

BUSINESS STATEMENT

PREMISES ADDRESS The Pavilion Bar & Restaurant, Unit 3 South, 200 Aldersgate, London EC1A 4HD

My name is Andrew Deyhim. I'm married, 35 years old and have a 1-year-old daughter. I am from London.

Firstly, I would like to apologise if my application has caused any concerns to the residents and I welcome the opportunity to respond to questions at the hearing. It is our sincere ambition once we open, to become an asset to the local community.

In setting out the premises licence I have always been happy to commit to respectable trading times regarding the sale of alcohol.

When making the original application, I was advised poorly by a previous consultant to apply for longer hours and make changes if necessary thereafter. In hindsight, I see this has led to confusion regarding the type of business we are.

We are not a nightclub or late-night bar, hoping to stay open as long as possible.

Due to the strong emphasis we have on promoting the arts and education, we do not expect our business to resemble a typical bar or pub.

There will be regular activities that focus on the Arts and Humanities - a mix of subjects that include Philosophy, Literature, Psychology, History and Aesthetics.

The activities we seek to deliver, will stimulate discussion in these subjects.

They include talks from educators, displays from emerging artists, group discussions and reading groups.

Artists and teachers in particular have offered to support us in what ways they can, understanding our goals. We hope to create a positive community for people to share their interest and expand their horizons.

We believe the social environment described will have a positive impact on Londoners, many of whom will find themselves drinking less, drinking low abv beverages or avoiding alcohol altogether, with alcohol free drinks and coffee when visiting.

We believe there is a demand for social activities based on academic interests and expect to have interest from mature professionals living and working in London.



It is our intention to support community artists in showcasing their work. They will have sections of wall space in our premises to display their work and a catalogue to support their extended range.

We have also been encouraged by professionals working in the charity sector to apply for funding to support the Arts and Humanities. We hope to use the platform that develops to assist artists and teachers in this area.

I look forward to having the opportunity to set out my vision further at the hearing.

Sincerely

Andrew