



CLASSIC

FOOTBALL

SHIRTS

**Additional written
representations**

Our business



Classic Football Shirts London is the flagship store for www.classicfootballshirts.co.uk, the world's largest collection of vintage football shirts.

We stock more than 1,000,000 items of football memorabilia online, with 1,200 at any one time available in our Commercial Street store.

With shirts ranging back to the 1970s to the current day, we are as much a museum as a shop for our customers.

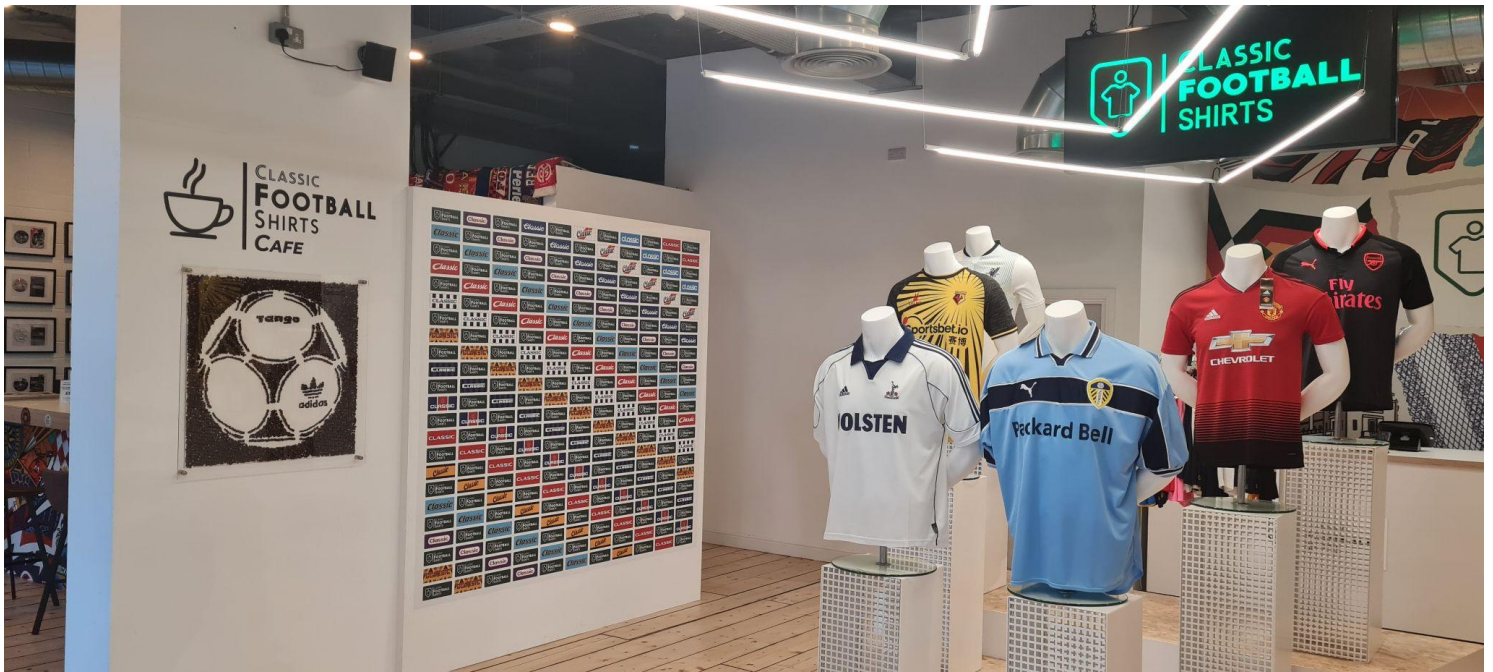
Classic Football Shirts London provides an unparalleled opportunity to view some incredible football history all in one place.

With only two such shops in the world (the other is our Manchester store), jersey collectors from around the globe spend hours browsing our unique collection in the flesh, with some shirts priced in the thousands for particularly rare ones.

Step inside our store and it is immediately apparent this is a premium vintage outlet, not a conventional sports shop.

Our clientele reflects that, attracted by a firm focus on nostalgia and times gone by rather than fast fashion.

