



18 Soho Square, London W1D 3QL

10 September 2014

London Borough of Tower Hamlets
Licensing Section
Mulberry Place
PO Box 55739
5 Clove Crescent
London E14 1BY

Our ref: LT/1338

By email

Dear Sirs

RE: REDCHURCH GENERAL STORE, BASEMENT, GROUND FLOOR AND FIRST FLOOR, 64-66 REDCHURCH STREET, LONDON E2 7DP - APPLICATION FOR NEW GRANT OF A NEW PREMISES LICENCE

I refer to the above application which has been set down for hearing on 23 September 2014.

I act for Soho House UK Limited, the applicant. My client operates a large number of licensed premises across the world and full details of the Soho House Group may be found on their website www.sohohouse.com. These premises include a mix of private member clubs, hotels, bars, brasseries, cinemas and restaurants. My client further owns and operates the Cowshed brand, which is a luxury brand of products and special treatment facilities. The website for the Cowshed brand is www.cowshedonline.com.

in terms of Cheeky Nails/ Cowshed brands, at the moment there are Cowshed venues as follows:

Cowshed Spa & Boutique Locations (UK);

Cowshed Clarendon Cross, Holland Park
Cowshed Carnaby, Soho
Cowshed at Shoreditch House, Shoreditch
Cowshed High Road House, Chiswick
Cowshed at Babington House, Somerset
Cowshed at Primrose Hill

Global Spas;

Soho House, New York
Soho House, Berlin
Soho Beach House, Miami

Also available at;

Cowshed at Virgin Atlantic Clubhouse Spas, Heathrow and Gatwick
Cowshed at St Moritz Hotel, Cornwall

The Cheeky Nails brand, which is what the first floor premises is, is a relatively new concept created by my client under its Cowshed banner, with a speedier delivery of services and a reduced variety of treatments on offer. A brochure in relation to the products and services for the Cheeky Nails brand is attached. There are 2 Cheeky Nails premises so far, within the Holborn Hotel and these application premises.



18 Soho Square, London W1D 3QL

London Borough of Tower Hamlets

-2-

The Neville brand is also a relatively new concept and is found in a number of hotels. Neville is a male grooming bar and there will be manicures/ pedicures/ shaves and haircuts for men, as well as male 'conclerge' services such as shoe shining. Further details of the Neville brand are included in the attached documents.

My clients operates a number of cinemas in this country- the Electric Cinema, RBKC, within Soho House, WCC and these application premises.

By way of background, and having regard to the representations received, i confirm:

- a) The basement and first floor are already licensed by my client respectively as Electric East (licence 14640) and Cheeky Nails (licence 17952). This application seeks the same terminal hours as the existing basement and first floor. Copies of those licences are in the Committee Report.
- b) The licence for the first floor was granted by the Licensing Sub Committee in July 2013. There have been no complaints since my client has been operating the premises.
- c) My client acquired the basement a few months ago and i have transferred the basement cinema licence into my client's name. My client has been operating the cinema since it acquired it.
- d) My client will surrender the existing licences for the basement and first floor should this application be granted.
- e) My client has now acquired the ground floor and as a result a refurbishment will take place for improved operation between the 3 floors. It is also beneficial for enforcement purposes that only one licence operate for the entire premises, especially as access to the basement cinema is through the ground floor space. This will make the operation clear by way of the conditions.
- f) Planning permission for the different units between the 3 floors has already been granted by the council and the hours granted on planning have been applied for in this licensing application.
- g) My client is in the process of applying for a special treatments licence to cover the ground floor Neville Grooming Bar (manicures and pedicures) as the first floor is already covered by a special treatments licence.

The premises will operate as follows:

Basement- existing cinema – the refurbishment will mean that the basement bar will be removed from that floor and the cinema reception will now be on the ground floor. The cinema facilities will be upgraded as a result of this application.

Ground- café/ cinema reception and a special treatments premises for men known as Neville.

First floor- Cheeky Nails- this will be the existing female special treatments premises offering the existing services of manicures, pedicures, blow dries and hair styling, along with new treatments of waxing and tinting.

There is also a retail element to the Cheeky and Neville brands and these products will be available for purchase on the ground and first floors.



18 Soho Square, London W1D 3QL

London Borough of Tower Hamlets

-2-

The hours applied for in this application will differ between the 3 floors in accordance with the planning decision as follows:

Basement Cinema- Mondays to Saturdays, between 09.00 and 23.00 and Sundays or bank holidays between 11.00 and 23.00

Ground floor café- Mondays to Saturdays, between 09.00 and 24.00 and Sundays or bank holidays between 10.00 and 24.00

Ground floor Grooming Bar- Mondays to Saturdays, between 09.00 and 23.00 and Sundays or bank holidays between 10.00 and 23.00

First floor - Mondays to Saturdays, between 09.00 and 23.00 and Sundays or bank holidays between 10.00 and 23.00

My client is an experienced operator and knows that it needs to live in harmony with its neighbours, and, always promote the licensing objectives. As they do it with their other sites my client will always work with their neighbours, so that everyone can enjoy the benefit that the premises (strengthened by the proposed conditions) will bring to the area.

The premises in its entirety is not an alcohol led venue; indeed it is primarily a quality special treatments venue and cinema with an offering of alcohol for patrons to consume as ancillary to treatments and/or food and/or the purchase of retail products and/or cinema tickets. This is a premises which the local community can enjoy throughout the day, and the facilities it will be providing will ensure that it will cater primarily for the local community.

We have sought off sales for the purposes of the tables and chairs immediately outside the premises. We have conditioned these sales to persons seated at tables and chairs only so there will be no vertical drinking outside, which will promote the licensing objectives. This application has been lodged with the council already and I will be able to update the Licensing Sub Committee on that application at the hearing, although I can confirm now it will not be granted to midnight so off sales will be ceasing earlier. The off sales will coincide with the hours granted on the tables and chairs licence.

The application has been objected to by a number of local residents and the Police. My client has met with the Police and agreed an additional condition in respect of CCTV.

In relation to the objections raised against the application I confirm this venue will not be trading as a vertical drinking venue. My client is also not attracting new people to the area or premises as there are existing licences at the venue which will be surrendered should this application be granted. My client is not operating as a club or bar. To reinforce this my client has offered a condition that the retail sale of alcohol will not be the primary use of the premises.

The conditions offered reflect the operation being presented to the Licensing Sub Committee and conditions have been offered (see attached for a complete list of conditions) that confirm the retail sale of alcohol shall be ancillary to either the provision of the treatments, the purchase of food, the purchase of cinema tickets or the purchase of retail products.

I also confirm that it would not be possible to change the nature of the operation (which my client has no intention of doing in any event, as it has entered into a long term lease now for all floors) without either a full variation application, or a new application along with a change in planning permission – which would involve full consultation with the residents and authorities to which they could all object.



