

## 15 HIGHGATE ROAD APPLICATION FOR THE VARIATION OF A PREMISES LICENCE

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### Introduction to Fruition Assets Limited, Premises Licence Holder, Freehold Owner and Landlord of 15 Highgate Road.

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Since our involvement in this delightful hospitality premises, this is the first time we have been able to decide who becomes the tenant. When we took on the premises, we inherited the sitting tenant and their lease. The lease was then assigned by that tenant, to later tenants. The last tenant's failure to pay rent meant that the lease could be forfeited and a new one granted by us, to a tenant of our choosing.

Given the failure of the two most recent tenants, which led to these premises sitting empty for almost 10 months, we are keen to bring in a tenant that will be successful in this location.

During the marketing of the property, we engaged with Dan Outram, a representative of Swains Lane Retail Forum ("SLRF") to help us understand the local demand. SLRF have a Facebook group of 700+ members where they canvass the local community's opinion on the type of businesses they want in this parade. The polls showed that there was strong demand amongst local residents for a classic "*muddy-boots/traditional pub*".

Although we received multiple acceptable bids, following our due diligence of the potential tenants, we decided to proceed with Grace Land Group's offer for the following reasons:

- They have a very experienced team that has set up over 15 successful pubs across north and east London;
- a number of their pubs are in residential locations, an important consideration for us, given that our company owns 3 apartments in the building and directly above the pub;
- one of their principals grew up locally and therefore has an insight into what the local life entails, and what residents want. This is an important factor for a successful business, but also a business that is sympathetic to the surrounding neighbourhood.

A presentation by Grace Land Group is attached to this statement.

In order to enable Grace Land Group to operate in the manner of a traditional pub, we have applied to remove the following Conditions from the Premises Licence:

*"16. The supply of alcohol shall be by Waiter / Waitress service only."*

*"17. The supply of alcohol shall only be to customers seated at tables with the exception of a maximum of 10 customers permitted to stand whilst waiting for a table."*

*“19. Between the hours of 08:00 and 11:00 daily sales of alcohol (On sales) shall only be to a person seated taking a table meal there and for consumption by such a person as ancillary to their meal.”*

We also applied to correct a typographical error in Condition 22.

In December, we and Grace Land met with John Slater, who is the Chairman of the local Residents' Association and one of the objectors to this application. Although Mr Slater confirmed that the Association are in favour of a pub in this location, which is positive confirmation of the SLRF's polls, Mr Slater raised the following concerns that are also set out in his representation and we note mirrored to some extent in the representation of Alan Cowell:

**“For the protection of children from harm and public safety, there should be a restriction on the sale of alcohol before 10.00hrs”**

Grace Land Group's vision for the pub certainly includes a substantial food offering, but it remains a pub, not a restaurant. Although we understand there is unlikely to be any great demand for the sale of alcohol without food prior to 10am, at its core a pub should not require a customer to only drink with a meal.

**“The location is very much a residential area and residents are concerned about the late opening at weekends for the sale of alcohol and late refreshments until 03.00”**

We have checked both the Licence and our Application, and cannot identify where this concern has arisen. The hours detailed on the Licence are as follows:

#### **Supply of Alcohol ON premises**

- 08.00-23.30 Monday to Thursday
- 08.00-00.30 Friday to Saturday
- 08:00-23:30 Sunday

