

LICENSING ACT 2003

APPLICATION FOR A PREMISES LICENCE

BOULEBAR, 7 FRYING PAN ALLEY

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APPLICANT'S SUBMISSIONS

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**Introduction**

1. The applicant proposes a hospitality and competitive socialising venue providing boules/pétanque and a substantial food offering in the basement and part ground floor of 7 Frying Pan Alley.
2. The premises will not be alcohol-led. The primary purpose of visit will be for guests to enjoy a game of pétanque with friends, family or colleagues alongside an ancillary food and beverage offering. Please refer to the appended presentation for more information on the concept and proposals.
3. The following conditions are volunteered by the applicant to control the proposed use and extent of licensable activities on site:
  - a. *The provision of licensable activities at the premises shall remain ancillary to the use of the premises as a restaurant and pétanque/boules and/or competitive socialising venue.*
  - b. *Except for the areas shaded on the licence plan, the supply of alcohol shall be by waiter or waitress service only.*

**Stakeholder Consultation**

4. The applicant contacted SPIRE (*Spitalfields Residents Against Anti-Social Behaviour*) at the time of submission. The applicant is grateful to SPIRE for their time and assistance throughout the application process.

5. The applicant understands that SPIRE's initial concerns have been addressed following the agreement of additional and amended conditions:
  - a. *Licensable activities may only be provided under this premises licence at such times that Boulebar UK Ltd or a group company related to Boulebar UK Ltd is the premises licence holder.*
  - b. *The sale of alcohol for consumption off the Premises shall only be to persons using the designated external seating area until 21:00. There shall be no supply of alcohol for consumption off the premises after 21:00 or for consumption beyond the designated external seating area at any time*
6. The applicant is also grateful to the Licensing Authority and Environmental Health Officer for their time and comments in relation to the application proposals. The applicant understands that the remaining concerns relate primarily to the premises location in the Brick Lane Cumulative Impact Area (CIA).
7. There are no representations from individual local residents or the Police.

#### **Policy & Brick Lane CIA**

8. The key evidence relied upon in the 2021 Cumulative Impact Assessment are records of complaints made in respect of licensed premises in the CIA<sup>1</sup> and crime hotspot maps between the period 2017 – 2020<sup>2</sup>.
9. A significant proportion of recorded complaints relate to noise, including noise from Regulated Entertainment emanating from licensed premises and noise from sources not directly related to licensable activities. The premises is primarily located at subterranean level. The applicant notes the Cumulative Impact Assessment references to noise complaints and the concerns of the Environmental Health Officer but confirms that no Regulated Entertainment will be provided. Furthermore, the premises is acoustically attenuated with no realistic possibility that public nuisance will emanate from the basement, particularly bearing in mind its historical use as a gym.
10. The Police have not objected to the current application. The applicant submits this is because the Police have recognised that the specific type and characteristics of the premises are unlikely to contribute to

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<sup>1</sup> Pages 127 – 134 Full Council Agenda Pack 17 November 2021

<sup>2</sup> Pages 123 – 126 Full Council Agenda Pack 17 November 2021

crime levels in Brick Lane and will therefore not impact upon to the underlying reasons for the CIA Policy.

11. The Policy correctly identifies that the type of premises is relevant to the resultant impact<sup>3</sup>, whether positive or negative, in the Brick Lane Cumulative Impact Area. The Policy is rebuttable<sup>4</sup>. The examples of possible exceptions to Policy indicate that it is predominantly large, alcohol-led premises with Regulated Entertainment and late hours that contribute to negative cumulative impact in the Brick Lane CIA. In addition, premises licensed for the sale of alcohol for consumption off the premises contribute to street drinking and associated anti-social behaviour.
12. The applicant's premises does not fall into this category of high-risk premises. Instead the applicant's proposals share many of the key characteristics of the possible exceptions to Policy<sup>5</sup>, namely, the premises:
  - a. Is not alcohol-led and conditions are proposed to control the use providing absolute protection that the premises cannot transform into a problematic alcohol-led premises.
  - b. Has a strong food offer.
  - c. Includes significant waiter/waitress service throughout the premises controlled by condition.
  - d. Will only operate within Framework Hours.
  - e. Proposes off sales until 21:00 to an external seating area only, with no possibility on alcohol supplied to problematic street drinkers

13. Furthermore, paragraph 20.7 of the Policy states:

*...the onus would be on the objectors to provide evidence to back up any assertion that the addition of the premises in question would produce the cumulative impact claimed, taking into account that the impact will be different for premises with different styles and characteristics.*

14. The objectors have not provided *evidence* that the specific *style and characteristics* of the applicant's premises will add to cumulative impact.

