

LONDON COCKTAIL CLUB, UNIT 12, AVANT GARDE,
29 SCLATER STREET, LONDON

This statement is made in support of an application for a variation of the premises licence at London Cocktail Club

The variation originally applied for in October (prior to the December lockdown) was to :

(1) allow the retail sale of alcohol to commence at 10.00am rather than 16,30. The opening hours of the premises is currently 10am and so opening hours do not need to be amended. This variation is sought due to Covid restrictions- the premises needs to rethink its operation to remain viable.

(2) modify existing condition 20 to read "A minimum of 2 SIA shall be employed at the premises from 9pm until closing on Fridays and Saturdays. This condition shall be suspended until 1 October 2022 or until the premises are permitted to trade without social distancing measures in place, whichever is the earliest". All other operational conditions will apply

Given the recent announcement by the Government on the timetable for the upcoming removal (hopefully) of restrictions in licensed premises the applicant is no longer seeking variation (2). This can be removed from the application.

The variation proposed is therefore ONLY to allow the retail sale of alcohol to commence at 10.00am rather than 16,30.

There is one representation against the application by the Licensing Authority. Their objection related to variation (2) only. The LA states in their representation "**There is no concern to the additional starting times requested by the licence holder.**" Accordingly there is no representation against the variation as amended and before the Committee Members.

Like the Licensing Authority, it is the applicant's belief that the requested earlier hours will not either add to cumulative impact or be detrimental to the licensing objectives. There is no change to the operational conditions already imposed on the licence as a result of this application, and the applicant seeks the earlier hours to provide them with some flexibility for earlier trade given Covid implications and to potentially spread customers earlier in the daytime, which would lead to a more responsible operation and further promote the licensing objectives.

Background and Style of Operation

The London Cocktail Club began in 2008 and is a well-established cocktail lounge brand, with numerous sites across the country. The group is recognised in publications as an industry leader for drinks innovation.

Tapping into the current trend for great cocktails at affordable prices, the London Cocktail Club pays respect to the classics, whilst having some fun with new and exciting experimental drinks. It is first and foremost a creative British cocktail bar and kitchen formula, where guests will experience an array of liquid delights in a fun and unpretentious environment. The drinks are mixed by some of the city's finest bartenders, and the sites have an approachable bar food menu on offer.

The London Cocktail Club also offers a range of non alcoholic cocktails and has won a myriad of awards including the 'Design by Night' Best Bar for Non-Alcoholic Cocktails. The Group has also been nominated for the Worlds Top 50 Bars publication.

Both bar and kitchen, food and drink, will be available from open until close, during all operating hours. The concept is a simple one – simple food which can be shared or ordered separately, and cocktails. The start time proposed is within the Councils Hours policy and will provide flexible opening times for the applicant- it is unlikely they will open regularly at 10am but these hours are requested to match the already approved opening times on the existing licence

Target audiences for the London Cocktail Clubs are from 25 to 50 years, with modest disposable income. It is for people looking for a cocktail lounge in which to relax and enjoy something new. All London Cocktail Clubs have their own personality and bring a refreshing, new and unpretentious experience to the local areas.

There are membership schemes in place for all sites and through the schemes, patrons receive personal invitations to cocktail evenings and master class sessions.

Crime and Disorder

A plethora of conditions were originally offered and then imposed on the licence which will ensure that the impact of the premises on the area will be reduced. There has been no great propensity for crime and disorder in any of the London Cocktail Clubs or the local area around the specific premises.

There is no Police representation to this application and no change to the conditions already imposed.

The applicant takes the prevention of crime and disorder licensing objectives extremely seriously and conditions dealing with this licensing objective include.

1. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police, which will record the following:
 - (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received
 - (d) any incidents of disorder
 - (e) all seizures of drugs or offensive weapons
 - (f) any faults in the CCTV system or searching equipment or scanning equipment
 - (g) any refusal of the sale of alcohol
 - (h) any visit by a relevant authority or emergency service.
2. 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.
3. A drugs policy shall be agreed with the Tower Hamlets Police Licensing Unit.
4. Form 696 Risk Assessment shall be completed and submitted to the Police whenever any outside promoters or DJs are used at the premises.
5. A minimum of two SIA door staff shall be employed at the premises from 9.00pm until closing on Fridays and Saturdays.

6. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
7. 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 to the public. This staff member shall be able to show Police recent data or footage with the absolute minimum of delay when requested.
8. A log shall be kept detailing all refused sales of alcohol. The log should include the date and time of the refused sale and the name of the member of staff who refused the sale. The log shall be available for inspection at the premises by the police or an authorised officer of the City Council at all times whilst the premises is open.
9. Any person permitted to temporarily leave and then re-enter the premises, eg to smoke, shall not be permitted to take drinks or glass containers with them
10. A registry of security personnel employed on the premises shall be maintained in a legible format, and made available to Police upon reasonable request. The register should be completed by the DPS/duty manager/nominated staff member at the commencement of work by each member of security staff, and details recorded should include full name, SIA badge number, contact details and time of commencement of duties. The security operative should then sign their name against these details.

All flat surfaces within toilet cubicles, have been designed out in order to prevent drugs misuse.

These conditions go significantly above and beyond those on the existing premises licences in the area.

Dispersal

The premises has one entrance/exit, on Sclater Street. As with the prevention of crime and disorder licensing objective, the applicant has numerous conditions on its licence to ensure that public nuisance is not caused by patrons leaving the premises. These conditions include:

1. Notices will be prominently displayed at exits requesting the public to respect the need of local residents and to leave the premises and the area quietly.
2. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
3. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
4. The area immediately outside the premises, shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements.
5. There shall be no off sales permitted

6. A sound limiting device located in a separate and remote lockable cabinet from the volume control shall be fitted to any musical amplification system and set at a level determined by and to the satisfaction of an authorised officer of the Environmental Health Service to ensure that no noise nuisance is caused to local residents. The operational panel of the noise limiter shall then be secured to the satisfaction of officer from the Environmental Health Service. The keys securing the noise limiter cabinet shall be held by the licence holder or authorised manager only, and shall not be accessed by any other person. The limiter shall not be altered without prior agreement with the Environmental Health Service.
7. Staff will monitor the patrons using any smoking area and ensure that they remain within the curtilage of the premises at all times.
8. The venue is to provide information on local taxi firms and transport links to patrons leaving the venue.
9. A direct telephone for number for the manager at the premises shall be publicly available, and displayed at all times the premises is open. This telephone number is to be made available to residents and businesses in the vicinity upon request.