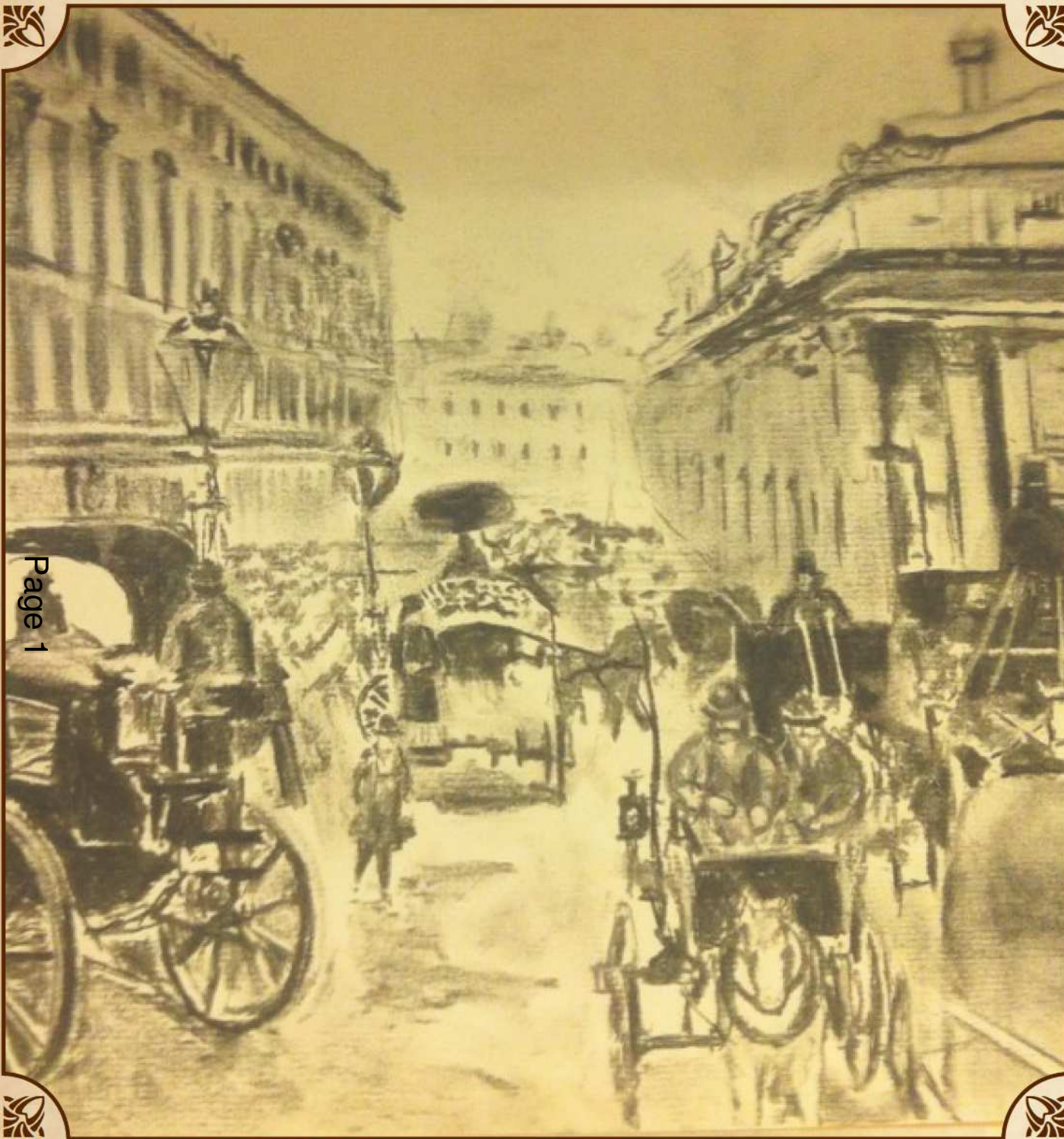


For further information, see the main agenda.

	PAGE NUMBER(S)	WARD(S) AFFECTED
4 .1 Application for a New Premises Licence for The Loove (formerly known as Public Life), 82A Commercial Street, London E1 6LY	1 - 2	Spitalfields & Banglatown

Supporting document submitted on behalf of the Applicant.

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The Looove

where street food meets the arts

Mission Statement

Our intention is to bring to the community of Spitalfields a living, breathing asset providing a unique environment to enjoy local and international art, as well as folk, jazz and classical music - alongside authentic street food reflecting cultural tastes, and local produce from within our magnificent city.

About Us

Joe Debono

Managing Director of a family owned high end catering company and responsible licence holder for many years.

Stephen Tyler

Owner of an ethical food company.

With a combined age of 100 plus years between us, we come with a rich heritage and understanding of foods, drinks, arts and culture. The Looove is very much a project of us jointly wanting the perfect place to enjoy our passions – food, music, art and the perfect glass of wine.

We might also mention at this stage our joint concern that the high streets are becoming bland and boring places. This provides us with the opportunity to save and preserve that bygone sense of street community whilst drawing on the heritage of this toilet site; before it becomes another faceless brand with no concern for the community.

We have searched for almost two years to find the perfect location, both quirky with history and in need of love and care, thus enabling our project to find a home.

Our Intentions

Stage 1

- Renovate, clean and paint upper (outdoor) level of site.
- Install Victorian style signage complementary to the wrought iron railings and existing fixtures and fittings.
- Install gazebos and oak Victorian style seating and parasols.

Stage 2

- Renovate interior (indoors) remaining sympathetic to existing fixtures and fittings with a classic Victorian style, but offering a contemporary twist, i.e. comfortable seating, standard lamps, Victorian period furniture.
- Interior murals to decorate main walls – will feature jazz, folk and classical music legends with a remaining wall as a visual multicultural collage of local art and photography.

Stage 3

- Open The Looove on a daily basis to provide authentic street food and refreshments with a closing time of 11pm.

Stage 4

- Develop locally aware programme working with artists (both traditional and multimedia), musicians, performers, and poets to enhance The Looove as a location to visit as a centre for the arts, but with a relaxed street friendly atmosphere.
- We are currently talking to a number of artists in India and Bangladesh and cultural organisations who wish to show some of their art in London. The interest has been strong because of the cultural ties and interest in the Brick Lane heritage, so they see our site as an exciting prospect.

We are also speaking to architects and designers who can add to our visual wall which will display past, present and future views of the local community, enhancing our guests experience.

Stage 5

- We will seek to join local community groups and chambers of commerce to enhance and increase our understanding of our working environment.



Formal declaration by The Looove operators

The site operators (The Looove) wish to state that both the wine bar and food facilities will have no business ties or partnership with the former business operators/suppliers/staff or current site owners outside of a cordial property lease relationship; and the operation will strive to be an asset to the community and enhancing the Spitalfields location.

Also, sound volumes, hygiene, health and safety, alcohol licensing, and opening hours will be strictly adhered to as per local laws and rulings. And run to the same standard that Mr Debono's current catering company achieves effortlessly, in all aspects from food preparation to responsible licence holding.