18 Soho Square, London W1D 3QL

London Borough of Tower Hamlets

-2-

My client has applied for the terminal hours it has in accordance with the planning permission. The different hours are sought for the experience of the patrons and will be easily managed and are necessary for my clients operation. in relation to the proposed hours:

- a) The special treatment areas (Neville on the ground floor and Cheeky nails on the first floor) are capable of being closed down at 11pm as they are separate units as such (as shown on the plans).
- b) Neville and Cheeky may not even operate until 11pm every night but the hours are sought as they do cater for people going out or wanting treatments after work so some flexibility is needed. Whatever hour they close at, depending on the demand on each night of the week, they can be separated easily from the ground floor café area and the cinema area without confusion to staff and patrons.
- c) The cinema (basement) is also easy to operate under its hours as it's a separate floor and the films take place at set times.
- d) The hours for the ground floor café area are for an additional hour. This is because the café area acts as reception area to the cinema and patrons will be coming through that area and may want a nightcap or to sit and talk with their friends after the movie finishes, without going to a bar or noise environment. This is common practice in cinemas.
- e) The condition dealing with permitted alcohol sales at this premises will ensure that this premises cannot become a bar to the general public between 11pm and midnight. The décor and function of the ground floor café in itself will ensure that the premises does not represent a bar or vertical drinking premises. Concept plans have been provided with these submissions for clarity. I have also included a short video of the Cheeky Nails premises, showing the tranquillity of the premises, to give an indication of the style of the building.

Given the nature of the premises, it is extremely unlikely that patrons will congregate outside the venue as they will have their treatments done, or watch a film and then move onto their next activity. As can be shown from the layout of the premises the venue is only a small operating capacity in any event.

Patrons entering will be greeted by staff at the ground floor reception, where they will 'check in' and then be directed the relevant areas of the premises.

Just for clarity, all of my clients' other special treatment venues are licensed for the retail sale of alcohol in an identical manner, so that patrons are able to have a glass of alcohol whilst within the premises. No nuisance, anti-social behaviour or crime and disorder issues have ever occurred in these circumstances.

Finally, I also attach the proposed list of conditions for ease of reference.

Accordingly, having regard to all of the above, including the character of these premises, the proposed conditions, the hours sought and intended operation of the premises, I would submit this application fits within the council's Licensing Policy Statement and promotes the licensing objectives.

Should you have any questions in the interim please do not hesitate to contact Lana Tricker of this office.

Yours faithfully

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1. [Note this can be included on the face of the licence but I have included these here for the purposes of the hearing so there is no confusion as to what the licensable hours sought are]

Licensable activities shall be permitted during the following hours (late night refreshment to start at 23.00 where applicable):

Basement Cinema- Mondays to Saturdays, between 09.00 and 23.00 and Sundays or bank holidays between 11.00 and 23.00

Ground floor café- Mondays to Saturdays, between 09.00 and 24.00 and Sundays or bank holidays between 10.00 and 24.00

Ground floor Grooming Room- Mondays to Saturdays, between 09.00 and 23.00 and Sundays or bank holidays between 10.00 and 23.00

First floor - Mondays to Saturdays, between 09.00 and 23.00 and Sundays or bank holidays between 10.00 and 23.00

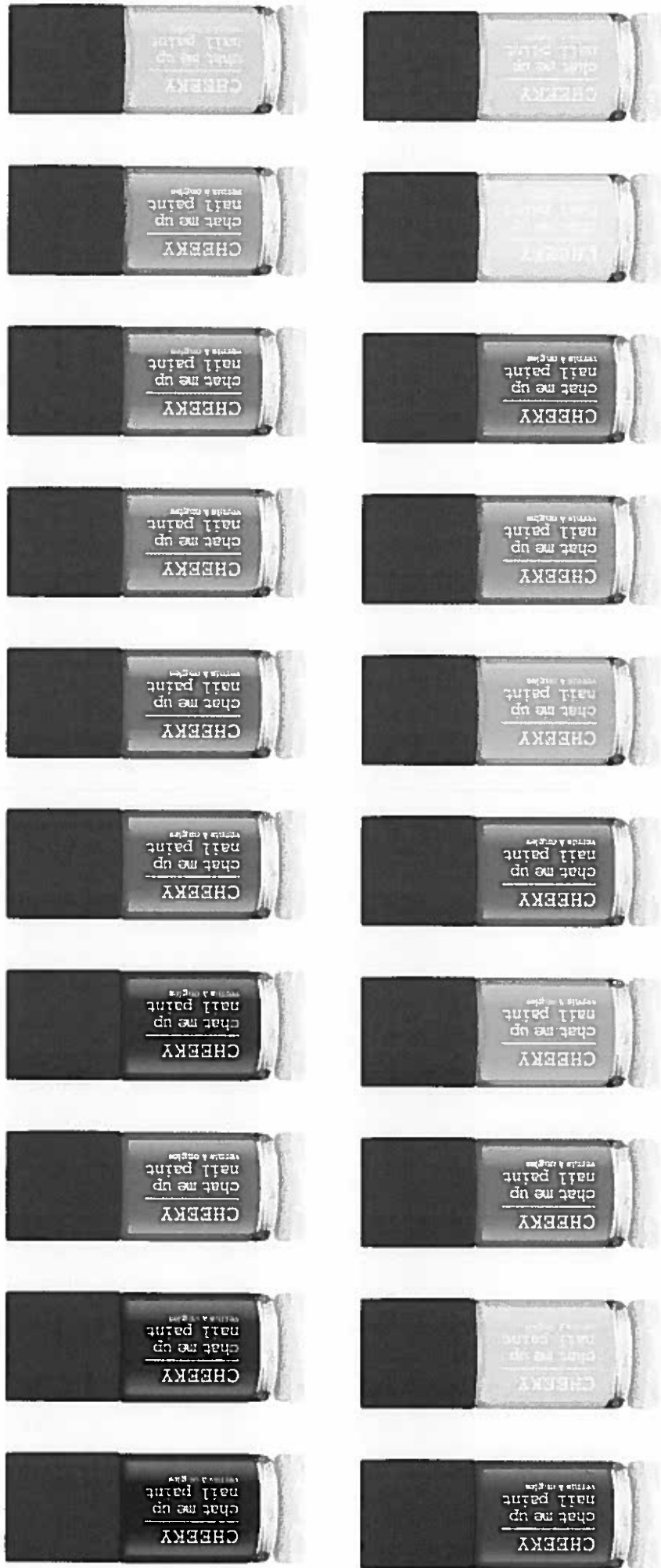
2. *The retail sale of alcohol shall be ancillary to*
- (a) the provision of nail treatments, hair treatments and male/female grooming treatments; and/or*
 - (b) the purchase of food and/or*
 - (c) the purchase of retail products and/or*
 - (d) the purchase of a cinema ticket on the same day as the screening in the basement*

For the avoidance of any doubt, the retail sale of alcohol is not to be the primary use of the premises.

