

## Samantha Neale

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**From:** SITE [REDACTED]  
**Sent:** 15 April 2019 11:03  
**To:** Licensing  
**Subject:** Fwd: Premises Licence Application - 112 Columbia Road

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

FAO: SAM - COPY FOR LBTH LICENSING TEAM TO PASS TO DEMOCRATIC SERVICES

Begin forwarded message:

**From:** SITE [REDACTED]  
**Subject:** Premises Licence Application - 112 Columbia Road  
**Date:** 29 March 2019 12:29:48 GMT  
**To:** bux bailey [REDACTED]

Dear Bux Bailey,

I am writing to you regarding my recent applicant for a premises licence at 112 Columbia Road. I have been passed a copy of your representation to LB Tower Hamlets against my application and I was surprised to note that you say you do not understand the intent for the use of this licence despite several previous discussions, therefore I would like to take this opportunity to provide some more detailed information in writing that I hope will help to reassure you and answer your specific concerns.

Firstly, please allow me to remind you that I, with my husband and 6 year old daughter, are also residents of the [REDACTED] and we have many friends in the area who are also parents with children attending [REDACTED] School, and so we share both your experience of living in this vibrant and wonderfully friendly local community, and your concerns about any new development which may seek to disturb or disrupt this experience as residents to its detriment.

As you know, I am a designer and architect by training and I opened SITE just under a year ago intending to use it as a showroom and retail shop, gallery and workspace for some smaller scale project work. I installed a coffee machine and brought in some cakes and pastries in order to create a more sociable environment - indeed one which this premises has a demonstrable history of as a former on/off licence and tea and cake shop - which I felt would help to lure potential customers during the (very quiet) weekdays, and to sell on Sundays to help with the rent and business rates. The coffee shop very quickly grew a life of its own and does now indeed provide a vital source of income for my business. The vegan offer in particular has proved very popular with the surrounding residents and workers, and I now have several regular customers from Columbia Road and the locality who see me as an essential part of their daily life here.

As you are aware, but the space I have created has a white, light and minimal interior which feels very calming, an oasis and escape from the bustle of the market on Sundays, and a quiet place to think, work or meet during the week and is not at all geared up to create or encourage a rowdy atmosphere, quite the opposite in fact.

My desire is to continue to showcase and sell my design work alongside the coffee shop, and since having held some evening events over the Christmas period with a temporary events licence, I now see an opportunity to sell a small selection of vegan cocktails, wine and beer alongside the coffee and cakes as a way to promote my creative work even further, and to also promote the benefits of a healthy, compassionate

and sustainable lifestyle through daily social engagement, informative materials and events (many people do not realise that most wines and beers contain animal products, for example).

Regarding the hours of operation, which I understand from your correspondence seems to be one of the biggest concerns, and understandably so, allow me to explain that I have zero intent for SITE to become a late night drinking establishment in any way. Rather, I intend to use the premises licence, should it be granted, in the following 3 ways:

- Firstly, to add a limited range of vegan wine and cocktails to the existing coffee menu, for example Baileys Lattes and Hot Chocolates; some brunch-style cocktails such as Bloody Mary's and Mimosas; and perhaps some Mulled Wine and Mulled Cider during the colder months. These drinks would primarily be sold for public consumption during the existing daily opening hours, currently 8am - 4pm and 5pm on Saturdays though I may extend to 6pm or 8pm during the summer months.
- Secondly, I would like to carry a specialist range of vegan wine and beer primarily for retail off-sales, hopefully from a fantastic local producer I have discovered in Bethnal Green arches.
- Thirdly, I plan to hold some occasional evening events which would involve creative workshops, discussions, screenings, talks and tastings. These highly curated and bespoke events would be attended by minimal numbers of guests by ticket only, and I envisage that they would occur no more than once or possibly twice per week at the very most. For perhaps obvious reasons I would like the opportunity to provide modest quantities of wine or cocktails to my guests at these events.

Unfortunately the application form for the premises licence is somewhat limited in its opportunity to express these finer details and so perhaps this is the source of your confusion. To be absolutely clear, although I only intend to open late occasionally for exclusive events, the form does not permit flexibility for days and hours that may change according to the individual event, and on seeking advice from the Environmental Health Team at the council, I was advised to complete the form for full permissible hours in order not to restrict this flexibility.

Please feel assured that I am fully committed to the guidance provided by the Government and the London Borough of Tower Hamlets with regard to the four main licensing principles and, as well as my personal training and qualification in this respect, I have sought the advice of several governmental advisors to ensure I am doing everything possible to uphold these requirements, and will continue to do so throughout the duration of my premises licence, should it be granted.

I am sorry if I failed to describe any of the above information clearly enough in our previous conversations. I hope that the above information is now far more explanatory and serves to assuage the personal concerns you have raised to LBTH about my application.

Kindest regards,

Elly Ward