How our store operates



We opened our first retail shop in 2018 in Truman Brewery after 12 years of being exclusively online. Following the shop's success, we moved to Commercial Street in August 2021.

This larger store incorporates an ancillary cafe. We were delighted that our commitment to high standards led to a five-star hygiene rating from Tower Hamlets in October.

The cafe, which has a hot drinks and food offering, takes up about one-quarter of the store's floor space and we also use it to hold regular events for the shirt collecting community.

Some of these have been thoroughly enriched by Temporary Entertainment Notices.

However, TENs provide insufficient flexibility for a premium niche retail operator looking to diversify and supplement its core offering in unprecedented trading conditions.

Companies far more established than ours have failed to survive the pandemic and our cafe is a necessity given the plummeting numbers of tourists and workers now on the streets.

It is immediately apparent upon entering the store this could never operate as a 'sports bar'.

Physically this is demonstrated by the cafe taking up a small area of the store. Some of this is also taken up by a retro computer games area.

The rest is dedicated to our retail operation. Sole access to the cafe is through the retail store and is effectively sectioned off from the shop by walls.

We would implore the committee to view this application in this light and be assured that a Premises Licence granted to a high-end retail store would comply with the licensing objectives and be an asset to Tower Hamlets.

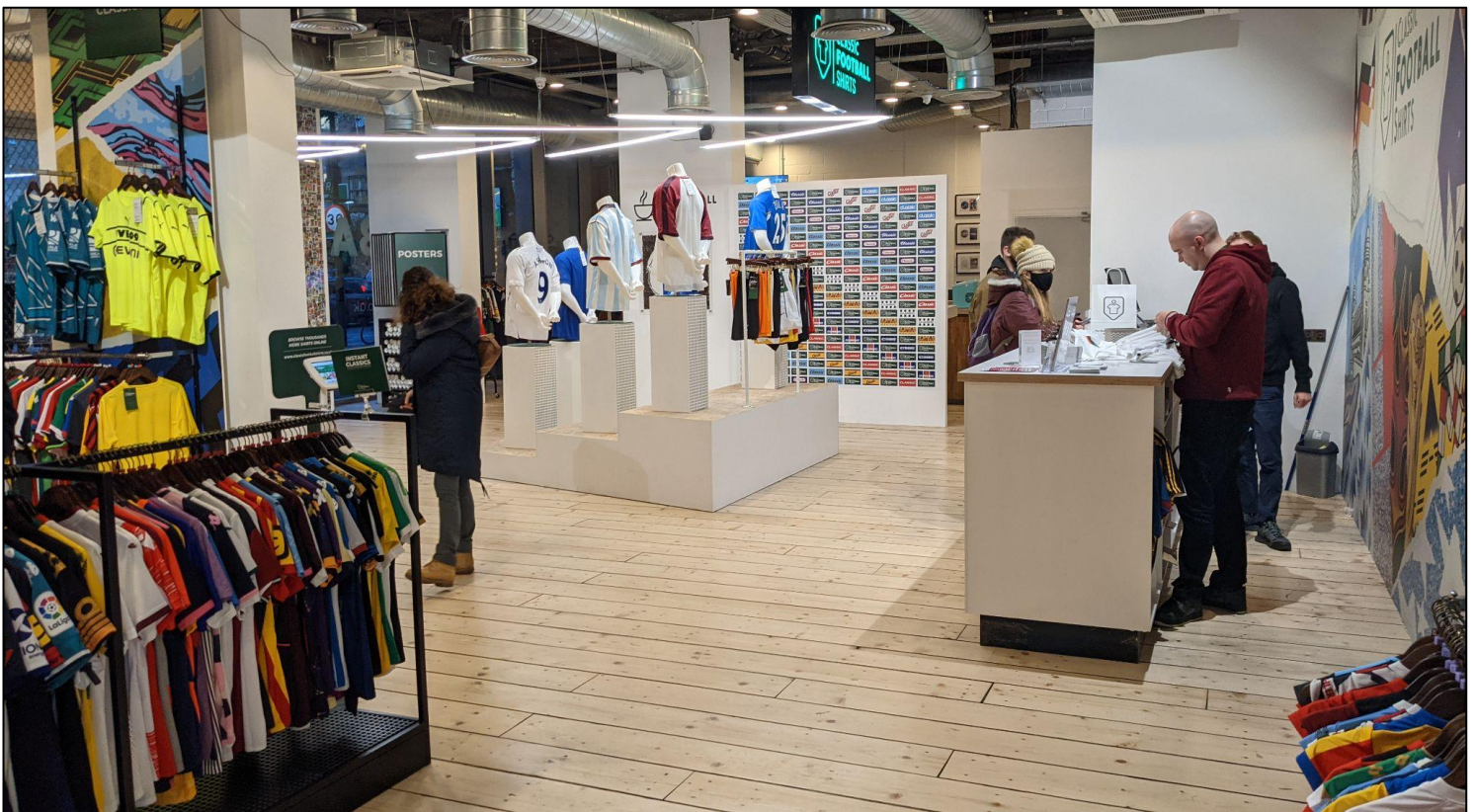
Restaurant to retail

The unit was formerly ROCKIT Steakhouse, a 67 cover Halal restaurant that also served alcohol (below) and shows the location of the majority of the covers. The images of the unit today (bottom) is from the same position.