#### **Supply of Alcohol OFF premises**

- 08:00-23:00 Monday to Sunday

#### **Late Night Refreshments**

- 23:00-23:30 Monday to Thursday
- 23:00-00:30 Friday and Saturday

- 23:00-23:30 Sunday

### The Opening hours of the premises

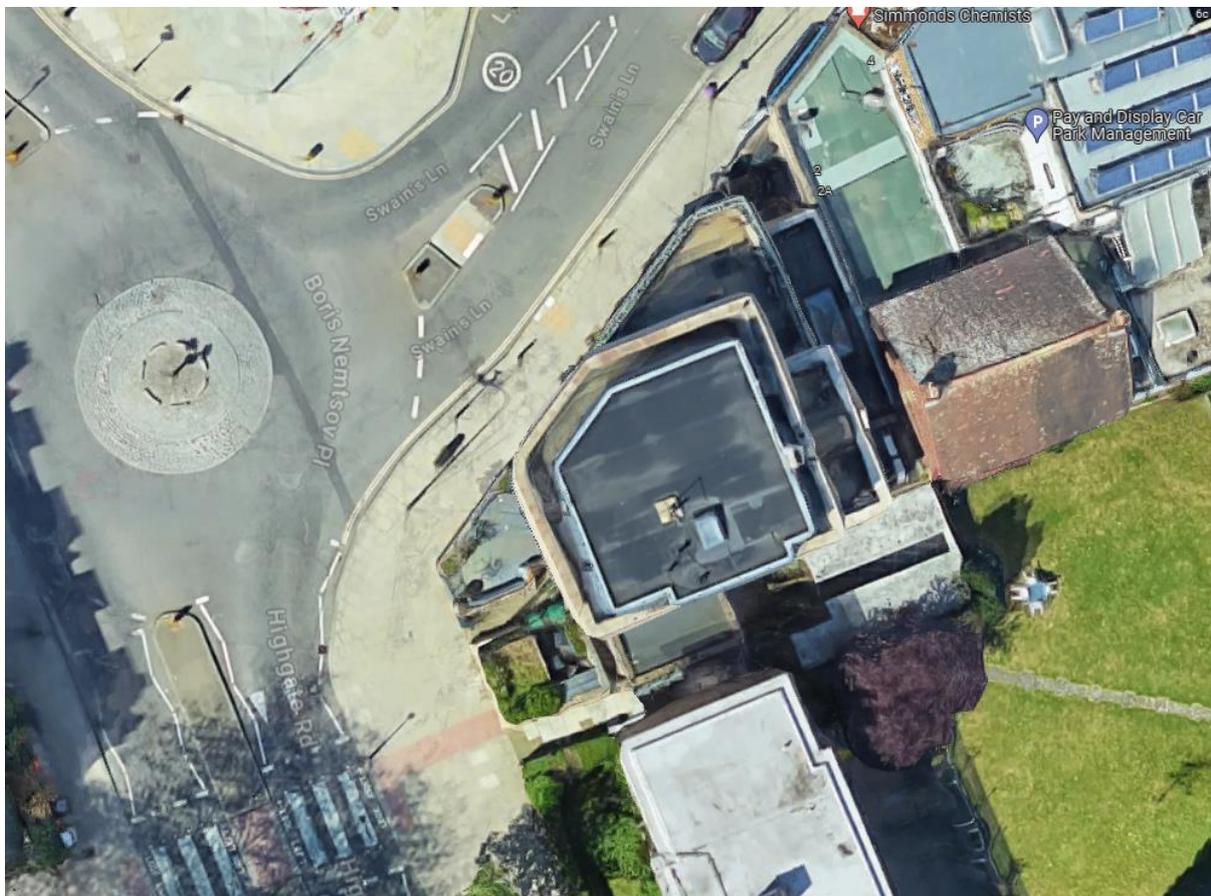
- 08:00-23:30 Monday to Thursday
- 08.00-00:30 Friday to Saturday
- 08:00-23:30 Sunday

Further, there is a “last entry” Condition on the Licence, as follows:

*“44. There shall be no customer entry or re-entry to (with the exception of customers who have left the Premises to smoke) the Premises after 23:30 on Friday and Saturday evenings.”*

**“Given the very busy thoroughfare, especially on the South side of Swains Lane, and the number of children in the area, it would be desirable for the protection of children for an agreement that customers would not be permitted to leave the premises to smoke in that area”**

As can be seen on the map below, there is ample room for smokers to smoke in both the terrace area and on the very wide pavement of Highgate Road.



