

APPENDIX A

19/07/2018

Business - Application for a premises licence to be granted under the Licensing Act 2003

Ref No. 1058931

Name of Applicant

Please enter the name(s) who is applying for a premises licence under section 17 of the Licensing Act 2003 and am making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

	By The Horns Brewing Ltd
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Premises Details

Non-domestic rateable value of premises in order to see your rateable value click here (opens in new window)

£	0
	Band D and E only applies to premises which uses exclusively or primarily for the supply of alcohol for consumption on the premises
	No

Premises trading name

	By The Horns
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Postal address of premises or, if none, ordnance survey map reference or description

Address Line 1	UNIT 1
Address Line 2	22 ELEPHANT AND CASTLE
Town	LONDON
County	
Post code	SE1 6SQ
Ordnance survey map reference	
Description of the location	Commercial Unit
Telephone number	██████████

Applicant Details

Please select whether you are applying for a premises licence as

	a person other than an individual (limited company, partnership etc)
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If you are applying as an individual or non-individual please select one of the following:-

	I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
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Other Applicants

Personal Details - First Entry

Name	Alex Bull
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Address - First Entry

Street number or building name	[REDACTED]
Street Description	[REDACTED]
Town	[REDACTED]
County	[REDACTED]
Post code	[REDACTED]
Registered number (where applicable)	[REDACTED]
Description of applicant (for example, partnership, company, unincorporated association etc)	Limited Company Application. [REDACTED]

Contact Details - First Entry

Telephone number	[REDACTED]
Email address	[REDACTED]

Operating Schedule

When do you want the premises licence to start?

	01/09/2018
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If you wish the licence to be valid only for a limited period, when do you want it to end?

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General description of premises (see guidance note 1)

	<p>The premises is currently an empty shell and has not been occupied since the building (One The Elephant) was built. We propose to open a Pizzeria and Tap bar, serving gas fired pizzas alongside our sister company's (By The Horns Ltd) range of craft beers. Fresh pizzas will be served 7 days a week from the pizzeria, and beer/wine/spirits will be able to be purchase from the bar too. Due to our sister company being a brewery, we propose to apply for an off and on license, so individuals can also purchase cans of our craft beers to takeaway.</p>
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If 5,000 or more people are expected to attend the premises at any one time please use the drop down below to select the number.

	Less than 5000
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Operating Schedule part 2

What licensable activities do you intend to carry on from the premises?

	(Please see sections 1 and 14 of the Licensing Act 2003 and schedule 1 and 2 of the Licensing Act 2003)
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Provision of regulated entertainment (Please read guidance note 2)

	e) live music
	f) recorded music

Provision of late night refreshment

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Supply of alcohol

	j) Supply of alcohol
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E - Live Music

Will the performance of live music take place indoors or outdoors or both? (Please read guidance note 3)

	Indoors
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Please give further details here (Please read guidance note 4)

	Once a week we propose to offer a live music acoustic evening whereby for example a solo guitar player can acoustically play for our customers. This live music will be to accompany patrons of the restaurant and bar and therefore will not be excessively loud, however it is very likely it will be amplified.
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Standard days and timings for Live Music (Please read guidance note 7)

Day	Start	Finish
Mon	18:00	22:00
Tues	18:00	22:00
Wed	18:00	22:00
Thur	18:00	22:00
Fri	18:00	22:00
Sat	13:00	22:00
Sun	13:00	22:00

State any seasonal variations for the performance of live music (Please read guidance note 5)

	No seasonal variation.
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Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed. (Please read guidance note 6)

	No, these times cover all eventualities.
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F - Recorded Music

Will the playing of recorded music take place indoors or outdoors or both? (Please read guidance note 3)

	Indoors
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Please give further details here (Please read guidance note 4)

	We propose to play background music in the restaurant and bar, this will be amplified, but of course will be background music and not loud.
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Standard days and timings for Recorded Music (Please read guidance note 7)

Day	Start	Finish
Mon	09:00	23:00
Tues	09:00	23:00
Wed	09:00	23:00

Thur	09:00	23:00
Fri	09:00	23:00
Sat	09:00	23:00
Sun	09:00	23:00

State any seasonal variations for playing recorded music (Please read guidance note 5)

	No variations, the requested hours covers all eventualities.
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Non standard timings. Where you intend to use the premises for the playing of recorded music entertainment at different times to those listed. (Please read guidance note 6)

	New Years Eve we propose to have recorded music until 1.30am.
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J - Supply of Alcohol

Will the supply of alcohol be for consumption (Please read guidance note 8)

	Both
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Standard days and timings for Supply of alcohol (Please read guidance note 7)

Day	Start	Finish
Mon	10:00	23:00
Tues	10:00	23:00
Wed	10:00	23:00
Thur	10:00	23:00
Fri	10:00	23:00
Sat	10:00	23:00
Sun	10:00	23:00

State any seasonal variations for the supply of alcohol (Please read guidance 5)

	No seasonal variations, the proposed hours covers all eventualities.
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Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed. Please list, (Please read guidance note 6)

	New Years Eve we propose to serve alcohol until 1am.
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Please download and then upload the consent form completed by the designated proposed premises supervisor

	Schedule-15-6-3-17-Consent-of-individual-to-being-specified-as-premise-signed2.pdf
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Premises Supervisor

Full name of proposed designated premises supervisor

First names	Alex
Surname	Bull

DOB

Date Of Birth	██████████
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Address of proposed designated premises supervisor

Street number or Building name	██
Street Description	██████████
Town	██████████
County	██
Post code	██████

Personal licence number of proposed designated premises supervisor, if any,

Personal licence number (if known)	██████████
Issuing authority (if known)	Wandsworth Council

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (Please read guidance note 9)

	None.
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L - Hours premises are open to public

Hours premises are open to the public (standard timings Please read guidance note 7)

Day	Start	Finish
Mon	08:00	23:30
Tues	08:00	23:30
Wed	08:00	23:30

Thur	08:00	23:30
Fri	08:00	23:30
Sat	08:00	23:30
Sun	08:00	23:30

State any seasonal variations (Please read guidance note 5)

No.

