

## Item 6 - Additional information

To Whom It May Concern,

I understand that heading to a hearing, each party only has a short amount of time to speak or answer any questions, so I write this letter to give some background information on myself as the potential licensee in the hope that it further allays any concerns that yourselves may hold regarding this application. I will also address representations made toward the Premises License application by Thirsty Boy Wine Co Ltd at 2-4 Tottenham Road N1 4BZ.

I have worked in the wine industry for the past 10 years, both in Australia and the UK, holding management positions in both retail and restaurant environments. My time spent working in Sydney overlapped with the introduction of some of the strictest localised and general alcohol legislation anywhere in the world. Even the most basic workplace position in any business related to alcohol requires the completion of Responsible Service of Alcohol qualifications, which have to be renewed periodically. No such required qualification exists in the UK, only those who operate as Designated Premises Supervisors are required to complete accredited Personal Licence training and pass examinations, which I have done. Following discussions with the Police we have agreed on conditions that I as the licensee will be involved in various local initiatives promoting both responsible service and safe consumption of alcohol, and that all staff will be afforded education and training in this area.

Coupled with this is experience working under extremely tight anti-smoking laws, which do not permit smoking in areas where food is consumed and have gone some way to drastically lowering the smoking rates in Australia. This is something which I intend to enforce at the premises for anyone drinking outside whilst seated (if this is approved by Hackney Council). I want patrons to be able to enjoy their wine, and its aromatic complexities without the hindrance of secondhand smoke. As stated in my response to the private representation, those willing to smoke will be directed away from residential areas toward Kingsland Road for this purpose, and will not be permitted to take their drinks with them. This is also intended at reducing instances of littering. It is my intention that all permanent staff be put through Personal Licence training so that they be acutely aware of their responsibilities under the law. All staff will also be participating in WAVE training with the local police and as the licensee I will be attending Hackney Pubwatch. I am a small business owner operating in a highly regulated field, and have no intention of engaging in or permitting any behaviour that puts the sustainability of my business at risk.

I had extended conversations with the landlord prior to agreeing the terms of the lease regarding potential noise and his wish to not disturb local residents, and subsequently with the Police to confirm that there will be steps taken to reduce noise pollution. Any music will be played internally only, and at an ambient level. It will not be audible externally. Furthermore, the contact details of the Licensee and other management will be made readily available should any local residents find issue with noise that they wish to alert me or other staff of. These conversations have extended to highlight the consistent complaints made by the resident in Nimrod Passage toward any sort of development or change in the building. This has been highlighted during the private representation where the building owner is directly accused of not

respecting neighbours. I am of the opinion that whilst some of the concerns raised are warranted and understandable, they have also been answered and methods to alleviate outlined. I am also of the opinion that this private representation is affected by bias based upon previous encounters between this party and the building owner, which should have absolutely no influence on this application. There are two other commercial unit spaces that separate the ground floor unit for which I have applied from the entrance to Nimrod Passage. It is feasible that aside from accessing a mailbox, myself or other persons connected to Thirsty Boy Wine Co Ltd will never enter the passage, and nor will any outdoor seating encroach within 5 metres of this entrance. Furthermore, the representation made by resident/s at De Beauvoir Place which again directly references the owner of the property shows a malicious bias toward this application and is in no way relevant to the granting of this premises licence.

Further addressing the representations made by resident/s within De Beauvoir Place. I had accepted a proposal to meet with the Estate Manager to discuss these representations and better explain the business plan, but this was subsequently ignored. The location is in close proximity to Kingsland Road, and as all noise will be contained within the premises after the closing of any outdoor seating area, will not contribute to any further late night noise pollution in the area. After consultation with the Police I have agreed to the following licensed hours, which incorporate a 30 minute last drinks period to help ensure an orderly dispersal of patrons.

Monday 12:00-21:30

Tuesday 12:00-21:30

Wednesday 12:00-21:30

Thursday 12:00-22:00

Friday 12:00-22:30

Saturday 12:00-22:30

Sunday 12:00-20:30

The premise will function mostly as a wine shop and distribution point for the e-commerce businesses under the Thirsty Boy Wine Co Ltd umbrella. These businesses are partnered with DHL couriers, with strict collection windows that will not add to any traffic or traffic related noise in the street. The premise is to have a capacity limit of 24 persons seated for drinking on premise and only these customers will be served open containers. This is to ensure that customers who are hoping to browse and purchase wine for take away consumption can do so in a comfortable environment as well as to restrict the amount of noise and potential for outside disturbances. I envisage, based on my interactions with other similar venues in London, and conversations with local residents who are already customers, that the vast majority of my customer base will be those wanting to talk about, and learn about wine in a comfortable environment. It is certainly not going to be a late night drinking establishment as described in the representation, where customers are encouraged by access to cheap alcohol to then go on and cause disruption to local residents.

Various premises licenses have been granted within a close proximity to 2-4 Tottenham Road in recent times, including but not limited to the following:

Hector's - 49a Ardleigh Road, N1 4HS  
Sup Ya Ramen - 499 Kingsland Road, E8 4AU  
Strelitzia - 515 Kingsland Road, E8 4AR

In each instance these licenses have been granted to businesses that are in close proximity to residential areas, and operate at extended hours to the ones proposed in this application. I specifically mention the licence granted to Strelitzia, with reference to the point that the space be better suited to a cafe closing at 8pm, contradicting this point as well as the reference toward overprovision. Having consulted the owners of various wine specific businesses in the area I have been heartened by their descriptions of a vibrant local following and engaged community and see no reason why I should have any different experience. It is an area that I have chosen specifically because it shows a dedicated target market of interested consumers, a demographic that is very different from that attending other licensed venues in the area or purchasing alcohol from local off-license or supermarkets. This is a more discerning consumer, the likes of which the local area should be trying to attract.

Referring to Hackney's own licensing consultation report regarding the Dalston SPA there is a consistent theme of both local residents as well as business owners disagreeing with proposals on the grounds of damaging diversity, encouragement for people to drink in the streets rather than licensed venue causing ASB, falling attraction of the area and the severe loss of business. Consistent agreements with the policy note that restricted hours are good for residents and that noise from outdoor events stopping at reasonable time are also positive. Both of these needs have been met by this application. I am in no way deriding the Dalston SPA, I agree with many of the requirements which is why I intend to operate with such a strict policy toward drunk and disorderly behaviour and related anti-social behaviour.

I am sure you will have already seen my direct response to the private representations. I attempted to make this based on logic and reason rather than bringing my own emotions into the picture. There is zero point in causing any sort of antagonism between myself and this party on issues which I believe no amount of reasoning would lead to a change of opinion based on the language used and a clear unwillingness to acknowledge and understand the initial business proposal. Instead I appeal to the sub-committee to allow the granting of this license so that a small business owner who has managed to make something sustainable from the past 18 months of uncertainty can continue to grow a business that has already developed a loyal and supportive customer base, many of whom reside within the borough. As already stated, my background and training is based upon incredibly strict licensing rules, of which I have always upheld and which I will enact in this premise should the licence be granted. I believe that the business plan was fundamentally misinterpreted or ignored by local residents making representations and I look forward to welcoming them to the premise for a glass of wine, should they wish, if this licence is approved.

Regards,  
Daniel Long