- 3. *There shall be no off sales of alcohol permitted with the exception of patrons seated outside the premises at tables.*
- 4. *No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which give rise to nuisance to local residents and businesses*
- 5. *There shall be a designated member of staff who is able to advise other staff on child protection matters*
- 6. *A challenge 21 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.*
- 7. *There shall be no advertising of alcohol outside the premises*
- 8. *Notices will be prominently displayed at the ground floor exits requesting the public to respect the needs of local residents and to leave the premises and area quietly*
- 9. *The premises licence holder shall devise and implement a dispersal policy to ensure that patrons do not congregate outside the premises and they disperse from the premises in an orderly and quiet manner so as not to disturb the residents within the vicinity.*
- 10. *The premises shall install and maintain a CCTV system which shall incorporate a recording facility. Any recordings shall be retained and stored in a suitable and secure manner for a minimum of 31 days. A system shall be in place to maintain the quality of the recorded image and a complete audit trail maintained. The system will comply with other essential legislation, and all signs as required will be clearly displayed. The system will be maintained and fully operational throughout the hours that the premises are open for any licensable activity.*
- 11. *A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested*

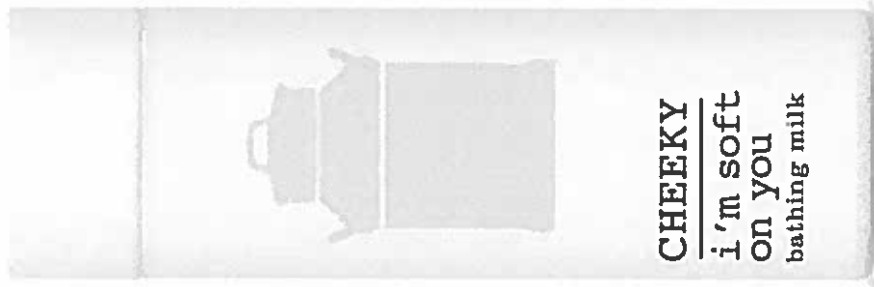
CHEEKY

chat me up nail paint



CHEEKY

bath & body



Retail
Travel

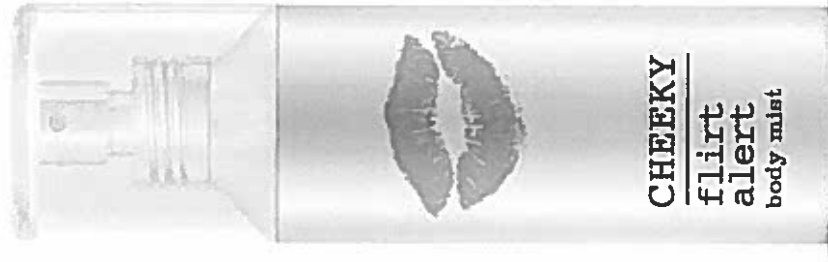
200ml
N/A

200g
50g

200g
50g

CHEEKY

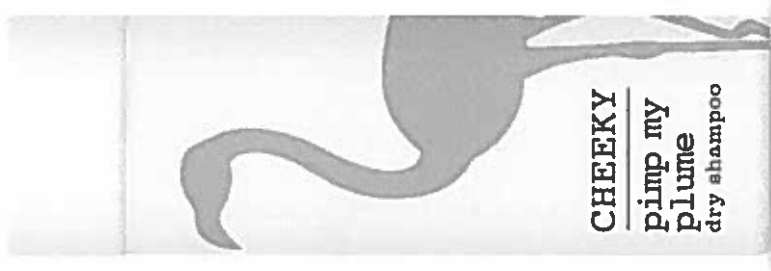
bath & body



Retail	200g	200g	100ml	200ml
Travel	50g	50g	N/A	50ml

CHEEKY

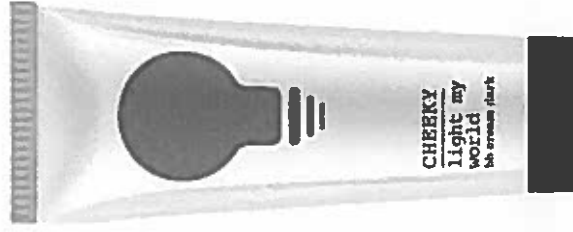
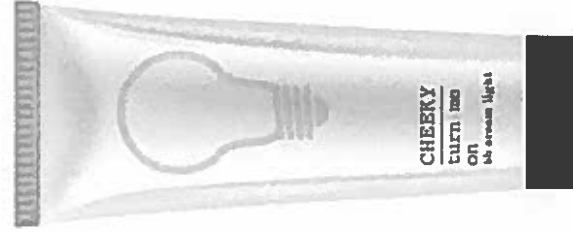
haircare



Retail	200ml	150g	100ml	100ml	10g
Travel	75ml	N/A	N/A	25ml	10g

CHEEKY

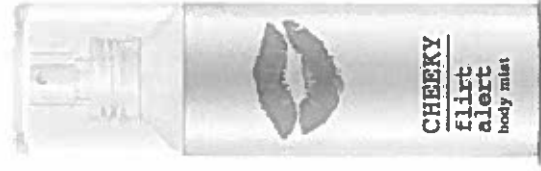
cosmetics



Retail	50ml	50ml	10g	10g	100ml
Travel	N/A	N/A	N/A	N/A	N/A

CHEEKY

product range - colour option one



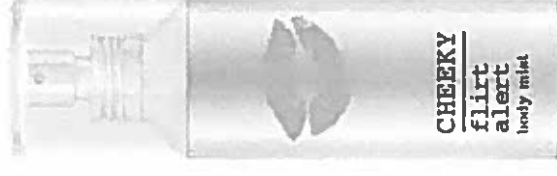
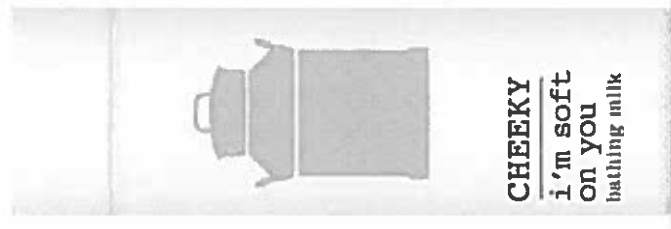
CHEEKY

