

To: City of London licensing authority
Guildhall
Aldermanbury
EC2V 7HH

From: Andreea Irimia
Manager
Crown and Sugarloaf
█ Bride Lane
EC4Y 8DT

15th of March 2024

Regarding: Tokyo Hit

To whom it may concern,

My name is Andreea Irimia and I manage the Crown and Sugarloaf on █ Bride Lane and I live next door at █ Bride Lane. I am writing to express my personal support to grant Tokyo Hit a license to serve food and alcohol between 10am and 2am.

I believe that it would be in the best interest of the area to have more nightlife hubs as this one intends to be as this would offer a place for people to drink in a regulated manner and it would offer a place of entertainment after the traditional closing times of the pubs around. A venue serving alcohol until 2 am that can cut off people at any moment if the servers suspect they might be drunk would serve as an alternative to buying bigger amounts of alcohol from shops and drinking it past one's limit leading to aggressive or anti-social behaviour. Furthermore, it would offer people a place to go rather than disperse and drink on the streets.

Also, since there is a student accommodation being built nearby, Tokyo Hit could be a place to meet and drink safely close to their living spaces, minimising the risk of being attacked when they are travelling back home from other areas of London, minimising street drinking, and other anti-social behaviour. Increased footfall during night could generally lead to a prevention of crime and disorder as there would be more people around to intimidate possible attackers or provide help and support in case something does happen.

I have read arguments against granting Tokyo Hit a license such as disturbance to the residents' sleep, risk of increased crime/disorder, and public nuisance. This is the most condensed area when it comes to pubs, bars and restaurants, some dating from the 17th century. The pub I manage dates from the 1840s. They are like museums and are highly appreciated by Londoners and tourists as well. These residents were perfectly aware when they moved here of what this area has to offer and why people mainly come here. To impede the opening of Tokyo Hit based on imaginary data or made-up expectations could harm the further development of this area and alienate office workers or tourists even more.

Moreover, Tokyo Hit would provide a fun, new way for residents, office workers, and tourists to unwind and enjoy more time in this historic district. I am often asked by my patrons where they could grab a drink after the pub closes and I have to direct them to Farringdon or Bank since there are no venues open past 11pm. Tokyo Hit would allow them 3 extra hours to spend enjoying a night out. A venue like this represents an asset during daytime too since it has the potential to draw customers from other parts of London as well that could shop around or have drinks before or after their booking.

Currently, Fleet Street bleeds people in the evening as workers and tourists leave for other parts of London with a more vibrant nightlife. Giving Tokyo Hit a late-night license represents the first step in reversing this trend and creating a safe, vibrant nighttime economy, which will provide a strong boost to the many pubs and restaurants in this area.

In conclusion, I would like to reiterate my support for granting Tokyo HIT a license to serve food and alcohol until 2am based on the prospect of increasing revenue on Fleet Street, providing an attraction for people to come in the offices and spend more time in this area after finishing work, and to help minimise noise and anti-social behaviour.

Thank you for your time.

Kind regards,
Andreea Irimia