



Licensing (Hearing) Sub Committee

Date: FRIDAY, 1 MARCH 2024

Time: 2.00 pm

Venue: COMMITTEE ROOM - 2ND FLOOR WEST WING, GUILDHALL

6. ADDITIONAL EVIDENCE BUNDLE FROM THE APPLICANT

**Ian Thomas CBE
Town Clerk and Chief Executive**

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TOWNHOUSE

Letter to be distributed by
The City of London Licensing Authority

23 February 2024

Dear Neighbour

Application for a Premises Licence – Townhouse, 10-11 Great New Street, EC4A

We hope that this letter finds you well.

We have kindly been provided with a copy of your representation in respect of our licence application. Thank you for taking the time to comment on our proposals. We would be grateful for your consideration of this letter, which we hope will help to address the concerns you have raised.

By way of background, we are a luxury nail salon specialising in and providing nail works-of-art using toxic and cruelty free products. Founded in 2018, we have grown to +35 salons nationwide including existing salons in the City of London at St Paul's and Bank. Our ongoing ambition to provide a flawless finish every time is matched by our commitment to operating professionally and sympathetically in our communities. We operate alongside neighbouring businesses and residents at our existing salons and intend to implement our tried and tested management procedures here.

As at our existing salons, we hope to offer a limited range of alcoholic beverages to enhance the customer experience. This mainly includes single glasses of champagne, prosecco and wine, as well as a small selection of ready-made spirit or cocktail mixtures. We only intend to serve customers receiving or waiting to receive treatments. For the avoidance of any doubt, there is no intention to serve members of the public who are not receiving treatments, nor will there be alcohol sold to be consumed off the premises. Further, our application does not include a proposal for any regulated entertainment.

We have carefully considered the concerns set out in your representation and intend to take these into account. In particular, we propose the below additional conditions in order to address your concerns and promote the licensing objectives. In regards to the applied hours, we wish to maintain a terminal hour of 11pm so there may be flexibility, particularly at seasonal peaks such as Christmas and Easter, but also to provide ad-hoc exclusive hire for corporate and group-bookings after usual trading hours.

Thank you very much indeed for your consideration of this letter. Please do not hesitate to contact us if you have any queries arising or would like to meet to discuss our proposals further.

Yours sincerely

Townhouse

TOWNHOUSE

Licence Conditions

1. The premises shall install and maintain a comprehensive digital colour CCTV system. All public areas of the licensed premises, including all public entry and exit points and the street environment, will be covered enabling facial identification of every person entering in any light condition. The CCTV cameras shall continually record whilst the premises are open to the public and recordings shall be kept available for a minimum of 31 days with date and time stamping. A staff member who is conversant with the operation of the CCTV system shall be present on the premises at all times when they are open to the public. This staff member shall be able to show the police or the Licensing Authority recordings of the preceding two days immediately when requested.
2. Promoted events will not be held at the premises. A promoted event is an event involving music and dancing where the musical entertainment is provided at any time by a disc jockey or disc jockeys one or some of whom are not employees of the licensee (premises licence holder) and the event is (independent of the licensee) promoted to the general public.

Additional conditions to promote the licensing objectives:

3. The licensable activities authorised by this licence and provided at the premises shall be ancillary to the main function of the premises as a nail and beauty salon.
4. The sale of alcohol shall be limited to customers who are receiving or waiting to receive treatments.
5. A Challenge 25 Scheme shall operate to ensure that any person attempting to purchase alcohol who appears to be under the age of 25 shall provide documented proof that he/she is over 18 years of age. Proof of age ID must bear a photograph, date of birth and a holographic mark or an ultraviolet feature.
6. A record shall be kept detailing all refused sales of alcohol. The record should include the date and time of the refused sale and the name of the member of staff who refused the sale. The record shall be available for inspection at the premises by the police or authorised officer of the Council as soon as practicable on request.
7. Customers permitted to temporarily leave and then re-enter the premises e.g. to smoke, shall not be permitted to take drinks or glass containers with them.
8. There shall be no sales of alcohol for consumption off the premises.
9. There shall be no self-service of alcohol.
10. The Licence holder shall make available a contact telephone number to nearby residents and the City of London Licensing Team to be used in the event of complaints arising.



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The Nail Bar



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TOWNHOUSE

Bringing award winning nail salons to your doorstep

Events





*“Hands down the
best nail salon”*
marie claire

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WHO ARE WE?

We are Townhouse and we are re-inventing nail salons for good. Gone are tired, dirty, run down premises and here to stay are beautiful, aspirational locations that our premium customers deserve.

We have collaborated with some of the biggest luxury consumer brands such as *Givenchy*, *Sisley* and *Birchbox*, plus a strong celebrity following with the likes of *Drake*, *Emilia Clarke* and *Kim Cattrall* as regular visitors.

Founded in 2018, Townhouse is the most talked about name in UK beauty services and is rapidly expanding its presence across the UK.

Having won pretty much every award going, the Townhouse team are experts in their field, delivering flawless services all while adhering to industry-leading hygiene standards.



