

Licensing Authority: [licensing@towerhamlets.gov.uk](mailto:licensing@towerhamlets.gov.uk)

Communities Directorate  
Public Realm

22<sup>nd</sup> April 2024

Environmental Health & Trading Standards  
Licensing & Safety Team  
Tower Hamlets town Hall  
160 Whitechapel Road  
London E1 1BJ

Your reference  
My reference: LIC/165179/CH

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Dear Licensing Authority,

**Licensing Act 2003**  
**New premises licence application: CODE, 3<sup>rd</sup> & 4<sup>th</sup> floor , 34 Westferry Circus,**  
**London, E14 8RR**

Further to my representation made on 22<sup>nd</sup> December 2023 the Licensing Authority (acting a Responsible Authority) submit this supplementary information.

On the 18<sup>th</sup> December 2023 planning permission was granted for bi-folding doors to be installed on the 3<sup>rd</sup> floor to create an internal terrace area. The plan for the 3<sup>rd</sup> floor show a dotted line where it says 'window gathering area' at each side. On querying this with the agent, as whether this was a terrace area, I was told it was an internal area to allow the premises to be divided off to create a private area if needed. However it is noted that there is a second 'window gathering point on the plan on the far right where the windows are so it appears that the plan already shows this bi-folding window on the 3<sup>rd</sup> floor creating the internal terrace area. With the side of the building to the Thames 'open' this could lead to noise escape. It is the 3<sup>rd</sup> floor which has been described as a lounge bar in the application but all licensable activities have been applied for.

Planning permission was also granted for bi-folding doors to be installed on the 4<sup>th</sup> floor as well. If installed this could cause additional noise nuisance to nearby residents as the side of the building facing out to the Thames would be open on both floors.

Permission was also granted for an external roof terrace with outdoor seating. It is limited to 100 persons between 08.00 – 21:00 hours. Although this area is not currently part of the licence non-licensable activities could take place on the roof or it could be utilised as a smoking area. 100 people on the roof is likely to cause additional noise nuisance to residents.

The agent provided the Licensing Authority with the details of a business in Greenwich called Nine Lounge (Nine Lounge Ltd – Company Number 14033460) as part of showing that the owners had experience in running a similar business. This premises is a Shisha Lounge, and although holds a premise licence for Late Night Refreshments does not have a licence to sell alcohol.

One of Directors of E14 Lounge Limited, the applicant, is Victoria Ogun, who is also the current director of Nine Lounge Ltd. She was originally shown as a Director for E14 Lounge Ltd, for a few days when the company was first formed in August 2022. The other Director of E14 Lounge Limited, Amar Ashraf was a director of Nine Lounge Limited from 17/05/22 - 2/1/23. Adam Aslam was a director of both companies until April/May 2023 so it can be shown the companies are closely linked.

Nine Lounge Ltd and one of the Directors, (Adam Aslam) was prosecuted by Greenwich Council after receiving a number of complaints for smoking shisha within the premises. There were also charges for breaches to their premise licence conditions regarding the CCTV. The offences were committed in April 2022. It appears Company Directors changed around the same time, Adam Aslam came off of both Companies as a Director. However, it was the Company who was prosecuted and both Directors of E14 Lounge Ltd are or have been Directors of Nine Lounge Ltd. Although a different company, the two companies are intrinsically linked and it shows they do not abide by smoking laws and licence conditions. This is a concern to the Licensing Authority as to whether the owners are responsible licence holders.

A summary of convictions is below:

### **The Company – Nine Lounge Limited**

Written risk assessment charge - fine of £500

Smoking charge - No Separate Penalty

Failure to provide CCTV charge - No Separate Penalty

CCTV not maintained charge - fine of £50

Lack of person on duty for CCTV charge - No Separate Penalty

CCTV not available charge - No Separate Penalty

Blocking exits charge - fine of £100

In addition, there were costs of £1000 and a victim surcharge to pay of £50.

Total of £1,700

### **Director**

Written risk assessment charge - fine of £1,077

Smoking charge – No Separate Penalty

Failure to provide CCTV charge - No Separate Penalty

CCTV not maintained charge - fine of £50

Lack of person on duty for CCTV charge - No Separate Penalty

CCTV not available charge - No Separate Penalty

Blocking exits charge - fine of £100

In addition, there were costs of £3,000 and a victim surcharge to pay of £108.

The total was £4,335 to be paid within 28 days.

It is also noted that the current applicant, E14 Lounge Limited is currently shown as 'active proposal to strike off' on Companies House. I have been informed that this is because the company has been inactive for a while and is being resolved with Companies House.

In the smoking policy it states that smokers will be escorted to and from the premises to the smoking area. This involves at least 4 security staff in various positions. As people going in and out to smoke will be done continually through the evening practically, I'm not sure how this will work with the time it would take to go in and out through the car park. Will patrons be held at one of the locations or by the lift doors in the underground car park until one of the security comes back with other smokers. This could cause friction/arguments between staff and patrons who do not want to wait.

Yours faithfully



**Corinne Holland**  
Licensing Officer  
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