

From: Jon Wallsgrove
Sent: Friday, April 5, 2024 1:52 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Provisional Statement Applications for Olympia

Dear Licensing

I act for Incipio Group Limited who will be one of the tenants at Olympia and will be occupying those premises set out in the attached representation. In addition to the representation submitted please find supporting documents in relation to Incipio generally and specifically in relation to their proposal at Olympia.

It is our intention to attend the hearing and make representations to the Licensing sub-committee and would be grateful therefore if you would ensure we receive the relevant notice of hearing. Thank you for your assistance in this matter.

Kind Regards

Jon Wallsgrove
Partner

Written representations on behalf of Incipio Group Limited.

1. We act for Incipio Group Limited and submit this representation in support of all the Provisional Statement Applications submitted by TLT Solicitors on behalf of their client Olympus Property Holdings.
2. The development at Olympia is going to be sensational and a huge asset to the Borough and local community bringing with it a diverse range of hospitality venues enhancing the cultural diversity and bringing significant employment opportunities. These aspirations sit firmly alongside the Council's desires set out in the Licensing Policy to be an "inclusive global economic hotspot" and contribute significantly to the ambition of the Council to have a "diverse, vibrant and safe nighttime economy."
3. Whilst Incipio support each and every application for the aforementioned reasons alongside their confidence in the other Operators who will be part of this exciting project, the following comments are directed specifically to Incipio's proposed venues
4. It is our client's intention to operate 7 premises within the development which are as follows:

1 Olympia Way	2024/00257
Roof Garden Gin Bar	2024/00261
National Terrace	2024/00263
Roof Garden North Terrace	2024/00264
North Terrace Mezzanine	2024/00265
Roof Garden South Terrace	2024/00266
Roof Garden ST Mezzanine	2024/00267

Please note that the "Roof Garden Gin Bar" is incorrectly described, it is in fact intended only as a private dining room and is not a "gin bar."

5. We attach two documents in support of this representation:
 - i) "Incipio Licensing 2024" – Appendix A
 - ii) "Incipio Group at Olympia" – Appendix B
6. The aspiration for Incipio is to create 7 unique spaces within the development. Each is described in Appendix B to give you a clear understanding of what is being proposed.
7. Despite having synergy with each other, in terms of management, operation and policies, and indeed for some, physical proximity and the same name, the preference is for each "space" identified to have its own premises licence. Each will be tailored to allow a degree of flexibility to ensure the success and sustainability of each venue but also ensure the licensing objectives are promoted and any risk of an adverse impact on them, mitigated. Having each venue

licensed in this way will allow significantly more accountability for the way in which they are managed by Incipio.

8. We have engaged with Olympus Property and their solicitors throughout the process which began with the pre-application advice provided by the Licensing Authority and thereafter agreed the Operating Schedule submitted on each of the above applications.
9. Planning permission has been approved for the relevant class of use for each premises and the day-to-day trading hours. The impact on the local amenity and potential for nuisance has already been considered in relation to planning, and the licensing decision should not be a re-run of the planning application/s.
10. As you will have read in Appendix A Incipio are an experienced operator of several very different venues across London over the last 9 years. They have an excellent working relationship with all the Responsible Authorities in each of the London Borough's they have venues. They have never had premises licence reviewed. They already operate premises within this Borough.
11. Incipio will have appropriate policies in place to ensure the premises promote the licensing objectives. As the project moves forward Incipio will integrate their policies with Olympus Property and other operators so that all work together to ensure the value of the development is maintained and there is no adverse impact on local residents. So for example this will almost certainly require a "joined up" approach to dispersing customers away from the site at the close of business.
12. We have had sight of a number of representations from local residents. Several make a comparison with Westfield. The two are in our view not comparable. Olympia intends to provide a diverse range of venues including Hotels, music venue, Theatre conference and exhibition spaces. Westfield focus is much more on retail. Providing a destination venue for culture, creativity and entertainment having high class hospitality venues offering premium quality food and beverage is an essential part of the jigsaw to anchor the success and sustainability of the whole project.
13. Incipio are sympathetic however, to the concerns expressed by the residents because we acknowledge this development does bring about change to the local area, bringing more people to the locality to enjoy all that will be offered. It is however, entirely unreasonable to assume that this change will give rise to nuisance and anti-social behaviour on the premise that venues sell alcohol or plays music.
14. For Incipio in relation to the music played in the outdoor spaces they will engage an acoustic consultant to ensure that any music played is done so at an appropriate level and does not cause a nuisance, whether played indoors or outdoors. They will liaise as appropriate with Environmental Health Officers as you would expect. This step cannot be taken until the development is much further along.
15. The conditions offered in each application demonstrate that the premises are not primarily focused on the sale and consumption of alcohol and certainly not "vertical drinking." Each venues focus is on substantial food. However, we recognise that some people may not want to visit the venue to have food, they may for example be meeting friends before a trip to the Theatre. In those circumstances we want to be able to welcome the people into the venue and

join their friends for a glass of wine before moving on. That is the flexibility we need to succeed. It is disproportionate to have conditions which only permit the sale of alcohol ancillary to a meal or to prohibit entirely someone from standing adjacent to a table where friends may be sat.

5th April 2024

Jon Wallsgrove

Partner

John Gaunt & Partners, Solicitors for Incipio Group Limited.

beautiful spaces
vibrant atmospheres
great times

INCIPIO

Olympia
Offering

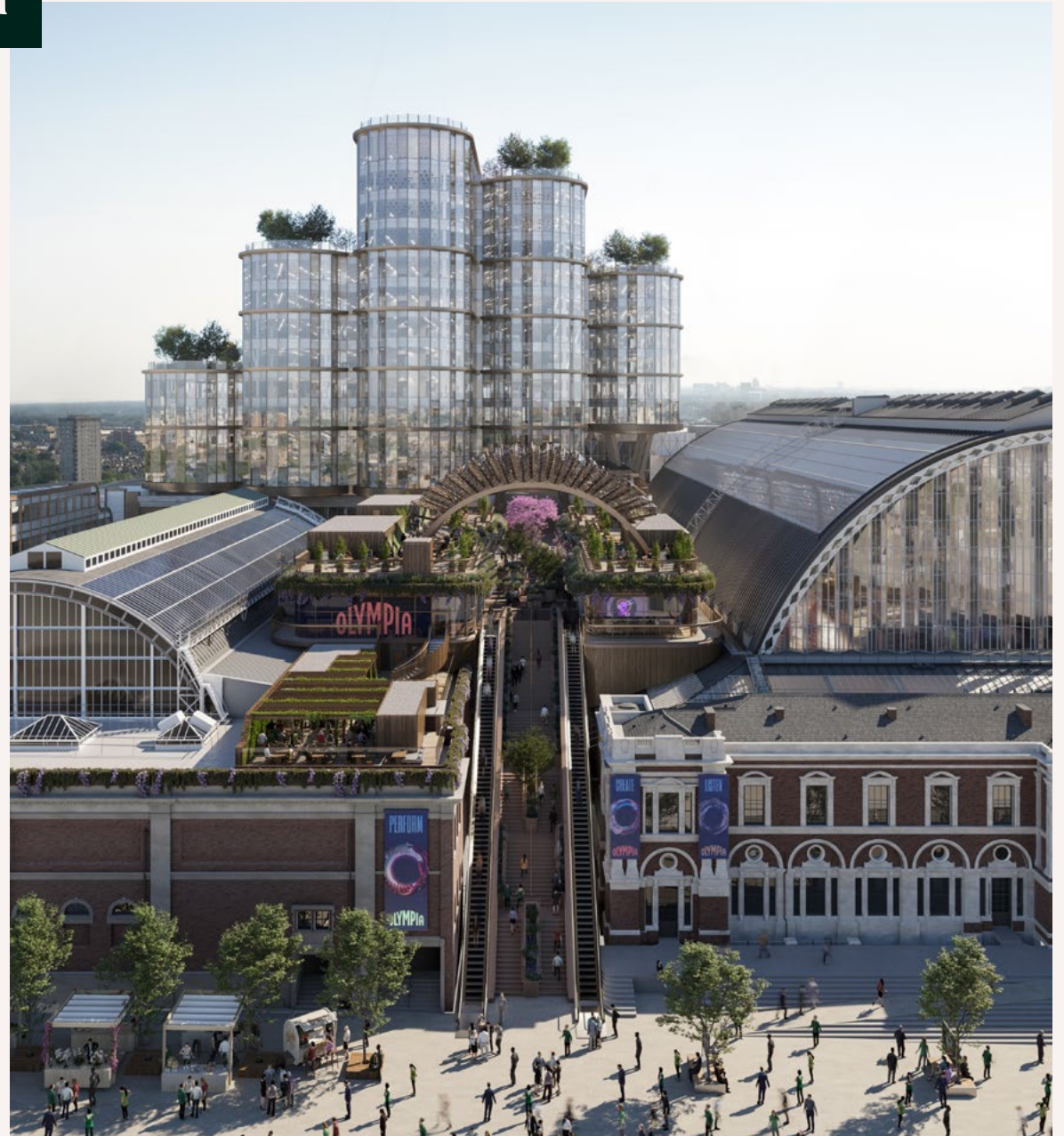
incipio-group.co.uk

Introducing London Olympia

The **£1.3 billion regeneration of Olympia** will create a destination that will be London's premier arts, exhibition, entertainment and creative district. Scheduled to open in May 2025, it is expected to attract over 10 million visitors each year.

Situated in West London, this 14 acre redevelopment is **owned by pioneering private investment firm Yoo Capital**, with visionary design partners Heatherwick Studios ensuring Olympia retains its historic significance whilst giving it an awe inspiring facelift.

Incipio have been chosen to operate a number of venues at Olympia after being chosen due to the group's breadth of offerings, talented senior management team and creative abilities.



Incipio's Venues At Olympia



One Olympia Way

10,793 sqft / up to 550 Capacity

Situated at one of the main entrances to Olympia this will be an all day Italian restaurant and bar serving high quality, fresh, premium ingredients.

National Terrace

3,271 sqft / up to 250 Capacity

A premium rooftop terrace with champagnes, premium English sparkling wines and sharing small plates to enjoy whilst looking out on West London's skyline, all whilst playing homage to the vineyards of Olympia's past.

South Terrace Food Hall & Mezzanine

15,035 sqft / up to 1300 Capacity

The heartbeat of Olympia Roof Garden features multiple food offerings and large dining & drinking spaces for the high volume of people at Olympia looking for an accessible, affordable, quick and exciting offering in a vibrant atmosphere.

