

# Licensing Sub Committee

**Tuesday, 23 July 2024 at 2.00 p.m.**  
**Committee Room - Tower Hamlets Town Hall,**  
**160 Whitechapel Road, London E1 1BJ**

## Supplemental Agenda

**3 .1 Application for a Premises Licence for Boulebar, 7 Frying Pan Alley E1 7HS  
(Pages 3 - 16)**

Supporting documentation submitted on behalf of the Applicant.

**3 .2 Application for a New Premise Licence for House of Music & Entertainment, 20  
Commercial Street, London, E1 6LP (Pages 17 - 22)**

Supporting documentation submitted on behalf of the Applicant.

**3 .3 Application for a Variation of a Premises Licence for (Gopuff), 89 Hemming  
Street, London, E11 5BW (Pages 23 - 32)**

Appendix 30

**Contact for further enquiries:**

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Town Hall, 160 Whitechapel Road, London, E1 1BJ  
<http://www.towerhamlets.gov.uk/committee>



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LICENSING ACT 2003

APPLICATION FOR A PREMISES LICENCE

BOULEBAR, 7 FRYING PAN ALLEY

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APPLICANT'S SUBMISSIONS

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**Introduction**

1. The applicant proposes a hospitality and competitive socialising venue providing boules/pétanque and a substantial food offering in the basement and part ground floor of 7 Frying Pan Alley.
2. The premises will not be alcohol-led. The primary purpose of visit will be for guests to enjoy a game of pétanque with friends, family or colleagues alongside an ancillary food and beverage offering. Please refer to the appended presentation for more information on the concept and proposals.
3. The following conditions are volunteered by the applicant to control the proposed use and extent of licensable activities on site:
  - a. *The provision of licensable activities at the premises shall remain ancillary to the use of the premises as a restaurant and pétanque/boules and/or competitive socialising venue.*
  - b. *Except for the areas shaded on the licence plan, the supply of alcohol shall be by waiter or waitress service only.*

**Stakeholder Consultation**

4. The applicant contacted SPIRE (*Spitalfields Residents Against Anti-Social Behaviour*) at the time of submission. The applicant is grateful to SPIRE for their time and assistance throughout the application process.

5. The applicant understands that SPIRE's initial concerns have been addressed following the agreement of additional and amended conditions:
  - a. *Licensable activities may only be provided under this premises licence at such times that Boulebar UK Ltd or a group company related to Boulebar UK Ltd is the premises licence holder.*
  - b. *The sale of alcohol for consumption off the Premises shall only be to persons using the designated external seating area until 21:00. There shall be no supply of alcohol for consumption off the premises after 21:00 or for consumption beyond the designated external seating area at any time*
6. The applicant is also grateful to the Licensing Authority and Environmental Health Officer for their time and comments in relation to the application proposals. The applicant understands that the remaining concerns relate primarily to the premises location in the Brick Lane Cumulative Impact Area (CIA).
7. There are no representations from individual local residents or the Police.

#### **Policy & Brick Lane CIA**

8. The key evidence relied upon in the 2021 Cumulative Impact Assessment are records of complaints made in respect of licensed premises in the CIA<sup>1</sup> and crime hotspot maps between the period 2017 – 2020<sup>2</sup>.
9. A significant proportion of recorded complaints relate to noise, including noise from Regulated Entertainment emanating from licensed premises and noise from sources not directly related to licensable activities. The premises is primarily located at subterranean level. The applicant notes the Cumulative Impact Assessment references to noise complaints and the concerns of the Environmental Health Officer but confirms that no Regulated Entertainment will be provided. Furthermore, the premises is acoustically attenuated with no realistic possibility that public nuisance will emanate from the basement, particularly bearing in mind its historical use as a gym.
10. The Police have not objected to the current application. The applicant submits this is because the Police have recognised that the specific type and characteristics of the premises are unlikely to contribute to

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<sup>1</sup> Pages 127 – 134 Full Council Agenda Pack 17 November 2021

<sup>2</sup> Pages 123 – 126 Full Council Agenda Pack 17 November 2021

crime levels in Brick Lane and will therefore not impact upon to the underlying reasons for the CIA Policy.