product range - colour option one



CHEEKY

product range - colour option two



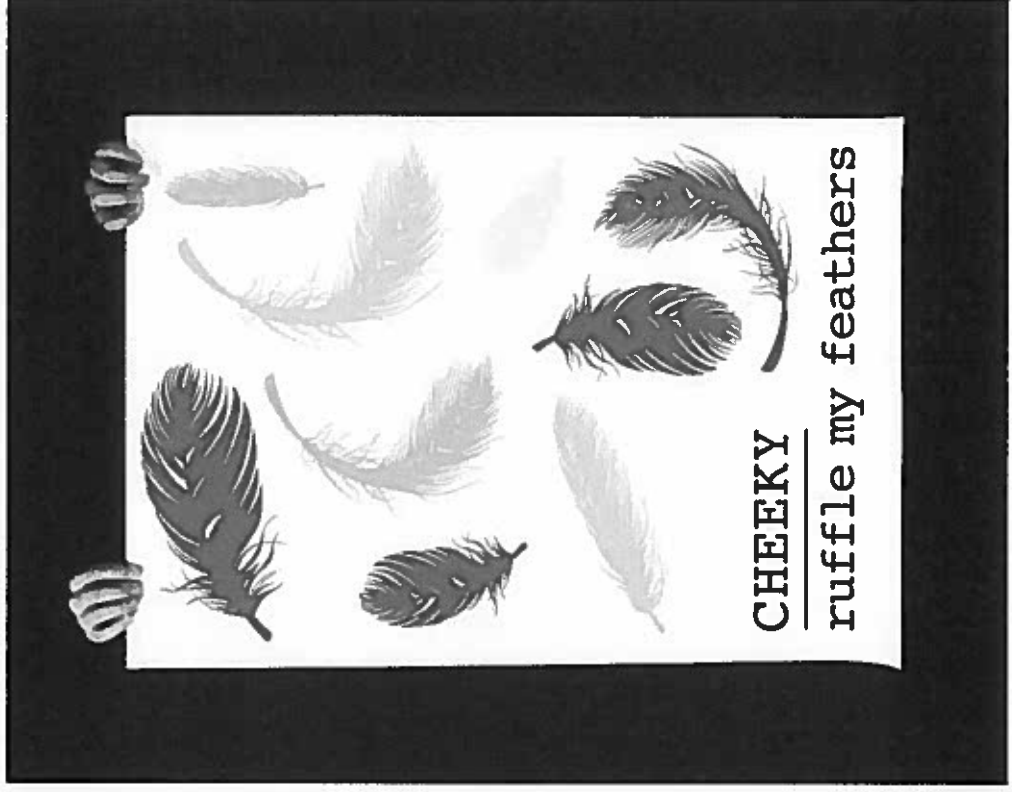
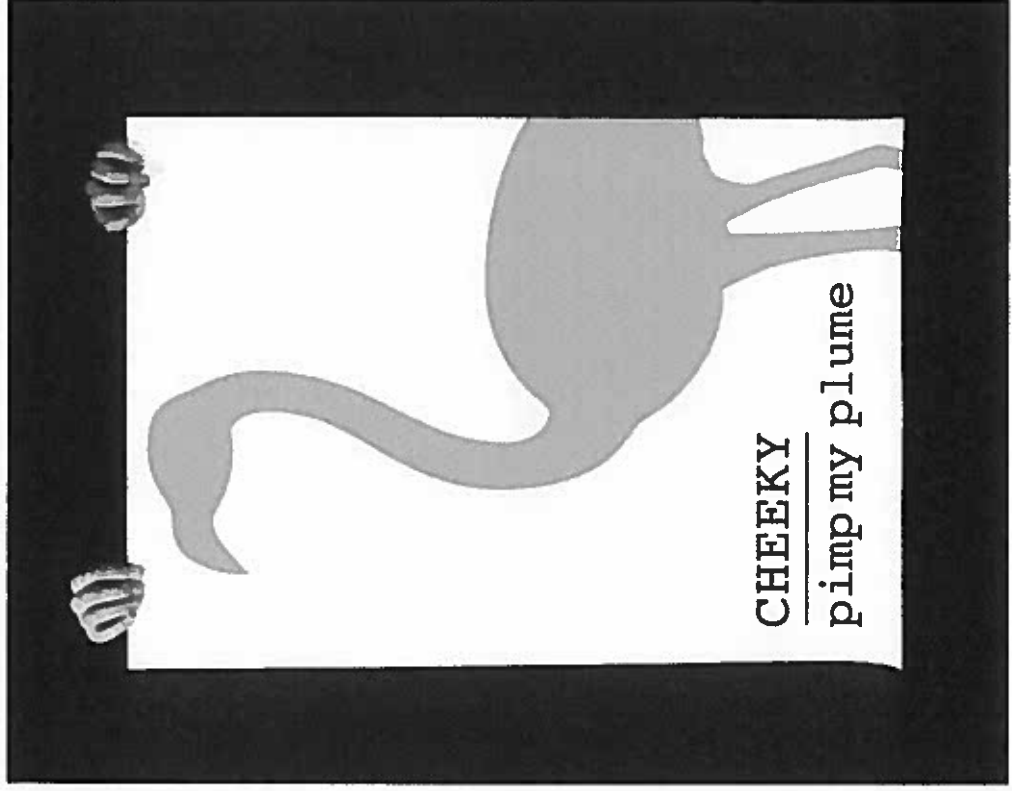
CHEEKY

product range - colour option two



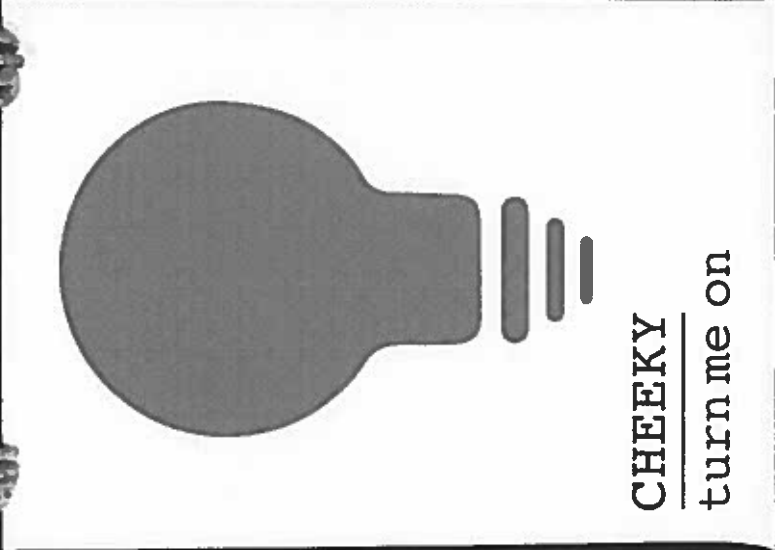
CHEEKY

point of sale



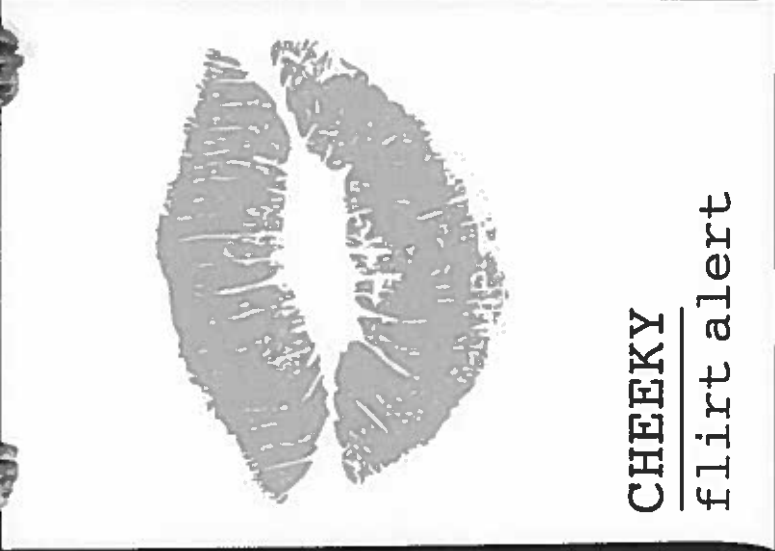
CHEEKY

point of sale



A hand is shown holding a white card against a black background. The card features a large, solid black silhouette of a lightbulb. Below the lightbulb, the word "CHEEKY" is printed in a bold, sans-serif font, followed by a horizontal line and the phrase "turn me on" in a smaller, lowercase sans-serif font.