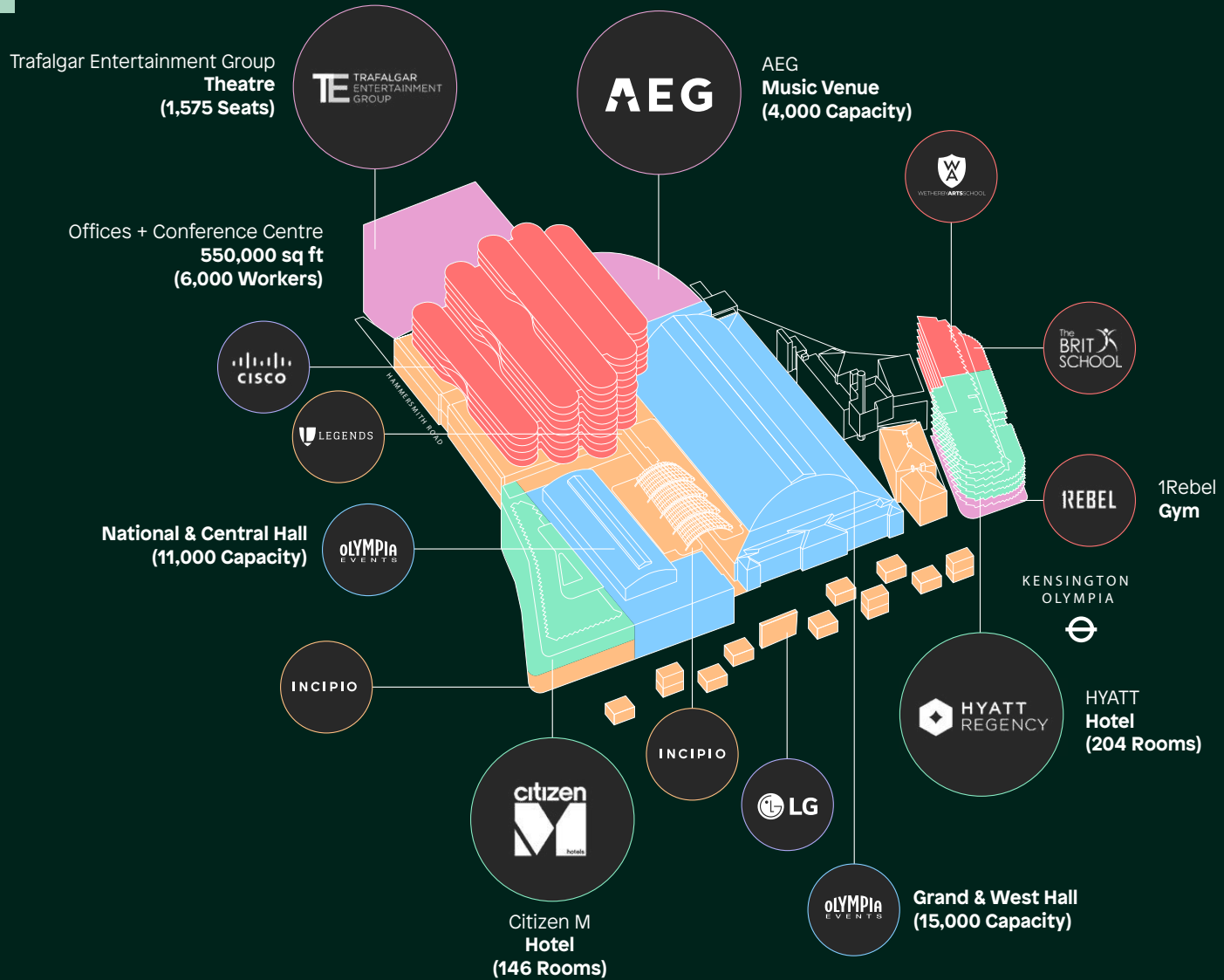
North Terrace, Restaurant, Mezzanine & Private Dining Room

8,041 sqft / up to 650 Capacity

A vibrant and buzzing Asian fusion restaurant and rooftop cocktail bar captivating in 'look & feel' the dynamic energy and vibrant rawness of the Tokyo nightlife scene whilst providing a versatile space designed for corporate meetings, dinner celebrations and parties.

* Please note that the National, North and South terraces will all be supported by a central production unit and these three spaces will also benefit from outdoor seating

Best in Class Operators at Olympia



North Restaurant, Rooftop & Private Room

8,041 sqft / 650 capacity

North Restaurant

Experience the essence of Tokyo's nightlife in our Japanese restaurant, where the design captures the raw energy and ambient lighting of Tokyo after dark. Rooted in Japanese Noir aesthetics, our space offers a subtle homage to this captivating style. A fresh spin on Japanese cuisine, drawing inspiration from the vibrant street food markets of Tokyo.

North Rooftop

A cool Japanese rooftop bar that seamlessly blends Japanese aesthetics, mixology and Tokyo's diverse music scene. The ambience will shift seamlessly from a relaxed afternoon retreat to a pulsating hotspot.

North Private Room

A versatile private dining room that can accommodate up to 20 people for corporate meetings to dinner celebrations to tastings & to a hidden Japanese karaoke experience.

One Olympia Way

10,793 sqft / 550 capacity

A spectacular Italian all-day restaurant, strategically positioned at the entrance to Olympia, offering a delightful hospitality experience for visitors. The menu, crafted from high-quality, fresh ingredients, presents traditional Italian favourites at affordable prices.

Set in a distinctive environment with a flexible design, it caters to a range of needs, from being openly accessible to the exhibition halls to accommodating event bookings of all sizes. This versatile venue is poised to attract a diverse crowd, including post-work and exhibition attendees, making it a highly popular destination.

South Food Hall & Rooftop

15,035 sqft / 1300 capacity

South Food Hall

The heartbeat of Olympia Roof Garden, the South Terrace will feature multiple best in class food brands within a large dining and drinking space to accommodate the high volume of guests. Food concepts include; gourmet fried chicken, smashed burger and shakes, a healthy eating concept & an artisan coffee shop.

South Rooftop

A bright and botanical rooftop bar and restaurant designed for celebrations, special occasions and good times in beautiful, vibrant surroundings.

National Terrace

3,271 sqft / Up to 250 capacity

A premium rooftop terrace serving Champagnes, English sparkling wines and sharing small plates to enjoy all whilst looking out on West London's skyline.

The venue will be inspired by the elegance and charm of an English botanical garden & the vineyards of Olympia's past.



National Terrace

National Terrace

Olympia's National Terrace will be inspired by the elegance and charm of an English botanical garden and the vineyards of Olympia's past.

A premium rooftop terrace with Champagnes, English sparkling wines and sharing small plates to enjoy whilst looking out on West London's skyline.

The National Terrace will be a blend of casual sophistication and natural elegance. The vibe is intimate and relaxed whilst not compromising on being vibrant and a 'buzzy' place to visit for drinks. Guests will come here for meaningful conversations as much as they do for celebratory get-togethers. It's a place where guests can unwind, enjoy the panoramic views, and savour premium wines whilst enjoying small plates designed to share.

Catering to visitors with discerning tastes, this space provides an elevated experience in a stunning setting. Drawing in those seeking to commemorate a special occasion before or after exploring an exhibition, as well as individuals in search of a delightful glass of wine paired with a light dinner after work or before a show, the space promises a refined and memorable experience.



