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Lazy Eight

125-127 Bethnal Green Road
London
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Members of the committee,

I write as representative of Destination9 Ltd the applicants for the above premises.

As you are aware we only received two representations to the application, one from the Licensing authority and one from the Environmental Health authority.

We responded to both by letter and in doing so my clients amended a number of items and procedures including reducing the capacity of the premises. After lengthy discussions via email resulting in agreements between the licensing authority and the applicant, the licensing authority withdrew their application. The environmental health officer's rep also requested amendments to the operating schedule, all of which have been agreed and amended, but despite our attempts we have had no direct discussion, consultation or reply from them.

I contacted the police licensing officer directly and found that the police had no concerns over the application and as such did not submit any representation.

Before the application was submitted and throughout the process my clients have received nothing but support from local residents and businesses. Hence no objection from local residents etc. As with many applications the general public are often not aware that a representation can be positive or negative and as such it is rare for an application be supported during consultation. It was not until recently that residents and businesses enquired with my clients only to find out that representations had been received. I have since received a number of emails of support from locals which we

submit, most notably from the landlord and the residents near to the premises.

We also provide an example of the menu that will be available and renders of the venue's appearance when complete, so that you have a fuller vision of what the venue will look like when complete.

Lastly for your information a bio of the gentlemen involved in the project.

Christian Pecoraro:

I have a lifelong passion for wine, hospitality and creating memorable experiences. My vision is to establish a welcoming space where locals and visitors alike can enjoy a wide selection of high-quality, sustainable wines, craft cocktails and locally-sourced fare in a relaxed, friendly atmosphere.

With over 13 years of experience leading hospitality companies and a degree in Business Finance, I have developed strong skills in business management, strategic planning, and customer service. As Director of various companies since 2011, I oversee 33 boutique tourist accommodations structures across London directly managing all operations and staff. This has allowed me to gain a deep understanding of customer needs and hospitality trends as well as strong leadership abilities.

The proposed wine bar will focus on high-end, organic, biodynamic and sustainable wines as well as cocktails made from prime cocktail combination liquors and ingredients from independent producers all over the world. As both owners and general manager hold personal alcohol licenses, we are committed to responsible practices. We will offer tasting flights and workshops to educate customers, with a menu featuring locally-sourced meats, cheeses and artisanal fare to complement the drinks. All staff are fully trained in responsible alcohol service to ensure customer safety.

Having worked in Tower Hamlets for over 12 years, I believe a wine bar in this precise spot catering to a higher level clientele with a better attitude for responsible drinking would be a perfect fit. My experience, education, enthusiasm and dedication to responsible business practices make me well qualified to operate an alcohol premises that contributes value to our neighbourhood.

Florian Schulze:

Before opening up Destination9 Ltd, Florian worked in business consulting, financial services, and banking for larger firms in London. He gained his practical experience in hospitality by working in Operations in hotels, organising electronic music events in Berlin and as COO of a company for

event/club design and lighting. He also worked as a bartender in Berlin and oversaw the food and beverage purchasing.

Matyas Moricz:

I have been working in hospitality ever since I finished university in 2016.

Apart from a year and a bit of absence, I have worked in Strongroom Bar in Shoreditch ever since then. I started as a bartender in 2016 and worked my way up to being the Assistant General Manager from 2020. During my time there, I have gained a thorough understanding of how a well-run business operates from the bottom to the top.

I am very excited to bring something new to the area I love and spent so many years in. With my experience in running a large independent venue in Shoreditch, I am confident that we can create and run a new establishment that contributes greatly to the community and adds something valuable and exciting to the night-time economy.

Kind Regards

Peter

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