

## REDCHURCH TOWNHOUSE SUBMISSIONS

I act for Soho House UK Limited (SHUK). It is a recognised global brand. I have been instructed to make an application for a new premises licence for premises to be known as Redchurch Townhouse

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### 1. Applicant Background

Soho House is a group of private members' clubs, restaurants, hotels and spas (restaurants, hotels and spas are open to the public as well). Each site is outwardly different from the other, having its own unique style and atmosphere. The design of each building respects the original foundations of the site.

Soho House was founded in Greek Street Soho, London, in 1995, as a private members' club for those in film, media and creative industries. SHUK now have 18 clubs around the world, with more in the works. The Houses are in diverse locations, but SHUK's mission has always been the same: to create a comfortable home away from home for our members.

SHUK also own and operate public restaurants, cinemas and spas. All the Houses are regarded as a home away from home for its members, creating a warm, personalised atmosphere. The restaurants are consistently busy, offering friendly but professional service.

The Cowshed spas (which also now includes Cheeky Nails), originated in a Cowshed in Somerset (within the grounds of Babington House Hotel), offer the unique opportunity to indulge in social grooming.

The Houses are seated throughout with large comfy chairs and are busy from breakfast to closing- it is an all day experience for Members and many Members use the House as a working environment. You can walk into the Houses at any time and see members on laptops, often attending by themselves to work in a calm environment.

Since opening their first private members' club in London, in 1995, Soho House has gradually and carefully expanded to other areas. Each House is slightly different depending on its location but the ethos of the Houses has remained the same; to create a comfortable home for a community of like-minded, creative people, wherever they are.

Soho House has significant local and global experience of managing private members clubs and associated facilities.

Their current Houses in the UK are in Soho London (76 Dean Street and Greek Street), Mayfair London (Little House) Chiswick (Highroad House), Shoreditch/Shoreditch Rooms (Shoreditch House), Portobello Road (Electric House), Somerset (Babington House), Oxfordshire (Farmhouse- 100 acres), City of London (The Ned) and White City (old BBC studios).

They also operate in a joint partnership the Hoxton Hotel and the Holborn Hotel (providing all the food and beverage and operations), although these 2 premises and ancillary restaurants are not members based.

Their most recent hotel with public bar and restaurant opening was that of Kettners Townhouse in Soho which operates in a similar manner to the Redchurch Townhouse will. SHUK also own and operate Dean Street Townhouse in Dean Street, Soho London.

Houses overseas are situated in Istanbul, Chicago, New York, Berlin, Barcelona, Toronto, Mumbai, Miami and West Hollywood.

Cinemas are currently located in Shoreditch, Soho and West London.

SHUK also operate many restaurants/food led venue. They own and operate the Chicken Shop brand, The Dirty Burger brand (both located throughout London in many boroughs), the Pizza East brand and independent restaurants such as Cecconi's, Café Monico, Café Boheme, Molly's, Dean Street Townhouse, Barber and Parlour, Cecconis Soho and Electric Brasserie. Each brand has its own personality and atmosphere, offering a range of cuisines from classic Italian to modern British. In all of their kitchens they are committed to using fresh, locally sourced ingredients to produce simple but delicious dishes, as will be the case at Redchurch Townhouse.

Further information and pictures of all of SHUK's premises can be found on the applicant's website [www.sohoouse.com](http://www.sohoouse.com)

None of the applicant's premises, whether public or private (located anywhere), have been the subject of a review application and the applicant is known for delivering what it says it will be doing.

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## 2. The Building/Location

This is a new licence application to replace the existing two licences at this premises for Lounge Lover and Redchurch Studios (surrender conditions apply). The surrender conditions ensure that the premises will not be adding to cumulative impact.

For clarity, the existing licence for Redchurch Studios is held by SHUK, so within its control to surrender. The existing licence for Lounge Lover is held by Raycliff Red Limited, my client's business partner and so it is also within its control to surrender.

Redchurch Studios operates as boutique hotel rooms and Lounge Lover operated as a cocktail bar adjacent to it

Upon grant of this new application, the applicant will create a 16 bedroom hotel on first to fourth floors and a high quality restaurant/bar, operating under the client's Cecconi's brand, accessible by members, residents and the public on the ground floor.

Cecconi's serves hand-made pasta, seafood and dishes from Italy using the finest ingredients. The restaurant has outposts in West Hollywood, Miami, Istanbul, Berlin, Barcelona and New York .

