
Re: Application for a premises licence- Dream Factory, 44 Rivington Street, Hackney, London, EC2A 3QP

1 message

Charlie Rollings [REDACTED]
To: Shan Uthayasangar <shan.uthayasangar@hackney.gov.uk>

16 May 2022 at 18:15

Hi Shan

Please see the following as a general message to be put out to the Other Person(s) objectors to our Premises License:

Dear objectors,

Myself and the team here at Dream Factory want to let you know we have taken some time to read every objection. We absolutely appreciate the difficulty this area within the Shoreditch Special Policy Area has with late night establishments and the consequences it has on the residents of the area and wider society. To be clear, the proposed windows for the licensable activities at Dream Factory would so rarely, if ever, actually take place in the way that it might have appeared on the notices - and for that reason I take slight umbrage to the process that does not offer opportunities for explanation of the time frames. Be that as it may, I can absolutely understand the objections to what clearly looks to be a very ambitious premises license.

In the event of a successful premises license application - a realistic average week of licensable activities would be as follows;

2-3 evenings a week open as a bar (until 22:00)

INCLUDING EITHER

1/2 nights a week open as a live music venue (either totally unplugged or if amplified switched off by 22:30 and only on Fri/Sat)

OR

1/2 networking events/private parties (until 23:00/00:00)

In addition to this, we would like to extend our apologies to those residents affected by the 31/10/21 party at Dream Factory. It was poor form to throw a party of that nature. Since then, Dream Factory has hired a dedicated Hospitality and Events Manager - Charlie - who has taken control of any late night activity through a series of Temporary Event Notices since November.

Charlie and Graham (Founder of Dream Factory) look forward to attending the hearing where we can answer your questions and ease fears you may have. We want to work with our neighbours, the council, the police and everyone else to ensure we keep Shoreditch as safe, as clean and as prosperous as possible.

Prior to the Hearing, we invite anybody who has made objections to come and say hello to us at Dream Factory.

We would like you to know who we are and be able to recognise us and contact us going forward.

Kind regards,

Charlie Rollings

Hospitality and Events Manager for Dream Factory
(Personal License Holder and proposed Designated Premises Supervisor)