Opening Times

12PM - 11PM

Price Point

SMALL DISHES: £8 - £30

LARGE PLATES: £15 - £25

Avg Spend Per Head

£35 - £45

Service Style

TABLE SERVICE

Food Concept

SHARING PLATES & CHARCUTERIE

Lunch & Dinner | Crockery

Guest Age Range

35 - 70

Acorn Profile

LAVISH LIFESTYLES, EXECUTIVE

WEALTH, MATURE WEALTH

Interests

FOODIE, CULTURE

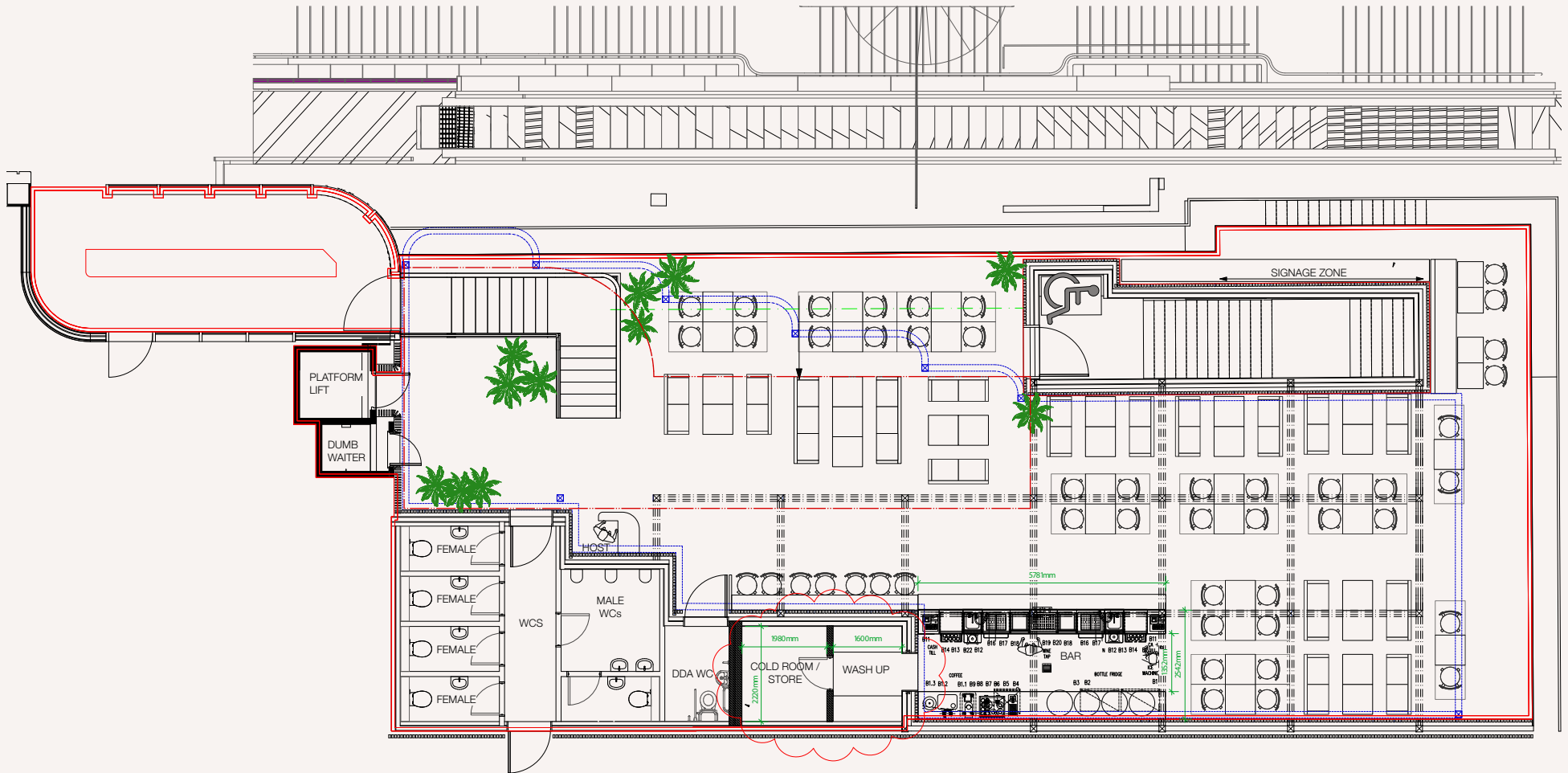
Behavioural

SERVICE DRIVEN, QUALITY SEEKER,

AUTHENTICITY DRIVEN

Design Partner - Studio Found: Lush greenery and polished design elements create a visually stunning backdrop, offering a sense of tranquillity amidst the busy energy of Olympia. Polished design elements elevate the ambiance, striking a perfect balance between modern sophistication and timeless charm. The terrace exudes an air of refinement, with chic furnishings and carefully selected decor that harmonise with the surrounding greenery. Relaxed seating arrangements, adorned with plush cushions offer comfort and style, creating intimate spaces for guests to unwind.

National Terrace Plan

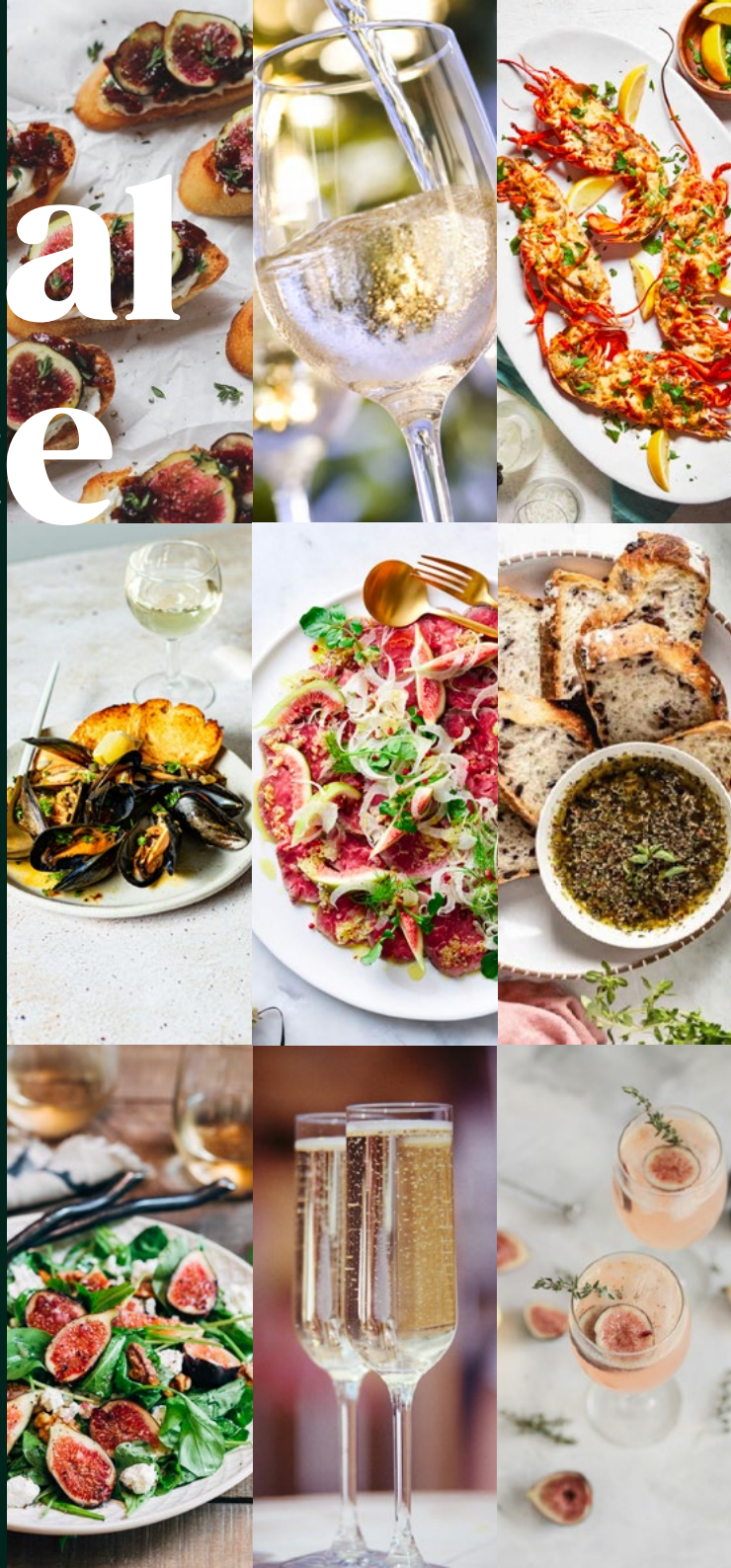


National Terrace Food

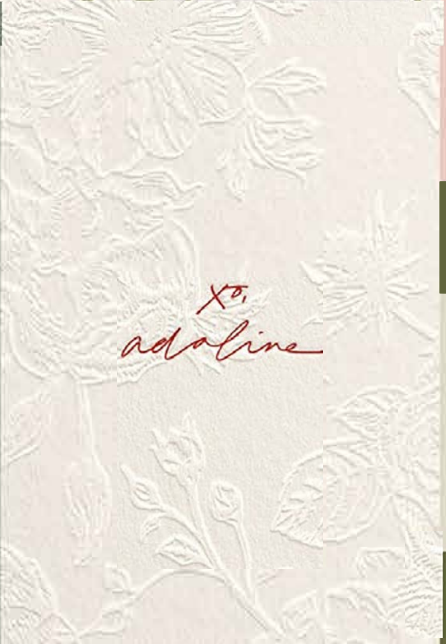
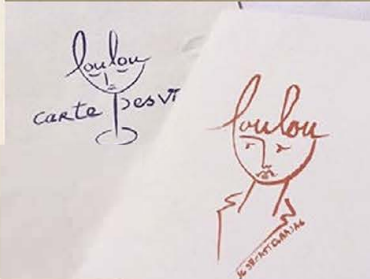
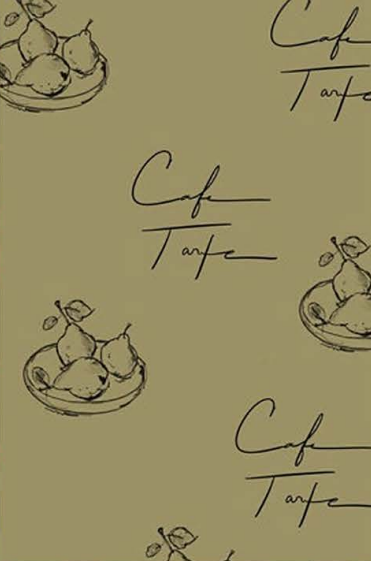
Guests on the National Terrace can expect a refined menu that reflects the natural, open air surroundings of the space.

As a nod to Olympia's history as a vineyard, all our ingredients will be locally sourced from trusted suppliers in the south of England. As an acknowledgement of Olympia's future as a place for the world to connect, the menu is inspired by global flavours. The menu will focus on light, small dishes made with fresh ingredients, ideal for sharing while enjoying the premium sparkling wine offering.