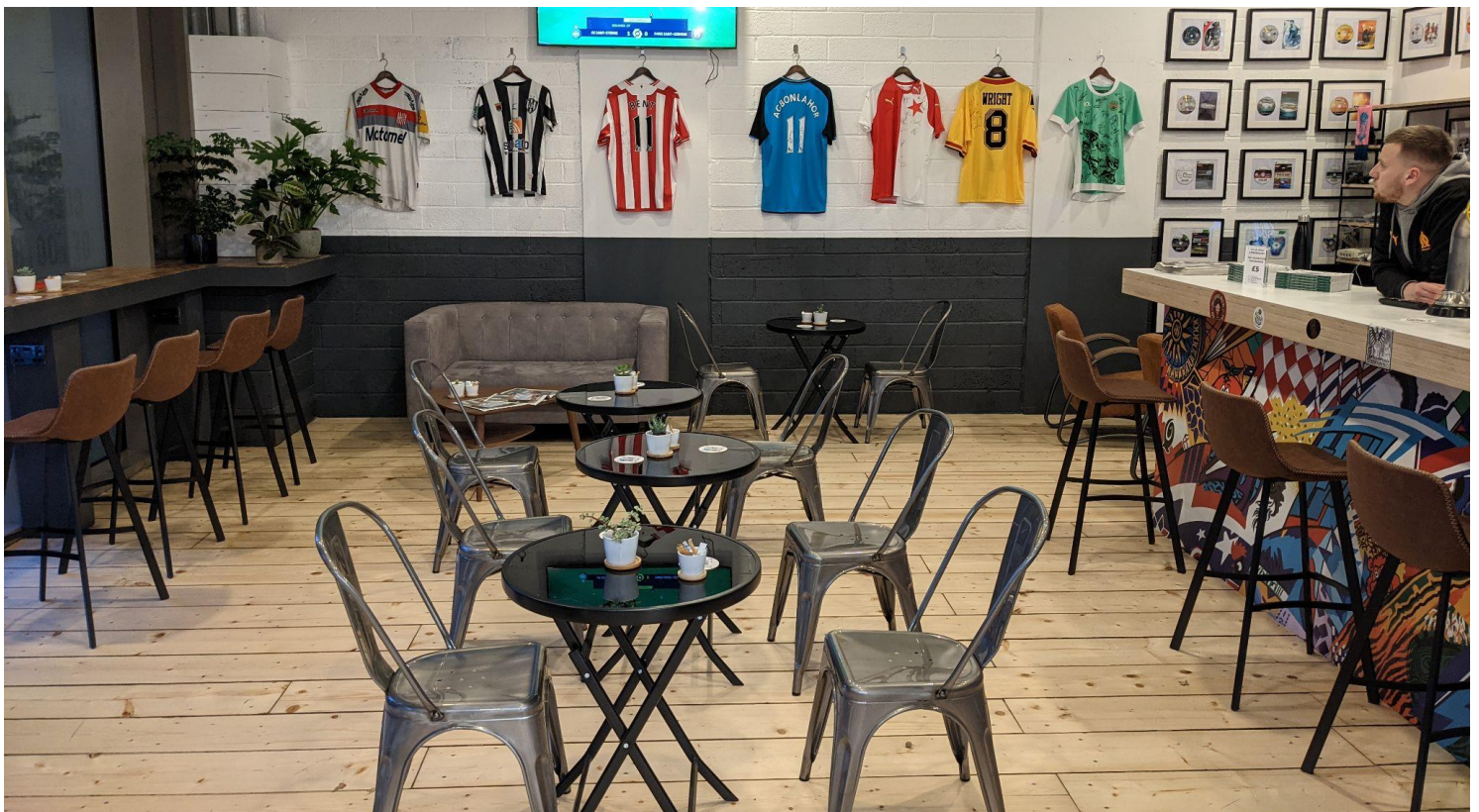
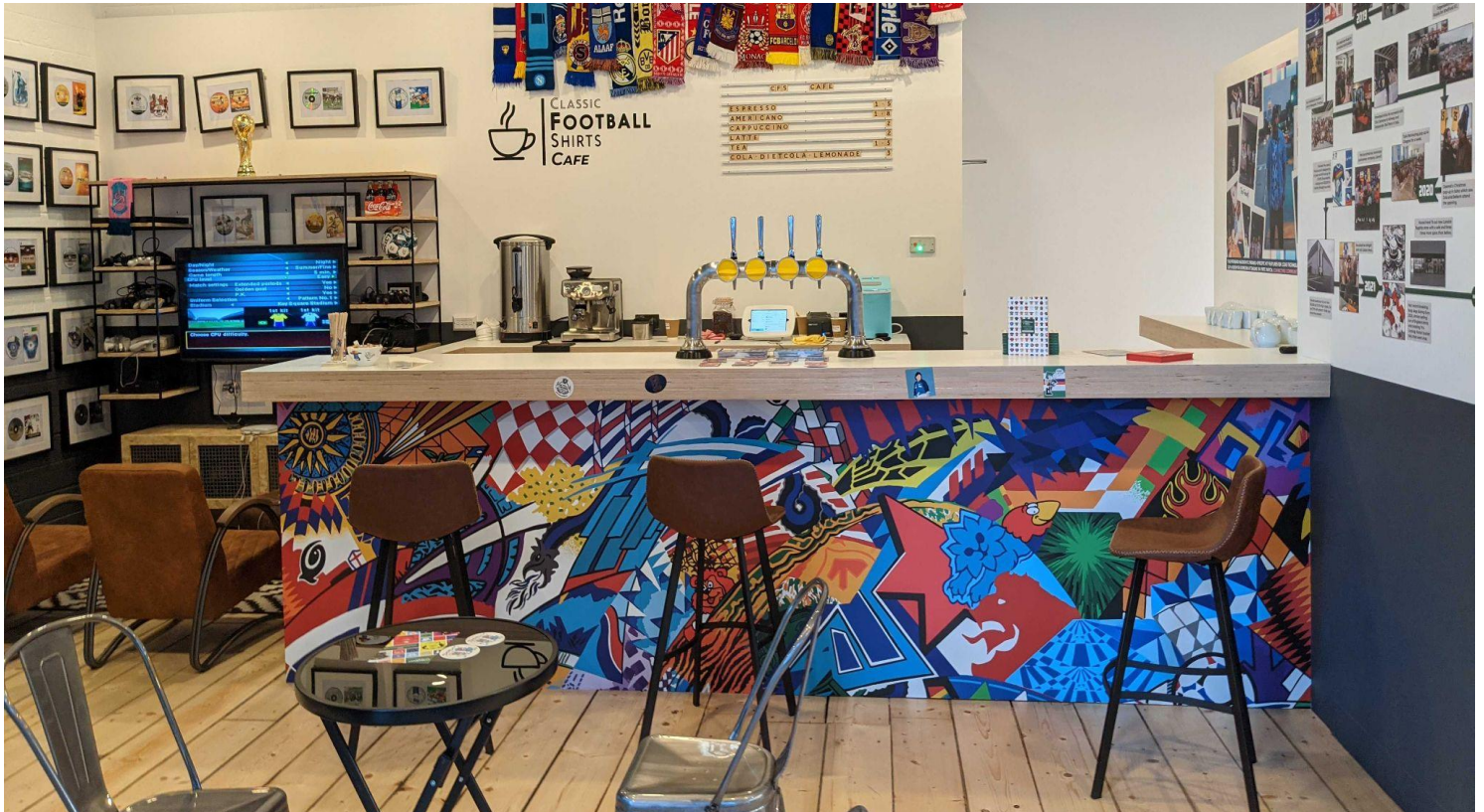
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Restaurant to retail

