

Samantha Neale

From: S I T E [REDACTED]
Sent: 15 April 2019 10:47
To: [REDACTED]
Cc: 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

Dear Kristin Perers,

I am writing again just to confirm that you received my previous communication on 29th March regarding my recent application for a premises licence as I have not received any reply or acknowledgement from you. It would be good to understand your position and discuss any desired conditions in advance of the hearing tomorrow if at all possible.

Kindest regards,

Elly @ S I T E

S I T E | L O N D O N
112 Columbia Road, London E2
[@site_london](#)

Begin forwarded message:

From: S I T E [REDACTED]
Subject: Premises Licence Application | 112 Columbia Road
Date: 29 March 2019 12:35:39 GMT
To: [REDACTED]

Dear Kristin Perers,

I am writing to you as the business owner of SITE at 112 Columbia Road and recent applicant for a premises licence. I have been passed a copy of your representation to LB Tower Hamlets against my application and would like to take this opportunity to provide some more detailed information about my business and the intended use of the licence that I hope will help to reassure you and answer your specific concerns.

Firstly, allow me to tell you that I, my husband and 6 year old daughter, are also residents of the [REDACTED] [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.

A little about me and SITE: 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 lure potential customers during the week, and to sell on Sundays to help with the not-insignificant 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. Being vegan myself, everything I sell is vegan and this 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.

I'm not sure if you have ever been inside SITE, 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. I have attached some photos to give you an idea and hope that you can see it 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 events and materials (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 bar or a late night cafe/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 invitation only, and I envisage that they would occur no more than once or 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. Although I only intend to open late occasionally for private 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 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. If it does not, please can I request that you write to me personally to discuss your concerns further, or indeed please feel free to meet with me in person at my premises, and hopefully we can come to an agreement where all parties are happy. If however, you already feel sufficiently reassured, may I kindly ask that you write again to them to withdraw your representation.

I very much look forward to hearing from you soon.

Kindest regards,

Elly Ward