11. The Policy correctly identifies that the type of premises is relevant to the resultant impact<sup>3</sup>, whether positive or negative, in the Brick Lane Cumulative Impact Area. The Policy is rebuttable<sup>4</sup>. The examples of possible exceptions to Policy indicate that it is predominantly large, alcohol-led premises with Regulated Entertainment and late hours that contribute to negative cumulative impact in the Brick Lane CIA. In addition, premises licensed for the sale of alcohol for consumption off the premises contribute to street drinking and associated anti-social behaviour.
12. The applicant's premises does not fall into this category of high-risk premises. Instead the applicant's proposals share many of the key characteristics of the possible exceptions to Policy<sup>5</sup>, namely, the premises:
  - a. Is not alcohol-led and conditions are proposed to control the use providing absolute protection that the premises cannot transform into a problematic alcohol-led premises.
  - b. Has a strong food offer.
  - c. Includes significant waiter/waitress service throughout the premises controlled by condition.
  - d. Will only operate within Framework Hours.
  - e. Proposes off sales until 21:00 to an external seating area only, with no possibility on alcohol supplied to problematic street drinkers

13. Furthermore, paragraph 20.7 of the Policy states:

*...the onus would be on the objectors to provide evidence to back up any assertion that the addition of the premises in question would produce the cumulative impact claimed, taking into account that the impact will be different for premises with different styles and characteristics.*

14. The objectors have not provided *evidence* that the specific *style and characteristics* of the applicant's premises will add to cumulative impact.

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<sup>3</sup> Paragraph 4 of Appendix 5 Statement of Licensing Policy

<sup>4</sup> Paragraph 9.1 Statement of Licensing Policy

<sup>5</sup> Paragraph 12 of Appendix 5 Statement of Licensing Policy

## **Summary**

15. The applicant is grateful to the Licensing Sub-Committee for considering the application.
  
16. The premises will provide an alternative option instead of historically problematic venues for customers to enjoy socialising in a controlled and safe environment within Framework Hours that is not centred around alcohol.
  
17. The specific type of use, tightly controlled by enforceable conditions, promote the licensing objectives and will ensure no adverse impact in Brick Lane.

**Thomas & Thomas Partners LLP**

**July 2024**



# **BOULEBAR**

**SPITALFIELDS**

WHO WE ARE  
OUR MANIFEST:

We are the curious ones. The bold, the brave and the humble.

The present, the past and the future. It's all in our own hands. The hands of the nerdy loving rebels who thought that playing petanque and snacking on merguez would get us through any cold winter. That was some twenty five years ago. And well, it did. There we were. And here we are now. The same hands. The same hearts. And the same dream. To spread love.

And togetherness. One carreau at the time...

*Vive la  
Reboulution!*



# HISTORY

## BRIEF COMPANY HISTORY

- Boulebar UK started life as Jack & Boule. It was formed by Alec and Rich in 2022 and we opened our first venue on South Bank in June 2023.
  - In October 2023, Boulebar Group AB of Sweden acquired a majority stake in Jack & Boule to continue the growth of their concept in the UK.
- Boulebar Group AB was established 20 years ago and currently operates 13 venues in Sweden, Denmark and now UK.



# CONCEPT

## SOPHISTICATED MADNESS

Personality and heart, local artwork murals, friendly competition

## OVERWHELMING SERVICE

Hospitality is what we do

## INNOVATIVE FOOD & BEVERAGE

French inspired street food, world-class cocktails, beer and wine

## PÉTANQUE NERDS

On hand to guide your session and share our passion



# DESIGN INSPIRATION

Elegant Punk. A mix between chic, arty Paris and rural south of France with its distinct bouledromes.



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Enter into the parc and meet the bar - like you are in Jardin de Luxembourg. The restaurant is like a facade in the South of France with warm colors and a soft textile canopy. An intimate setting for long social dining.