Non standard timings. Where you intend to use the premises to be open to the public at different times from those listed. Please list, (Please read guidance note 6)

News Year eve we propose to open until 1.30am(01:30 on New Years day)

M - Steps to promote four licencing objectives

a) General - all four licensing objectives (b,c,d,e) (Please read guidance note 10)

We propose to promote all four licensing objectives by implementing policies within the business that will manage each one of the licensing objectives. We hold the same policies in place in our sister business at By The Horns , 25 Summerstown, London, SW17 0BQ; where we have been successfully promoting these objectives for 5 years.

b) the prevention of crime and disorder

We will instal CCTV cameras inside the buidling to deter crime, with any instances of crime and/or disorder being reported to the Police. Outside the building there is already CCTV in place which is managed by the building management company.

c) public safety

A full risk assessment will be carried out and a full Health & Safety policy put in place which will be revied on a monthly basis. This includes having fire exstinguishers in the building, emergnecy lighting, & fire exit signs. A full evaluation of the risk assessment will be carried out in conjunction with the building renovation plans and after the build is complete.

d) the prevention of public nuisance

We will have a very stict policy on public nuisance with all outside seating taken in at 9.30pm. Recorded background music will be background music and low in volume and will be tunred off by the required times submitted. All patrons will be asked to leave quietly, with signs on the wall notifying them of this. We will also prevent any smoking outside and off course inside the building. Rubbish from our business will be stored in the shared rubbish disposal with the building.

e) the protection of children from harm

	We will carry out a strict Challenge 21 policy to request identification for anyone who looks under 21. The venue proposes to be a family friendly environment where everyone is welcome.
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Please upload a plan of the premises

	Lease-Plan-1-and-Plan-2-610682981-1-.PDF
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Please upload any additional information i.e. risk assessments

	THINK-BY-THE-HORNS-low.pdf
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Checklist

	I have enclosed the plan of the premises. I understand that if I do not comply with the above requirements my application will be rejected. I understand that I must now advertise my application (In the local paper within 14 days of applying
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Home Office Declaration

Please tick to indicate agreement

	<input type="checkbox"/> I am a company or limited liability partnership
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Declaration

I agree to the above statement

	Yes
PaymentDescription	10091668088, ,
AuthCode	750973
LicenceReference	ks102 94212
PaymentContactEmail	

Please provide name of applicant (the current premises licence holder) or applicant's solicitor or other duly authorised agent (please read guidance note 12). If completing on behalf of the applicant, please state in what capacity.

Full name	Alex Bull
Date (DD/MM/YYYY)	17/01/1986
Capacity	200

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Where the premises licence is jointly held, enter the 2nd applicant (the current premises licence holder) or 2nd applicant's solicitor or other authorised agent (guidance note 13). If completing on behalf of the applicant state in what capacity

Full name	
Date (DD/MM/YYYY)	
Capacity	

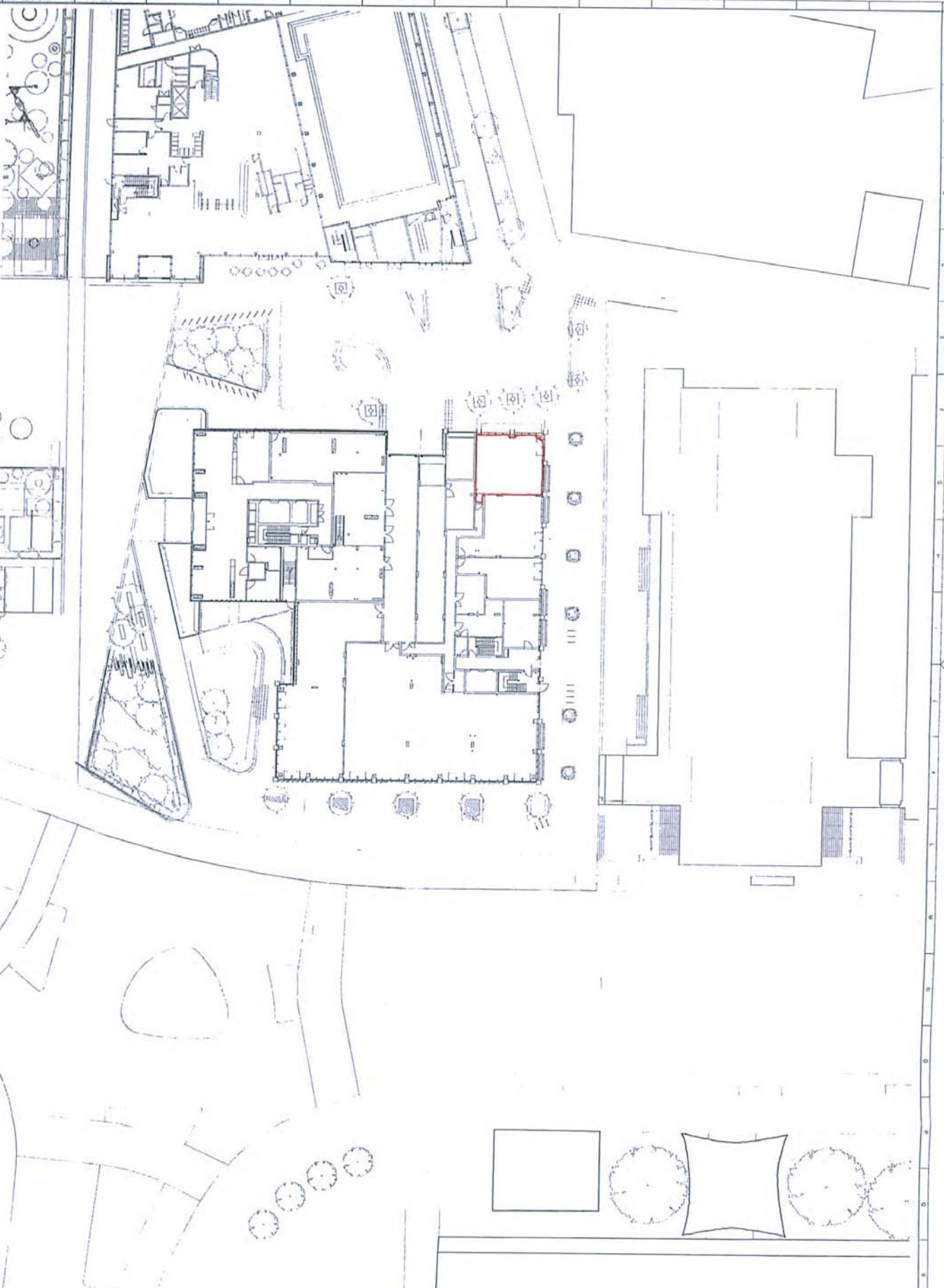
Contact name (where not previously given) an address for correspondence associated with this application (please read guidance note 14)