Hero Drink: *English Sparkling Wine & Champagne*



**Light,
fresh,
global
flavours**





South Food Hall

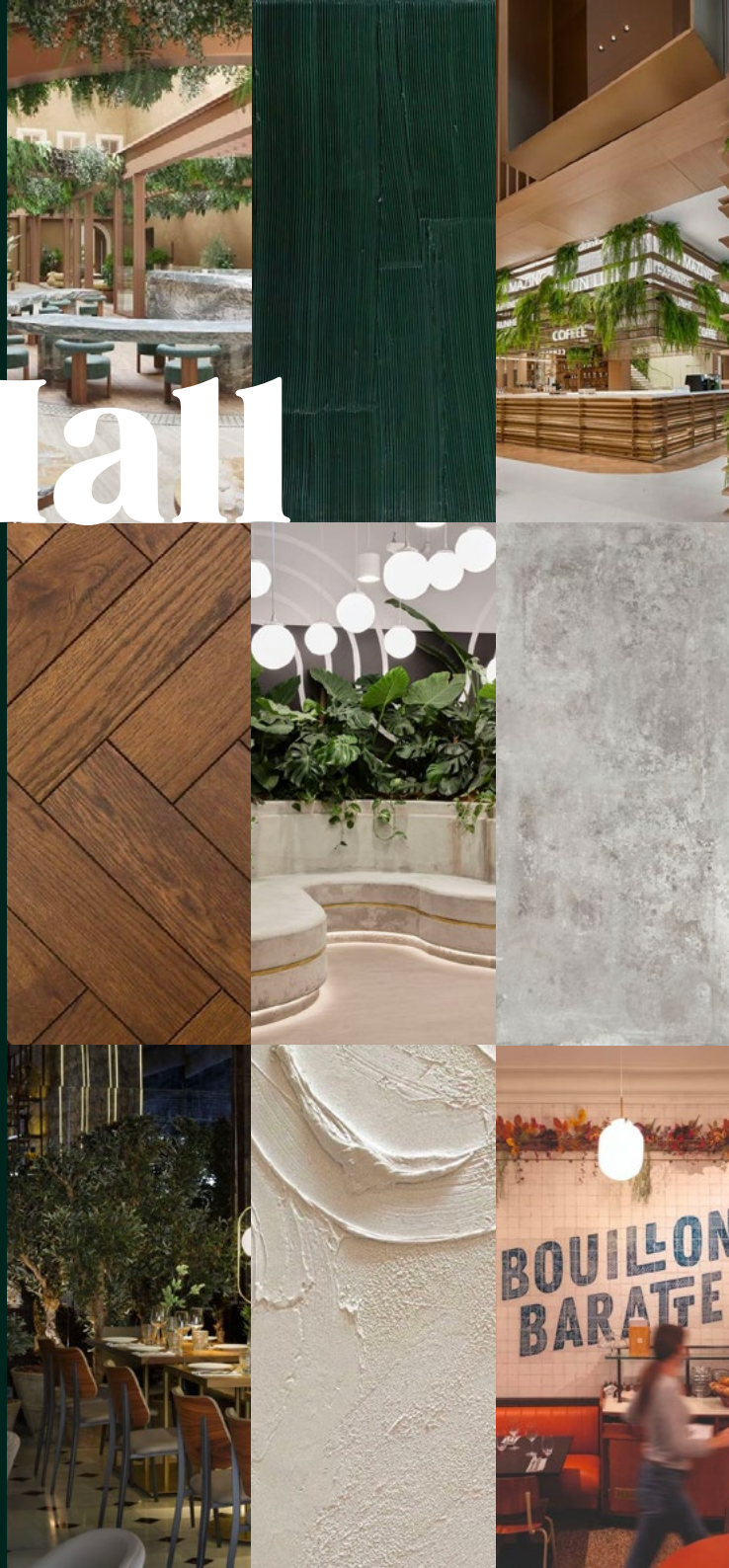
South Food Hall

The heartbeat of Olympia Roof Garden, the South Terrace will feature multiple best in class food brands within a large dining and drinking space. Food concepts include; gourmet fried chicken, smashed burger and shakes, healthy eating concepts and an artisan coffee shop.

An offering that is designed with the wide range of visitors to Olympia in mind from exhibition visitors, concert goers, office workers to local residents and everyone in between.

On the lower level, visitors will find four restaurants alongside a spacious bar offering a laid-back, versatile menu suitable for any time of day or week. Open throughout the day and evening, the food hall concept boasts various food options and expansive dining and drinking areas to cater to the high volume of guests seeking an accessible, affordable, and memorable dining and drinking experience at Olympia.

Initially, all four food options will be managed internally, supported by a centralised production unit with a forward-looking approach to accommodate future collaborations with external celebrity chefs and partners.



Opening Times

8AM - 11PM

Price Point

£6 - £15

Avg Spend Per Head

£15 - £25

Service Style

CLICK & COLLECT/APP

Food Concept

FOOD HALL

Other: Breakfast, Lunch & Dinner. Snacks Menu Available

Guest Age Range

21-60

Acorn Profile

CITY SOPHISTICATES, CAREER CLIMBERS,
SUCCESSFUL SUBURBSWEALTH, MATURE WEALTH

Interests

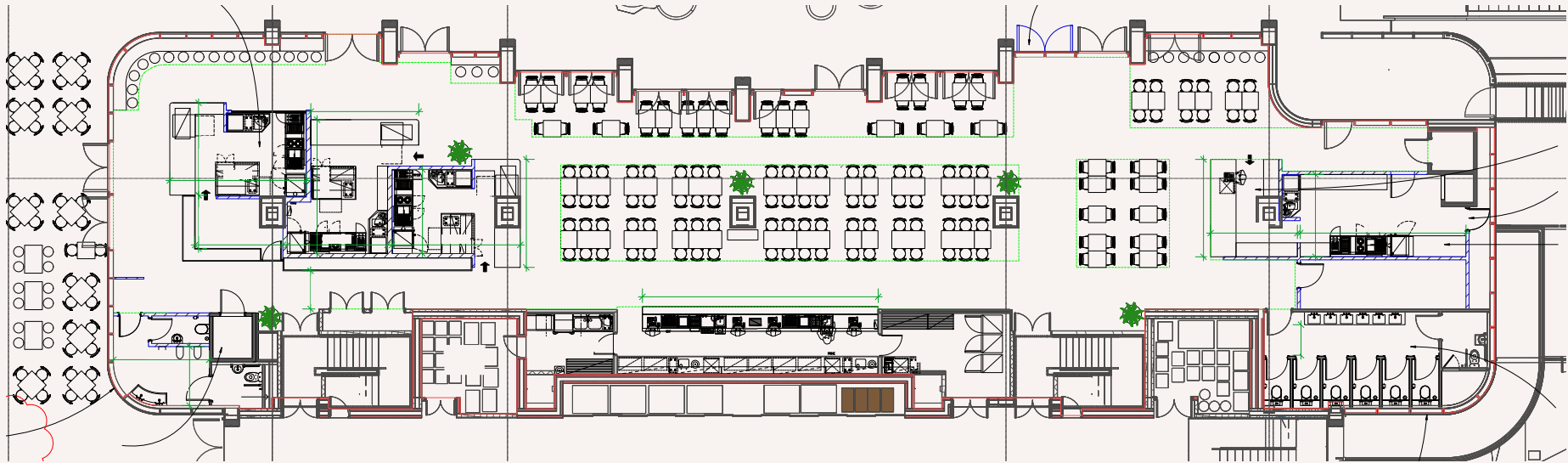
HOBBY FOCUSED, COMMUNITY
ORIENTATED, EXPERIENCE SEEKERS

Behavioural

HEAVY SOCIAL MEDIA USER,
ENTERTAINMENT DRIVEN

Design Partner - Lumsden: Modern and fresh, where culinary innovation meets contemporary design. The space is bathed in natural light streaming through floor to ceiling windows, accentuating the sleek and minimalist aesthetic with touches from the future. Clean lines and a neutral colour palette create a calming atmosphere during the day, while the use of sustainable materials such as reclaimed wood and eco-friendly finishes align with our commitment to the environment.

South Terrace Food Hall Plan



South Terrace Brand Inspiration

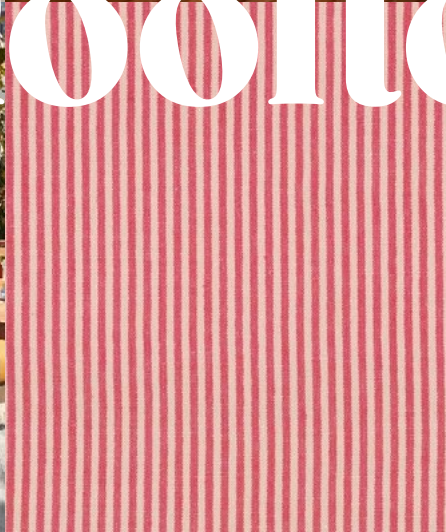
Compelling Concepts & Branding

Crafting bold, vibrant brands with unmistakable touchpoints that captivate. Key focus on a consistent visual identity across décor, menus, packaging, signage, and online presence.





South Rooftop



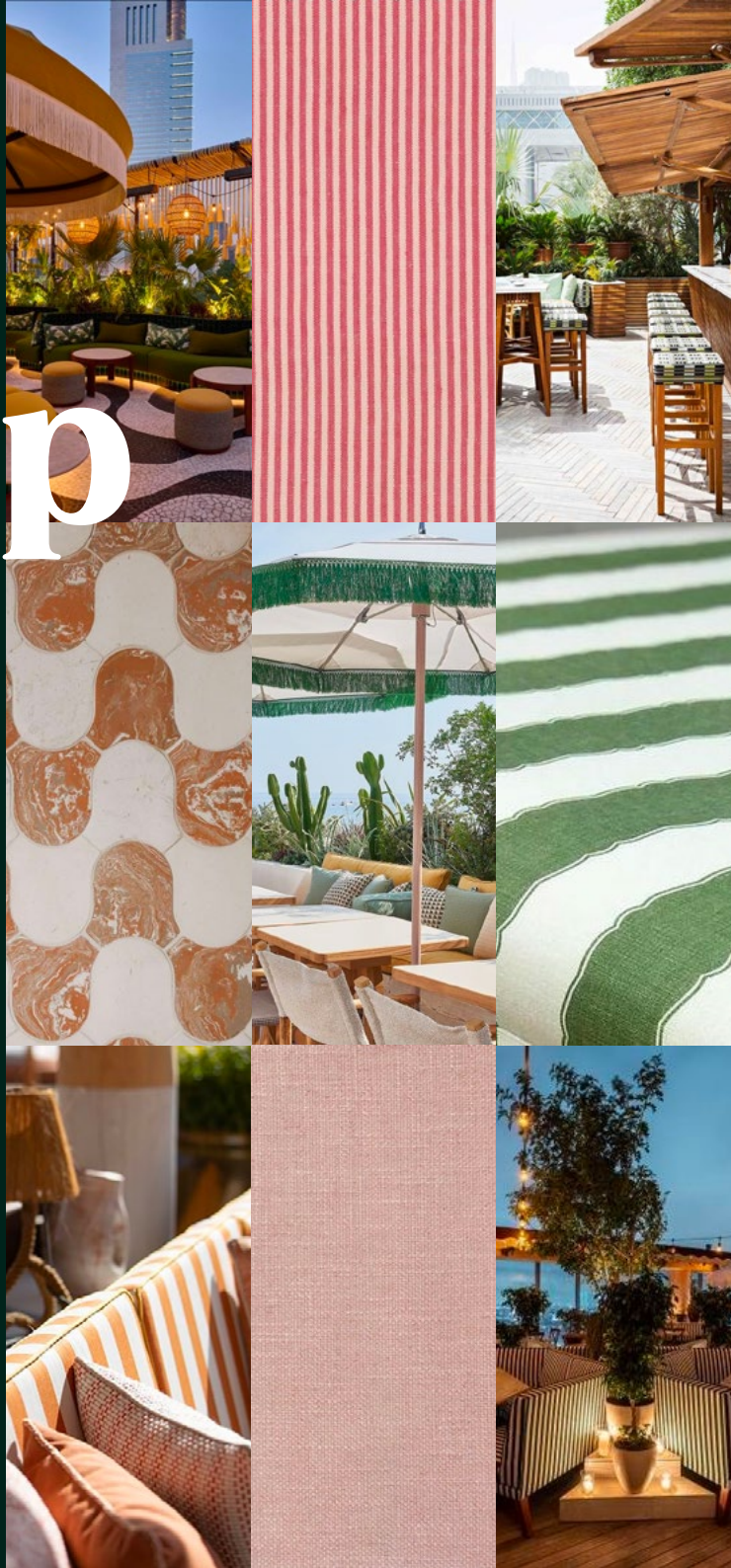
South Rooftop

West London's favourite rooftop 'Pergola on the Roof' revived for celebrations, exciting nights out and long summer days.

