



Fwd: OAT license application

1 message

14 September 2020 at 10:51

[REDACTED]

Date: Friday, 11 September 2020 at 23:56

[REDACTED]

Subject: Re: OAT license application

Dear Neighbour,

I wanted to personally write to you to provide some additional reassurance about our motivations for licensing our cafe OAT.

I have personally lived and worked in Shoreditch since 2001 and have, like you, seen it change over the years. I set Protein up in 1998 with the goal to help businesses grow. Over 20 years later, we're still a fully independent business without any major shareholders or investment, so the recent Covid-19 lockdown has had a devastating impact on our Studios business on New Inn Yard. As a result we've had to completely rethink how we operate to survive. Our upstairs workspace has gone from a small number of creative businesses on fixed contracts to over 60 different teams and freelancers coming in one day at a time and our event spaces downstairs are in the process of being reconfigured into flexible work, retail and virtual events spaces to adjust to the new commercial reality of no large gatherings for the foreseeable future.

The same challenges and changes apply to OAT, our new cafe operator, who are having to regularly adjust to the new Covid-Secure, social distancing and track & trace measures, as well as significant drop (and potential revenue) from the lack of local footfall on New Inn Yard. OAT was founded on the principle to "Become the local meeting place to connect and support the local community" (see below) and specialises in predominantly plant based menu developed by local chef [REDACTED]. OAT also follows in the footsteps of our 3 previously successful local operators:

[REDACTED] on Hackney Road. Our motivation to license OAT is to enable it to responsibly generate some much needed additional revenue and jobs, as well as supporting a start-up independent cafe that serves our members upstairs as well as the local businesses and residents.

In the spirit of neighbourly co-operation, we have revised our proposal (attached), so I'm keen to hear, understand and hopefully resolve your concerns before the hearing on the 17th, so am available anytime on: [REDACTED]

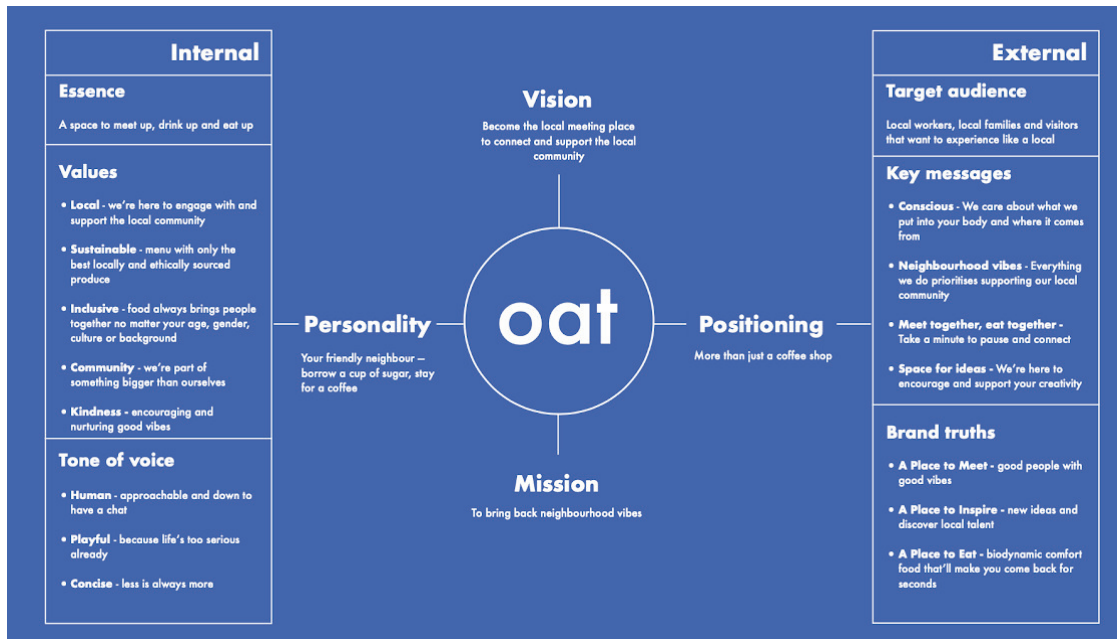
[REDACTED]

[REDACTED]

Founder & CEO

Protein

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The purpose is made of several components that capture both emotional and functional benefits, as well as addressing community insights and leveraging our ambition.



 31 New Inn Yard App Summary - Amended 4.9.20.docx

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