Our cafe is a football-themed space paying homage to the players of yesteryear.



Recommendations

To Whom it May Concern,

This reference letter is to confirm that Classic Football Shirts were an active tenant at the Truman Brewery between 19/11/2018 – 07/09/21.

In this time, Ciaran Gold and Classic Football Shirts were an exemplary tenant on site.

Ciaran and his team worked closely with Truman Brewery staff throughout their tenancy to appropriately manage and take due consideration for all activity relating to general trade or individual events taking place within their premises.

Ciaran would regularly be in contact with on-site Truman Brewery staff & additional tenants of the Truman Brewery estate to ensure all intelligence and information was shared relating to the prevention and management of any anti-social or criminal behaviour.

Additionally during their period of tenancy, Classic Football Shirts held several events within their premises which were managed to a high standard, employing adequate security staff and successfully addressing all considerations flagged by Truman Brewery staff relating to public safety and any potential nuisance on the surrounding area.

Sam Darling

Head of Commercial - Events

Truman Brewery

Recommendations

To whom it may concern,

I am writing to support an application for a premises licence submitted by Mr Ciaran Gold on behalf of Classic Football Shirts (17 Commercial Street).

I have known Mr Gold for many years, and he previously worked in my team when I was editor of a number of local and regional newspaper titles.

Mr Gold was a responsible and upstanding member of the team and never during my time managing him did I feel myself needing to question his standards or decision making.

Throughout his seven years working as a journalist, Mr Gold was asked to cover many Licensing Committee meetings held across Essex and Hertfordshire.

As such, he has a first class understanding and insight of not only the importance of adhering to licensing conditions, but also the level of responsibility needed by the licence holder and the consequences of poor premises management.

I have no doubt that should this premises license be granted that Mr Gold will adhere to all set conditions and uphold the standards expected of a license holder.

Best wishes,

Alan Woods

Former Niche Brands Editor, Reach PLC

Recommendations



To whom it may concern,

I represent the Miami-based sportswear brand BOL Football, and write in support of Classic Football Shirts London's application.

We manufacture the kits of the Montserrat and Trinidad and Tobago National Football Teams.

In my role as Head of Marketing, I was looking for a venue to host the Montserrat Football Association for a screening of the Montserrat-based film Under the Volcano.

With most of the team based in the UK, Classic Football Shirts' London store was a great choice for this. We were able to hold the screening in their cafe area, which itself was situated in a shop filled with thousands of rare football shirts from around the world.

In my experience, it can be difficult to host events in a public space with international football players due to their popularity, but Ciaran and the team did an excellent job of enabling the event to run safely and smoothly.

I have traveled the world working in football as a journalist for the past 11 years and I have not seen a similar concept where shirts of teams all around the world are in one place. It is a truly unique place for football shirt collectors to visit, and I hope to plan more events there in the future.

Yours truly,

A handwritten signature in blue ink, appearing to be 'Eugenia Károlyi'. The signature is stylized and somewhat abstract, with overlapping loops and lines.

Eugenia Károlyi
Head of Marketing
BOL Football

Previous events



Former England striker Ian Wright



Ian Wright Musa Okwonga book launch



TalkSPORT live broadcast in store



US team Madison Forward's kit launch



Under the Volcano screening



Montserrat national team signing event

Applicant's agent representations

Overview

Classic Football Shirts is a unique high-end operation with international appeal.

The emphasis is on classic. It is important to understand that this is at the other end of the spectrum to your competitively priced or normal high street sports shop.

The closest comparison but not the same would perhaps be Barcelona FC's Nou Camp Football museum with its exceptional merchandising.