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<sup>3</sup> Paragraph 4 of Appendix 5 Statement of Licensing Policy

<sup>4</sup> Paragraph 9.1 Statement of Licensing Policy

<sup>5</sup> Paragraph 12 of Appendix 5 Statement of Licensing Policy

## **Summary**

15. The applicant is grateful to the Licensing Sub-Committee for considering the application.
  
16. The premises will provide an alternative option instead of historically problematic venues for customers to enjoy socialising in a controlled and safe environment within Framework Hours that is not centred around alcohol.
  
17. The specific type of use, tightly controlled by enforceable conditions, promote the licensing objectives and will ensure no adverse impact in Brick Lane.

**Thomas & Thomas Partners LLP**

**July 2024**



**BOULEBAR**

**SPITALFIELDS**

## WHO WE ARE OUR MANIFEST:

We are the curious ones. The bold, the brave and the humble.

The present, the past and the future. It's all in our own hands. The hands of the nerdy loving rebels who thought that playing petanque and snacking on merguez would get us through any cold winter. That was some twenty five years ago. And well, it did. There we were. And here we are now. The same hands. The same hearts. And the same dream. To spread love. And togetherness. One carreau at the time...

*Vive la  
Reboulution!*

# HISTORY

## BRIEF COMPANY HISTORY

- Boulebar UK started life as Jack & Boule. It was formed by Alec and Rich in 2022 and we opened our first venue on South Bank in June 2023.
- In October 2023, Boulebar Group AB of Sweden acquired a majority stake in Jack & Boule to continue the growth of their concept in the UK.
- Boulebar Group AB was established 20 years ago and currently operates 13 venues in Sweden, Denmark and now UK.



# CONCEPT

## SOPHISTICATED MADNESS

Personality and heart, local artwork murals, friendly competition

## OVERWHELMING SERVICE

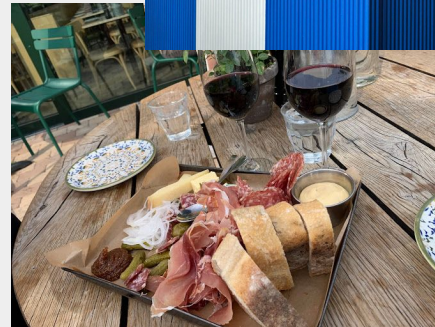
Hospitality is what we do

## INNOVATIVE FOOD & BEVERAGE

French inspired street food, world-class cocktails, beer and wine

## PÉTANQUE NERDS

On hand to guide your session and share our passion





# DESIGN INSPIRATION

Elegant Punk. A mix between chic, arty Paris and rural south of France with its distinct bouledromes.



Enter into the parc and meet the bar - like you are in Jardin de Luxembourg. The restaurant is like a facade in the South of France with warm colors and a soft textile canopy. An intimate setting for long social dining.

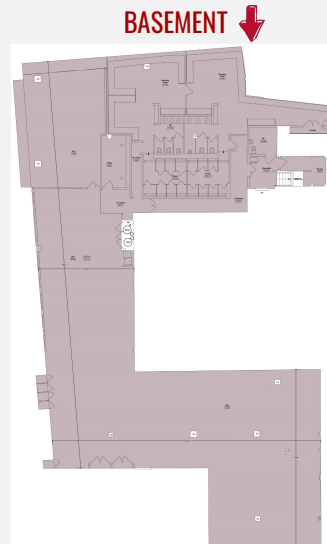
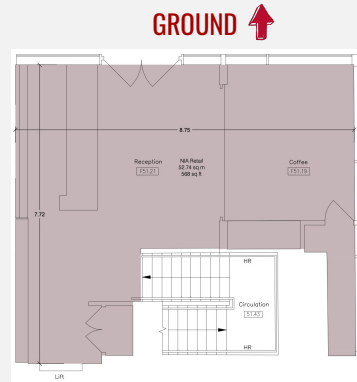
# BOULEBAR SPITALFIELDS