Contact name and address for correspondence	Alex Bull [REDACTED] [REDACTED]
Telephone No.	[REDACTED]
If you prefer us to correspond with you by e-mail, your email address (optional)	[REDACTED]

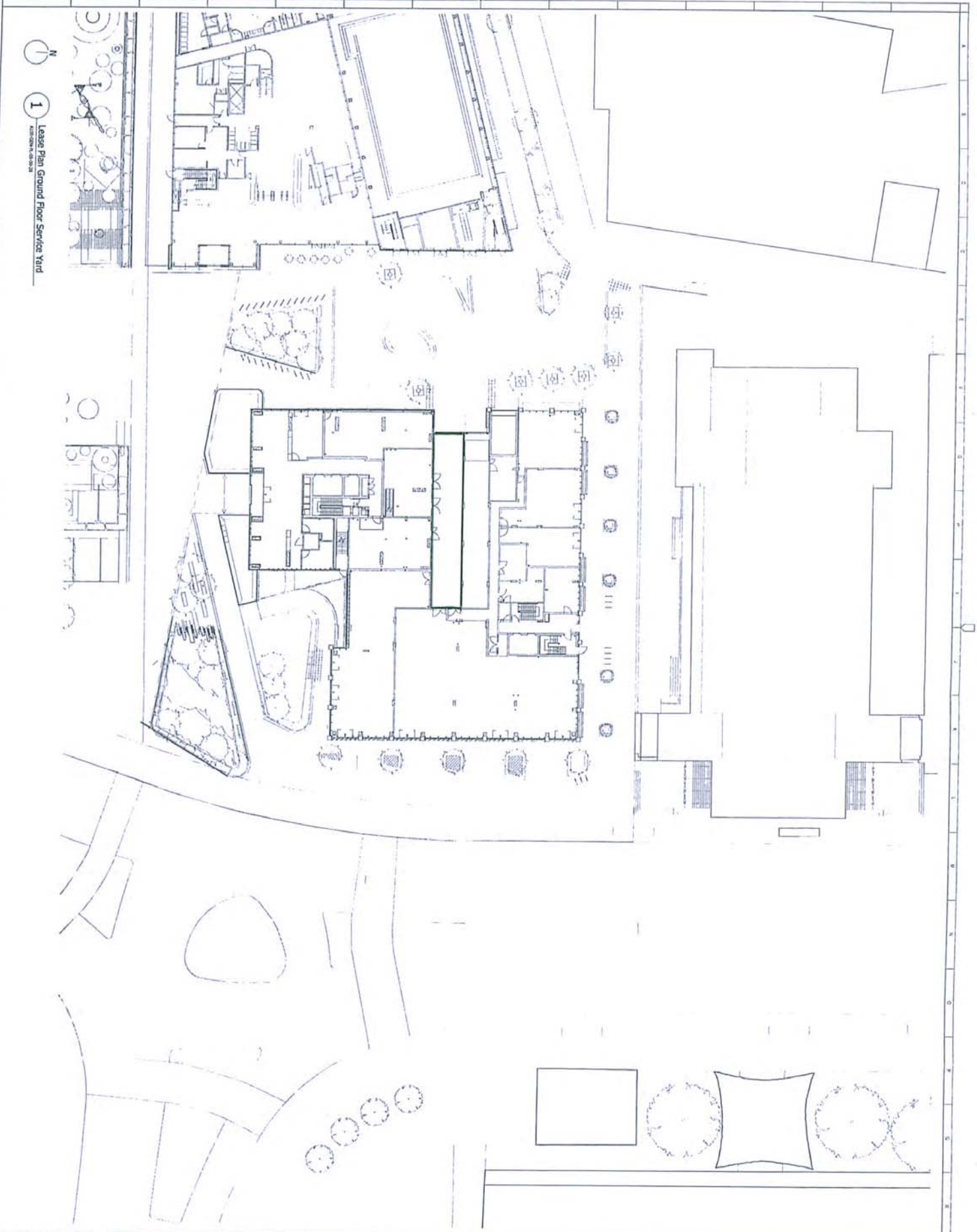
The information you provide will be used fairly and lawfully and Southwark Council will not knowingly do anything which may lead to a breach of the Data Protection Act 1998.