This is underpinned by Classic Football Shirts London hosting four separate events in Commercial Street with different guests such as:

1/ TalkSPORT live drivetime broadcast

2/ Football pundit and former England international and Arsenal forward Ian Wright

3/ Miami based sportswear brand BOL football with the Montserrat National Team

4/ Kit launch for US-based team Forward Madison.

This concept attracts discerning patrons, certainly not yobs.

There is an expectation of hospitality. Perhaps a good comparison for the café is John Lewis.

They provide a relaxing, ancillary area where people can relax from shopping, have a drink if they so wish from coffee and tea to alcohol. Food will always be available.

Experience has shown that there is a natural dispersal of customers, that will cause minimal disturbance to residents and businesses etc.

It is noteworthy that not one resident or business has submitted a representation.

In fact, their feedback has been highly positive, and while several customers reside within the immediate vicinity of the store, sadly Mr Gold cannot reach out to them due to GDPR constraints.

This unique (to London) concept is wonderful, innovative and an asset to the borough, the residents of Tower Hamlets and those that frequent the area.

Applicant's agent representations

Legal & Other Considerations

We offer a further two conditions to help allay concerns including legacy.

1/ The café to be ancillary to a Classic Football Shirts and merchandise retail outfit.

2/ Food will always be available to patrons in the café.

This premise was formally ROCKit Steakhouse, which covered the entire area. They have gone into liquidation.

This application relates to a subsidiary café to the Classic Football Shirts high end store for a maximum of 48 patrons.

This is an operation unique to London and with genuine international appeal. These factors fall within the exceptional criteria of your Cumulative Impact Zone (CIZ) policy.

Only two representations from any of the statutory licensing authorities (or indeed non-Statutory Authorities) remain.

This means that apart from one authority, each and every other statutory authority, each recognised in law as an expert in their own field, do not believe that the licensing objectives will be in any way undermined by the granting of this application.

This includes the Police, lawfully recognised as the lead authority for crime and disorder.

Ciaran Gold has an impeccable history with the authorities, and neighbours. He has previously managed a premise within Hackney Council's Shoreditch SPA without any issues, and has successfully operated Classic Football Shirts in Old Truman Brewery/Brick Lane (now no longer), before moving to this larger space (for merchandise).

This means moving out of the busy Brick Lane area to the end of Commercial Street by the edge of the CIZ.

Furthermore, we have offered and agreed to some robust conditions with the authorities to help promote the four licensing objectives and allay any concerns.

Applicant's agent representations

Legal & Other Considerations (continued)

Para 42 Toulson LJ Hope & Glory Court of Appeal

42. Licensing decisions often involve weighing a variety of competing considerations: the demand for licensed establishments, the economic benefit to the proprietor and to the locality by drawing in visitors and stimulating the demand, the effect on law and order,

the impact on the lives of those who live and work in the vicinity, and so on. Sometimes a licensing decision may involve narrower questions, such as whether noise, noxious smells or litter coming from premises amount to public nuisance. Although such questions are in a sense questions of fact, they are not questions of the “heads or tails” variety. They involve an evaluation of what is to be regarded as reasonably acceptable in the particular location. In any case, deciding what (if any) conditions should be attached to a licence as necessary and proportionate to the promotion of the statutory licensing objectives is essentially a matter of judgement rather than a matter of pure fact.

Note: This licence will have an economic benefit to the proprietor who has created jobs in the area.

Decision of the High Court in Daniel Thwaites plc v Wirral Borough Magistrates' Court [2008] EWHC 838 (Admin)

The licensee successfully judicially reviewed that decision. Mrs. Justice Black criticised the Justices for disregarding what had happened in the past as an aid to predicting what would happen in the future. She was also critical of the way the Justices used their local knowledge, saying “There can be little doubt that local magistrates are also entitled to take into account their own knowledge, but ... they must measure their own views against the evidence presented to them.” She particularly made that point because the evidence was that the responsible authorities were untroubled and that the history of the premises when operating to the longer hours did not substantiate the Justices' fears.

