

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

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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.