

LICENSING SUB COMMITTEE

Tuesday, 24 February 2015 at 2.00 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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agenda:



For further information, see the main agenda.

	PAGE NUMBER(S)	WARD(S) AFFECTED
3 .1 Application for Premises Licence for Sonos Studios, 7-9 Old Nichol Street, London E2 7HR	1 - 8	Weavers

Supplementary information provided by applicant.

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Agenda Item 3.1

Sonos Studio – Update for Jago Action Group

Friday 6/2/15

1. General Principles

- We believe that the proposed evening activity as outlined below remains within the complementary mix of components of the *Sui Generis* usage which, given the reasonable hours, limited frequency and lack of alcohol sales does not equate to a traditional night-time economy licensed premises
- Sonos Studio is intended to appeal to creative people of all ages and demographics across design, technology, art and education as well as music & sound - our programme across daytimes & evening will reflect this equally
- Sonos have a long-term lease on the building and we are committed to playing an engaged and valued role in the community within Weavers ward and beyond. We are committed to operating responsibly, being reactive to local feedback and refining/adapting as required.
- Educational & after school programmes such as music technology workshops involving local schools are a key and core part of our intended programme.

2. Controls in Place

Sound Proofing

- Please see accompanying acoustic report prepared by Cole Jarman for detail on all measures taken to line & soundproof all external walls, ceilings, partitions and glazing, enabling strict targets as set by LBTH Environmental Health to be met.
- This means that acoustic breakout will be contained, and internal sound levels will be carefully monitored & limited accordingly to maintain this.

Programme

- A programme adapted to our location that enables us to meet our targets for noise breakout as required by LBTH in the acoustic report. This means working with artists in a way that befits our location, rather than attempting types of event that would be better served elsewhere
- All our events include an element of discourse with the artist, such as a Q&A session, conversation with an interviewer or a preview of upcoming material
- Therefore for an event running from 18.30 – 21.30, a live performance will generally take up 45-60 minutes and is not the sole element, with time for gradual arrival, artist dialogue & presentation given equal weighting in the evening
- Those events categorised as Listening Events or Film Screenings utilise Sonos domestic equipment for playback in an intimate, seated setting.

Management of Events

- Access & invites to evening events are strictly controlled through a private RSVP system in advance. Events are not publicly ticketed, with no 'walk up' or general admission off the street. Guests are therefore on a managed invitation list and known to our staff which allows for a high degree of control
- We will have a well-resourced allocation of stewarding in place (using a local company) to effectively and discreetly manage entry & exit and to monitor the exterior & side

streets.

- The refurbishment of the building includes an internal queuing area within the building footprint in the loading bay & entrance (45m²) which will effectively accommodate off-street queuing.
- Arrival times on invitations will be staggered so that guests arrive over the course of the first hour of event time to further reduce any queuing & wait times.
- The invitations sent out will make recommendations for travel to & from the venue, notify that there is no parking nearby, and will also request those attending to be respectful of the local area
- During evening events guests cannot leave the venue to smoke, make calls or for other reasons if they wish to re-enter the venue. If people choose to leave the building during an event they will be then asked to leave the area quietly and directed towards appropriate transport and dispersal routes.
- Parking: Although we cannot legislate for our guests, as our events fall into the post-work category we are confident that the large majority of attendees will be travelling on public transport or by bicycle – as opposed to those who drive into the area for a later night out. As above, invites will contain travel recommendations & a clear notice that there is no parking nearby
- We will hold a monthly stakeholder meeting at St Hildas community centre for residents and interested parties to voice any concerns to our management staff.

3. Event Frequency & Capacities

a. Original Licence Application of December 2014

24 Events with Live Performance @ 200 Capacity.

48 Music Listening or Film Screening Events @ 75-100 Capacity.

24 Private Dinners or other small event @ 50 Capacity

96 Total Annually.

b. Revised Proposal for Licence resubmission February 2015

Licensable Activity / 100 Attendees or more:

12 Events with Live Performance @ 175 Capacity.

36 Music Listening or Film Screening Events @ 75-100 Capacity.

48 Total

Borderline licensable / small events:

24 x Private Dinners/Workshops/Lectures @ 25-50 Capacity.