In her conclusions, Black J stated that the Justices should have looked for “real evidence” that greater regulation was required in the circumstances of the case. Their conclusion that it was required was, in her judgment, not a conclusion to which a properly directed bench could have come. Here, it was said, they proceeded without proper evidence, gave their own views excessive weight and the police views none at all.

Note: It is notable that the police have not made a representation regarding this application.

Applicant's agent representations

Legal & Other Considerations (continued)

Sec 182 Guidance to the Licensing Act 2003

Purpose

1.7 This Guidance is provided to licensing authorities in relation to the carrying out of their functions under the 2003 Act.

It also provides information to magistrates' courts hearing appeals against licensing decisions and has been made widely available for the benefit of those who run licensed premises, their legal advisers and the general public.

It is a key medium for promoting best practice, ensuring consistent application of licensing powers across England and Wales and for promoting fairness, equal treatment and proportionality.

Licensing objectives and aims

1.5 However, the legislation also supports a number of other key aims and purposes.

These are vitally important and should be principal aims for everyone involved in licensing work. They include:

(3rd paragraph) recognising the important role which pubs and other licensed premises play in our local communities by minimising the regulatory burden on business, encouraging innovation and supporting responsible premises;

Applicant's agent representations

Tower Hamlets Policy (Cumulative Impact) and other

We note that that despite two representations have been received this is a rebuttable presumption and believe that given that this is the site of a former licensed premise for 67 patrons as opposed to the proposed 48.

With the same noise reduction measures and no outside area, it is entirely reasonable to conclude that there will not be any cumulative impact whatsoever, rather a reduction.

We note that the Special Policy is not absolute and that the police, the recognised lead agency for crime and disorder, do not believe that this application will undermine the licensing objectives.

Plus, replacing a former restaurant and agreeing proportionate relevant conditions will reduce any risk of public nuisance.

Our application is within the Framework hours and for fewer than 50 patrons. The applicant is advised by the former Hackney Licensing Sergeant and Inspector with 30 years' exemplary service.

The premise is in close proximity to Aldgate East Station and bus stops. The well-heeled patrons may well decide to order cabs especially if laden with shopping.

Cumulative Impact in a pandemic

The COVID – 19 pandemic and its effects have had a significant impact on hospitality and changed the dynamic of towns and cities.

Therefore, the information and evidence gathering for Cumulative Impact Assessments is now highly likely to be somewhat outdated.

Westminster has acknowledged the potential impact of Covid-19, stating: "Due to the uncertain short, medium and long term effects of COVID-19 on the City and shortage of data to describe its impact at the time of analysis, the patterns observed in this research may not accurately describe the time this assessment was published."

Birmingham City Council, Bristol, Bournemouth, Christchurch and Poole Council, and Hartlepool and Hereford have removed their CIZs.

Applicant's agent representations

The Mayor of London's Vision for London as a 24-hour City

2.11. Since the publication of the last Statement of Licensing Policy the Mayor of London has outlined his vision for London as a 24-hour City and has also appointed a Night Czar and a Night Time Commission to encourage the development of London as a vibrant, diverse, cultural city with a night time economy that is of global significance.

4.3. We believe that as long as licensed premises operate as compliant, well-regulated businesses and that their management act responsibly in promoting the licensing objectives; run safe, well managed venues and facilities; and engage and work with the local authority, its partners and the local community; they make a positive contribution toward building community cohesion and cultural development.

It is also important to appreciate that alcohol plays an important and inherent role within the leisure and entertainment industry.

Letter by Kit Malthouse MP Minister of State for Crime & Policing calling for Licensing Authorities to take a more pragmatic & flexible approach:

BY EMAIL ONLY

Chairs of Licensing Committees

Dear Councillor

Kit Malthouse MP

Minister of State for Crime and Policing

2 Marsham Street London SW1P 4DF

www.gov.uk/home-office

08 April 2020

The coronavirus outbreak is causing enormous disruption to all businesses, public services and to individuals across our nation. Local authorities are playing a key role in our response and are under significant pressure. I therefore think it timely to write to you to set out some key areas where licensing authorities may wish to consider a pragmatic and more flexible approach during this outbreak, while ensuring the licensing objectives are safe-guarded.

Note: Given the latest variant and figures clearly there are current concerns.