

SACRED
149 COMMERCIAL ST, E1

SUMMARY OF PROPOSALS

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Introduction

1. The Applicant operates a small number of specialist gin shops, operating under the name “Sacred”. They make their own gin (although not on these premises) and are a family owned business having achieved substantial critical acclaim and praise.
2. The applicant has carefully considered the issues relating to the Special Policy Area and has drafted a bespoke and comprehensive suite of conditions. Those amendments and conditions both promote the licensing objectives and address the Brick Lane Special Policy.
3. These amendments include a revision to the hours for opening and the sale of alcohol on and off the premises as follows:

Sale of Alcohol (On) Monday – Sunday: 09:00 – **20:00**

Sale of Alcohol (Off) Monday – Sunday: 09:00 – **20:30**

Opening Hours Monday – Sunday: 09:00 – **21:00**

4. In relation to the Special Policy, it can be seen on the plan submitted with the application, the premises themselves were very small with capacity for only a maximum of 40 persons on the premises at any time. This is restricted to activities of tasting, demonstrations, and presentations only.
5. The sale of alcohol off the premises is only in sealed containers and the applicant does not sell or stock any superstrength lagers or similar brands associated with street drinking or anti-social behaviour.
6. It is noted in paragraph 18.2 of the statement of licensing policy that one of the reasons for the policy is that an area has become saturated with premises making it a focal point for large groups of persons to gather, creating exceptional problems of disorder and nuisance. Because these premises are very small in capacity and the sale of alcohol on the premises is limited to pre-booked tasting events and demonstrations, the use is not associated or capable of creating any cumulative impact that the policy recognises and anticipates. Furthermore, the limited range of alcohol sold both on and off the premises does not make it an attraction for either large groups of persons or sustained heavy drinking like, for example, a public house would.
7. it will be also noted that the sale of alcohol is restricted to 8pm on the premises and 830pm for consumption off the premises, well within Framework Hours. Issues arising from cumulative impact are less likely therefore to occur in the early evening, rather than later in the evening.

8. It is further noted in paragraph 19.8 that factors the licensing authority may consider as exceptional includes small premises with a capacity of 50 persons intending to operate during framework hours. Finally, no later night refreshment or regulated entertainment is sought.
9. It will be noted that the proposed conditions include substantial operational and practice arrangements to control disturbance and adverse amenity to the area, including dealing with noise and litter. The applicant is also more than happy to join a local Pubwatch should there be one in the area. There is no Police representation.
10. Once the applicant was aware of the representations, they wrote to each and every one of them, resulting in at least 11 withdrawals as set out in the Schedule of responses received, which broadly not only withdraw the objections but support and welcome the application and what Sacred will bring to the area, rather than take away from it.
11. In summary:
 - a) These are small premises which fall within paragraph 19.8;
 - b) The licence is personal to the applicant;
 - c) The range of alcohol is very limited (unlike others in the area) and can only be sold for consumption on the premises if part of a demonstration or tasting. Off sales are limited to sealed containers;
 - d) Appropriate model conditions have been proposed which promote the licensing objectives;
 - e) The hours have been amended to well within Framework Hours; and
 - f) What started off as objections, have turned into as many as 11 messages of support.
12. For all of the above reasons, the applicant submits that the application, with the proposed conditions rebuts the presumption that this application should be refused and indeed should be granted as an exception.