**“There is a planning condition that the area behind the gates on Swains Lane should be retained for waste.”**

Grace-land are proposing that the refuse is stored in the basement of the building rather than at street-level- this will mean that it is less noisy, more hygienic and better for the environment.

**CONCLUSION**

In conclusion, we and Grace Land Group are committed to provide a sustainable local pub at this site, that will function as an enjoyable local amenity for the pub’s main customers, our neighbours.

We will be in attendance at the hearing on 18 January 2024, along with the team from Grace Land Group, to answer any questions the Members, Officers or Other Parties may have. We look forward to seeing you there.



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Fruition Assets Limited

12/01/2024

.....  
Date

# Duke of St Albans Gastropub



**15 Highgate Road**

Presentation to Camden Council  
Licensing Sub-Committee

## About the Duke of St Albans Gastropub

Grace Land Group, has a trading history of 15 years, started in Camden and has expanded to operate 7 pubs and eateries across London. The partners played a significant role in creating the neighbouring Camden Town Brewery and managed The Holly Bush in Hampstead for many years.

Grace Land Group's connection with North London goes back to when Anselm Chatwin was born locally and went to school just up the hill and still resides 10min away with his family and actively participating in local schools.

The proposed plan involves transforming the failed Swains Wine Bar back into the Duke of St Albans and to be a family friendly gastropub.

Situated along Swain's Lane, adjacent to Highgate Road and Hampstead Heath, the Duke of St Albans has a history of being a local pub dating back to 1859 and probably even earlier. It was closed as a pub in 2008 and struggled in various formats since. Grace Land Group believe that there is a local demand for a community lead pub at this location.

Having witnessed the changes in and around Swain's Lane, Grace Land Group believes they can positively contribute to the area.

They plan to invest a substantial amount of time, money and resources in the restoration of the building, elevating it to a high standard. The goal is to establish a curated Duke of St Albans gastropub, drawing on their experience of and passion for the local area and good food with drink.

Duke of St Albans Gastropub is a concept that, Grace Land Group would like to re-establish strong ties with the local community and to bring back the classic gastropub to the area. Graceland always look to employ locally wherever they operate from. They aim to source ingredients and everyday items in running the pub locally and want to foster a sense of community. The vision for the premises extends beyond dining and drinking – it's about creating a communal neighbourhood space.

Grace Land Group support various initiatives from responsible authorities where their existing venues are based, including all local pub watch schemes, CILLA, Best Bar None, WAVE training and such other local schemes.

HISTORICAL PHOTOS OF PREMISES

OLD – DUKE OF ST ALBANS (since at least 1859).



CAROB TREE



Swaines



THE AXE, STOKE NEWINGTON PHOTOS





KINGS ARMS





# BETHNAL GREEN TAVERN





# CODE OF CONDUCT

Set out below is the code of conduct expected at each of Graceland's venues and advertised on their websites. This is amended from time to time to take into any local concerns raised,

This applies to all customers and staff in our venue

We encourage everyone to be:

- Kind
- Respectful
- Open to other ways of being.
- Curious and open minded.

## Things that are unacceptable in our venue:

- Discrimination on any grounds, including: gender, sexuality, race, religion or belief, social class, health, age or disability.
  - Harassment of any kind, including:
  - Verbal or physical abuse
    - Touching without permission
    - Deliberate Misgendering
    - Unwelcome sexual attention
  - Not to cause any harm or social nuisance to our local community or neighbors.
- We seek to use products from suppliers who share our values. We will not stock products with sexist, racist, homophobic, transphobic, ableist or any other discriminatory branding.

Some of our premises are located in residential areas and the premises prides itself on being part of the local community. Therefore the premises will not tolerate any antisocial behavior.