Renowned for crafting some of London's top rooftop terraces, Incipio will launch a new and elevated Pergola on the Roof at Olympia.

This versatile venue offers a comprehensive drinking and dining experience, suitable for all occasions. Catering to a diverse clientele, Pergola on the Roof transforms into a lively destination for weekend celebrations from a relaxing hideout during the day. The space boasts a unique bar and taco-serving food unit, creating a vibrant atmosphere ideal for cocktails and beers.

The design elements are carefully curated to enhance the overall ambiance, with music, lighting and decor playing a central role in creating a dynamic atmosphere that evolves from day to night. Guests will love the blend of architectural finesse and a lively vibe.



Opening Times

12PM - 11PM

Price Point

£10 - £20

Avg Spend Per Head

£25 - £35

Service Style

BAR SERVICE/APP

Food Concept

TACOS

Other: Lunch & Dinner. Snacks Menu Available

Guest Age Range

21-35

Acorn Profile

CITY SOPHISTICATES, CAREER CLIMBERS, SUCCESSFUL SUBURBS

Interests

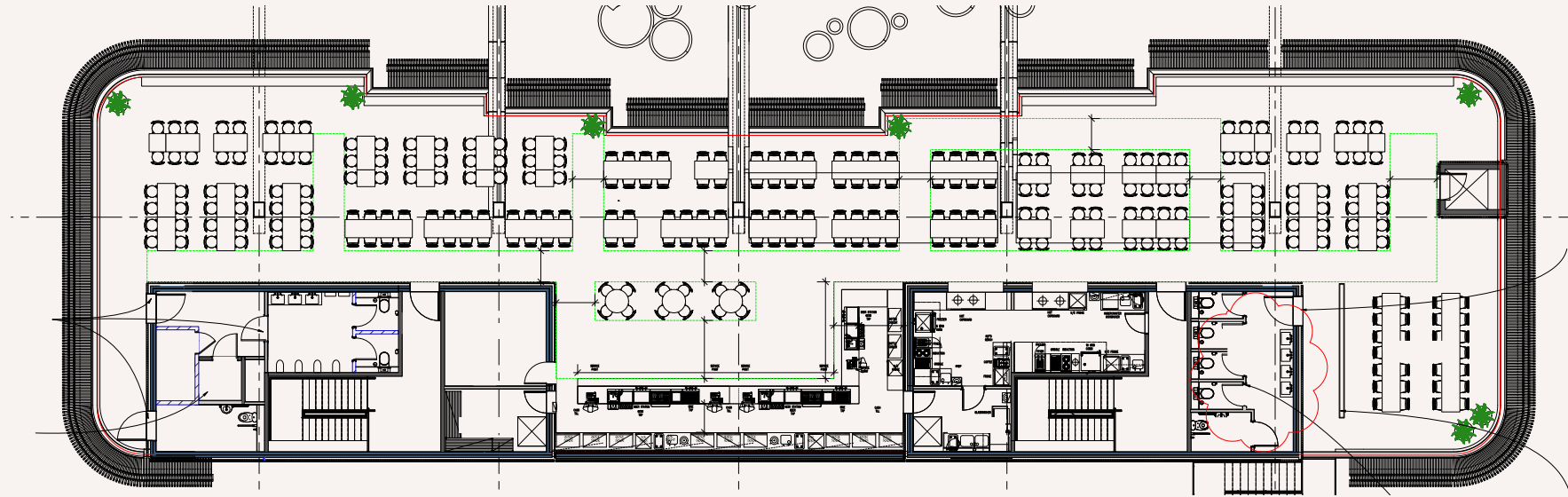
ACTIVE, COMMUNITY ORIENTATED, EXPERIENCE SEEKERS

Behavioural

HEAVY SOCIAL MEDIA USER, ENTERTAINMENT DRIVEN

Design Partner - Lumsden: The mezzanine rooftop elevates the ambiance with a pergola structure enveloped in a lush oasis of greenery. Boasting a generous 500-person capacity, the rooftop will offer bookable spaces and semi-private areas for larger group bookings.

South Terrace Mezzanine Plan



South Rooftop Food

A menu perfect for guests basking in the breathtaking rooftop views or for those enjoying the company of friends and colleagues.

Designed with expertise, the space boasts a unique bar and taco-serving unit, creating a vibrant atmosphere ideal for evening cocktails and beers. Catering to a diverse clientele, the Pergola Bar Rooftop transforms into a lively destination for weekend celebrations.

Hero Drink: *Flavoured Margaritas*



**Fresh,
Exciting,
Seasonal**



North Restaurant

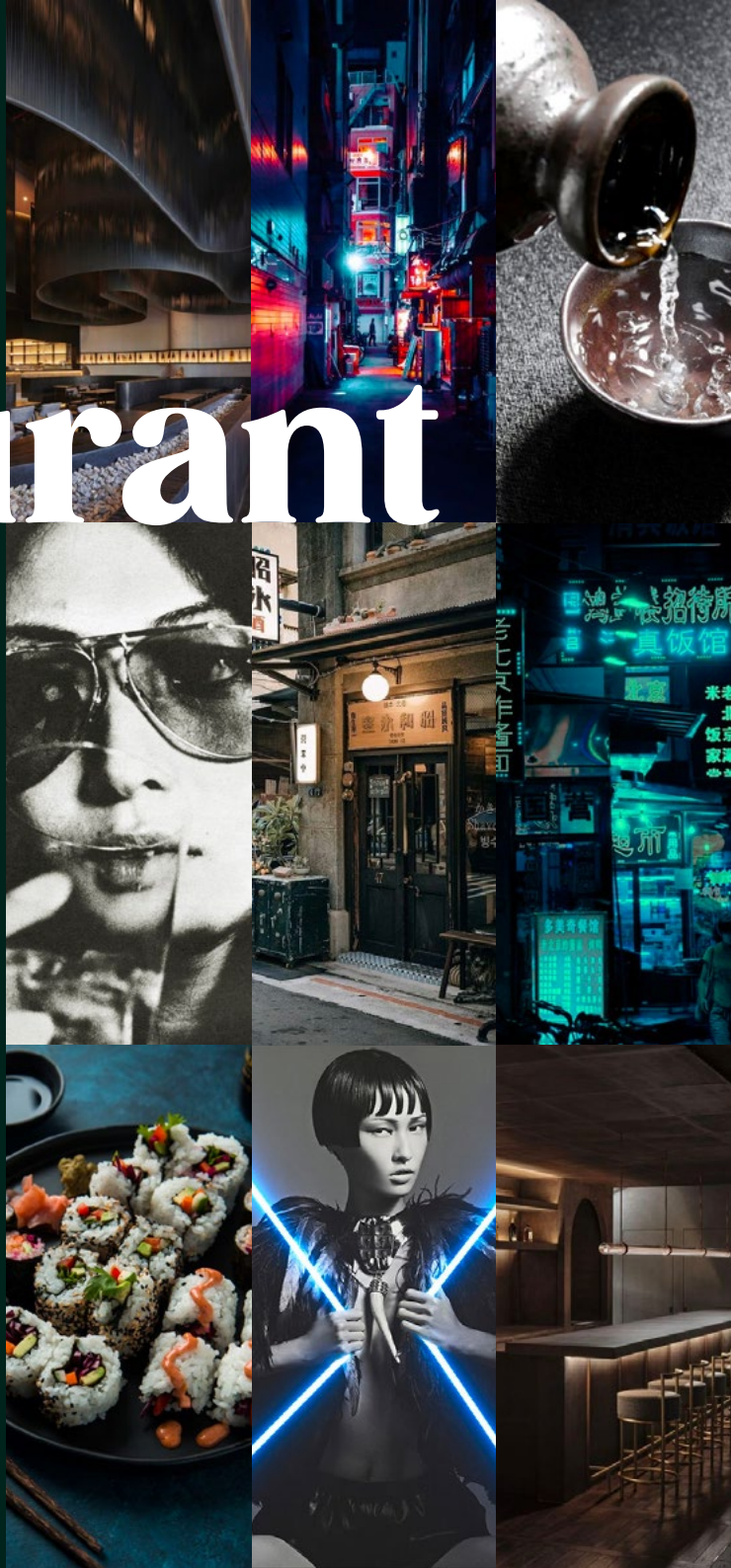
North Restaurant

This contemporary Japanese restaurant draws inspiration from Tokyo's nightlife, offering a modern and trendsetting atmosphere. The culinary concept takes a fresh approach to Japanese cuisine, infusing innovative flavours reminiscent of Tokyo's street food markets and restaurants with trendsetting aesthetics, Japanese-noir design and culture.

Operating from lunch onwards throughout the week, the restaurant will position itself as a sought-after dining experience in Olympia. The design and ambiance intentionally mirror the rawness and dynamic lighting and sounds found in Tokyo nightlife, providing guests with a unique dining experience.

The menu features a variety of dishes, including sashimi, sticks and sushi platters designed for communal sharing. This culinary approach blends casual dining with a focus on inventive flavours, appealing to a diverse audience.

In addition to its culinary offerings, the restaurant boasts an array of inventive cocktails inspired by Japanese culture, art, and trends. These cocktails showcase sought-after Japanese whiskey, gins and sake, contributing to the overall cultural experience of the establishment within Olympia due to the cool atmosphere created through the approach on design, cuisine and sensory experience.