1. Events with Live Performance (12 Annually)

- Timings : 18:30 – 21:30, composed of 1 hour arrival time (background music), 1 hour artist discourse/presentation (Q&A, hosted discussion), 45mins approx. performance.
- Guest Numbers: 175, mix of seating & standing
- Access: All guests accredited via a secure and private RSVP system in advance. All guests are known to staff and held on a managed list.
- Invite sent out with staggered arrival times given during the first hour of operation to encourage a gradual arrival of guests.
- Invites contain public transport travel recommendations and a clear notice there is no parking nearby, together with request to be considerate to neighbours & area.
- Event audience are predominately creative industries professionals, events fall into the post-work category where the overriding majority of attendees can be expected to be travelling on public transport or by bicycle
- Reputable & professional local security company engaged for stewarding services, with a high allocation of staff to ensure effective implementation of the access and egress controls set out here.
- Offstreet queue accommodated within existing loading bay & entrance area (45m²) and proactively managed by stewarding & management staff (accreditation checked during queue time & guests wristbanded). Combined with staggered arrival times will ensure flow of guests into the building
- No re-entry policy: during evening events guests cannot leave to smoke, make calls or for other reasons if they wish to re-enter. If people wish to leave the building during an event they will be then asked to leave the area quietly and directed towards appropriate transport and dispersal route via Redchurch Street.
- On close of event, stewarding team proactively direct guests to leave towards Shoreditch High Street station & Redchurch Street, as far as their role/powers permit.
- Contact numbers (daytime fixed line and mobile number of venue manager) available & communicated to all residents.
- Monthly stakeholder meeting held at St Hildas community centre for residents and interested parties to voice concerns to our management staff.

2. Listening or Screening Events (36 Annually)

- Timings : 18:30 – 21:30, composed of 1 hour arrival time (background music) followed by either a 2 hour film screening or artist presentation (discussion hosted by journalist followed by album playback)
- Guest Numbers: **75-100**, entirely seated.
- Access: All guests accredited via a secure and private RSVP system in advance. All guests are known to staff and held on a managed list.
- Invite sent out with staggered arrival times during the first hour of operation to encourage a gradual arrival of guests.
- Invites contain public transport travel recommendations and a clear notice there is no parking nearby, together with request to be considerate to neighbours & area.

- Event audience are predominately creative industries professionals, events fall into the post-work category where the overriding majority of attendees can be expected to be travelling on public transport or by bicycle
- Reputable & professional local security company engaged for stewarding services, with a high allocation of staff to ensure effective implementation of the access and egress controls set out here.
- Offstreet queue accommodated within existing loading bay & entrance area (45m2) and proactively managed by stewarding & management staff (accreditation checked during queue time & guests wristbanded). Combined with staggered arrival times will ensure flow of guests into the building
- No re-entry policy: during evening events guests cannot leave to smoke, make calls or for other reasons if they wish to re-enter. If people wish to leave the building during an event they will be then asked to leave the area quietly and directed towards appropriate transport and dispersal route via Redchurch Street.
- On close of event, stewarding team proactively direct guests to leave towards Shoreditch High Street station & Redchurch Street, as far as their role/powers permit.
- Contact numbers (daytime fixed line and mobile number of venue manager) available & communicated to all residents.
- Monthly stakeholder meeting held at St Hildas community centre for residents and interested parties to voice concerns to our management staff.

3. Private Dinners / Workshops / Lectures (24 Annually)

- Timings : 18:30 – 21:30
- Proposed Capacity: 20-50 people max.
- Highly secure access/invite control, stewarding added as required.
- Such events fall into a licensing grey area but are included to capture all proposed activity at the building.

Speaker Workshops



An Evening With – Performance Event



Artist Listening Event



Panels, Talks, Film Screenings

