



Peter Conisbee
4 Beacon Close
Huntingdon
Cambridgeshire
PE29 6GB

**7M – Private Members Lounge
Ground Floor & Basement
22 Hanway Street
London
W1T 1UQ**

29th May 2024

Dear Committee Members,

I write briefly on behalf of my clients applying for a new premises licence at the above address to give further information before the hearing next week.

Representations and Conditions

You will be aware that the application received objections from the Metropolitan Police, the Licensing Authority, three residents and the Charlotte Street Residents Association.

We agreed all conditions with the Licensing Authority and had a fruitful meeting with the police during consultation. On receipt of their representation, we agreed the majority of their conditions but as we were still waiting on the Independent Fire Risk Assessment, we held off on two. The FRA set a safe capacity of 128 persons across the two floors including staff. As a result of this we revisited the two outstanding conditions requested by the police. The venue has seating for 45 people downstairs and 35 people upstairs, adding movement of people around the venue and a small handful that may stand we set a capacity to 90 across the venue. The following condition was agreed by the police and therefore we have now agreed all conditions with them.

The capacity of the venue will not exceed 90 persons (not including staff) and that at all times there will be a minimum of 45 seats in the basement and 35 seats on the first floor.

We have therefore agreed all conditions with both responsible authorities.

You will have seen that we wrote a letter to the public representations which gave a history and explanation of the venue, we then covered off all of their concerns individually and forwarded a copy of the proposed (and agreed/amended) conditions.

We also included the Noise Impact assessment for their information. My clients ended by offering the residents pay a visit to the venue to meet the operators, ask any further question and see the venue for themselves. This was emailed to them all on the 29th of April 2024. We received no communication from any of them and sent a follow up email on the 8th of May 2024 to ensure they had received the initial email and whether they had any questions. We have so far received no response to that email either.

Events

On the 8th of May 2024 the applicants ran a soft opening event for invited guests, family, associates and promoters. The event ran from 8pm to midnight with one SIA officer present. Both the police and the Licensing Authority were informed of this event.

Thereafter the applicants have operated a number of Temporary Event Notices where the venue operates as it would in the future, ensuring that the proposed operating schedule as agreed thus far is in full operation. These events have taken place on the following dates;

09/05/2024 - 12/05/2024

16/05/2024 - 19/05/2024

23/05/2024 - 26/05/2024

30/05/2024 - 02/06/2024 - scheduled.

06/06/2024 - 10/06/2024 - scheduled.

SIA were/will be present on all of these events and the premises runs to 3am as per the application.

Security

The applicants have employed the services of Prime Protection Services Limited a company well versed in dealing with high end venues and exclusive lounges such as 7M. They boast clients such as Club Royal Kensington, Home House Members Club, Taboo Night club and The Saudi Royal family.

An exert from their standards and procedures;

First and foremost, we maintain a rigorous hiring process to ensure that our security personnel are the best of the best. We thoroughly vet all applicants, checking their references, conducting background checks, and providing comprehensive training to ensure that they have the skills and knowledge necessary to excel in their roles.

We also maintain strict protocols and procedures to ensure that our security personnel are always operating at peak efficiency. This includes regular training and testing to keep their skills sharp, as well as ongoing communication and collaboration with our clients to ensure that their security needs are being met.

In addition, we prioritize transparency and accountability in all of our operations. We maintain detailed records of all security activities, and our personnel are trained to report any incidents or concerns immediately. We also maintain an open line of

communication with our clients, providing regular updates and feedback to ensure that they are always fully informed about their security situation.

Noise Impact

The outstanding concerns, certainly for the responsible authorities seem to lay in the hours requested. You will have seen the Noise Impact Assessment submitted; Richard Vivian of Big Sky Acoustics will be at the hearing to discuss further and answer any questions in relation to this.

Support

I have attached a letter of support from the landlord of the property, please note despite the same surname, there is no relative connection between the applicants and the landlord.

Photos of the Venue

We have also attached a few photos of exterior and interior of the premises to give you a feel of the renovations that have taken place.

We look forward to being able to present the venue to you properly on the 6th of June.

Kind Regards

Peter Conisbee Q.Inst.Pa
Licensing Consultant and Independent Commercial Energy Broker
www.pclicensing.co.uk















From: [REDACTED]
Sent: 28 May 2024 16:23
To: Info@plicensing.co.uk <Info@plicensing.co.uk>
Subject: hanwaylondon@yahoo.com

Dear Sirs/Madams,

My family have been proud and experienced Landlords of 20/22 Hanway Street for over 35 years and look forward to adding value and exponential growth to the prospering Community and Local Authority.

Hanway London Limited are the first commercial tenants to have presented a robust Business plan to us which significantly changes the look and feel of our Licensed property. The responsible investment they have made, has for us as the owners, been long overdue and fully welcomed.

Whilst we recognise and understand concerns and objections from other tenants, given their demonstration of a mature and thoughtful Business model, please be assured that we have completed due diligence in our wise choosing of Hanway London Limited.

We remain confident that the incoming business will be non-detrimental to other tenants and neighbourhood and moreover, firmly believe that it will enhance the immediate and surrounding areas instead.

Thank you for your kind consideration.

Kind regards

Sundip Patel

Landlord