## Reporting of concerns

If you feel unsafe, vulnerable or threatened, you can approach a member of bar staff and 'Ask for Angela' and we will support and assist you. This could mean finding a safe space for you, seeing you to a taxi, or calling the police. We encourage customers to report to site or company management if they feel they are being discriminated against or harassed, or if they witness an incident of either. You can report incidents to a staff member in person, or email site level: [info@theaxepub.com](mailto:info@theaxepub.com) or at group level: [info@grace-land.co.uk](mailto:info@grace-land.co.uk) Concerns and complaints will be dealt with seriously and investigated thoroughly.

Customers engaging in conversations that involve derogatory comments or words and phrases that we feel are discriminatory, or that make our other clientele or staff uncomfortable, will be warned once, if it continues, they will be asked to leave. Customers who are discriminatory or harassing will be banned from our venue.

## Feedback

Please get in touch if you have any suggestions for how we could improve as a venue in regards to safeguarding, accessibility and approachability.

# BENEFITS

## Benefits and Policy Considerations for the proposed Gastropub, aligned with Camden's licensing policy, include:

Grace Land Group's Exceptional Standards:

Grace Land Group is renowned for its high standards of management, backed by numerous awards in London.

Demonstrated excellence in quality and a proven track record of effective management in various London boroughs.

## Positive Impact if Granted:

**Job Creation:** The Gastropub will generate employment opportunities for local residents, contributing positively to the community.

**Social Hub:** The establishment will serve as a community-centric social space, hosting curated workshops, events and lectures that promote positive environmental responsibilities.

**Diverse Food Experience:** The Gastropub will offer a diverse and high-quality food experience catering to various price ranges, making it accessible for the entire community, including families.

**Fresh Food Focus:** Emphasis on fresh and evolving food offerings, with options for breakfast, lunch, and evening meals to create a lively and inviting atmosphere throughout the day.

**Culinary Training:** Trainee chefs will receive hands-on training, learning from experienced professionals, contributing to skill development within the community.

**Reviving a Public House:** The project aims to revive a lost public house, supporting local businesses during refurbishment and providing ongoing support and training to local staff.

**Family-Friendly Environment:** The Gastropub is designed to be a welcoming and family-friendly space, accessible to everyone in the community.

# EXAMPLE FOOD MENUS FROM WITHIN THE GRACELAND GROUP

## BETHNAL GREEN TAVERN

<b>EARL GREY PICKLED EGG - V</b>	£2.00
<i>House pickled free-range egg, infused with Earl Grey Tea</i>	
<b>CURRIED PICKLES - VG</b>	£3.00
<i>Baby onions, runner beans, cauliflower &amp; carrots in a curried pickle</i>	
<b>FRIGGITELLI PEPPERS, FETA &amp; HERBS - VG</b>	£7.50
<i>Charred peppers with vegan feta, extra virgin olive oil &amp; chopped herbs</i>	
<b>FRIED CHICKEN WINGS, FERMENTED SWEET HOT SAUCE &amp; RANCH</b>	£9.00
<i>Buttermilk fried double wings, coated in the house fermented chilli, with a cooling ranch dip</i>	
<b>MARMITE &amp; CHEDDAR SCOTCH EGG, TEWKESBURY MUSTARD - V</b>	£6.00
<i>Marmite and cheddar free range scotch egg, Tewkesbury mustard</i>	
<b>SMOKED HONEY BBQ PORK BELLY BITES</b>	£8.00
<i>Crispy chunks of pork belly with apple and thyme, served with a smokey BBQ dip</i>	
<b>GOLDEN BEETROOT AND GOATS CHEESE ROLLS - V</b>	£6.00
<i>Pastry rolls, stuffed with roasted golden beetroot, goats cheese &amp; herbs. Served with piccalilli</i>	
 <b>CHEESE PLATE</b>	 £13.00
<i>Montgomery cheddar, Chèvre blanc, pickled grapes, charcoal crackers</i>	
<b>CHUNKY SKIN ON CHIPS - V/VG</b>	£4.50
<i>ADD grated mature cheddar or vegan mozzarella with parsley &amp; spring onions</i>	
	+2
 <b>CHIP BUTTY &amp; FRIED PICKLES - VG</b>	 £8.00
<i>Chip butty in a vegan buttered white Spence Bakery roll, lemon pepper ketchup &amp; battered pickles</i>	
<b>BHAJI BAP - VG</b>	£11.00
<i>Onion bhaji, vegan mint raita, baby spinach &amp; mango relish on a Spence Bakery roll</i>	
<i>Served with house pickles on the side</i>	
<b>FISH FINGER BUTTY</b>	£12.00
<i>Sustainable coley goujons, with cos lettuce and caper mayo on a white bap from Spence Bakery. Served with pickled shallots</i>	
<b>BOAR &amp; APPLE SAUSAGE AND MASH</b>	£16.00
<i>Served with herb mash, cider braised greens, cider gravy and fried sage</i>	
<b>HOUSE BEEF BURGER</b>	£16.00
<i>8oz beef burger with Lost &amp; Grounded beer cheese, bacon bits, onions, pickles, jalapeños, lettuce &amp; our very own burger sauce. Comes in a seeded Spence Bakery bun and with chips</i>	
<b>SALT COD FRITTERS &amp; CHIPS</b>	£16.00
<i>Salt cod fritters with mushy peas, gherkins, caper mayo &amp; lemon</i>	
 <b>RUM &amp; RAISIN BROWNIE - V</b>	 £7.50
<i>Hot spiced rum and raisin Belgian chocolate brownie, vanilla ice cream &amp; salted caramel sauce</i>	
<b>ICE CREAM</b>	£4.00
<i>Royal Crown Vanilla ice cream served with hundreds and thousands</i>	