Founder and Creative Director at Townhouse. With 14 years' experience in the beauty, fashion and design industries including at *MatchesFashion*, Juanita is the external face of the company and oversees all design, branding, partnerships and PR.

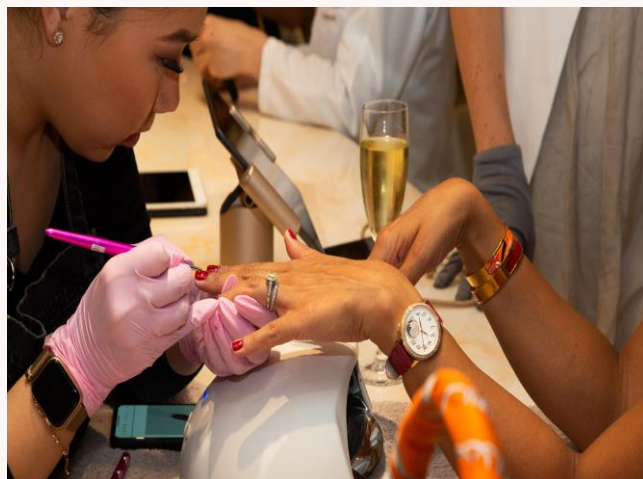
WHAT WE LOOK LIKE

Townhouse redefines expectations of what a nail salon looks like, with bespoke design and high-end features.



GET CREATIVE

Completely transform the space and make it your own! Why not showcase your brand to it's full potential by vinyling the windows, displaying your products on our bespoke retail units and using plinths to display branded items.



BRING IN THE EXPERTS

Our expert Nail Artists are trained in The Townhouse Way for a flawless treatment experience from beginning to end. With style and care advice just for you.



Look Good. Feel Better.

At Townhouse you'll find the highest quality, non-toxic products, with a full vegan range available.

You'll also never need to worry about hygiene again – as standard all our tools are either single-use (and recycled) or sterilized in a hospital-grade autoclave machine between each use.

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Flawless Treatments

Clients are free to pick from the full range of Townhouse custom manicures & pedicures. This includes the Townhouse range of luxury nail art designs, plus our exclusive, limited-edition collections.

Our expert Nail Artists are trained in *The Townhouse Way* for a flawless treatment experience from beginning to end.

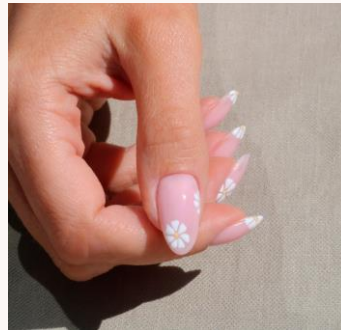
Customise your own treatment with over **60 colours** from our Townhouse Colour Library! We use premium nail polish brands to ensure you leave with the perfect 'Mani', including CND, OPI and The Gel Bottle.

Typical treatment length averages at 50 minutes per person. Treatments can be customised on request.



EVENT EXTRAS

Go all out and elevate your guests' event experience with our event extras!



Bespoke Nail Art

Townhouse offers a range of 12 subtle and stylish nail art designs that take you from **boardroom to bar!** From our all-year-round classic collection, to our seasonal trends, we'll have something to suit everyone on your invite list!

Depending on your event, we can even create bespoke nail art designs to fit your branding or theme.

You'll have a personalised consultation with our Creative Director where we will chat through ideas and imagery. Once we've created your perfect design, we will then train all of our therapists to deliver the design, by hand, during your event.

Food and Drink

From pop-up cocktail bars serving delicious custom cocktails with branded cocktail toppers, to a beautiful grazing table or spread of mini canapés and macarons, made with local seasonal produce.

Our Townhouse events team will be able to put you in touch with one of our suppliers who will create your dream event bites and tipples!

Why not get the conversation flowing with a glass of chilled Ca' di Alte Prosecco, or go all out and pop open a bottle of Veuve Clicquot!

Our bespoke Townhouse drinks menu includes a selection of expertly picked wines, fizz and soft drinks including deliciously refreshing Yuzu and Cucumber Seltzers.



A SELECTION OF SALONS PERFECT FOR YOUR EVENT!



Knightsbridge, Harrods
87-135 Brompton Road,
SW1X 7XL



Northcote Road
141 Northcote Rd,
SW11 6PX



Liverpool Street
12 Market Street,
E1 6DT



King's Road
261 King's Road,
SW3 5EL



Milton Keynes
28 Acorn Walk,
MK9 3DJ



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Victoria
129 Victoria Street,
SW1E 6RD



Kensington
146 Kensington High Street,
W8 7RL



Covent Garden
6 Slingsby Place,
WC2E 9AB



St Paul's
82 Watling St,
EC4M 9BX



Notting Hill
4 Ladbroke Grove,
W11 3BG



Fitzrovia
88 Great Portland
Street,
W1W 7NT



*Cribbs Causeway, H
Beauty*
2 Kessels Road,
BS34 5DG



Guildford
3A Tunsgate Quarter,
GU1 3QT



Mayfair
The House of ELEMIS, 2
Lancashire Court,
W1S 1EX



Marble Arch
120 Edgware Road,
W2 2EA

*Further locations available, plus many more to come!