Indicative menus for Cecconis is attached to these submissions, by way of reference.

## CECCONI'S BEGINNINGS

Enzo Cecconi, the youngest-ever general manager of the famous Cipriani in Venice, opened Cecconi's in London in 1978. For the first time, Londoners were able to order fresh pasta, beef carpaccio, tiramisu, rocket, and Bellini cocktails. Enzo Cecconi believed in spectacular food and spectacular service, bringing theatre into the restaurant by finishing dishes in front of his guests' eyes. Cecconi's was an overnight success and became a magnet for the celebrities and royalty (one lunchtime during Ascot week, a waiter remembers serving members of four different royal families on four different tables).

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### 3. The Operations

The DPS nominated on the applications is Tom Collins. Tom Collins is UK Director of SHUK, dealing with all of the operations. He will not be the final DPS and the GM will be nominated DPS prior to opening/ trading who will be responsible for day to day operations.

The proposed plans are attached to the LSC report and have not been changed since the application. Below is a breakdown of what each floor contains:

Basements 1 and 2 house the kitchen, back of house and toilet facilities  
The ground floor houses the restaurant and bar, cloakroom and hotel reception  
The first floor houses bedrooms (no public spaces)  
The second floor houses bedrooms (no public spaces)  
The third floor houses bedrooms (no public spaces)  
The fourth floor houses bedrooms (no public spaces)  
The roof houses the plant rooms (no public spaces)

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### 4. The Application

This is a new licence application to replace the existing two licences at this premises for Lounge Lover and Redchurch Studios (surrender conditions apply). The surrender conditions ensure that the premises will not be adding to cumulative impact.

The application also gives the opportunity to update and modernise the licence. The current internal controls are either maintained or strengthened. Some licence conditions have been updated and redundant conditions removed.

There are no changes to hours sought for LNR from the existing licence (Mon-Sun)

No performance of dance is being sought which will give some indication of the style of operation

The exhibition of film has been added on the new licence application although it is curtailed as not being of cinema style and conditioned to be allowed in hotel bedrooms and ancillary to other licensable activities throughout the premises. This is mainly anticipated to be used for pre-bookings given that SHUK focus on the media. It is not considered that this addition will add to cumulative impact. The ground floor will also have window coverings on (curtains) and so

should any film/media be shown on this floor as an ancillary activity persons walking past the premises will not be able to see into the venue.

SHUK have applied for retail sale of alcohol to start from 8am Mon-Sun. The existing licence for Lounge Lover states that the retail sale of alcohol begins at 10am Mon-Sat and 12 midday Sun. The earlier start time for this activity is to allow for the breakfast trade- with light alcoholic refreshments being on offer eg champagne and orange juice. SHUK are content to further restrict this earlier offering, should LSC Members deem it necessary by way of condition which would read **“Alcohol sales and consumption between 8am - 10am Mon-Sun shall be ancillary to a table meal throughout the entire premises”**.

SHUK have eliminated general off sales from this premises (previous licence allowed off sales), which is an improvement to the existing condition.

The new year’s eve non standard timing is to be retained- currently on the existing licence.

The recorded music permitted hours is being curtailed from ‘unrestricted’ hours on the Lounge Lover licence to 1am terminal hour.

Unrestricted private entertainment has been removed as an activity altogether, and this previously included all forms of regulated entertainment, another reduction from the Lounge Lover licence.

There are no representations lodged against this application by the responsible authorities or any residents. The applicant has agreed with EH that they will contact EH prior to opening so that the noise limiters can be set in the presence of EH operators.

The only representation comes from the Licensing Authority on policy grounds. Their representation against the application is made on the grounds of the prevention of crime and disorder and the prevention of public nuisance as the premises lies within the CIZ.

A plethora of additional conditions have been offered which will ensure that the impact of the premises on the area will be reduced to what is now. The operation of the premises will be going from a vertical drinking (Lounge Lover) establishment to a food led premises with a lower capacity to Lounge Lover. The evidence of the food led nature of the premises is shown in the size of the kitchen to serve and prepare food in the basement of the premises.

Pictures of the layout of the premises are attached to these submissions, along with a description of what Lounge Lover operation was by way of comparison, and photos of Lounge Lovers interior (taken from Lounge Lover’s website). These documents show that the premises style will be changing to ensure that the SHUK operation will not add to cumulative impact.

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**5. Crime and Disorder**

The applicant takes the prevention of crime and disorder licensing objectives extremely seriously. Indeed it is anticipated that the premises will make a positive move for the area. No Police representation has been received against the application.

