

SECRETS HAMMERSMITH LIMITED

Mr Alex Gardner
Redmore Road
London
W6 0HZ

7th May 2021

Dear Mr Gardner,

I write with reference to your letter of 25th 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 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.

Accordingly, we endeavour to address any issues giving cause for concern swiftly as and when they are brought to our attention as this ensures that we can investigate matters fully as soon as possible and address any issues at the appropriate time, not least with a view to establishing whether the matters raised are in fact related to the Secrets' venue. As you will appreciate, being located on a busy thoroughfare which provides access to many forms of public transport at Hammersmith and being close to public houses, complaints can be levelled at Secrets which upon investigation is not the source of the problem. Without reference to specific matters, we are unable to carry out such investigations. However, we have interrogated our daily operational reports in the twelve month period prior to the renewal of the SEV licence prior to closure due to the Pandemic i.e. 2019 to 2020 and can confirm that we did not receive any complaints of the type raised in your letter which related to Secrets.

You do not indicate in your letter whether you have tried to make contact with members of Management at the venue in order to ensure that matters are brought to our attention swiftly and dealt with if appropriate. We would therefore like to ensure that you have the correct details of those who will be able to assist you should you experience difficulties in the future with a view to establishing the cause of the problem.

Accordingly, the Manager's details are: Gary Nicholls, club telephone number 020 8563 7974, personal mobile number 07908 201145. He can be contacted directly if any issues occur at any time during the evening between 9pm and 4am.

SECRETS HAMMERSMITH LIMITED

The owner of the company is: Stephen Less who can be contacted at the Head office on 020 8942 2501 between 10:30am and 6:30pm.

I note your reference to the state of repair of the building. Again, I am not clear as to the precise nature of your comment, but we utterly reject any suggestion that the building has not been properly maintained either internally or externally.

Refurbishment and maintenance of the building are undertaken regularly and as necessary, without which we would not be able to provide an attractive venue to welcome customers and retain staff.

As I have set out, we have operated from the venue for nearly twenty five years and do so professionally and with the utmost discretion. By way of example the internal premises deliberately cannot be viewed externally, indeed, this is a condition of our licence. We are happy to operate 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 are a legitimate business operating in compliance with the conditions of our licences, requirements of LBH&F and the legislative requirements; should the application be refused there would be a consequent loss of up to 75 jobs in an extremely difficult economic environment for the hospitality industry.

Please be assured that we take the concerns outlined in your representation extremely seriously. 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 matters, please feel free to contact me on telephone number 0208 942 2501. Alternatively, should you wish to speak to the owner, Mr Stephen Less, he can also be reached on the same number. We are committed to continuing to work with our closest neighbours, many of whom we welcome as guests to the venue and look forward to hearing from you.

Yours sincerely



Nicky Richards

Technical Manager

On and on behalf of Secrets Hammersmith Ltd