CHEEKY
turn me on

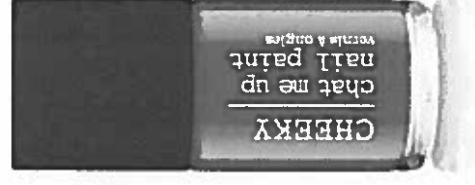


A hand is shown holding a white card against a black background. The card features a large, solid black silhouette of a lipstick smudge. Below the smudge, the word "CHEEKY" is printed in a bold, sans-serif font, followed by a horizontal line and the phrase "flirt alert" in a smaller, lowercase sans-serif font.

CHEEKY
flirt alert

CHEEKY

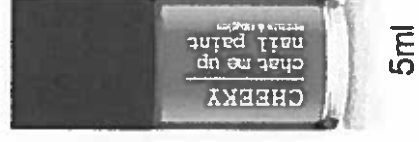
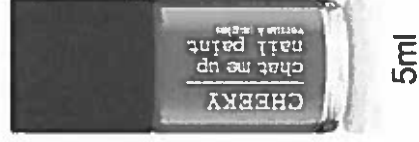
gift one - limited edition fragranced nail paint



10ml

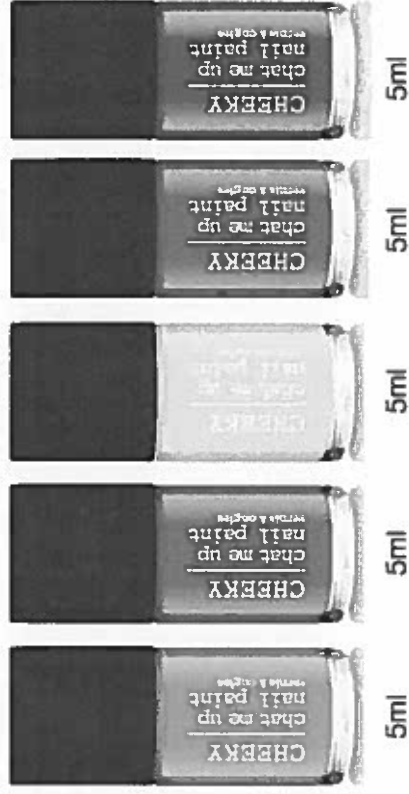
CHEEKY

gift two - nail paints, 3 x 5ml



CHEEKY

gift three - nail paints, 5 x 5ml



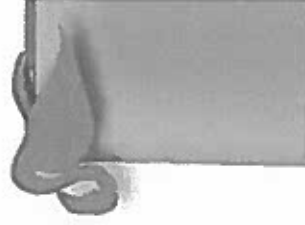
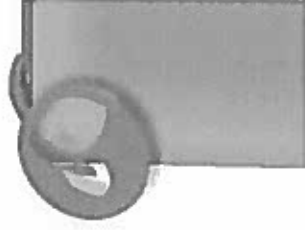
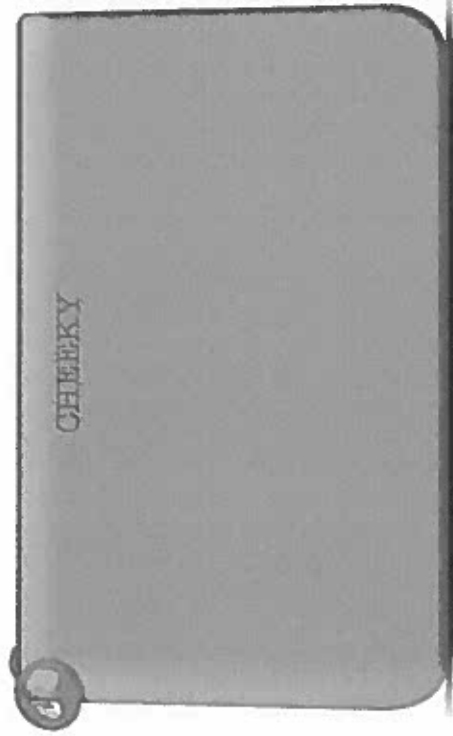
CHEEKY

gift four - colour me pretty

CHEEKY

colour me pretty

2 x nail files, 2 x toe separators,
2 x 5ml nail paints



zip pull options



5ml



5ml

CHEEKY

gift five - oh, behave!



75ml



50ml

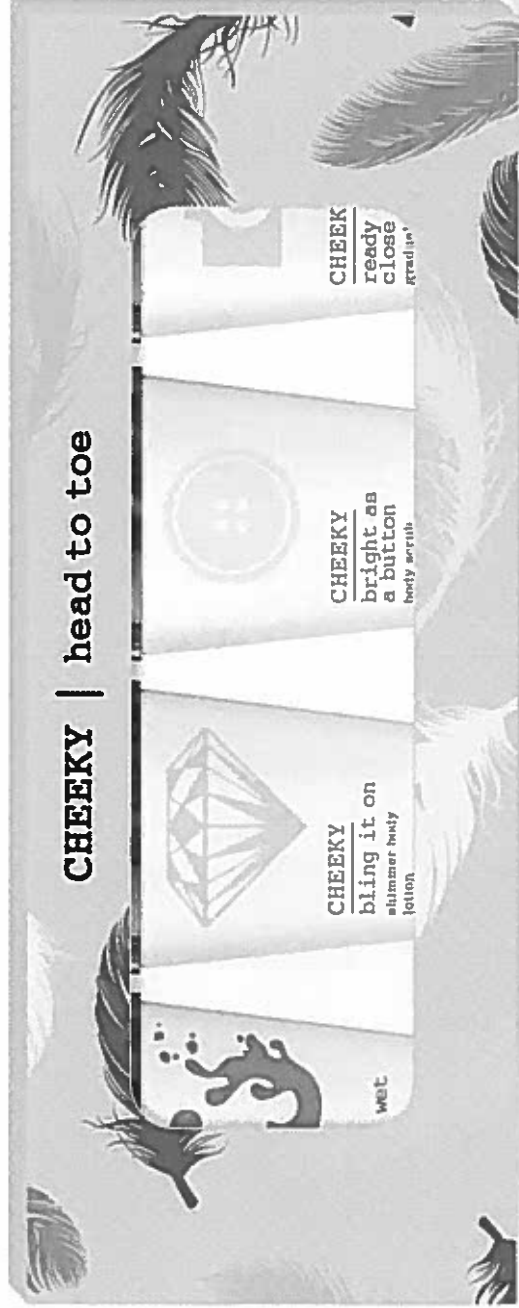
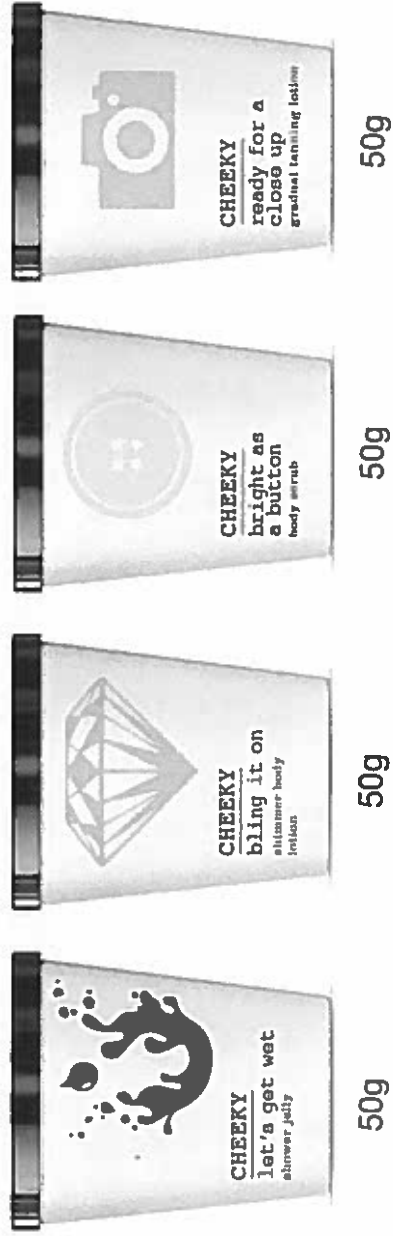