Opening Times

12PM - 11PM

Avg Spend Per Head

£45 - £60

Service Style

TABLE SERVICE

Food Concept

SUSHI

Other: Lunch & Dinner. Crockery

Guest Average Age

25 - 50

Acorn Profile

LAVISH LIFESTYLES, EXECUTIVE WEALTH, CITY SOPHISTICATES

Interests

WELL-TRAVELLED, EXPERIENCE SEEKERS

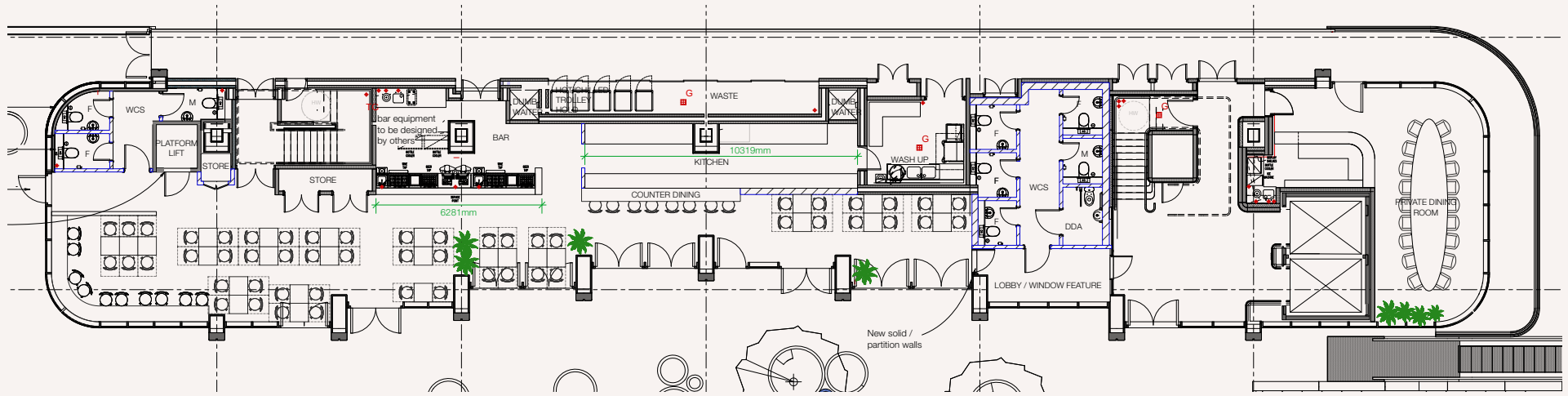
Behavioural

RESEARCHES BEFORE VISITING, QUALITY OVER QUANTITY

Design Partner - Run for the Hills:

Japan Noir. A must-visit drinks & dining experience inspired by the cinematic streets of Tokyo. With touches of mercurial magic, raw materials & metallics which transform the space from day to night.

North Terrace Restaurant Plan



North Rooftop



North Rooftop

A premium rooftop cocktail bar and a captivating oasis inspired by the dynamic energy, vibrant culture, and excitement of Japan.

Perched overlooking Olympia this elevated space promises an immersive experience that seamlessly blends Japanese aesthetics, mixology and an atmosphere of celebration. The ambiance shifts seamlessly from a relaxed afternoon retreat to a pulsating evening hotspot.

Guests will enjoy a menu of inventive cocktails whilst enjoying live DJ performances curated to capture the essence of Tokyo's diverse music scene. As the sun sets the rooftop transforms into a dynamic social hub.

The rooftop will feature a concise food menu, delivering a selected array of bites and snacks, paired with the cocktail menu for guests to enjoy throughout the evening.



Opening Times

12PM - 11PM

Avg Spend Per Head

£25 - £35

Service Style

BAR SERVICE/APP

Food Concept

YAKITORI

Other: Lunch & Dinner. Crockery. Snacks Menu Available

Guest Average Age

25 - 50

Acorn Profile

LAVISH LIFESTYLES, EXECUTIVE
WEALTH, CITY SOPHISTICATES

Interests

WELL-TRAVELLED, EXPERIENCE SEEKERS

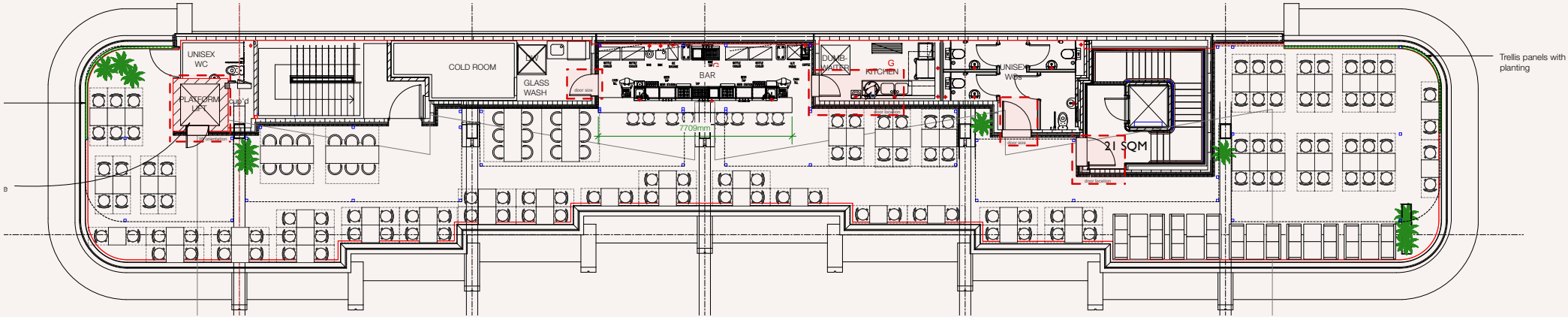
Behavioural

RESEARCHES BEFORE VISITING,
QUALITY OVER QUANTITY

Design Partner - Run for the Hills:

From afternoon serenity amongst cascading Acer leaves to the colours of a vibrant Tokyo sunset through evening. Expect tactile moments & sensory explosions, amplified by ceilings enveloped in lanterns & cosy corners blending into a celebration of sunset sets captivating the essence of Japan.

North Terrace Mezzanine Plan





North Private Room

North Private Room

A versatile space designed to seamlessly transition from corporate meetings to dinner celebrations and feel-good fun parties.

This sophisticated setting offers a space for daytime meetings, complete with state-of-the-art audio-visual equipment and a polished ambiance conducive to productivity. As the sun sets, the room transforms into an intimate dining haven, ideal for celebratory dinners. Guests looking for an unforgettable evening will enjoy the secret karaoke setup for a touch of feelgood fun, turning gatherings into a lively and memorable occasion. With its tasteful decor, flexible functionality, and a hidden karaoke surprise, the private dining room ensures a seamless blend of professionalism and entertainment for a truly unforgettable experience.

The Private Dining Room transitions from meetings to celebratory dinners, equipped with the latest sound and visual technology. As the sun sets, the space transforms into an intimate haven with a hidden karaoke setup, perfect for private parties.



Opening Times
RESERVATIONS ONLY

Avg Spend Per Head
£75 - £100

Service Style
TABLE SERVICE

Food Concept
SHARING SUSHI/YAKITORI BOARDS

Other: Breakfast, Lunch & Dinner.
Crockery, Snacks Menu Available

Design Partner - Run for the Hills:

Step inside a filmset worthy Tokyo Life Smorgasbord of bright lights, cool city vibes. Super cool dining, karaoke craziness. A full throttle space transitioning with lighting through day & night - truly unforgettable. Dialling up the immersive buzz of Tokyo Nights, more akin to set design than a traditional hospitality interior.



One Olympia Way



One Olympia Way

A spectacular Italian all-day restaurant, strategically positioned at the entrance to Olympia, offers a delightful hospitality experience for visitors.

The menu, crafted from high-quality, fresh ingredients, presents traditional Italian favourites at affordable prices. Set in a distinctive environment with a flexible design, the venue caters to various needs. From being openly accessible to the exhibition halls to accommodating event bookings of all sizes, this versatile space is poised to attract a diverse crowd, including post-work and exhibition attendees, making it a highly popular destination.

With a universal appeal, the restaurant will showcase the diversity of Italian dishes. From carefully curated antipasti to perfectly balanced pasta dishes, and of course, the hallmark Neapolitan pizzas with their fluffy crusts and crispy bases ensuring that guests of all ages will be delighted.



Opening Times

8AM - 11PM

Avg Spend Per Head

£20 - £40

Service Style

TABLE SERVICE

Food Concept

PIZZA & PASTA

Other: Breakfast, Lunch & Dinner.
Crockery, Snacks Menu Available

Guest Average Age

21-70

Acorn Profile

CITY SOPHISTICATES, LAVISH
LIFESTYLES, SUCCESSFUL SUBURBS

Interests

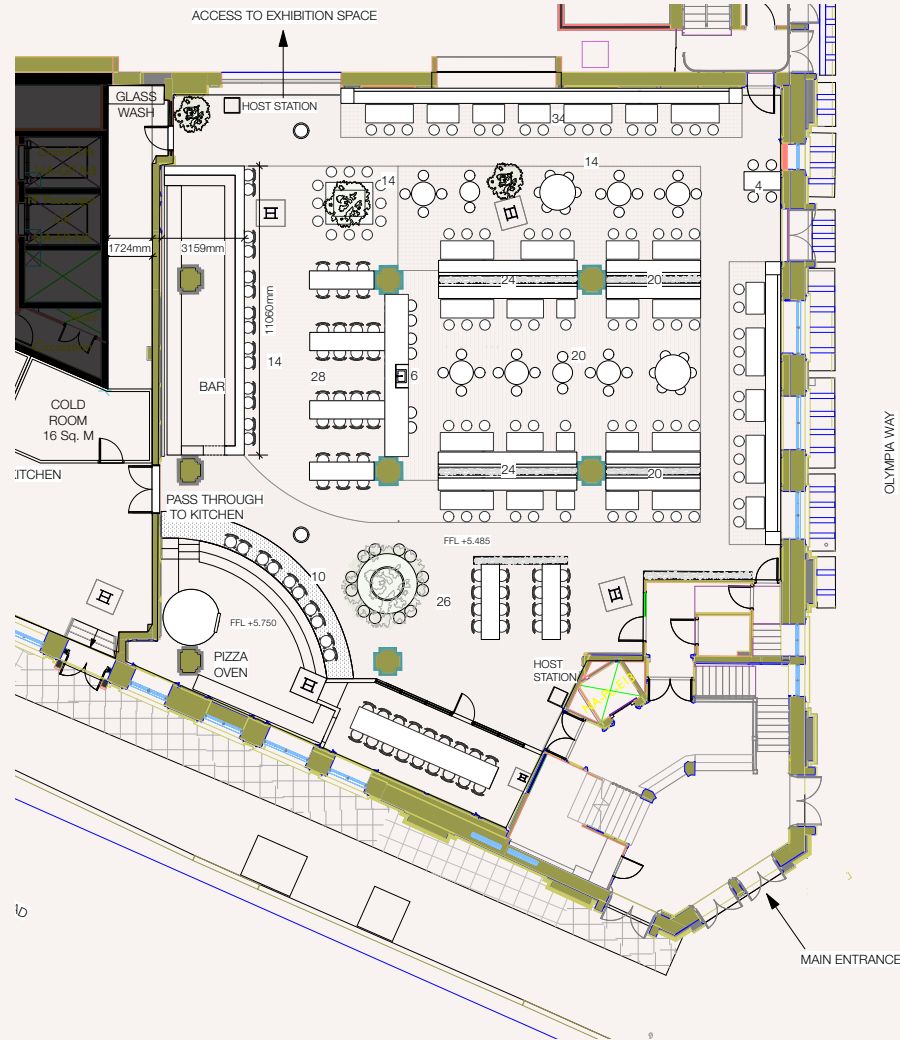
COMMUNITY, FAMILY ORIENTATED,
EXPERIENCE SEEKERS

Behavioural

PLANNED VISITS, VALUE CONSCIOUS

Design Partner - Run for the Hills: The design of this space will marry a fusion of old and new Italy, bringing the charm and simplicity of a traditional Tuscan trattoria with the glamour and vibrancy of modern Italy. All touches and finishes will provide a high impact design narrative which packs personality and punch, with every detail showcasing a space which is for everyone to enjoy.

