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Wednesday 26<sup>th</sup> May 2021

**Iberian Connections**  
**2-10 Ezra Street**  
**Full Premises Licence Variation**

Dear Mr Campbell,

I am the licensing consultant dealing with the above application on behalf of Iberian Connections. Below you will find a letter to you from the applicant Conor in response to your objection. I'd be very grateful if you could contact either myself or Conor on the emails below, alternatively contact me on the number supplied to discuss. I have forwarded a copy of this to the licensing department of the council so that they are aware of our contact. Should you wish to contact them to discuss the matter the officer dealing with the application is Corinne Holland who is available on 020 7364 3986 or the generic email to the council is [licensing@towerhamlets.gov.uk](mailto:licensing@towerhamlets.gov.uk)

Thank you for taking the time to respond, hopefully this will provide more clarity on the application.

Kind Regards

Peter Conisbee Q.Inst.Pa  
Licensing Consultant and Associate Broker, Club Power  
[www.pclicensing.co.uk](http://www.pclicensing.co.uk)

Dear Mr Campbell,

We thank you for taking the time to respond to our variation application.

Like you, we care passionately about the area and community which we have serviced for nearly 15 years and we sympathise with many of the issues that you have raised.

In this response letter, we will attempt to address those issues and fully explain our position.

In the first instance, we feel there may be some confusion that this variation application is a request for a new license.

**This is not the case.**

'Iberian Connections' has been active in Columbia Road market for close to 15 years, serving an array of hot food, coffee, fresh oysters, refreshments and drinks since 2008.

We have a long-established premises license which was granted 11 years in 2010 and has been maintained since. It is important to note at this point that currently our premises licence at 2-10 Ezra Street has no up to date relevant conditions.

It is also important to point out that we have not received or been notified of any complaints against our business in the 15 years we have operated here. It could be said that we are a victim of our position, we cannot be held responsible for the manner in which clientele of other operators in the area behave. We only have the power to deal with our customers and to ensure that we as an operator conduct ourselves within the regulations of the licensing act 2003. In that respect we are beholden to operate with due diligence. The relevance of this point is that as stated, our premises licence currently unusually has no conditions beyond that which are mandatory. Hopefully that will explain partly why we have submitted this variation, a form of protection and assurance to the residents, businesses and visitors to this area that we are a truly responsible operator.

Hopefully the information below will help to explain in more detail why we have submitted this variation. We will also try to respond directly to your concerns later in this letter.

This variation application was made for four reasons;

- to update our floorplan with the council,
- to introduce 13 voluntary conditions onto the licence
- to add a seasonal variation of the Christmas market operation, and
- to alter the hours of operation, (we are NOT increasing our hours of operation).

### Conditions

It is important to note that although we have decided to introduce these 13 conditions, we have already been operating many of them. We are all too aware of the issues in the area and made the decision to add these conditions in line with the four licensing objectives and our own due diligence. Their inclusion will make us more accountable not just to the responsible authorities but to the residents and our customers alike.

As stated, some of these conditions we have already been operating, and will continue to do so regardless, the point is that we are not currently enforced to do them, we are trying to show you the residents the local community and our customers that we take this position very seriously. We wanted to prove that we do not contribute to the issues of the area.

As many will not have had the opportunity to see the conditions that we have voluntarily offered, they are attached at the foot of this letter for your information.

### Hours

Our intention in changing our hours from 8am – 3pm to 10am – 5pm is two-fold;

firstly, it is in response to frequent requests by members of the Columbia Road community, flower traders, market traders, residents, and businesses alike who wish to come together for a short time after packing down stalls after the rush of the market has died down to enjoy a civilised drink and to socialise with one and other.

Due to this demand we applied for TENs licences to check on the response of our new proposed hours and have been thrilled with the increased sense of community in allowing traders, visitors and residents to come together for a brief period as the market packs down.

While we work alongside the market we operate as a private business on private property that does not and should not be beholden to the market

itself and we feel 5pm is a reasonable cut off time which would allow for members of the community to enjoy our service post market but does not continue late enough to become a nuisance.

We also understandably have very limited income from the hours of 8am – 10am and after an incredibly hard year we have been asked to pay a new set of costly licenses each month.

We have not raised our prices since we opened many years ago and after a year of financial hardship for so many, we do not wish to do so now. Instead, simply wish to alter our service time to allow us to earn enough to survive.

### Seasonal Christmas Market

Each year we have operated our business alongside the Christmas markets. As we only operate one day a week, to do this, we submit temporary event notices for every occasion. These are overseen by the police and the environmental health service and have never been refused. It was considered sensible to submit this within the full variation as it would prevent the necessity for annual applications and associated work by both the two responsible authorities to ratify them.

### Representations

We are sorry to have received feedback which attribute problems in the area to our service.

In our 11 years of holding a premises license there has not been a single instance in which a complaint has been lodged, police been called or instances of ASB observed in relation to our business.

During our hours of service, which operate only one day a week, on the weekend and purely in daytime hours, our trained staff maintain a responsible presence to ensure visitors are respectful, demonstrated by when we have stepped in to ensure that noisy buskers are requested to keep the volume down.

We provide bins for litter where there would otherwise be none and chose the 5pm cut off point for our service in part to correspond with the waste collection service timings so that all of our waste would be collected immediately and not left in the street.

