

From: simon brown
Sent: 11 May 2021 17:38
To: White Lisa: H&F <Lisa.White@lbhf.gov.uk>
Cc: Dimitriou Maria: H&F <Maria.Dimitriou@lbhf.gov.uk>
Subject: Re: 2021/00406/LAPR - Arch 93, Wood Lane

Hi Lisa

Per your request for more information regarding our proposed operating model...

House of Cans is a can-only off-license and bar with a focus on carefully selected, premium craft beer. We also sell wine, cocktails, cider, seltzers and soft drinks, all in can. A limited selection of snacks will also be made available.

We run regular projects with artists and breweries to produce limited edition, one-off cans which we display on our walls, as well as cans for 3rd party brands, companies events (when allowed) etc.

You can find out more about our existing operation at Kings Cross here <https://houseofcans.co.uk/>. We will be looking to very largely replicate this offer at Wood Lane except...will be sharing the lease at arch 93 with a coffee shop who will operate in the space from 07.00 - 14.00 after which House of Cans will fill the space from 3pm - 10pm (you'll note license application is for more flexible hours in event that this changes).

The application submitted did detail steps we would be introducing to accommodate/alleviate concerns raised by police during pre-application discussion in respect of outdoor drinking on match days etc.

If you need any more information in either regard, please just let me know.

Kind regards
Simon

From: simon brown
Sent: 14 June 2021 18:55
To: Dimitriou Maria: H&F <Maria.Dimitriou@lbhf.gov.uk>
Subject: Re: Premises Licence - House of Cans, Arch 93, Wood Lane Arches, Wood Lane

Thanks, Maria

I'd be keen to highlight the specialist nature of the beverages we sell and the premium price point at which we sell them (the average price of a can will be circa £6.50-£7) both of which, along with our USP of working with artists and producers, attract a more discerning consumer base. We're not just another bar / off-license. Indeed, being focused as we are on a single format of presentation, we're a fairly

unique offering poised only complement any existing, similar profile businesses operating in the same sector.

I'd also want to stress that the premises will be operating as a bar and off-license only between the hours of 1500-2230 Monday to Sat, and 1500-2100 on Sundays. The scope of the licensed hours is to afford us flexibility in event our operating model changes over time (the premises will otherwise operate as a coffee shop from morning to mid-afternoon).

Also that we have willingly accepted all conditions recommended by police and licensing in respect of promoting the licensing objectives as well as around match days - we are not, in any case, especially interested in harnessing the pre-match (we won't typically be open in time) or post-match crowd.

Be delighted to provide any more information that might be of help.

Best
Simon

From: simon brown
Sent: 23 June 2021 10:30
To: Dimitriou Maria: H&F <Maria.Dimitriou@lbhf.gov.uk>; White Lisa: H&F <Lisa.White@lbhf.gov.uk>
Cc: fraser shand
Subject: Re: Premises Licence - House of Cans, Arch 93, Wood Lane Arches, Wood Lane

Hi Maria, Lisa

Many thanks for your time on the phone just now, Maria. Just to confirm we would very much welcome the opportunity to meet with the objecting resident to discuss and address his concerns in advance of any scheduled hearing. Please let me know if this is something they might be open to.

Thanks again
Kind regards
Simon