PLAN 1

1 Lease Plan Ground Floor Commercial Unit 1



Squire and Partners 77 Market Street Suite 100 Perth WA 6000	
SQUIRE & PARTNERS ARCHITECTS	
One The Elephant	
Lease Plan Ground Floor Commercial Unit 1	
Lease Plans	1:500 @ A3
15/01/01	15/01/01
A100-GEN-PL-05-00-23	



N
1
Lease Plan Ground Floor Service Yard
A1100-GEN-PL-05-00-28

Squire and Partners ARCHITECTS & PARTNERS 1501011	
One The Elephant	
Lease Plan Ground Floor Service Yard	
Lease Plans 1501011	
1:500 @ A3	
A1100-GEN-PL-05-00-28	
A	

THINK

BY THE HORNS
ELEPHANT & CASTLE

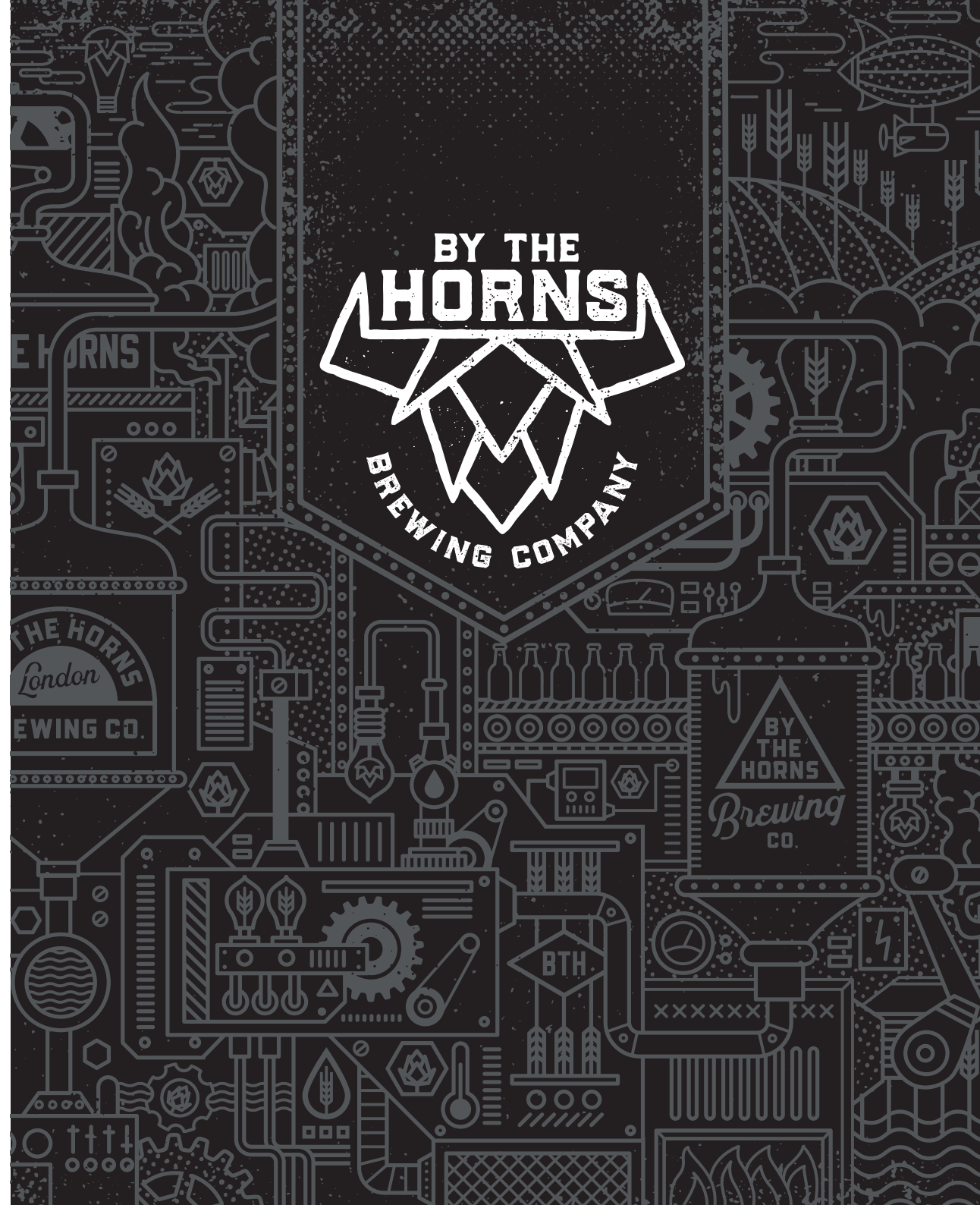
APRIL 2018

3STORIES

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WWW.3STORIES.CO.UK



SITE STUDY

- Corner site allowing great views inside
- Stripped back interior with large windows
- High ceiling for mezzanine level
- Possibilities for external seating