We also ensure anyone who wishes to buy alcohol are ID vetted and not at a level of inebriation that would be problematic. We simply do not serve

anyone who we consider has had too much to drink, in any case such incidents are documented and dealt with accordingly.

We understand that in a constantly developing metropolis such as London it is important for community minded residents to take an active stance to protect the atmosphere of the neighbourhood.

Regarding your objection, you mention at the beginning an extension of hours to our premises licence. As has been explained previously this is not the case. We trade for seven hours a week only. Currently our premises licence operates between the hours of 8am and 3pm. We are only moving two hours forward to 10am to 5pm, no actual extension of hours at all.

You have also said that each of the licence holders blames the other, but we honestly don't seek to do that.

We can only deal with our own operation and ensure that it is properly managed and we do this professionally and diligently.

On that note I refer you back to the earlier point where within this application we are also seeking to reinforce our premises licence with additional conditioning to safeguard residents, businesses and the visitors to the market.

You will also note that we have never been informed of any issues related directly to our operation, perhaps because we are so passionate about the area, its provision and the responsibility we have to protect it.

We stand with you against late night and weekday drinking and noise nuisance and all incidents of ASB. However, we strongly maintain that our business and proposed variation would not contribute to these problems but rather our business practices and intentions are of benefit to counter these issues during our hours of operation.

We worry that wider problems that are rightfully of concern to residents are being unfairly attributed to a small family business that operates only in the daytime hours, once a weekend to provide a popular community destination.

I hope this letter has explained our position and assuaged your concerns, but if you would like to discuss further please feel free to contact me at [conor@oysterboyevents.com](mailto:conor@oysterboyevents.com) or email my consultant Peter Conisbee at [info@pclicensing.co.uk](mailto:info@pclicensing.co.uk) or call him on 07877 851048. Alternatively please come and visit us on Sunday so we can have a direct chat and compromise as good neighbours should.

Many thanks and I wish you all the best,

Conor John Pearson

Oyster Boy Events & Iberian Connection

Conditions submitted as part of the variation which will, if the variation is granted, be added to the premises licence

1. An incident log shall be kept at the premises, and made available on request to an authorised officer of the 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 concerning crime and disorder
  - d. any incidents of disorder
  - e. any faults in the CCTV system
  - f. any visit by a relevant authority or emergency service.
  
2. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents and businesses in the vicinity.
  
3. CCTV shall be installed, operated and maintained at all times that the premises is open for licensable activities, so as to comply with the following criteria;
  - The licensee will ensure that the system is checked every two weeks to ensure that the system is working properly and that the date and time are correct. A record of these checks, showing the date and time of the person checking, shall be kept and made available to police or authorised council officers on request
  - The police must be informed if the system will not be operating for longer than one day of business for any reason
  - One camera will show a close-up of the entrance to the premises, to capture a clear, full length image of anyone entering
  - The system will provide coverage of any exterior part of the premises accessible to the public
  - The system shall record in real time and recordings will be date and time stamped
  - Recordings will be kept for a minimum of 31 days and downloaded footage will be provided free of charge to police or authorised council officers on request, (subject to the Data Protection Act 1998) within 24 hours of any request, and
  - At all times the premises are open for licensable activity, there will be a person on the premises who can operate the system sufficiently to allow police or authorised council officers to view footage on request
  
4. Signage stating that CCTV is in operation at the premises will be clearly displayed at the premises
  
5. No high strength beer, lager or cider in cans or plastic bottles of 6.5% abv or above shall be sold.

6. All sales of alcohol for consumption off the premises shall be in recyclable containers only and shall not be consumed on the premises.
7. A record shall be kept detailing all refused sales of alcohol. The record should include the date and time of the refused sale, a description of the person who was refused service and the name of the member of staff who refused the sale. The record shall be available for inspection at the premises by authorised officers of the council and the Metropolitan Police upon request.
8. The Licensee shall instruct members of staff to make regular checks of the area immediately outside the premises and remove any litter emanating from the premises. A final check should be made at close of business.
9. The premises will provide a bin or bins which will be subject to regular emptying
10. The premises shall at all times operate a Challenge 25 policy to prevent any customers who attempt to purchase alcohol and who appear to the staff member to be under the age of 25 years without having first provided identification. Only a valid British driver's licence showing a photograph of the person, a valid passport or proof of age card showing the 'Pass' hologram are to be accepted as identification. Military ID Cards can also be accepted. Notices and/or posters advertising the Challenge 25 policy shall be placed in prominent positions at the premises.
11. All staff members engaged, or to be engaged, in selling alcohol on the premises shall receive full training pertinent to the Licensing Act, specifically in regard to age-restricted sales, and the refusal of sales to persons believed to be under the influence of alcohol or drugs.
12. All such training is to be fully documented and signed by not only the employee but the person delivering the training. Training records shall be kept at the premises and made available upon request to either Police Officers or an authorised officer of the council. Staff employed to sell alcohol shall undergo training upon induction. This shall include, but not be limited to;
  - The premises age verification policy
  - Dealing with refusal of sales
  - Proxy purchasing
  - Identifying attempts by intoxicated persons to purchase alcohol
  - Identifying signs of intoxication



## DOCUMENT A

Such training sessions are to be documented and refreshed every twelve months. All training sessions are to be documented in English. Records of training shall be kept for a minimum of one year and be made available to an authorised officer of the council and the Metropolitan Police upon request.