## LOCATION

- Central Spitalfields  
<5 min walk from *Liverpool Street Station*  
<1 min walk from *Spitalfields Market*
- Afterwork and lunch-time corporate hotspot
- On pedestrian-only street between Hummingbird Bakery and Pizza Union

## FEATURES

- ~200 covers/capacity
- 8,000+ sq ft
- Ground floor reception
- Large windows into reception for street appeal and to grab attention
- Basement immersion into 'French Parc'
- Outdoor seating at ground level



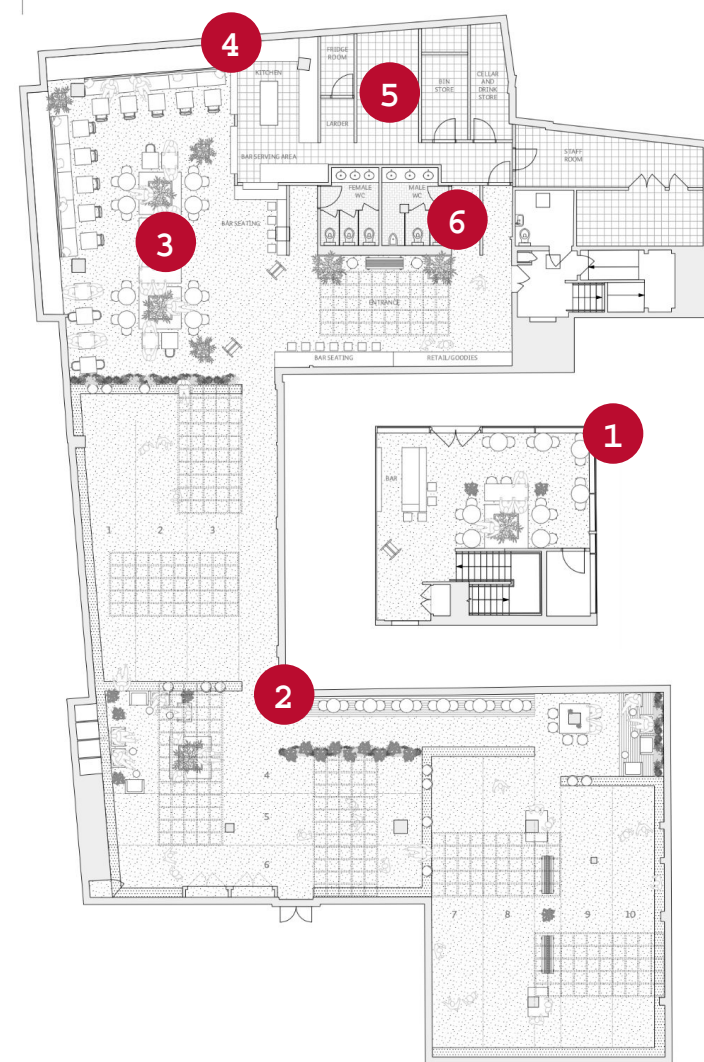
**BOULEBAR**



# VENUE OVERVIEW

The vision and build requirements for the space are divided into 6 zones:

- 1) **Ground Floor Reception**  
Inviting 'Paris-style' reception area providing a big welcome and chance to settle in
- 2) **Pétanque Area**  
'Marseille/Provence-style' parc, urban but also light and summery with 10 lanes and gravel throughout
- 3) **Restaurant**  
Parc-cafe-style dining, 70-80 covers
- 4) **Kitchen / Bar**
- 5) **Back of House**
- 6) **Toilets**



# PARC, BAR & RESTAURANT

The Parc is the foundation. The base for everything

Boulebar is really a Parc.

This is the place for the game. For socialising under the trees. For competition, laughs and having fun.

In and around the Parc you will of course find the Bar and the Restaurant, but always relate to the Parc.

- Immersion into 'French Parc'
- 70-80 covers restaurant
- The bouldrome with the seating as a concrete wall. Gathering around the Fountain. The democratic open space.



# OUR OFFER

## ENGAGE

- Weekly competitions aimed at local residents
- Source local artists for murals and graphics
- A family friendly destination

## ENHANCE

- Add to the vibrant Spitalfields cultural mix
- Sociable & accessible game
- Parc-style venue
- Enriched visitor experience

## CELEBRATE

- Accessible destination for groups to come together, socialise and mark the occasion





**BOULEBAR**