One Olympia Way Plan



One Olympia Way Food

Italian restaurant serving high quality, fresh, premium ingredients used to create Italian style pizzas and dishes.

A menu of fresh, bright and colourful Italian dishes that covers the full spectrum of the cuisine and captures the joy of Italian dining. Guests can start with antipasti sourced from quality 'farmhouse' style producers, enjoying cured meats and interesting cheese with plump olives, fresh peppers and crispy arancini. Main dishes will comprise of perfectly balanced pasta dishes, Neapolitan pizzas with fluffy crust and a crispy base, expertly grilled Mediterranean meat & fish plates, and a selection of light, flavoursome salads. Round off a satisfying meal with a refreshing sorbet and a pistachio cannoli or two.



**Quality,
fresh,
Italian
dishes.**

beautiful spaces
vibrant atmospheres
great times

INCIPIO

Portfolio

incipio-group.co.uk

Who We Are

“ London’s most innovative operator of destination bars and restaurants, from fine dining to iconic bars ”

Our Mantra

“ We curate beautiful spaces with vibrant atmospheres for great times ”

Our Vision

“ To be one of the most exciting hospitality businesses in the UK, whilst being one of the best to work for ”

Our Story

2015

Opened September 2015 in Sheperds Bush Market

2016

Opened July 2016 in White City

2017

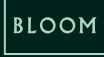
Pergola Paddington opened in July followed by The Prince in November

2018

Pergola Olympia, a year-round botanical enclosed rooftop opens on the roof top of Olympia Car Park, transforming an unused and forgotten space into a wonderful events space enjoyed all year round. Our first permanent venue, W12 Studios in November

2019

Lost in Brixton opened in August 2019 and then opened a nightclub, Bloom in Kensington in November



2020

We launched to In-house food brands at the Prince

2021

Pergola on the Wharf opened in May and rebranded Bloom to Percy's in October

2022

W12 Studios moved units and rebranded as Dear Grace in March followed by Palm House in September and The Libertine in October

2023

2023 saw refreshes and refurbes of multiple venues followed by The 411 opening in September



November 2020
Miracle on Kingdom Street Christmas activation at Pergola Paddington

September 2021
Launch of Wunderbar Oktoberfest Takeover at Pergola Paddington

Autumn 2021
Official RFU England Rugby takeover at The Prince

November 2021
Deck the Halls activation at Pergola Paddington

Summer 2022
Launch of Pergola Paraiso at Pergola Paddington

Summer 2022
Spritz on the Square Pop Up in Canary Wharf

November 2022
Pergola on the Piste activation at Pergola Paddington

June 2023
Pergola on the River activation at Henley Regatta

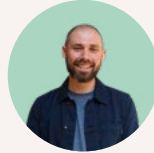
November 2023
Deck the Halls activation at Pergola Paddington

Senior Management



Ed Devenport
CEO

Ed spent 7 years working as a sales and purchase broker for the world's leading shipbroker, Clarkson Plc before embarking on a career in hospitality. A founder of the company, Ed is responsible for leading the strategic, cultural and operational aspects of Incipio Group, one of the most exciting hospitality groups in the UK.



Tom Brand
FINANCE DIRECTOR

Tom trained formally as an accountant at Deloitte before moving to Amnesty International as Head of Management Accounts & Procurement. His love of all things F&B pulled him to Jascots in the wine industry, as Head of Finance. Tom joined Incipio as Finance director in 2019 to play a key role in building a strong financial platform off which the group can deliver its growth plans.



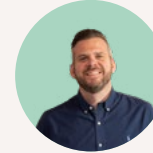
Josie Adams
PEOPLE DIRECTOR

Prior to Incipio Josie was Head of Learning and Development at Young's where she was responsible for its award winning training and development and company culture. Josie has enjoyed an extensive career that has resulted in wide recognition for her work she has done for multiple companies around training, development and culture.



Anthony Knight
SALES & MARKETING DIRECTOR

Anthony joined Incipio from hospitality strategy agency, Elliotts, where in his role as MD he led insight, research and strategy briefs for 80+ hospitality, leisure and FMCG brands including Deliveroo, Red Bull, The Alchemist, Center Parcs, Puttshack, Sodexo and Diageo.



Cormac Rawson
OPERATIONS DIRECTOR

With 25 years experience as a hospitality professional working across multiple brands, Cormac joined Incipio Group as Operations Director following 11 years with Youngs' as an Operations Manager, where he was responsible for 16 pubs and hotels, overseeing multiple acquisitions and major capital investment projects.



The Board



Ian Edward



Archie Ward



Andrew Devenport



David Roberts



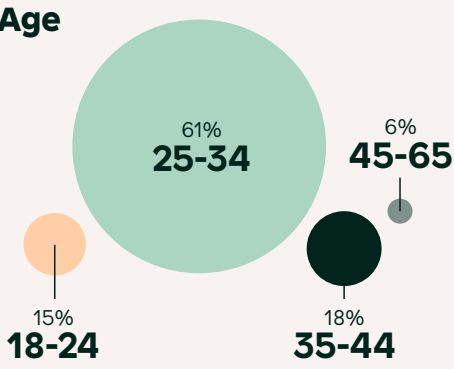
Harry Heartfield



Guest Profile

Since its inception, Incipio has established itself as the curator of the city's best destination venues, boasting a dedicated following with nearly 1 million active newsletter subscribers and a combined social reach of over 100 million each year.

Our guests, predominantly aged between 21 and 45, are an aspiring and loyal crowd who are driven by a lifestyle that values music, social and great food and drink experiences.



Combined Social Following
375,450



Combined Social Reach
140 million

(Including Press Coverage, Social Media & Video Views)

Database Sign Ups
1,035,000

Tickets Sold To Date
112,324

Ticket Revenue To Date
£1,715,150



Incipio in Numbers

3.4m

VISITORS



1.7m

SUBSCRIBERS

2900

PIECES
OF PRESS
COVERAGE



50m+

VIDEO VIEWS

92%

OF GUESTS WOULD
RECOMMEND US
TO A FRIEND



63

 RESTAURANT
COLLABORATIONS

510k

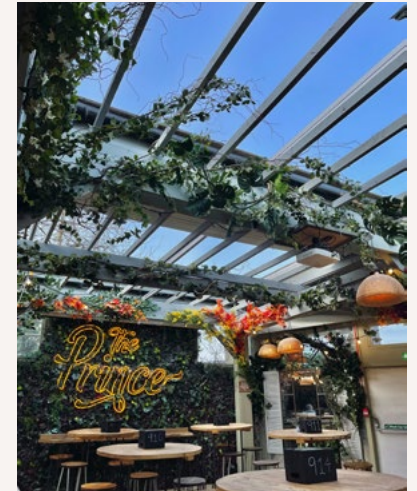
  

TOTAL SOCIAL FANS



25%

OF ALL VISITORS TRAVELLED
FROM OUTSIDE OF LONDON



Press

“It would seem that Incipio can do no wrong. With a wave of their magic wand (and an unparalleled understanding of where millennials actually want to go), all their venues are instant hits”

Tatler

“A year-round spot in Canary Wharf with a glass roof, floor-to- ceiling windows and an abundance of luscious greenery”
GQ Magazine

“Best rooftop bar this summer”
Telegraph

“Step into west London’s most Instagrammable spot - an English summer garden that has a retractable roof for when the sun comes out”
HELLO Magazine

“Attracting a seriously cool crowd, who are already flocking there to discover it”
The Nudge

“This is sure to be the best new winter spot in town”
Harpers Bazaar

“One of the best sunset-watching spots in London.”
Secret London

“This Sunday Roast is the best that I’ve had in London”
GQ

Featured in:

VOGUE **Condé Nast Traveler** **TimeOut**

E L L E **Daily Mail** **FINANCIAL TIMES**

GQ **THE NUDGE** **CITYA.M.**

INDEPENDENT **BigHospitality** **SHEERLUXE**

*** SECRET LONDON** **HELLO!** **Propel info**

TATLER **BAZAAR** **STYLIST**

COSMOPOLITAN **Evening Standard**

Strong Foundations & Governance

“Incipio are supported by Edition Capital. Edition are one of the UK’s foremost Venture Capital specialists in hospitality and leisure and, to date, have invested in excess of £50 million into the sector across more than thirty investments.

Edition have invested £5 million into Incipio to date over two rounds and remain totally supportive of the Group in terms of its longer term ambitions and further funding requirements should the need arise as the Group continues on its current high growth trajectory.

Edition are represented on the Board of Incipio by Paul Bedford, whose career has spanned more than forty years in the leisure and entertainment sectors. Paul has been closely involved in a number of high profile multi-million pound exits across his career. Incipio believe that Paul’s experience will be invaluable in helping it to maximise its commercial success during this period of rapid expansion.”

“From the first time we walked into an Incipio venue, we knew the team had an unparalleled understanding of what the modern consumer wants. Reaching the million customer milestone and the growth achieved over the past four years is testament to their vision and execution. We are delighted to have made a further significant investment in the company to support the next phase in its evolution.”

Paul Bedford
Edition Capital Partner

Landlords

Since 2015, the backbone of Incipio’s success and growth has been the often unheralded work we put into building relationships with landlords, councils, local stakeholders and various public bodies.

We believe the best way to conduct business is to be viewed as a proactive, reliable and trustworthy partner, whilst simultaneously offering something unique and exciting to the areas in which we operate.

