

LONDON COCKTAIL CLUB
Arch 253, Paradise Row, Bethnal Green, London E2 9LE

This statement is made in support of an application for a variation of the premises licence held at Arch 253, Paradise Row, Bethnal Green, London E2 9LE, for a London Cocktail Club with the intention of outlining the applicant's case and seeking to address the concerns of the parties maintaining representations.

Background and Style of Operation

The London Cocktail Club began in 2008 and is a well-established cocktail lounge brand, with numerous sites already in Westminster, London Borough of Tower Hamlets, Hackney, Camden, Islington and Bristol. The group is recognised in publications as an industry leader for drinks innovation. Each site has a slightly different theme and cocktail speciality. For example London Cocktail Club, Great Portland Street is champagne based.

Tapping into the current trend for great cocktails at affordable prices, the London Cocktail Club pays respect to the classics, whilst having some fun with new and exciting experimental drinks. It is first and foremost a creative British cocktail bar and kitchen formula, where guests will experience an array of liquid delights in a fun and unpretentious environment. The drinks are mixed by some of the city's finest bartenders, and the sites have an approachable bar food menu on offer.

The London Cocktail Club also offers a range of non alcoholic cocktails and has won awards such as the 'Design by Night' Best Bar for Non-Alcoholic Cocktails. The Group has also been nominated for the Worlds Top 50 Bars publication.

Both bar and kitchen, (food and drink), will be available from open until close, during all operating hours.

Target audiences for the London Cocktail Clubs are from 25 to 50 years, with modest disposable income. It is for people looking for a cocktail lounge in which to relax and enjoy something new. All London Cocktail Clubs have their own personality and bring a refreshing, new and unpretentious experience to the local areas.

There are membership schemes in place for all sites and through the schemes, patrons receive personal invitations to cocktail evenings and master class sessions.

The Premises

Nestled under the train tracks of Paradise Row, this site in Bethnal Green brings a little bit of Cuban carnival fever to East London. Bright colours and neon signs pop from an array of flowers entwining the archway. In a playful nod to its location, you'll find snug sofas and eclectic antiques inspired by an old-school tube station.

Proposed Variation

We are seeking to vary condition 11 on the current licence which reads:

The forecourt between eastern elevation and Paradise Row should not be used for sitting out, eating or drinking outside the hours of 8:00hrs and 21:00 hrs Mondays to Sundays

To read:

The forecourt between eastern elevation and Paradise Row should not be used for sitting out, eating or drinking outside the hours of 8:00hrs and 23:00 hrs Mondays to Sundays

The Representations

A representation has been received from Environmental Protection on the grounds of public nuisance. It is their belief that the application being sought may cause noise breakouts affecting neighbouring residents.

We have attempted to contact the environmental health officer various times by both phone and email to try and discuss their concerns but we have been unable to make contact with them.

The venue has operated under temporary event notices on a number of occasions over the last 6 weeks with no concerns or complaints raised by residents. The temporary event notices were also unopposed by the Environmental Protection team which goes some way in demonstrating that the premises did not cause any concern for the local authority.

No representations have been received from the Police, or other responsible authorities. Indeed this variation application was openly discussed with the authorities, including environmental protection officers, at a Pubwatch meeting, of which the applicant is chairperson, and no concerns were raised.

No representation has been received from individual residents in the area, which is important for Members to consider.

Additional Conditions

Upon further consideration of the representation received, the applicant has proposed an additional two conditions to address the environmental health officer's concerns:

1. There shall be no external speakers operating in the forecourt area after 10pm
2. The front doors of the premises to remain closed after 11pm except for the immediate egress and ingress to the premises

The applicant voluntarily adhered to the above two conditions whilst operating under the temporary event notices.

The licence also has the general noise condition (condition 8) in place to ensure they will not cause noise disturbance to residents nearby and we have not sought to remove that general over-riding condition.

Noise Nuisance and Dispersal

The premises has only one entrance/exit, which is on Paradise Row. Since opening in 2014, the premises have managed the noise levels and dispersal of their customers very well. They have a number of conditions on their licence which ensure that both the premises and its patrons do not cause a noise nuisance, namely:

1. Notices will be prominently displayed at exits requesting the public to respect the need of local residents and to leave the premises and the area quietly.
2. 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.
3. No music or other amplified sound shall be played within the premises or the forecourt so as to be audible from the nearest residential properties.

With these existing conditions and the additional two proposed conditions we do not believe that this premises will cause any noise breakouts that may disturb neighbouring residents.

We have also attached a copy of the premises dispersal policy for your information.

The premises has 2 managers and 6 members of staff, covering the floor and bar area and, given the small area of the premises, this ensures all licence conditions can be complied with and licensing objectives adhered to.

Bethnal Green CIZ

We appreciate that the premises falls within the Bethnal Green cumulative impact zone but we believe that together with our good operating practices (including operating under our temporary event notices), the absence of representations from the Police and local residents, existing and additionally proposed conditions controlling the noise levels from the premises and our eagerness to work with the local Council and Police (by way of charring the local pubwatch); this application shall not add negatively to the area within the cumulative impact zone.

Conclusion

If the application is granted and the London Cocktail Club do not operate the premises as promised, the local residents, statutory authorities and the licensing authority do have the power of review. The applicant has a great deal of experience in operating such venues and in turn the Licensing Sub Committee is urged to grant the application as sought.