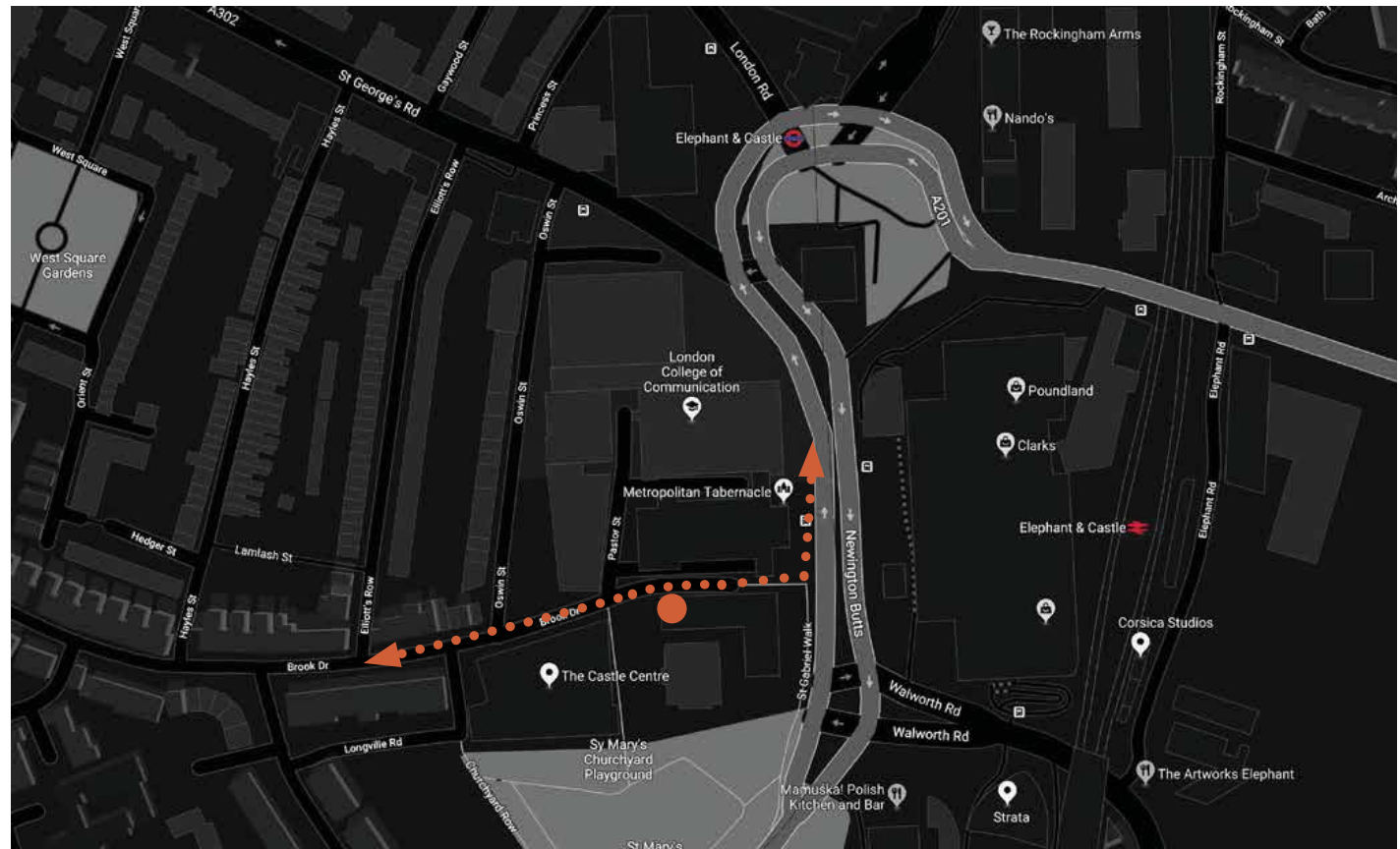
- The site is situated quite far back from the main road, however, it also acts as a main access route between the tube station and the residential area
- Protruding sign is required to draw customers from main street



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LOCATION

- Near to the tube and train station
- Located near to the University of the Arts: London
- Adjacent to the Elephant & Castle shopping centre



EXISTING


- Stripped back
- Homemade
- DIY
- Honest
- Rough & ready



DOUGH SHACK

- Signature toppings
- Alternative flavours
- Adventurous
- Unconventional





CONCEPT

TRANSPARENT

INDEPENDANT

UNFILTERED

RAW

ROUGH

~~INDUSTRIAL~~ INDUSTRIAL

HONEST

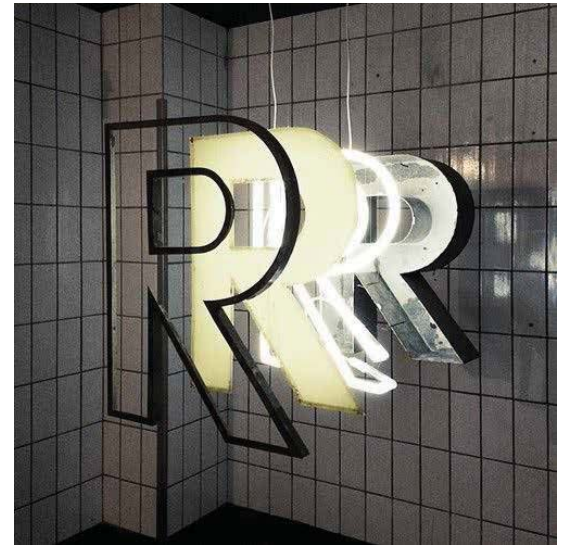
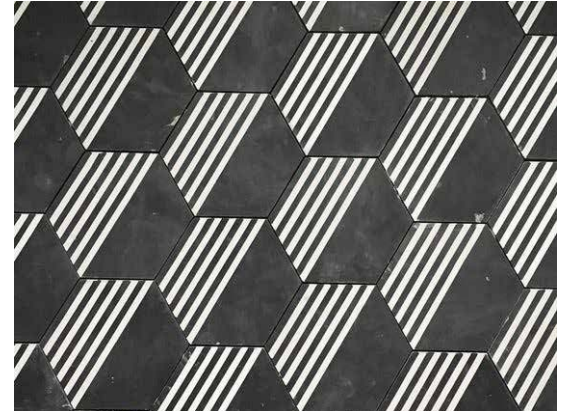
PASSION