Incipio’s past, current and future success depends on building these strong partnerships and we invest a lot of time into developing a collaborative approach with our landlords.

“Incipio run a high quality, high volume destination. They have driven footfall, run their business well and we are in discussions with them on other opportunities.”

Alice Keown
British Land

“Incipio have created a remarkable combination in the hospitality industry: that unique flair which brings queues of loyal fans with institutional quality standards of operation and financial transparency. Furthermore, in our book, they have gone one major step further as the new generation of leaders in this field, which is that the principals of the firm have embedded community outreach as part of their ethos.

This means local hiring and procurement, working with local residents, businesses and stakeholders to ensure their concepts become a part of the community fabric even as they open to become world-class destinations. Built in the pillars of genuine community, imaginative flair and institutional quality trust, they are best-in-class operating partners in the field.”

Lloyd Lee
Yoo Capital



Our Current Venues

7 unique venues across London



The Prince

West Brompton
Opened 2017
800 Capacity



Lost in Brixton

Brixton
Opened 2019
600 Capacity



Pergola on the Wharf

Canary Wharf
Opened 2021
700 Capacity



Dear Grace

White City
Opened 2022
400 Capacity



The Palm House

Victoria
Opened 2022
440 Capacity



The Libertine

Bank
Opened 2022
450 Capacity



The 411

Angel
Opened 2023
500 Capacity



Opened 2017 800 Capacity

THE Prince

West Brompton

3 BARS | 3 RESTAURANTS | 1 PRIVATE ROOM (CAPACITY 80)

A grand old pub brought back to life around a big beautiful garden

theprincelondon.com | @theprincelondon | 14 Lillie Road, London, SW6 1TT





Opened 2019 600 Capacity



Brixton Village

ARCH 1 90 | ARCH 2 60 | MAIN BAR 450 | 2 BARS

Take a wrong turn to the right place.
A rooftop paradise, hidden in Brixton Market

lostinbrixton.com | @lostbrixton | Brixton Village, Coldharbour Lane, SW9 8PS





Opened 2021 700 Capacity

PERGOLA

ON THE WHARF

Canary Wharf

INSIDE 500 | OUTSIDE 200 | PRIVATE DINING ROOM (CAPACITY 12)

Grown for naturally good times. Refined cocktails dripping in fresh fruit & food sourced from local markets.

pergolacanarywharf.com | [@pergolacanarywharf](https://www.instagram.com/pergolacanarywharf) | Crossrail Place, Canary Wharf, London





Opened 2022 350 Capacity

**dear
grace**
COCKTAILS &
SMALL PLATES

White City

INSIDE 235 | OUTSIDE 115

Dear Grace is a stylish neighbourhood bar and eatery serving delicious drinks and wholesome food throughout the day

deargracelondon.co.uk | [@deargracelondon](https://www.instagram.com/deargracelondon) | 195 Wood Lane, White City Place, W12 7TU





Opened 2022 400 Capacity

THE
Palm House
VICTORIA

Victoria

GROUND 250 | 1ST FLOOR 150 | PRIVATE DINING ROOMS (CAPACITY 12 & 6)

Home of the good life. Flawless Miami style with Cuban Cool under one roof

palmouselondon.co.uk | [@palmouselondon](https://www.instagram.com/palmouselondon) | 150 Victoria Street, London, SW1E 5LB





Opened 2022 450 Capacity

THE LIBERTINE

THE ROYAL EXCHANGE

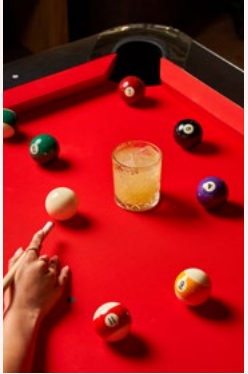
Bank

RESTAURANT 70 | PRIVATE DINING ROOM 18 | WHISKEY VAULT 25

A chamber of spirited revelry in the foundations of the City

libertinelondon.co.uk | @libertine.london | The Royal Exchange Cornhill EC3V 3LL





Opened 2023 450 Capacity

The 4.1.1

Angel

THE BAR 200 | THE LOUNGE 200 | THE DINER 54 | POOL ROOM 30

Design-driven neighbourhood bar inspired by the timeless Manhattan lofts

the411london.co.uk | @the411london | 411 St John Street, London EC1V 4AB



Our Teammates

We believe in cultivating careers, not jobs

The hospitality industry has suffered with recruitment challenges during Covid and has seen significant post covid obstructions. At Incipio, we have navigated this by engaging with our teammates and creating a culture in which training & development is pivotal to internal progression and retention.



70%
Of our management teams are homegrown in comparison to 30% industry average



Represented by 48 nationalities as of March 2024 we are represented by a 377 strong team that are a true reflection of our values and mantra

What gets measured, gets done

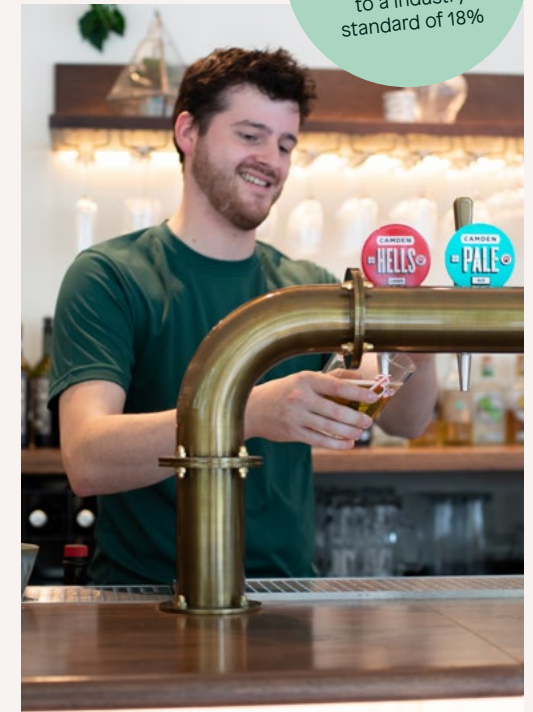
Understanding, developing, and engaging with our people is our primary focus, but reviewing what they do and following up on their success is just as important.

We are proud of what we do and how far we've come and these numbers are a testament to that.

- The group **didn't pay any recruitment agency costs** in 2023 at time when vacancies in the industry were at an all time high.
- **We pay the London Living Wage.**
- **Service Charge** has grown year on year, with an average of £6,800 for every venue team member in our business.
- **Turnover of 53%** against an industry average of 102%.
- **87% of our team engaging** weekly on our communication platform, in comparison to **43%** industry average.



60%
Retention compared to a industry standard of 18%



Team Engagement

People are at the core of everything we do. We don't just talk a good game, we play one as well.

We prioritise engagement at Incipio because we understand that this directly impacts retention, sales and our team's drive to progress and smash targets.

In an industry defining strategy, we expose our hourly paid team to many exciting experiences. This has directly impacted our retention and our employee value proposition.



INCIPIO FC

Incipio FC is more than just a company football team. We have our CEO and Ops Director playing football weekly with the venue teams, with all team invited. We also show up for the big occasion, with multiple trophies secured!



INCENTIVES

Last year saw the inaugural Incipio Ski Trip, where our CEO took 12 Team Members to Avoriaz with our partners at Jubel. This has now become an annual trip and is a testament to our incredible culture that this trip is accessible to all team mates in Incipio.



TRIPS

Our wine gurus from across our venues tasted incredible wines in a Portuguese vineyard. We love taking our people away on experiential trips so they can bring their learnings back to train their teams and drive sales.



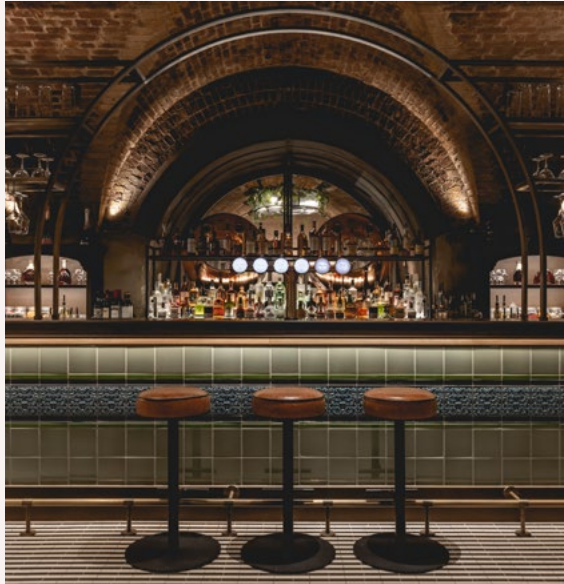
PARTIES & AWARDS

For the last 3 years we have recognised and celebrated our team at epic venues like Printworks or with awesome concepts like 'Incipiochella'. These are highly anticipated events with 87% of our entire team attending. We invite our suppliers and partners to honour our winners and see them receive not just the aspiring award but prizes ranging from trips to Edinburgh to VIP boxes at the O2.



Designs

Incipio Group continues to be regarded as a trendsetter in curating vibrant atmospheres within exquisitely designed venues, marking a transition from our early reputation of transforming forgotten spaces into award-winning long-lease venues.



HOSPITALITY INTERIOR WINNERS



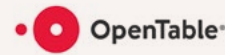
PROJECT OF THE YEAR: BAR AND LEISURE WINNERS



BEST INTERIOR DESIGN WINNERS



BEST VENUE DESIGN WINNERS



DINER'S CHOICE AWARD TOP FEATURED RESTAURANT



HERITAGE BUILDING & BEST LIGHTING SHORTLISTED



BEST MARKETING CAMPAIGN SHORTLISTED



BEST NEW HOSPITALITY BUSINESS OF THE YEAR SHORTLISTED

INCLUDED IN THE TOP 10 FOR PUBLIC VOTING

Our Partners

We partner with Best-in-Class Operators

Beverage

DIAGEO



Asahi

JUBEL



SAZERAC



LUCKY SAINT

LVMH

LIBERTY WINES



Property/Build/Design

ETCH.



RUN FOR THE HILLS

Studio Found



LUMSDEN

Landlords



ARDENT

STANHOPE



DELANCEY

YOOCAPITAL

Tech



harri

dojo.



asana

designmynight

toggle



Finance



haysmacintyre



ORACLE NETSUITE

Marketing

SAUCE