V - VEGETARIAN - VG - VEGAN  
PLEASE INFORM STAFF OF ANY ALLERGIES OR INTOLERANCES, FULL ALLERGEN INFORMATION IS ALSO AVAILABLE,  
PLEASE NOTE WE TAKE ONLY CARD PAYMENTS, NO SERVICE CHARGE %  
KITCHEN HOURS: MIDDAY UNTIL 10PM

# EXAMPLE SUNDAY LUNCH MENU

## BETHNAL GREEN TAVERN

### BLOODY MARY. £10.00

Double shot of *ELLC Vodka*, *Tomato juice*,  
*Lemon juice*, *Maggi*, and *Tabasco sauce*.

### BLOODY MARIA. £10.00

Double shot of *Cazcabel Blanco Tequila*,  
*Tomato juice*, *Lime juice*, *Maggi*, and  
*Tabasco sauce*.

### VIRGIN MARY. £5.50

Same, same, *Bloody Mary* but healthy  
version without alcohol

### BEFORE

NEGRONI	£10.00
SUZE LIQUEUR 1889 - 50ML	£8.00
PERNOD PASTIS - 50ML	£8.00

### ROASTS (UNTIL 8PM/ THEY'RE ALL GONE)

SLOW ROAST RARE TOPSIDE OF BEEF <i>w/ Yorkshire Pudding &amp; Horseradish Cream</i>	£19.50
THYME AND GARLIC ROAST CHICKEN <i>w/ Yorkshire pudding</i>	£18.50
TAMWORTH SLOW ROAST PORK BELLY <i>w/ Yorkshire pudding &amp; Caramelised Apple Sauce</i>	£18.50
ROAST CROWN PRINCE PUMPKIN, MUSHROOM & FENNEL PIE - VG <i>w/ Red Wine Gravy &amp; Parsnip Crackling</i>	£17.50

ALL SERVED WITH ROAST POTATOES, CIDER BRAISED GREENS AND LEEKS, GLAZED CARROTS  
SAUTEED KALE, AND GRAVY

### EXTRAS

YORKSHIRE PUDDING - V	£2.00	DON'T FANCY A ROAST?	
CAULIFLOWER CHEESE - V	£6.00	MARMITE AND CHEDDAR SCOTCH EGG - V	£6.00
PIGS IN BLANKETS	£6.50	<i>W/ Tewesbury mustard</i>	
SAGE & APPLE STUFFING BALLS	£2.00	MINI CHICKEN AND TARRAGON PASTIES	£7.50
		<i>W/ Caramelised onion chutney</i>	