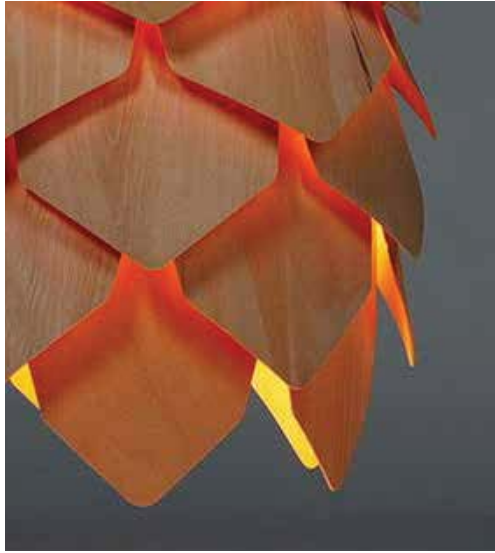
BOLD

HARD WEARING

FLAVOR AND QUALITY

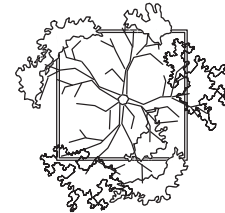
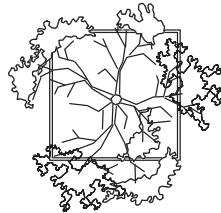
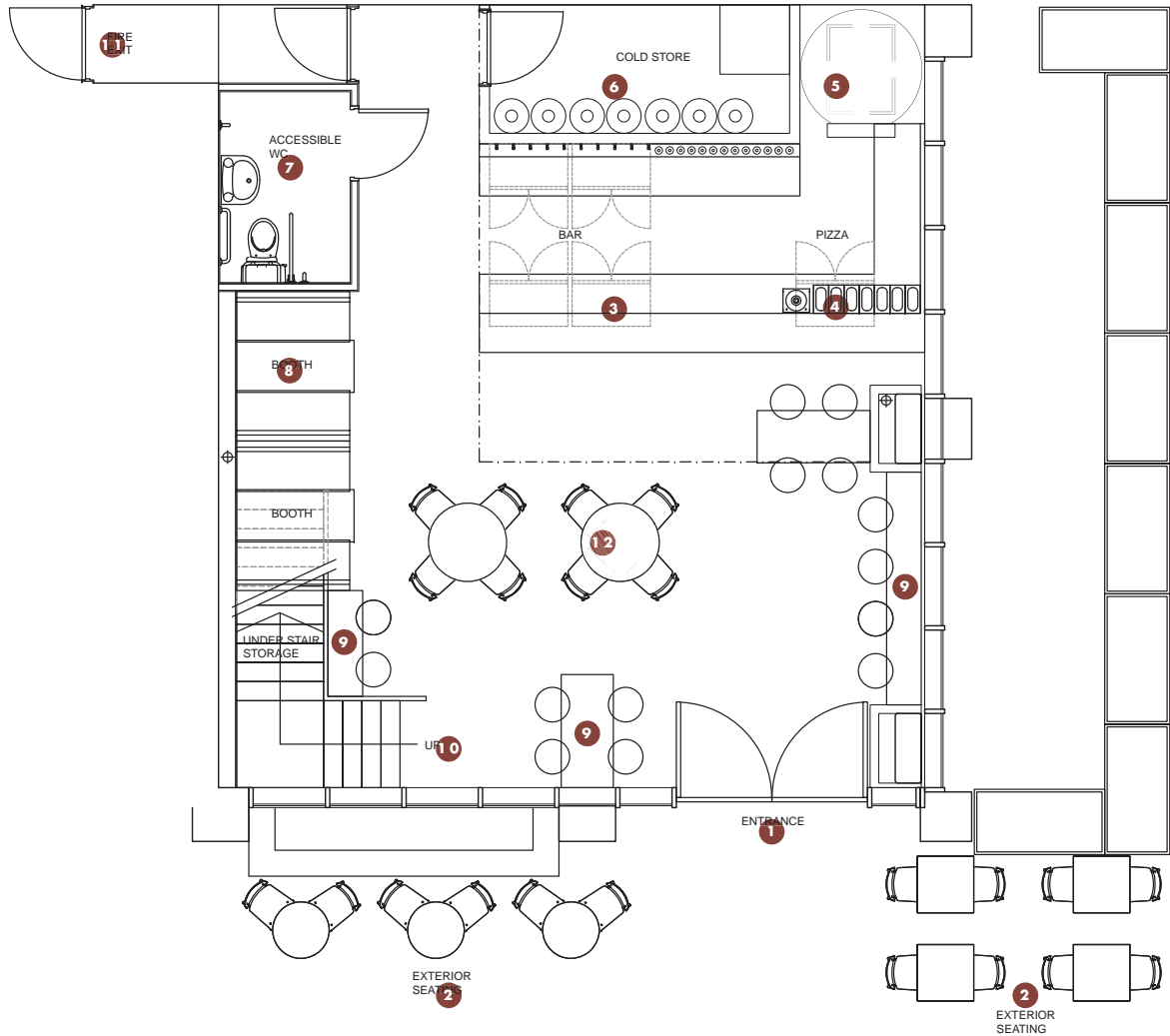
NEW TRADITION





