

Liam O'Hare
8 Lawley Street
London E5 0RJ

27.10.2021

Dear David

Re: Premises Variation Blondies Bar 205a Lower Clapton Road

My name is Liam O'Hare and I am the licensing agent for Verity Cox. Verity has just passed on your correspondence and I am keen to engage with you at your earliest opportunity to bring you up to date with how Verity and her team intend to consolidate their 6 years experience operating on Lower Clapton Road and adopt new policies to step up into regular late night operations.

Since the previous application was rejected in its entirety in the summer Verity and her sister Sharmaine have had time to reflect upon the decision and have made the following adjustments to their operations to reflect the requirement to have extra tools and competencies that reflect similar successful late night businesses that operate in the borough.

-Blondies have signed up the Mayors Women's Night Time Safety Charter and are determined to ensure the protection of women who visit their bar.

-Blondies have become members of the Night Time Industries Association (N.T.I.A) a trade body for the professional night time operators. They will receive direct business support in the form of Mentoring on Licensing and Compliance, Business health checks as well as access to N.T.I.A experts

-Blondies have adopted the Ask Angela -Safer Sound and Met Police endorsed welfare and vulnerability program and all their staff will be trained by Safer Sounds in Welfare and vulnerability training for the benefit of everyone visiting and effective implementation of Ask Angela designed to protect women.

-Blondies have volunteered an additional 14 conditions on their application and would be open to suggestion if the MPS have any other conditions that they feel would be reasonable for a 55 capacity premises to adopt if it helped you reconsider your representation.

-Blondies have engaged the services of an acoustician that will work with the EHO to ensure nuisance and noise issues related to the sound system and noise management in general are addressed in robust policy. The Noise Impact report will be available in a matter of days, which we will share with you.

-The new application has not included extending out the back to the premises this

time, they recognise these were the only interested party representations made at the last application and wish to reassure the residents out the back that our aspiration for extension of trade is over.

- Blondies were granted an outside area last year as part of a Covid recovery plan afforded initially by the Business and Planning Act 2021. As well as this they served take away pints but dropped this element post lockdown and have no appetite to continue under section 172(f) of the above act despite the act allowing so until September 2022. Blondies would however like to keep the outside area as it has served them well and is popular with customers not quite willing to jump indoors again. They want this facility until 22:00 only.

- Regarding Off-Sale Blondies are looking to enhance their delivery of vegan pizza to the local area; it was very successful in lockdown not to mention a valuable revenue stream. They now want to add the ability to order Blondies (Own brand) beer, wine and cocktails to the menu. Blondies would be happy to discuss the matter further with you perhaps accepting off sale for delivery and outside to the tables until 22:00 only. This could remove any concerns you might have about another off sale in the area.

- Blondies will be happy to accept using T.E.N's for Non Standard hours and will remove this from the application.

Regarding your concerns about late night operations the police acknowledging us as having operated in the area from 2015 as positive as we are now embedded in the community and understand the minutiae of operating on this strip of road. Blondies have developed a dedicated team to serve a dedicated audience of like-minded people, many who work in hospitality and will travel from across the borough and beyond to enjoy the unique atmosphere generated by the team at Blondie's.

In Blondies six years of operation we have had no incidents of Crime and Disorder, or nuisance beyond operating issues out the back of the premises, which we have now hopefully addressed. In these six years Blondies have also successfully ran over 100 Temporary Event Notices, again without Crime and Disorder or public nuisance. Indeed it is these 100 T.E.N's that have helped develop us into the tight knit operation we have become and gives us the confidence and abilities to transition into a regular 55 capacity late night bar.

We are happy to further engage with the Police in order that we can reach agreement on how best to proceed. Blondies is a much-loved local institution (I am a regular), which has been devastated in the last 18 months with everything, which has happened to hospitality. We believe that we have made a thoughtful and considered application that supports the 4 key licensing objectives and assists Blondies recovery as well as met the demand of their small but dedicated band of supporters.

I attach on the email the following documents for your perusal.

1. Dispersal Policy.
2. Staff Training manual.
3. Covid 19 Risk Assessment.
4. Security Evening instructions and rules of operation.
5. Management and operation policies.

Please feel free to contact me at your earliest opportunity if you would like to discuss the above policies or discuss additional conditions if you are minded to,

Yours sincerely

Liam O'Hare
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