10g



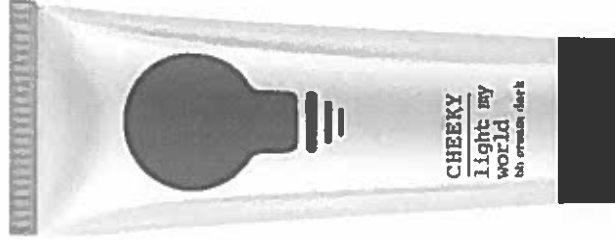
CHEEKY

gift six - head to toe

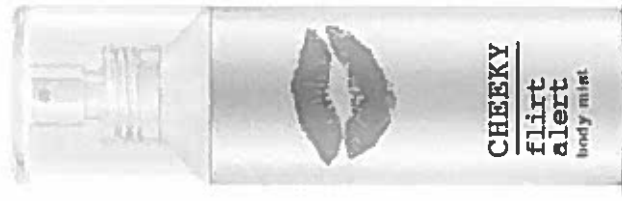


CHEEKY

gift seven - flirt alert



50ml

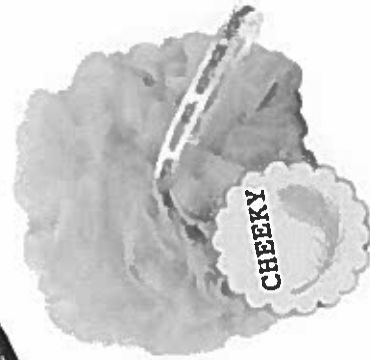


50ml



CHEEKY

gift eight - dirty stop out



50g



75ml

CHEEKY

gift nine - ruffle my feathers



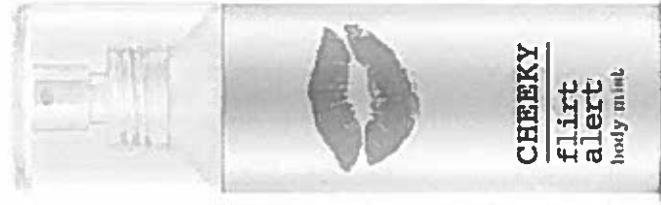
CHEEKY
ruffle my feathers
5ml nail paint, shimmer body lotion, hair serum, body mist & hair brush



50g



25ml



50ml



5ml

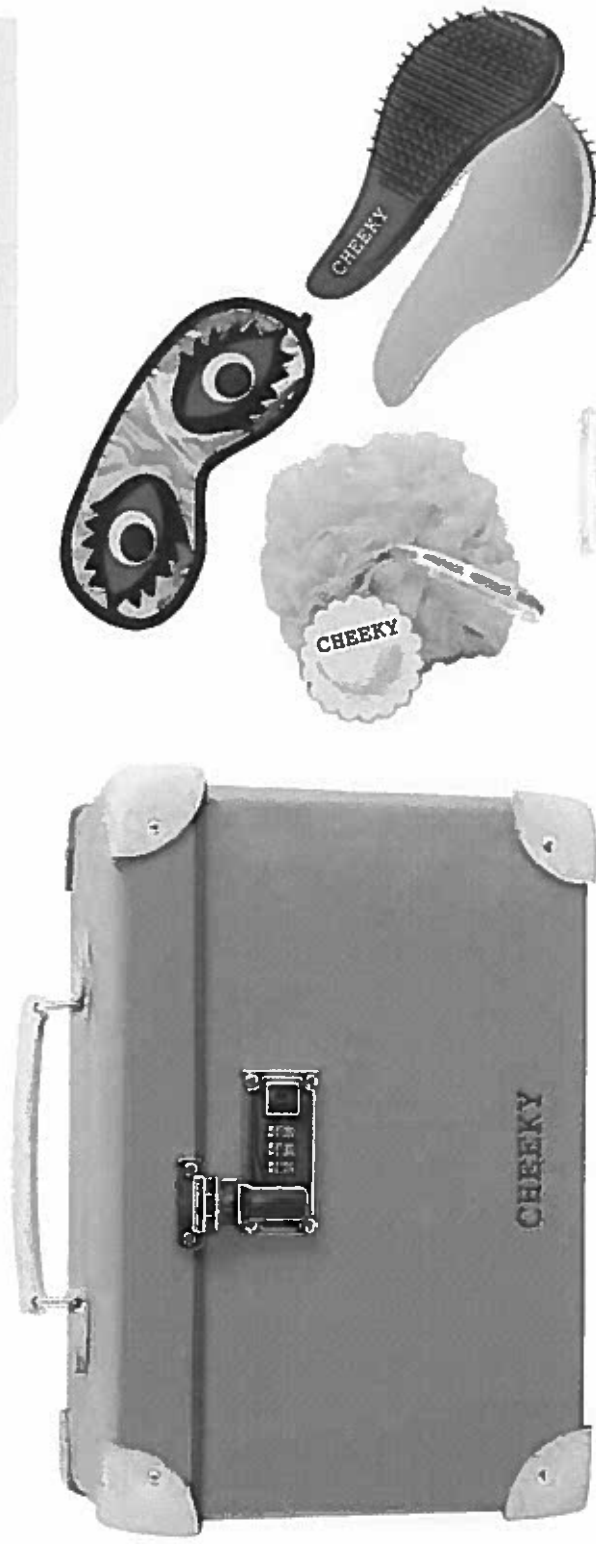
CHEEKY

gift ten - hot date

CHEEKY

hot date case

5ml nail varnish, shampoo & conditioner, shower jelly, shimmer body lotion, hair serum, body mist, shower puff, eye mask & hair brush