GROUND FLOOR

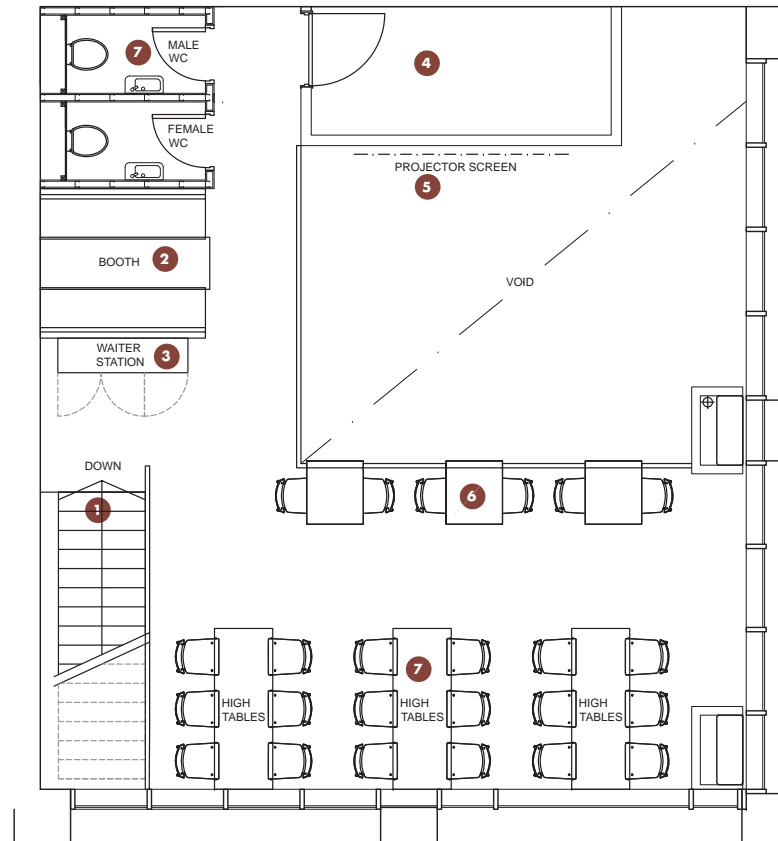
- 01_ Entrance
- 02_ Exterior seating
- 03_ Bar
- 04_ Pizza prep
- 05_ Pizza oven
- 06_ Keg store
- 07_ Accessible WC
- 08_ Booths
- 09_ High tables
- 10_ Staircase
- 11_ Emergency exit
- 12_ Low tables



MEZZANINE

- 01_Staircase
- 02_Booth seats
- 03_Movable waiter station
- 04_Potential office / staff / store
- 05_Projector screen
- 06_Fixed tables
- 07_High tables
- 08_WC's

Ext covers	- 14
Ground covers	- 30
Mezz covers	- 30
Total	- 74



EXTERNAL ELEVATIONS

- 01_ Exterior seating
- 02_ Main entrance with branding
- 03_ Large window advertising
- 04_ Branding
- 05_ Projecting illuminated signs
- 06_ Pizza advertising



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VIEW

01

01_Projecting internally illuminated signs to bring attention to passes by on the main street.



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VIEW

02

01_Bold window manifestation to get the offer and message over to passes by.



3Stories

VIEW

03

01_Signs to be double sided with alternative messaging facing towards each street reading 'Bar' & 'Pizza' to keep it simple and effective.



3Stories

VIEW

04

01_Flexible seating to suit different times of day and large / small groups.

02_Feature can wall to act as a backdrop to space.



VIEW

05

01_Beer taps on rear wall with shelf upstand below and spirit shelving to the right.

02_Freestanding letters that sit within a small slot making it easy to change when required.



VIEW

06

01_Menu board for pizza offer.

02_Flexible seating to suit different times of day and large / small groups.