The above is re-iterated by the absence of residential objections to this application. My client indeed met with the local residents prior to submission of the application to explain the concept

and operations. The residents, as Members will know are not shy in voicing their concerns to licensing applications and the absence of objection show the residential confidence in this application/operation.

The following robust conditions relating to the prevention of crime and disorder objective, have been proffered with the application:

1. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City 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) any incidents of disorder
  - (e) all seizures of drugs or offensive weapons
  - (f) any faults in the CCTV system or searching equipment or scanning equipment
  - (g) any refusal of the sale of alcohol
  - (h) any visit by a relevant authority or emergency service.
2. A challenge 25 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.
3. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
4. There shall be a designated member of staff who can download the images and present them on a request by a police officer or other responsible authority with minimum delay.
5. Any person permitted to temporarily leave and then re-enter the premises, eg to smoke, shall not be permitted to take drinks or glass containers with them
6. The reception desk on the ground floor shall be staffed at all times the premises is in operation.

These conditions go significantly above and beyond those on the existing premises licences in the area.

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## 6. Dispersal/ Noise and Nuisance

The premises has one entrance/exit for the restaurant/bar on Redchurch Street and one entrance/exit for the hotel guests on Whitby Street. This will eliminate any unnecessary congregation of patrons to the premises. The reception desks at both entrances shall be

manned at all times during operation, meaning patrons will enter, be greeted by staff and directed to where they are to go.

The applicant has proffered numerous conditions to ensure that public nuisance is not caused by patrons leaving the premises. These conditions include:

1. The reception desks on the ground floor shall be staffed at all times the premises is in operation.
2. Notices will be prominently displayed at ground floor exits requesting the public to respect the local residents and to leave the premises and the area quietly.
3. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
4. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.

**NOTE: the licensing authority has sort an amendment to this wording to read: “No music or amplified sound shall be generated on the premises to give rise to a nuisance to neighbouring residents” SHUK have no objection to this amendment being made.**

5. The area immediately outside the premises, shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements.
6. Staff will monitor the patrons using any smoking area and ensure that they remain within the curtilage of the premises at all times.
7. The venue is to provide information on local taxi firms and transport links to patrons leaving the venue.
8. A direct telephone for number for the manager at the premises shall be publicly available, and displayed at all times the premises is open. This telephone number is to be made available to residents and businesses in the vicinity upon request.

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7. Special Cumulative Impact Policy for the Brick Lane Area

The premises are located in the Special Cumulative Impact Policy for the Brick Lane Area, and I have addressed operational reasons why the premises will not add to cumulative impact in the area above.

In their representation, the Licensing Authority have stated:

“Despite the applicant offering a large number of conditions, going some way to meet the impacts of the ClZ, it does not dissuade from the fact that the hours applied for will impact on the area with members of the public leaving at 1am in the morning especially during the

weekdays and impacting on the residents in the vicinity. There are already a number of venues with late hours of which adding another to this will increase the public nuisance to this area.” (my emphasis)

I disagree that the premises, should this application be granted, will add another venue to the area. The ground floor is already licensed under Lounge Lover. The applicant could trade the public area under that licence if needed (with alterations) but this application instead updates and puts tighter controls on the operation, thereby reducing cumulative impact in the area. There are of course no residential representations against the application, which is important to note.

I further stress that the size of the actual licensed public brasserie has not increased as a result of this application; in fact the public trading area under Lounge Lover has actually been reduced as a result of the ground floor also now including the hotel reception area at one end. Additional fixed seating has also been included in the layout, compared to the layout on Lounge Lover's licence. And the operation is food led, compared to Lounge Lover's operation as a cocktail bar.

Replacing the Lounge Lover licence with a boutique hotel (with the rooms partially licensed already under Redchurch Studios licence) which is in the business of “selling sleep” and a brasserie with a smaller capacity lends support to the Council's Statement of Licensing Policy and shows the premises will not add to cumulative impact.

In terms of the hotel rooms, 24 hour room service permission for hotel residents and their guests will be provided, as was the case previously under the Redchurch Studios licence, which was granted by the local authority in 2016.

The new hotel reception area on the ground floor that has been created under this application will also improve on access arrangements to the hotel and further reduce and crime and disorder and public nuisance issues. That is to say, there will not be a joint entrance for the brasserie and the hotel.