75ml



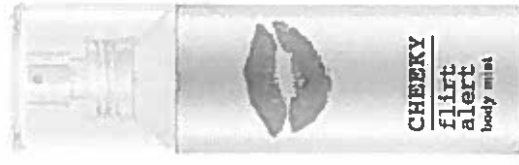
25ml



50g



50g



50ml



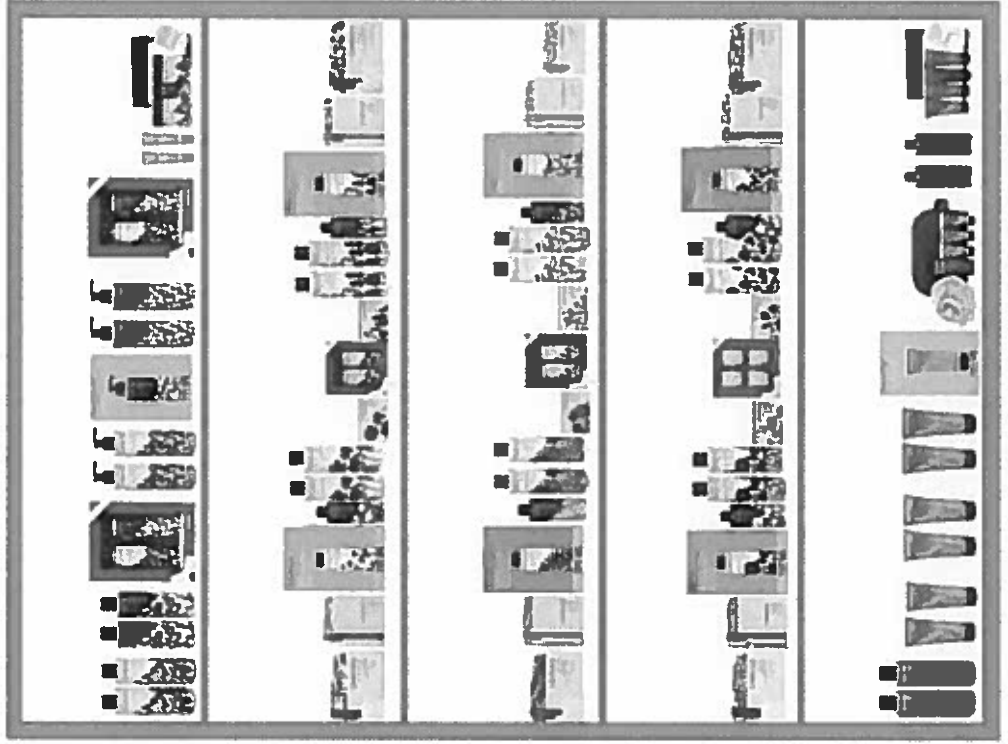
5ml



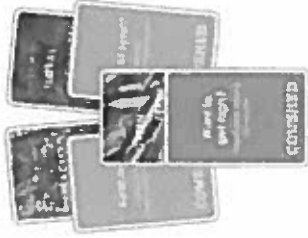
CHEEKY

current cowshed Visual merchandising

planograms



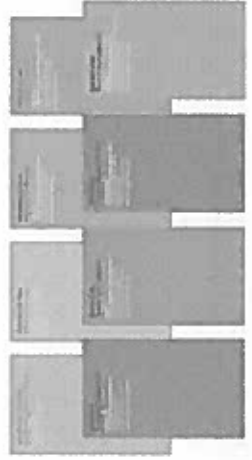
selling tools



leaflets



shelf talkers



branding blocks



brand showcards

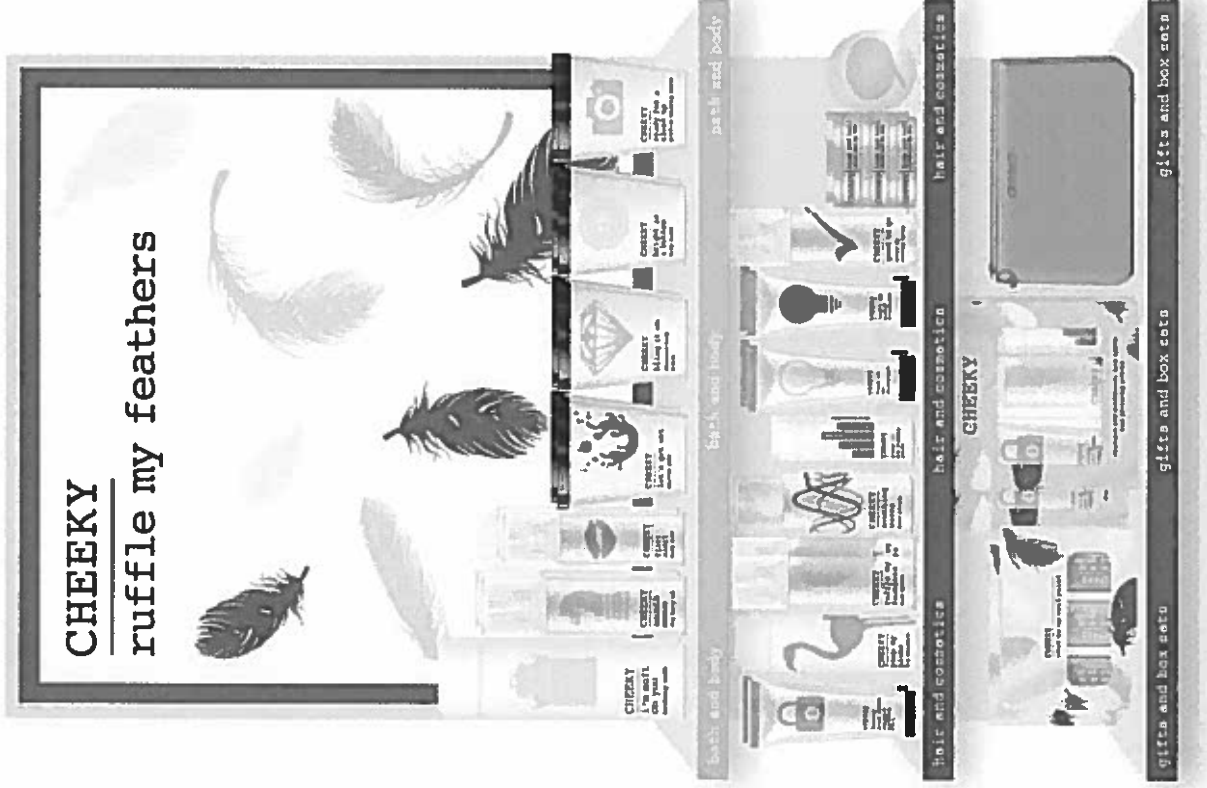


window kits



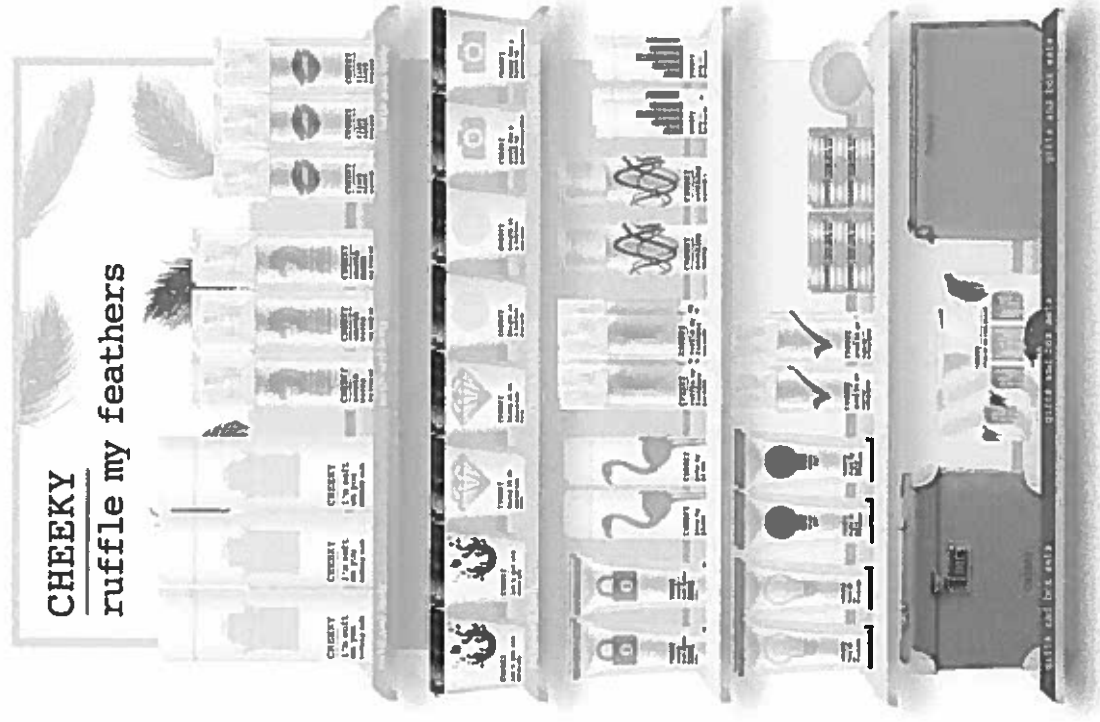
CHEEKY

display one



CHEEKY

display two



CHEEKY

display three





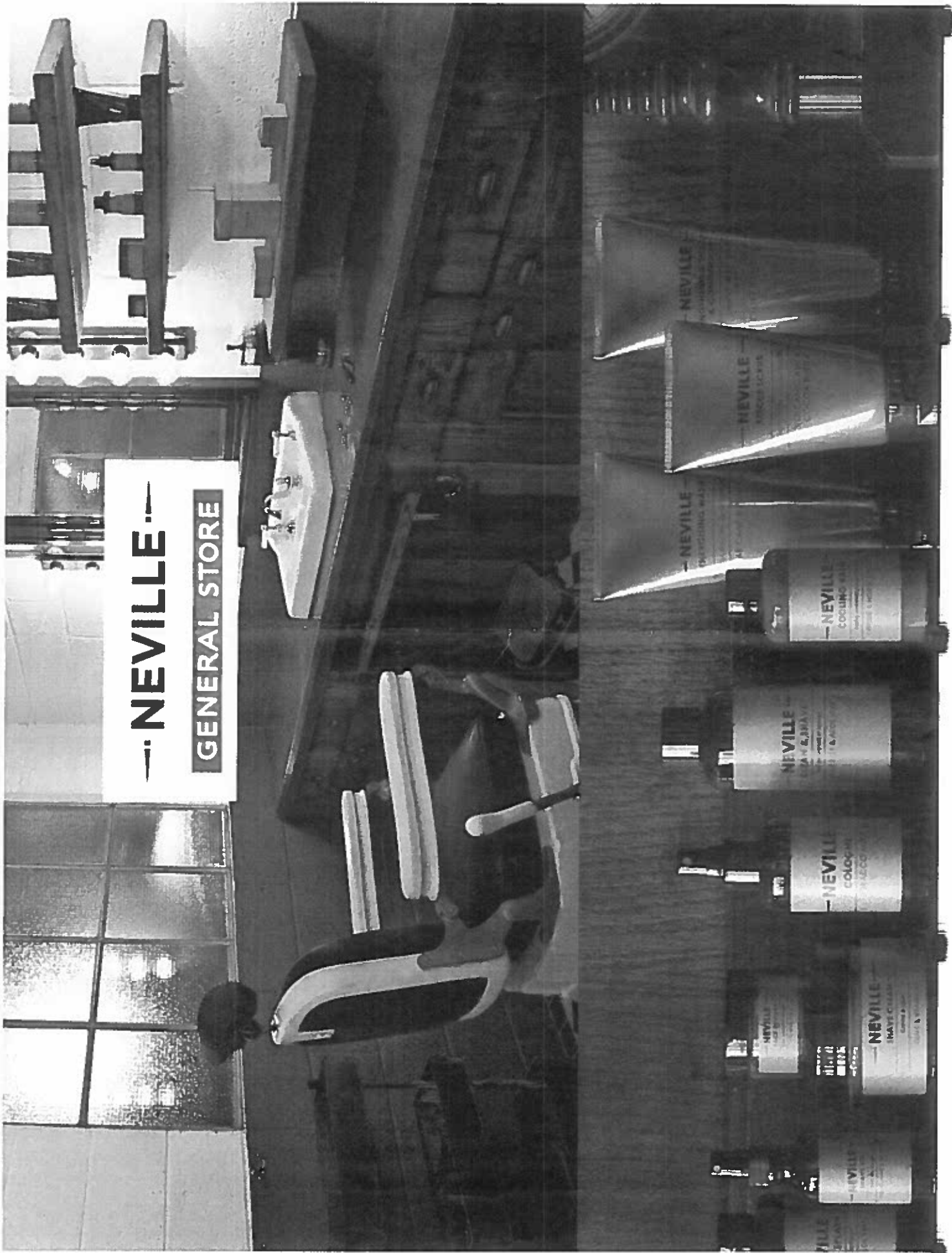
**CHEEKY
CAFÉ**
Shoreditch





NEVILLE

GENERAL STORE



The opportunity

- To take control the current Jack wills floor at Redchurch street Shoreditch, where we currently have Cheeky and the Aubin Cinema
- We would then control the whole building
 - Putting Neville General Store and a juice bar into the middle floor; and
 - Rebranding the cinema to Electric East (strengthening the Eclectic cinema brand)

CHEEKY

NEVILLE
GENERAL STORE

Electric
EAST



What is Neville General Store?

- East London's one-stop shop for the modern man
- Neville grooming combined with a carefully curated selection of 3rd party products
- The offering:
 - Barber shop
 - Gentlemen's grooming
 - Shoe shine
 - Man Manicure
 - Bar, Coffee, snacks
 - Neville & other branded toiletries
 - Cologne
 - Beard and moustache tools
 - Watches
 - Wash bags
 - Wallets
 - Cufflinks
 - Cut Glass Tumblers and glasses
 - Books
 - Headphones
 - Basic T's and Shirts (Emmet)
 - Underwear (Corgi socks, Sunsel, Hanro)
 - Watches
 - Vinyl
- This will be the flagship store to launch Neville products into wholesale outlets and drive online sales

