

BY EMAIL

30th January 2023

Dear Resident

Application for a Premises Licence for Oval Studios, 29 – 32 The Oval E2 9DT

We write further to your email to the Licensing and Safety Team at the London Borough of Tower Hamlets in respect of the above-mentioned application.

First and foremost, we would like to thank you for taking the time to share your concerns regarding our application to operate Oval Studios and thought it might be useful to provide you with some detailed information as to how we intend to operate the venue and address some of the concerns and issues you have raised with your past experience of the venue.

By way of background, Broadwick is an experienced owner and operator of venues with a portfolio of hybrid venues across the UK. Our aim is to operate Oval Studios similar to our other venues such as Magazine in Greenwich (<https://magazinelondon.co.uk/>) and East Wintergarden in Canary Wharf (<https://eastwintergarden.com/>) holding corporate and brand events such as exhibitions, conferences, private hire, filming, product/brand launches, fashion shows and the like. We have also refurbished the venue so that it is more appealing to corporate and private clients.

Given the serious historic issues that you have experienced, we thought that it was important for you to know that we will not be holding any 'club' shows at the venue. Those of you that will have done some research on Broadwick will know that we are also an operator of music venues such as Printworks in Canada Water and the Beams in Newham but we are not operating Oval Studios as a music venue.

Accordingly, to provide you with some comfort that we are not simply making empty gestures, we have proposed that the Council make it a condition of the proposed licence that we will not hold music events where tickets are available for sale to the general public. Instead, any events with music will be corporate and brand events where music will be ancillary to the main purpose of the event i.e., music as part of a product/brand launch.

In addition, none of the previous management, staff or security staff will be involved with our operation of the venue – this is a clean fresh start for the venue. We would therefore envisage a significant reduction in crime and disorder in the local area as a result of not holding these types of events.

In respect of your issues with anti-social behaviour and litter, we have reduced our proposed closing time to 11pm on Sundays, midnight Monday to Wednesday and 1.30am Thursday to Saturday. Customers will also not be permitted to drink while leaving the venue and may only leave with alcohol if it is in sealed containers which will only be provided by way of a corporate gift or pursuant to an exposition such as a trade event taking place at the venue.

At the end of each event, we will put in place proper controls for customers leaving from the venue to the onward travel destination(s) as directed and supervised by our security and stewarding staff (which may include managing a pick up and drop off point for taxis and private hires) so as to minimise disruption. It is also our standard operating procedure to undertake a sweep of the area from the venue to the relevant transport hubs to ensure that customers have left the local area and are not loitering and/or causing a noise nuisance or otherwise on the way to the transport hub. In addition, our cleaning team will go along the same route as the sweep to clean the area and if we deem necessary, the cleaning team will repeat that process the next morning.

As to your previous issues with noise, not having club shows will help lessen some of those issues but we will also be putting in a noise monitoring system which will be managed by a sound engineer to minimize noise nuisance. In addition, we will close all windows and doors by a certain time in the evening and/or restrict the number of persons permitted to use any outside areas within the venue. We will also provide a dedicated phone number for residents to contact us should they have any issues/concerns including in relation to noise during an event.

Whilst we appreciate that this letter may not alleviate all your concerns, we hope that it goes some way to assure you we are a safe and responsible operator. If our application is granted, we would also hold a database with the email addresses of residents so that we can deal with any of your queries and concerns directly and efficiently.

If you would like to discuss any of the above further with us, please let the Licensing and Safety Team at the London Borough of Tower Hamlets know together with your contact details who will pass on your details and we will then contact you directly.

Kind regards

Broadwick Venues Limited