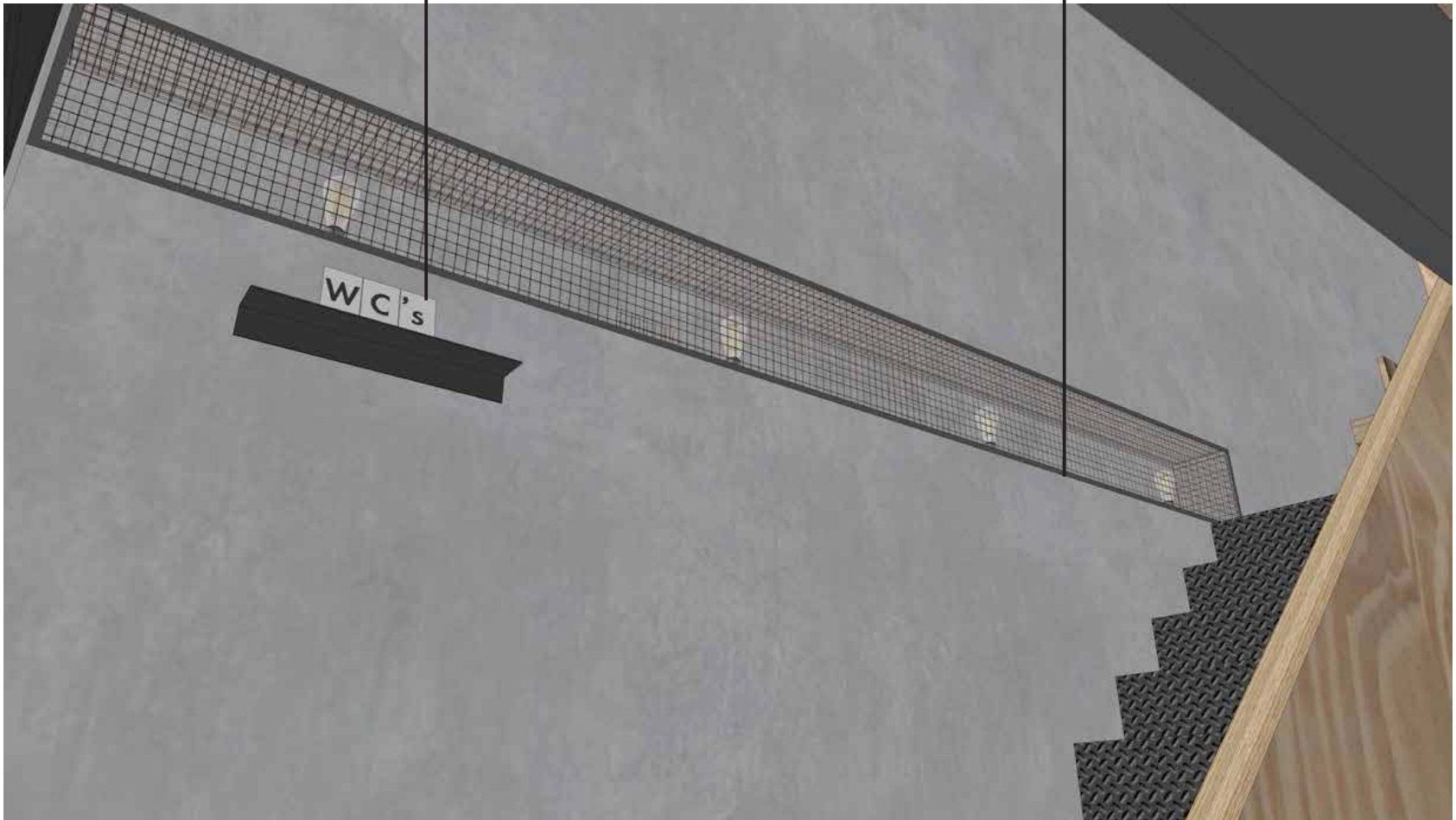


VIEW

07

01_WC signage in line with beer branding

02_Simple wire mesh case with exposed light bulbs on metal conduit



VIEW

08

01_Flexible seating to suit different times of day and large / small groups.

02_Drop down projector screen for sport events.



VIEW

09

01_Cantelievered timber shelf bolted to hand rail.

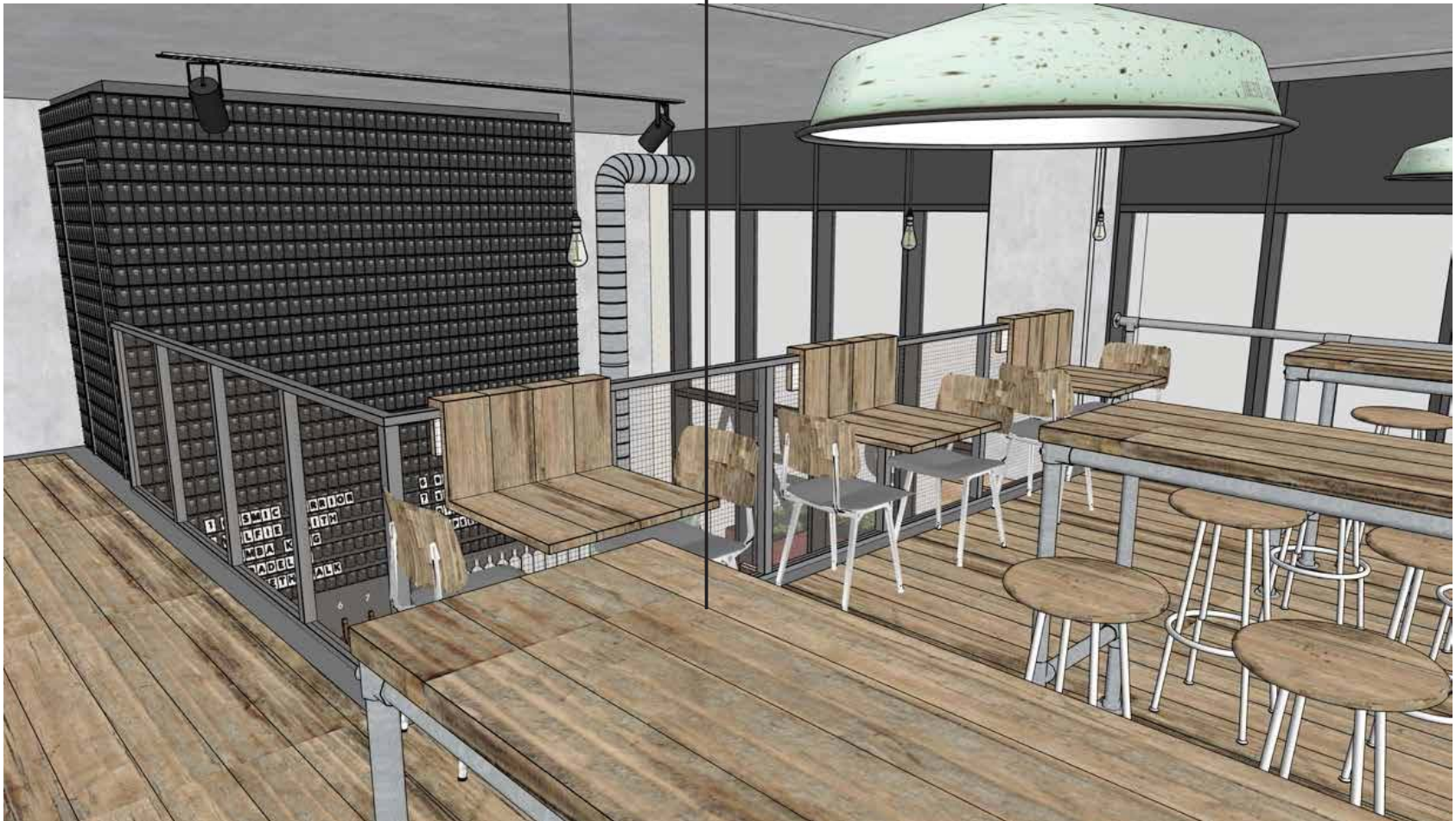
02_Industrial pendants.



VIEW

10

01_High tables to front area to enable views to projector screen.



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VIEW

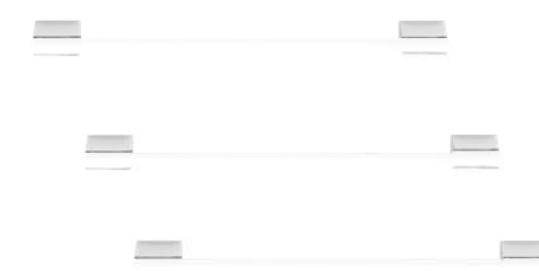
11

01_Existing walls to be retained where possible to save costs.

02_Scaffold tables and timber tops.



FURNITURE &
LIGHTING



PM



3Stories

THANK YOU

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