

Dear All,

My client is aware that the site is within the Brick Lane and Bethnal Green CIA. As stated on the policy The cumulative impact policy is not absolute and the Licensing Authority recognises that it has to balance the needs of businesses with local residents. The circumstances of each application will be considered on its merits.

The purpose of the policy is not to reduce the number of licensed premises. It is designed to encourage quality applications that will not add to the cumulative impact of licensed premises. There are mechanisms in place which can be used to address venues that are not effectively managing their customers.

We believe that the operation of the premises will not add to the cumulative impact on one or more of the following licensing objectives:

- Prevention of Crime and Disorder;
- Prevention of Public Nuisance.

The applicant has understanding of licensing law and conditions we proposed to prevent Crime and Disorder, Public Safety and Public Nuisance, and that granting this new Premises Licence will not increase the pressures the CIZ currently faces.

We believe the ability and competency of our client to operate the premises in accordance with the licensing objectives. The applicant is an experienced premises operator for many years.

There is a 24 hours premises operating next door to our premises called Beigel Bake Brick Lane Bakery. This is a very well-known shop and there are long ques in front of this premises pretty much all the time. Please see pictures at the end of the letter.

We believe granting this premises licence application will not add any impact on the noise level even the opposite it will provide another option for people who are not willing to wait in the queues for eating something. Unlike the bagel place we are offering a seating area for our customers which again will reduce the noise level for the neighbours if customers chose to do so. People will have a chance to wait inside to take their food or indeed to eat inside.

Under the possible exceptions to the Brick Lane and Bethnal Green Cumulative Impact Assessments It states that;

- Applications for licences where the applicant has recently surrendered a licence for another premises of a similar size and providing similar licensable activities in the same CIA Area.

This premise had a premises licence for Alcohol on sales until 2:30 in the morning and that licence has been surrendered by the previous owner of the premises when closed last year due to economic hit by Covid-19.

In order to overcome the potential risks for public disorder, crime and disorder and protection of children from harm, the applicant proposed a number of conditions on the operating schedule.

- 1.** A contact telephone number shall be made plainly available on the website and social media pages for the business for local residents to use to make any noise or other complaints, and remedial action shall be taken as required.
- 2.** A written record of complaints and, where applicable, remedial action taken shall be kept for a minimum of 31 days from the date of the last entry in the record and this record shall be available for inspection on demand by Council Officers at all times the premises are open.
- 3.** A responsible member of staff shall carry out proactive noise assessments around the outside of the premises at least once an hour during the provision of late night refreshment to ensure that noise is not audible at the boundary of the nearest and / or most affected noise sensitive residential property or business and remedial action shall be taken where noise is found to be audible.
- 4.** A written record of proactive external noise assessments and, where applicable, remedial action taken shall be kept for a minimum of 31 days from the date of the last entry in the record and this record shall be available for inspection on demand by Council Officers at all times the premises are open.