# BOULEBAR SPITALFIELDS

**BOULEBAR**

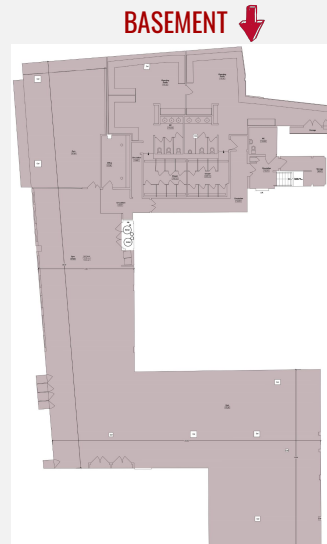
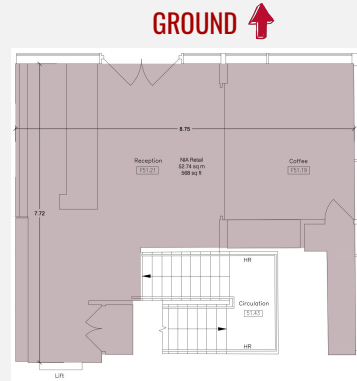
## LOCATION

- Central Spitalfields  
*<5 min walk from Liverpool Street Station*  
*<1 min walk from Spitalfields Market*
- Afterwork and lunch-time corporate hotspot  
On pedestrian-only street between Hummingbird Bakery and Pizza Union

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## FEATURES

- ~200 covers/capacity
- 8,000+ sq ft
- Ground floor reception
- Large windows into reception for street appeal and to grab attention
- Basement immersion into 'French Parc'
- Outdoor seating at ground level

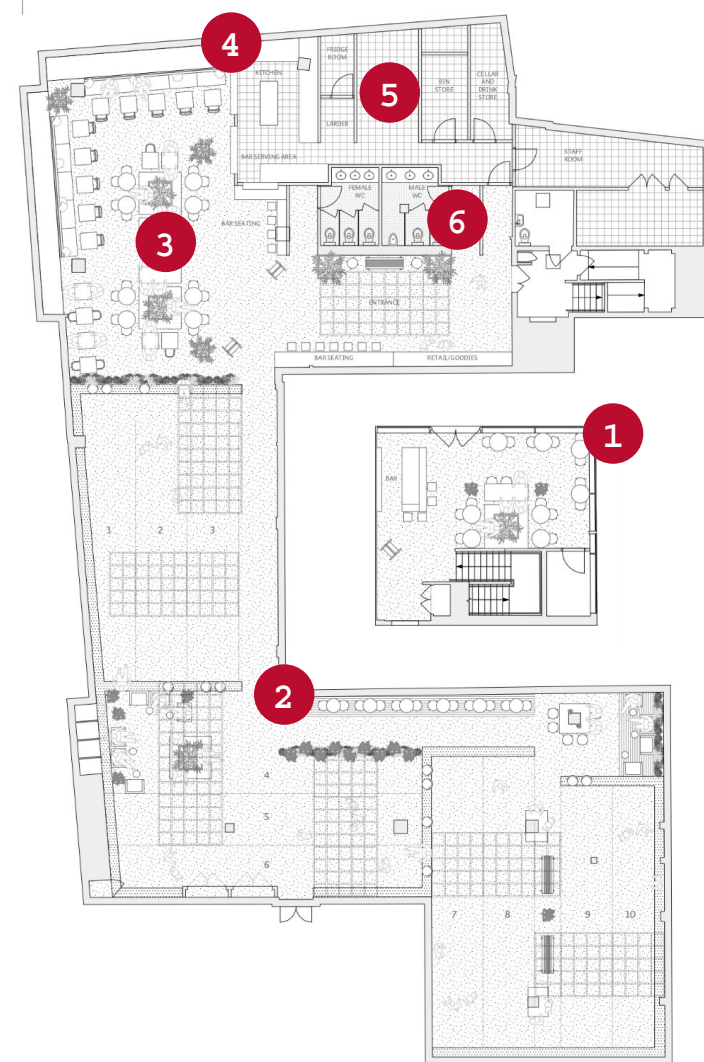


clark  
interiors

# VENUE OVERVIEW

The vision and build requirements for the space are divided into 6 zones:

- 1) **Ground Floor Reception**  
Inviting 'Paris-style' reception area providing a big welcome and chance to settle in
- 2) **Pétanque Area**  
'Marseille/Provence-style' parc, urban but also light and summery with 10 lanes and gravel throughout
- 3) **Restaurant**  
Parc-cafe-style dining, 70-80 covers
- 4) **Kitchen / Bar**
- 5) **Back of House**
- 6) **Toilets**



# PARC, BAR & RESTAURANT

The Parc is the foundation. The base for everything

Boulebar is really a Parc.

