

Blondies Variation of Premise Licence – Statement

Introduction

My name is Liam O'Hare and I have been instructed by Blondies to apply for a variation on their premise licence. I am a licensing agent as well as a Licensee/D.P.S since 1992. I am also a resident of Lower Clapton as well as one of Blondies longest and oldest customers.

Summary

Blondies, who have traded at their 55 capacity premises for 6 years, seek flexibility to aid pandemic recovery and proposed to vary the following

Supply of Alcohol (Indoor)

Sunday- Wednesday 12:00-00:30

Thursday- Saturday 12:00:01:30

Recorded Music

Sunday -Wednesday 23:00-00:30

Thursday - Saturday 23:00-01:30

Supply of Alcohol (Off Sales) Monday- Sunday 12:00-23:00

Blondies proposed to provide the dedicated pavement seating space outside for off sale and general off sale including delivery to expand and enhance their pizza delivery service, which is presently collection only.

Remove Condition 17 "Music shall only be played at a level that allows a face to face conversation at normal speech level". Replace with "The sound limiting device shall be used at all times that regulated entertainment is taking place. No regulated entertainment shall be provided at the premises unless/until a sound limiting device has been installed to the satisfaction of the Council's Pollution Team."

Strategy

Having had a variation application rejected in its entirety in summer, Sharmaine and Verity reached out to me for a post mortem and how a new application could yield more positive outcome.

In the application Blondie's adopted an additional 14 new conditions to reflect the need to raise standards as they move into later evening operations.

Blondies engaged the services of an Acoustician who created a Noise Impact Report. In this report noise issues were addressed in creating a robust noise management policy.

Blondies did not apply or any later hours for the back garden in recognition of the representation the previous application had from resident and the E.H.O.

Blondies have signed up to the Mayors Woman's Night Time Safety Charter to bolster already robust operating policies they have in place including adopting Ask Angela as their lead safeguarding policy.

-Blondies wanted to extend their Pizza business from collection only to delivery and to include sales of alcohol as well. They also saw the early evening tables and chairs developing into a paramagnet feature of their multi faceted business model, which also includes brewing their own beer and merchandising. This was a statement that they were not solely reliant on later night activities.

Consultation

POLICE

We wrote to P.C David Atkins 27.10.21 in a letter outlining the new strategy and accepting immediately to drop our request to have non-standard timings on Bank Holiday Sundays. We accepted their suggestion that we use Temporary Events Notices instead. We said we were open to any new conditions offered.

We wrote again on 08.11.21 in reply to a virtual meeting between P.C Atkins and P.C Kerrie Ryan where issues surrounding operations at Halloween were discussed. A ten-point plan was devised and acted on immediately.

In response to police concerns regarding late night trading Blondies offered a compromise of the following.

Sunday 22:30
Monday 23:30
Tuesday 23:30
Wednesday 23:30
Thursday 01:00
Friday 01:00
Saturday 01:00

In order to accommodate gradual dispersal from their premises Blondies would seek hours open to the public as

Sunday 23:00
Monday 00:00
Tuesday 00:00
Wednesday 00:00
Thursday 01:30
Friday 01:30
Saturday 01:30

As well as this substantial and generous reduction in hours we asked if there were any additional condition the police could offer to assuage them of any concerns. We followed up with an email on November 16th and November 29th.

EHO

We agreed with Rockwell Charles from LBH EHO 2 of the three conditions below.

A Sound Limiting device within the premises shall be provided to control all amplified sound levels generated on the premises.

The device shall be approved by and set to the Council's satisfaction and thereafter maintained for the duration of use.

Agreed – Limiter will be fitted by December 7th

Recorded music shall be played at such a level to ensure that nuisance is not caused in any un-associated neighboring premises.

Agreed

The designated smoking area is located at the front of the premises facing onto Lower Clapton Road. The use of this area shall be limited to no more than 6 patrons at any one time.

We have asked to maintain our current early evening numbers of 12 (we have had no complaint about smokers and suggested a compromise for any new hours we achieve of no more than 8.

Residents

After the 28 day consultation Blondies reflected on the concerns raised by the residents objecting to the later hours. In brief all the following suggestions were offered unconditionally.

Better defined outside operations plans in the dispersal policy.

Twice yearly meetings with residents to discuss any concerns or to share our plans.

New acoustic lobby to the yard area, significantly reducing noise outbreak from the operation.

Duty Managers numbers for all residents. I asked the licensing authority to circulate this letter to residents on our behalf on 29.11.21.

Conclusion

Blondies have operated under very challenging circumstances being as they are located beside a problematic business attracting all manner of associated crime and disorder. The last 18 months have been especially difficult for reasons that do not need to be raised here except to say that despite all this, Blondies is still standing (just) and now want to thrive and blossom to realise full potential.

Sharmaine & Verity consider it an honour and a privilege to serve the people of Clapton for 6 years now and would continue to operate a premise that is the envy of any town centre with all the love and care that they can muster being residents as well. We are all hopeful that we can seek technocratic solutions to this requested variation as it has been further modified to take on all parties' representations with honest engagement and considerable reduction of hours.

Liam O'Hare
29.11.21