EXTERNAL EVENTS

Found your dream location and need to bring in the experts?
Rather host an event in the comfort of your own office?

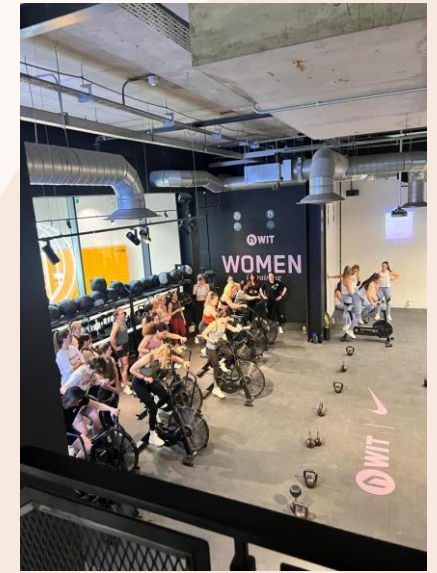
No problem, we'll come to you!



Yes, that's right, we will bring our services to you.

Our dedicated events team and talented therapists go mobile! Whether it be a launch party at a large-scale venue, or a lunch meeting to treat your staff, we will be there!

Just tell us how many therapists you need, and we will make it happen!



WHAT THEY SAY ABOUT US

VOGUE

“Used Townhouse for a recent event and the manicurists created beautiful nails for the clients with an excellent eye to detail. All the clients thoroughly enjoyed the services.”

GRAZIA

“London’s most talked-about nail salon.”

VANITY FAIR

“Rejoice!
A new branch of Townhouse, the masters of impeccable mani-pedis and enviable nail art, has just opened its doors.”

THE TIMES

“Bright, airy and relaxing, the décor here is as premium as the treatment itself.”

GIVENCHY

“Our event was perfect, and everything was handled very professionally.”

BAZAAR Harpers

“At Townhouse you get cutting edge in-salon technology.”

Morgan Stanley

“Townhouse was the perfect venue for my event - beautiful space, talented technicians producing fabulous nail art and the team went above and beyond to ensure the smooth running of the evening from start to finish.”

GLAMOUR

“The ultimate nail destination.”

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As seen in

OK!

HELLO!

The Telegraph

Evening Standard.

VOGUE

PROFESSIONAL beauty

COSMOPOLITAN



INDUSTRY LEADER



We consistently collaborate with world-leading brands, redefining the expectations for nail salons and providing customers with a unique service and brand offering.

Partnerships & Collaborations

GIVENCHY

GLAMOUR

sisley
PARIS

CHANTECAILLE

ELEMIS

CAUDALÍE
PARIS

Events held at Townhouse salons

GYMSHARK 

MAC

Charlotte Tilbury

J.P.Morgan

L'ORÉAL

Morgan Stanley

TOWNHOUSE IN INDUSTRY

Redefining expectations for nail salons

G I V E N C H Y

Laura Farrand, Head of PR



“Townhouse stands alone in the nail industry - chic, sophisticated and renowned for quality.”

Harrods

Mia Collins, Head of Beauty



“Harrods is delighted to have found such a great partner. Townhouse shares our passion for exceptional beauty and is undoubtedly the UK’s forerunner in nails.”

sisley
PARIS

Megan Tan, Head of PR



“Townhouse breaks new ground in the nail industry.”

OUR CUSTOMERS

Here's what our customers say about Townhouse!

★★★★★



VANIA GEE

"So pleased with my gel manicure at Townhouse Harrods today. It's always a pleasure to visit Harrods, the Townhouse team were amazing and I'm in love with my new nails."

★★★★★



ANASTASIA C

"Super modern, beautiful salon. Besides offering great manicures and pedicures they also have vegan nail polish (which is quite rare), complimentary cocktails and really lovely staff. You can choose from regular colours but they also have really amazing nail art options. Going to Townhouse feels like such a treat."

★★★★★



BRITTANY HODGE

"They really do look after you at Townhouse! Best nail treatment I have ever received. I would absolutely recommend them if you want your nails to be properly taken care of!"

★★★★★



BIANCA DERHY

"Had a wonderful experience having a gel manicure at the brand new Townhouse in Kensington! I've been to their other locations before, and have been going to Townhouse for more than 3 years now. Cannot recommend them enough for a mani/pedi in London. The service and quality of manicures are done to perfection - and the salons are beautiful as well!"

★★★★★



CHARLEY WALKER

"First time getting my nails done at Townhouse Milton Keynes and I definitely say I will be returning. The girls there are so welcoming and the whole experience was relaxing. They take their time and in my opinion give you exactly what you ask for!"

★★★★★



KIAJDI AI

"Excellent service, lovely staff and beautiful nails. Would definitely recommend this place."



To enquire about organising your event now, contact

Martha Gould

Events Coordinator

M: +44 (0)7507 871 898

E: events@townhouse.co.uk

TOWNHOUSE

townhouse.co.uk

[@mytownhouseuk](https://www.instagram.com/mytownhouseuk)

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