

SECRETS HAMMERSMITH LIMITED

Councillor Anna Carpenter
Head of Safeguarding, Review and Quality Assurance
145 King Street
Hammersmith
W6 9XY

7th May 2021

Dear Councillor Carpenter,

I write with reference to your letter of 1st April, regarding the application for renewal of the SEV licence in respect of Secrets, 62 Glenthorne Road, London, W6 0LR, reference number 2021/00175/SEV which was forwarded by LBH&F on 26th April 2021. The application before the Licensing Committee of LBH&F is for the renewal of the SEV licence for the premises. The renewal application is made on the same terms as those that currently apply and have done for many years.

We have operated from the venue since July 1997 and always to the highest of standards. We strive to be good neighbours at all times. We operate with the utmost discretion, for example the internal premises deliberately cannot be viewed externally, indeed, this is a condition of our licence. We have always operated with such constraints as required by LBH&F. Additionally, we operate with great sensitivity, for example there is limited and discreet advertising at the premises as to the nature of the venue, again in accordance with the terms of our licence. We take our responsibilities as an operator extremely seriously and scrupulously abide by the conditions of our licence, the requirements of the Licensing Authority and applicable legislation. Indeed we have done so for nearly a quarter of a century and during that time have never had a licence renewal application refused, either in Hammersmith or any other of our operating venues. We work very closely with the Authorities at LBH&F and cooperate at all times.

I note your comments regarding concerns raised by local schools. We have received and responded to a representation from Godolphin and Latymer; this is the first occasion that we have received a representation from the school in all our years of trading and since the premises have not been trading due to the Covid lockdown. We have not received any direct objections from the primary schools to this year's renewal application, or any other year since their respective establishment in 2013 and 2014 and therefore are not aware of any such objections. We have operated from the site without any complaints or issues arising from any of the schools to which you refer for nearly 25 years.

Registered Office: 62 Glenthorne Road, London, W6 0LR. Telephone: 0208 563 7974
Company No. 11989989

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Whilst LBH&F's Licensing Policy refers to the prevailing circumstances having relevance to the issue of a new SEV licence, it would be unfair and inappropriate to penalise an existing operator who has operated professionally for many years in those prevailing circumstances and the consequent loss of up to 75 jobs should the application be refused. In view of the professional and discreet way in which the premises are managed, we do not accept the specific concerns raised in your letter regarding children and sexualisation/harmful sexual behaviours. The premises operate as a late-night venue, with the opening hours currently being advertised as commencing at 21.00 on weekdays, significantly later than when children may be in the proximity. As a concession and in the spirit of cooperation, we are prepared to amend the renewal of the SEV licence application in respect of the commencement hour of the SEV licence from 18.00 to 21.00 on weekdays i.e. Monday to Fridays and trust that you would feel able to withdraw your objection on this basis.

We therefore respectfully disagree with the matters mentioned in your letter. Should you wish to discuss any aspects of the application, I would welcome the opportunity to do so. I can be contacted on telephone number 0208 942 2501. Alternatively, should you wish to discuss matters with the owner, Stephen Less, he can also be reached on the same number.

Yours sincerely



Nicky Richards
Technical Manager
For and on behalf of Secrets Hammersmith Ltd