This is the place for the game. For socialising under the trees. For competition, laughs and having fun.

and around the Parc you will of course find the Bar and the Restaurant, but always relate to the Parc.



- Immersion into 'French Parc'
- 70-80 covers restaurant
- The bouldrome with the seating as a concrete wall. Gathering around the Fountain. The democratic open space.

# OUR OFFER

## ENGAGE

- Weekly competitions aimed at local residents
- Source local artists for murals and graphics
- A family friendly destination

## ENHANCE

- Add to the vibrant Spitalfields cultural mix
- Sociable & accessible game
- Parc-style venue
- Enriched visitor experience

## CELEBRATE

- Accessible destination for groups to come together, socialise and mark the occasion





# BOULEBAR



[REDACTED]

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**From:** Stewart Gibson [REDACTED]  
**Sent:** 19 June 2024 17:43  
**To:** Licensing  
**Cc:** Tim Hung; Corinne Holland  
**Subject:** Premises Licence Application: House of Music & Entertainment, 20 Commercial Street - REF M/168769

Good afternoon.

I write in response to your representations raised against the above application.

You both, quite rightly raise concerns as to the suitability of the premises given it falls within the Brick Lane CIA, and also concerns as to how the premises will prevent public nuisance from occurring from the premises.

This email attempts to answer these concerns.

The premises primarily operates as rented office space during the day.

To gain access, and the use of the premises during the day, all who use the premises must become members. This means the individual must have purchased one of the membership plans on offer which are:

One-off one day hotdesking access

Contracted hotdesking access

Contracted fixed desk access

Contracted office space hire

Everyone with a membership gains access to the building with a carded door entry system. A card is required to gain access to both the external and internal entrance door.

The events space will be available for hire by the members and by external parties. When hosting events for external parties, that party will send a guestlist and admission of attendees will be strictly permitted via door staff only.

The events planned will be: creative industry focused networking events; training sessions; presentations; workshops; occasional live music performances (acoustic only); occasional retail pop-up spaces.

All of the events where alcohol is served would be strictly pre-booked only. Alcohol will never be served to walk-in customers. In the future, the applicant may host retail space for members, but no alcohol would be served at these events.

HOME , (House of Music & Entertainment), will host all of the events.

During the day the premises is an office. All users of the office are registered members who have membership either as individuals or through their company. The applicant will occasionally host meetings for outside parties, but all are pre-registered and no alcohol would be served at these meetings. Events as described to be held in the evenings.

During evenings where no events are scheduled there may be some members onsite working in the office space, but absolutely no alcohol would be served during this time.

Therefore the premises are predominantly used as an office space, turning into an events space in the evenings, subject to the stringent controls above. Members only access/ or pre arranged guest list, no walk ins. The capacity for the events is set at 100.

There is also a designed off-street smoking area, strictly monitored for volume levels by limiting use to 5 persons at a time.

All use of the premises will cease at 23:00 hours, at the latest, many events finishing earlier, Monday to Saturday, and 22:00 hours on Sundays.

In addition to the above, the applicant has already agreed additional conditions proposed by yourselves in emails dated 7/6/2024 to each of you. The only conditions not agreed, were the restaurant conditions proposed by Mr Ali, and the vertical drinking restriction, again by Mr Ali. I trust that from the above you can now see that those conditions are not necessary for this application.

It is our submission that these premises are an exception to the Cumulative Impact Policy, for the above reasons.

Given the above I am happy to consider any further comments you may have, in order that we may find a resolution to this application without the need of a hearing.

Please feel free to contact me on this address, or on [REDACTED]

Kind regards

Stewart Gibson  
Licence Agent

[REDACTED]

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**From:** Stewart Gibson [REDACTED]  
**Sent:** 07 June 2024 15:03  
**To:** Licensing  
**Subject:** House of Music and Entertainment Premises Licence Application

Good afternoon Mr. Ali.

Thank you for your emailed representation received yesterday.

With regard to the broader points you raise in your email, I will respond in full under a separate email.

As far as the conditions you have proposed in your representation, (should the licence be granted), I can confirm my client agrees to no's 1,2, and 5.