### KIDS ROAST

*All mains available in children's portions* £9.50

### A LITTLE DESSERT?

RUM & RAISIN BROWNIE- V	£7.50
<i>Hot spiced rum and raisin Belgian chocolate brownie, vanilla ice cream &amp; salted caramel sauce</i>	
ICE CREAM	£4.00
<i>Two scoops of vanilla ice cream served with hundreds and thousands</i>	

### AMARO

MONTENEGRO 50ML	£9.00
BRAULIO 50ML	£7.50
STAMBECCO 50ML	£9.00
BRANCA MENTA 50ML	£8.20



V - VEGETARIAN - VG - VEGAN  
PLEASE INFORM STAFF OF ANY ALLERGIES OR INTOLERANCES, FULL ALLERGEN INFORMATION IS ALSO AVAILABLE,  
PLEASE NOTE WE TAKE ONLY CARD PAYMENTS, NO SERVICE CHARGE %

BE LOVELY & LEAVE US  
A TIP

EXAMPLE FOOD







# DUKE OF ST ALBANS DISPERSAL POLICY

This Dispersal Policy has been implemented to assist in the promotion of the four licensing objectives, in particular crime and disorder, public nuisance and public safety. This document is subject to change from time to time as it is a working best practices document that may change through discussions with interested parties and more specifically with our neighbours.

1. Management are aware of the potential for neighborhood noise and disturbance at the time that customers leave at closing time. Management have agreed to implement a written dispersal policy to move customers from the premises and the immediate vicinity in such a way so as to cause minimum disturbance or nuisance to neighbors. Every effort will be made to minimise any potential nuisance and it will be the responsibility of all members of staff to support this policy.

## Winding-down Period

2. Management have put into place an effective “wind-down” procedure in order to facilitate prompt closure of the premises and orderly dispersal pattern by customers. At closing additional staff are directed to work in the customer areas near the front
3. Internal lighting levels will be increased during the last 30 minutes of trading.
4. The winding down period outlined above ensures that customers disperse gradually prior to cessation of trade.
5. We are proud of our building and the area we work in. We will endeavour to keep the area clean and attractive for our patrons and our neighbours. This means dealing with debris outside our frontage that may have nothing to do with us but in the interests of maintaining good standards in the area we will still clear it up.
6. Staff are trained to know:-
  - (a) where the nearest mode of public transport is
  - (b) details of taxi firms
  - (c) general local knowledge so that if customers decide to move on then staff can help them with directions.
7. Staff are assigned key roles and these are split between supervising the dispersal and general control of the vicinity.
8. There is an end of night team meeting to discuss any ways that the premises may improve the dispersal of patrons and any actions points are added into the internal policies.
9. They will be trained to direct customers on departure to transport links away from local residents.

## Notices

10. Notices shall be displayed at customer exits and in prominent positions requesting that patrons respect the needs of local residents and leave the premises and area quietly.
11. All employees are given appropriate instructions and training to encourage customers to leave the premises and the area quietly.

## Incident Reports

12. All incidents of crime or disorder or nuisance are to be reported by the designated premises supervisor or responsible member of staff.
13. The licence holder shall ensure that the details of all complaints are recorded in an occurrence book.
14. Grace Land do not tolerate departing customers congregating outside of the premises.
15. Staff should at all times be aware of activity outside of the premises and endeavour by their presence to minimise bad behaviour. They should be aware of potential areas of difficulty (nearby residences) and provide a presence in those places to minimise potential problems.
16. Whilst carrying out their legitimate duties outside of the premises all staff are trained not to behave in a manner likely to disturb the neighbourhood, conversation and laughter must be quiet.