It is acknowledged by SHUK that this application seeks to increase the number of hotel rooms in premises, compared to those originally granted under the Redchurch Studios licence. However on this point it is noteworthy that there have not been any complaints against the current Redchurch Studios operation (the existing hotel operation). The additional bedrooms will also mean that there is a further ‘incentive’ to my client to operate the public area of the premises quietly and efficiently as my client is selling sleep and will not want residents to be disturbed in any way as this will only generate complaints and dissatisfaction amongst hotel residents, not to mention discounts and/or refunds on the expensive room rates.

A substantial list of conditions have been proposed on the premises licence, which I shall not set out again as they are set out in the Committee Report.

The premises will contribute to London's appeal to tourists and visitors. It is not an alcohol or dance lead venue but it is a quality boutique hotel with an ancillary restaurant/bar, built in accordance with the planning permission granted by the local authority.

There are no drinks promotions at the venue.

The venue is heavily staffed and there has always been good management communication.

No off sales have been sought, thereby containing the operation to within the premises, unlike the premises in Brick Lane which were the underlying reason behind the introduction of the Special Cumulative Impact Policy for the Brick Lane Area.

Further, transport is good from this area. There will also be a dedicated taxi service for patrons which will be advertised

In relation to the Special Cumulative Impact Policy for the Brick Lane Area, it is noteworthy that the planning controls are tight and planning have agreed that the premises are suitable for the operation applied for, and it will provide benefit to the local area. This was all considered when the planning permission was granted. I appreciate this is licensing and not planning, but with the conditions in place and the benefit this operation will bring to the local area, I would say this is an exception to the Licensing Policy Statement.

In terms of the hours the applicant believes that the terminal hour sought is crucial to the commercial viability of the premises and it is not anticipated that the hours will add to the cumulative impact, given the style of operation and additional conditions proposed and the surrender of the existing Lounge Lover licence; indeed it will be quite the opposite as SHUK will not be a 'new' or 'additional' impact on the area, which in itself is strong evidence that the application is an exception to the Special Cumulative Impact Policy for the Brick Lane Area.

With the significant investment made my client in this scheme my client is fully aware that their license may be reviewed at any point by either the authorities or the residents should they not operate the premises as promised.

My client is indisputably an experienced operator and knows that it needs to live in harmony with its neighbours, and, as they do at its other sites, it will work with them so that everyone can enjoy the benefit that the premises the subject of the proposed conditions will bring to London.

Accordingly, having regard to all of the above, including the character of these premises, the proposed conditions, the surrender of 2 premises licences as detailed above, the hours sought and the intended operation of the premises I would submit that this application fits within the Licensing Authority's Licensing Statement. Certainly, I would state that my client's proposal to transfer an operation from one premises to another, where the size and location of the second premises is likely to cause less detrimental impact and will promote the licensing objectives is a reason for an exception to policy.

Loungelover



Longelover is a popular cocktail bar located in Shoreditch, tucked away inside one of the tiny East England alleys. Originally, it was a meat packing factory. The abandoned factory was transformed into a cocktail bar that serves Japanese style tapas. Run by the same team that operates the Les Trois Garçons, which is located right around the corner, the Loungelover is a secret hideaway and a tempting little treasure.

Loungelover has received many awards including Bar of the Year from The Evening Standard, Best Bar in England from the Observer Food Monthly and Best Bar Design from Time Out, among many others.



If you are familiar with Les Trois Garçons, you will notice that the decor here is almost the same with tapestries that are intriguingly mismatched, rustic brick walls, oriental vases, Swedish rocking horses, a mix of art and oriental decorative lighting fixtures, yesteryear pictures that offer anatomical insights and taxidermy.

As you enter the Loungelover, a hostess will greet you and lead you into the cozy themed inner sanctums such as the Cage, the Gold Room and the Baroque constructed around a central bar. This is to help you experience a different cozy area each time you visit. The crowd visiting the lounge ranges from people in the fashion industry and sharply-dressed professionals to successful musicians and hip creative types.

The real draw of the Loungelover is the [cocktails](#) that it offers. The drinks offered include signature creations like the Loungelover fig liqueur, Loungelover sweet vanilla and Loungelover Champagne with lemon oil and contemporary drinks such as the Black Diamond Sour, which is Disaronno with blackberries, violet liqueur and lime served with crushed ice).

Loungelover is definitely geared towards sharing an evening with a date or your friends, and not meeting new people, as it offers tasty snacks, fabulous drinks, lovely ambience and friendly service.

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