The premises is not to be run as a restaurant so they cannot agree to condition 3 requiring customers to be seated taking a table meal to be able to consume alcohol, nor condition 4 banning vertical drinking. The premises is not a bar, but an event space, which although small may facilitate the need for some to be stood watching the entertainment provided.

I trust this makes sense.

Kind regards

Stewart

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## Lavine Miller-Johnson

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**From:** Stewart Gibson [REDACTED]  
**Sent:** 07 June 2024 14:39  
**To:** Tim Hung  
**Cc:** Corinne Holland  
**Subject:** Premises Licence Application: House of Music and Entertainment

Good afternoon Tim.

Thank you for your emailed representation, received from Licensing on the 6<sup>th</sup> June.

I note your position, but wish it to be known that my client is in agreement with all the conditions you proposes should this application be granted.

Kind regards

Stewart Gibson  
Licence Agent  
[REDACTED]

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Proximity of premises to residential property (Rigel House)



Dangerous deliveries







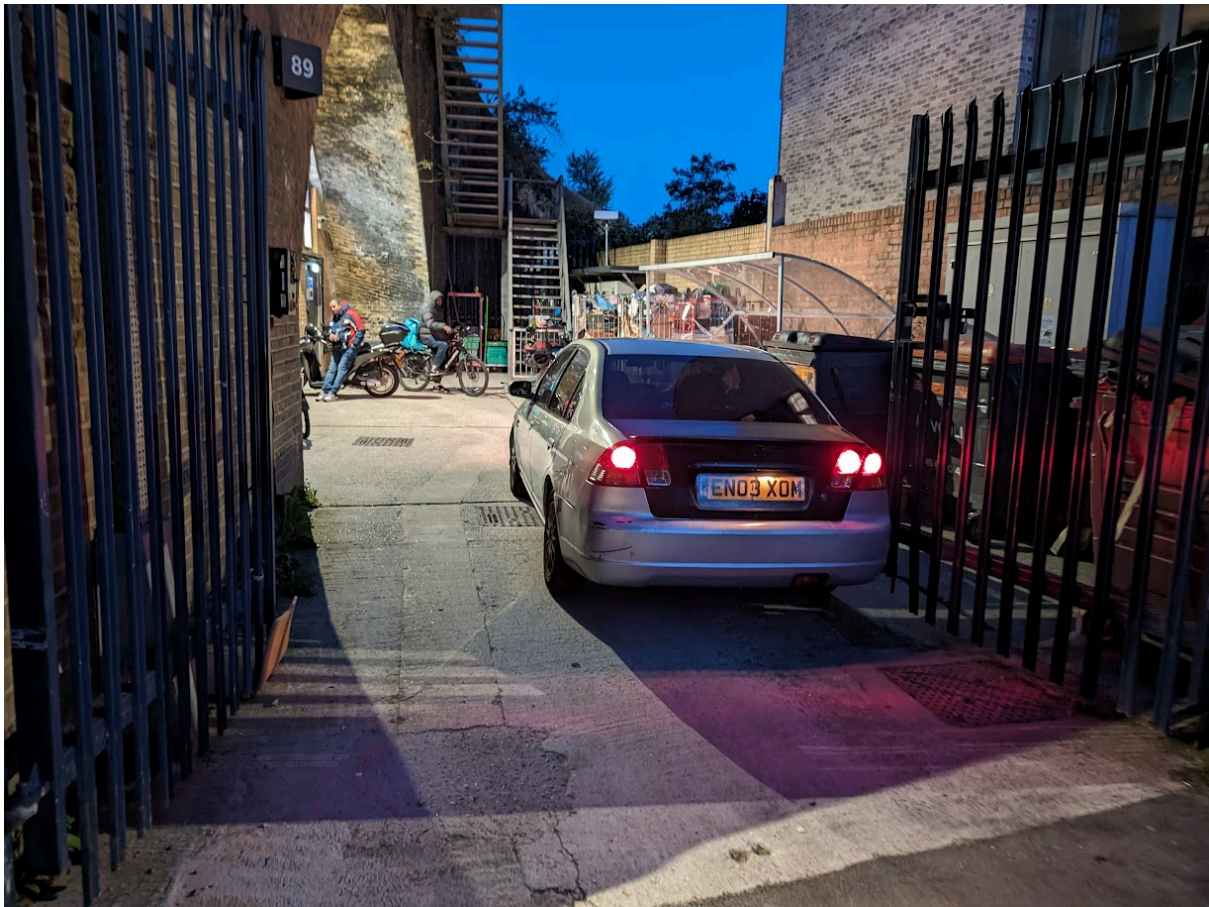




End-delivery operatives



Idling engines

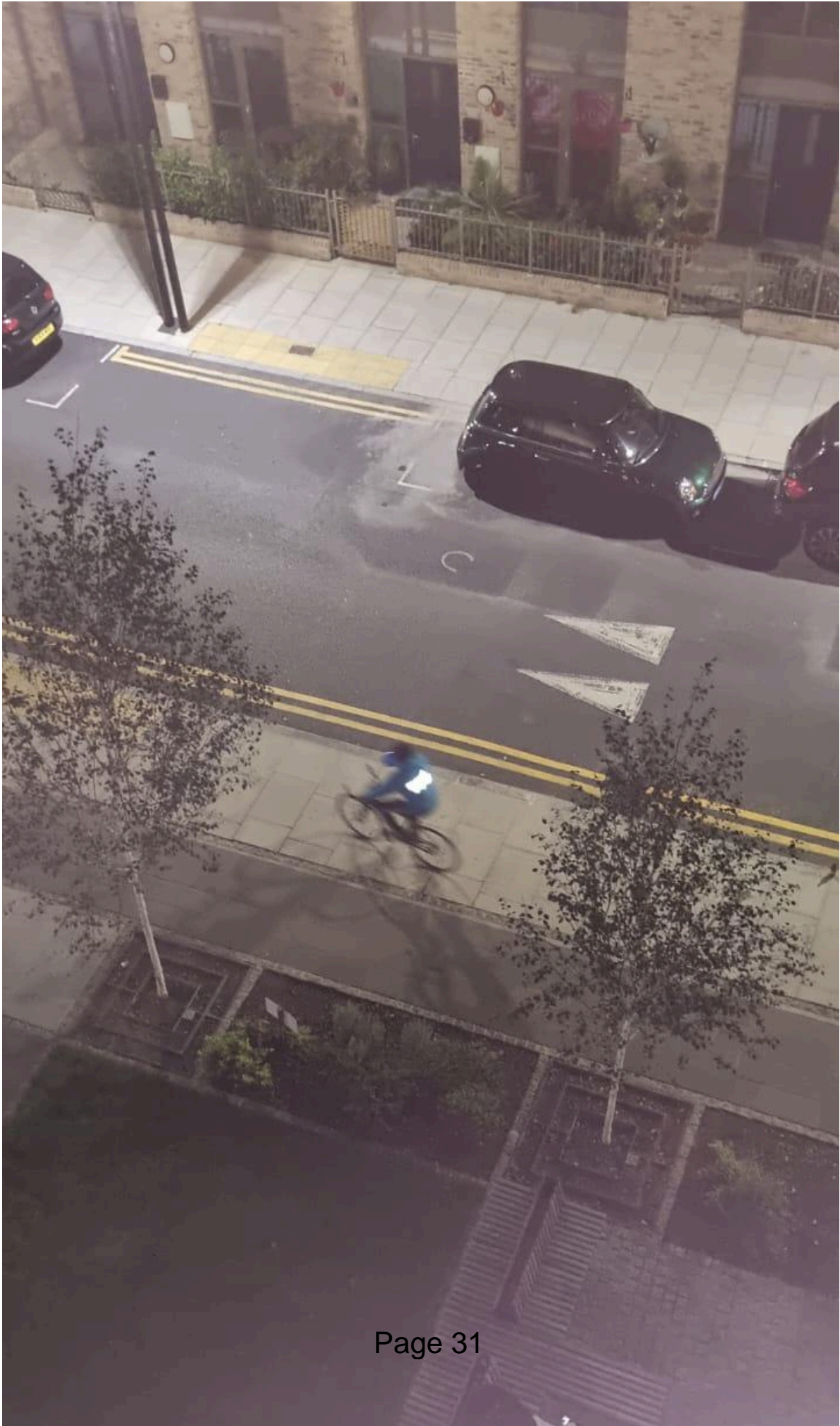


Cycling on Pavements



Gopuff riders taking drugs (NOX) whilst cycling on pavement





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