
QUATRO

Arts Club East

EXHIBITION REPORT

January 2014

1. INTRODUCTION

The owners of the first floor of 19 to 23 Bethnal Green Road have submitted a licensing application to the London Borough of Tower Hamlets. As part of the plans for the venue the owners made a commitment to consult the local community.

To help prepare and inform the plans, the owners of the venue undertook a consultation programme which sought to gain input from the local community.

Two letters were sent out to residents in the local area seeking views on the application and how the venue could meet the licensing objectives of the London Borough of Tower Hamlets.

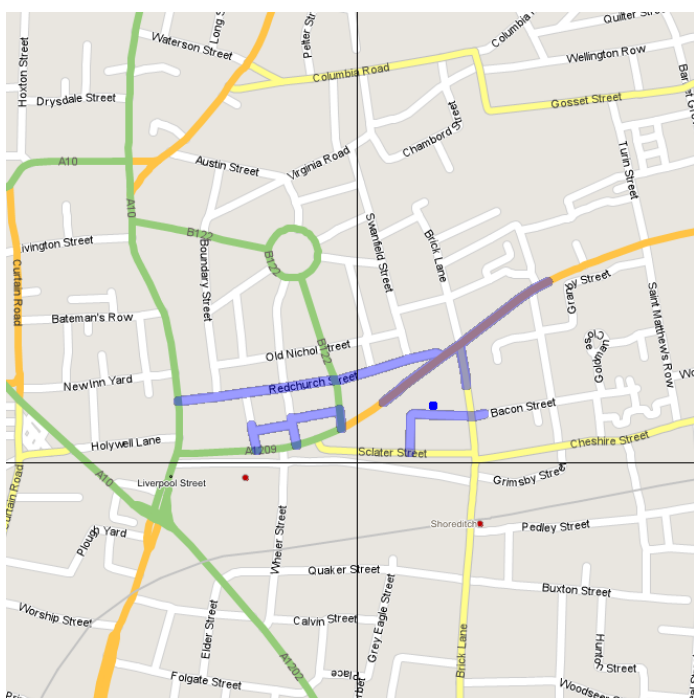
An exhibition was held at the venue on Tuesday 14th January at the venue. The aim was to engage with as wide a cross section of the local community as possible. Local groups, residents and their local representatives were invited to attend.

2. CONSULTATION

2.1 Consultation zone

On 22nd December 2013 a one page letter was sent out to 260 local residents and businesses in the area surrounding the site. Some of the Roads include Bethnal Green Road, Chance Street, Club Row, Redchurch Street, Sclater Street and Whitby Street.

The map below illustrates the area of consultation:



2.2 Letter

The letter was also sent to local community groups. It contained information on the site proposals, details of the public exhibition and contact details for the project team.

2.3 Reminder letter

A reminder letter was sent out to the consultation zone on 6th January 2014.

2.3 Exhibition

The public consultation was promoted in the local area to ensure that as many local residents as possible had the opportunity to attend and make their views known.

The public exhibition was held on the first floor of 19 – 23 Bethnal Green Road. The location was chosen so that members of the public could see the venue first hand and understand the proposed conditions.

The exhibition took place on Tuesday 14th January 2014 from 4.30 pm to 8.00 pm.

The drop in session displayed 5 exhibition boards which contained information on the proposed members club, how the venue would meet Tower Hamlet's Licensing Policy, suggested conditions and the how the venue would operate.

The events were staffed by members of the project team, including staff from Arts Club East, the proposed DPS and Quatro Public Relations.

The exhibition was approximately attended by 15 local residents.

3. FEEDBACK QUESTIONNAIRE

3.1 Overall response numbers

To capture the views of attendees a questionnaire was provided at the exhibition which could be filled in and returned during the exhibition or via the freepost address. The questionnaire asked four questions about the how the venue would operate and how the application could, if possible, be improved

By 27th January 2014 6 responses to the consultation had been received. 4 were returned via the freepost address with 2 filled in at the exhibition.

3.2 Respondent Data

The questionnaire asked respondents to share their background to help build a better picture of local people. An analysis of the questionnaires shows that 5 lived in the local area and one ran a business.

3.3 Questionnaire Feedback

The majority of comments on the exhibition were in relation to how the venue would be run. There was considerable interest in how the private members club would be run, the cost of membership and the type of people who membership would be open to.

Some residents asked for clarity on the type of license being sort. In particular, questions were asked if an application had been submitted for a Sex Entertainment Venue. Reassurance was given that this was not included in the licensing and there was no intention to apply for it in the future.

Immediate neighbours to the site asked questions relating to the dispersal policy and how it would operate.

Feedback was also received on potential noise outbreak from the property and a request for great noise insulation. It was agreed that the Arts Club East would review this as part of the application.

4. CONCLUSION

The public consultation has been very helpful to the owners of the Arts Club East.

One of the main conclusions that can be drawn from the public consultation is that despite the number of letters sent out locally that there was relatively little interest in the plans from the local community. Of those who did respond to the feedback questionnaire there has been a positive response in favour of the application for a license at this venue.

The feedback results show that the use of a private members club at this site would be popular. It was felt that the proposed membership criteria would help meet the licensing objectives. Members of the community wanted reassurance that the venue would not have live music or any form of sex entertainment.

The immediate neighbours to the venue requested that serious consideration be given to sound insulate the property.