

# SECRETS HAMMERSMITH LIMITED

Councillor PJ Murphy  
Labour  
Mayor of Hammersmith and Fulham  
Councillor for Hammersmith Broadway Ward  
The London Borough of Hammersmith and Fulham  
The Town Hall  
King Street  
London  
W6 9JU

7<sup>th</sup> May 2021

Dear Councillor Murphy,

I write with reference to your letter of 24<sup>th</sup> March, 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 26<sup>th</sup> 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 and should not therefore be criticised. 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.

The venue has operated as a business providing entertainment for customers and essential income for staff and performers for almost twenty five years and is a legitimate form of entertainment. The location of the site is in a mixed use area and Secrets has operated in that location sensitively and successfully during that time. Whilst we do not feel it is appropriate to comment on matters that suggest a moral objection, we would ask you to note that our performers inform us that they feel empowered by what they do, including enjoying economic freedom and have been informed by women walking by the venue at night that they feel safer due to the presence of security.

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I note your comments with regard to the development of significant residential development and reference to a local primary school. The SEV licence at Secrets has been renewed several times since the development of the residential accommodation to which you refer as they were developed a few years ago and not within the last twelve months, i.e. since the last renewal. None of the residents of the blocks to which you refer have objected to the application and similarly we have not received any direct objection from any primary school.

We also note your comment that LBH&F should ban SEV licensed premises. This is clearly a political matter and has absolutely no relevance to an application for renewal of an SEV licence. This is not the correct forum for the issue to be raised and accordingly we trust that the Licensing Committee will disregard this comment as inappropriate and attach no weight to it.

Accordingly, we respectfully disagree that the application should be refused and a professionally managed and legitimate business be extinguished with the loss of up to 75 jobs in an extremely difficult economic environment for the hospitality industry. 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. Mondays to Fridays and trust that you would feel able to withdraw your objection on this basis.

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