

**APPENDIX D
RESPONSE TO
LICENSING**

From: John Baum [REDACTED]

Sent: Saturday, September 4, 2021 7:00 PM

To: Tear, Jayne [REDACTED]

Cc: Regen, Licensing <[REDACTED]>
[REDACTED]

Subject: Re: REPRESENTATION RE WINEMAKERS CLUB 2000 LTD

Importance: High

Good evening and thank you for your direct contact in regards to this matter.

In regards to section six of the Statement of licensing policy, it may be best if we describe our business first, as it is mentioned in article 131 that all applications will be judged on their own merits.

We as a company started as wholesalers of wine to restaurants 12 years ago, opening our first of two current shop/bar/restaurants in the City of London in 2014, the second in Deptford in 2016. We offer products that may be deemed by many as specialist and as such start at a relatively high price compared with other local off licenses or restaurants in the area, our entry wines are priced between £15-£17 to take away, to drink in we charge a further £12 Corkage, our most expensive several hundred. Our reputation for both our establishments, I am proud to say, is quite high. With our Farringdon branch being recognised not only in the UK but also in many other countries and it is regularly voted as one of the best establishments of its kind in the country. For our Deptford branch, on opening we were considered by the Evening Standard as one of the top 10 restaurant openings of that year and as a bar again the reputation proceeds it, as can be seen on Google, it is one of the highest rated wine bars in the country.

In both instances I think this clearly highlights that we bring a more positive note to the areas we are in, offering a diverse, independent offering that also gives a service to the local community. For Camberwell we are looking to list in the region of 200 wines. As a Camberwell resident I can tell you that there is no other location like this in the area, the closest to mind is East Dulwich or Clapham. In fact in my opinion it is nigh on impossible to find a large selection of good quality wine anywhere in the neighbourhood.

Due to the products that we offer and I do not in any way intend for this comment to seem arrogant or egotistical, our client base is not generally disruptive and if any way we see that a customer will be leaning that way, they are always asked politely to leave. If things escalate further, we have the local police to contact. In no way, in any of our establishments, do we encourage anti sociable behaviour. This could be dangerous for our staff and would also push away our potential customers. Our background is over many years running and owning, pubs, bars and restaurants all of which have bought something individual to the community that they are based in. We are an independent business and proud of this fact.

In regards to the Cumulative impact, Church street currently is suffering post pandemic and many locations are vacant. On a quick count 16 are restaurants that have seating areas, a few of these do not serve alcohol such as Francesco's pizzeria and a number only serve beer or very basic wine, Wuli Wuli/ Silk Road/ A Portugues/ Van Hing etc. In regards to take away there are 8/9 that offer takeaway wine, all with the exception of Lumberjack, which although it has applied for a late license is currently closing at 5 and Pigeon, which is owned by a brewery, which offer a limited selection of around 20 lines, the others are selling bulk produced cheaper

conventional wines and have the late licenses for sales in the area, these are shops which operate as mini supermarkets. For fast food takeaways it seems that out of the 9/10 only KFC, Bolu and Morleys are open past 11pm. These are all situated between 100 and 200 metres of number 78.

When it comes to establishments that are less restaurant orientated, such as bars/pubs these are only beer focused. This I believe highlights that we will be offering something quite unique to the neighbourhood.

With the transport query mentioned in article 130, the junction of Camberwell Church st/ Denmark hill/ Camberwell New Road and Camberwell Road is a major junction for buses with a large amount of transport regularly passing through the area.

In regards to the points on page 2, would it be possible to have some feedback from my responses:

Supply of alcohol (on the premises) on Monday to Saturday to cease at 22:30 and on Sunday from to cease at 19:30

Would this be possible to meet a compromise of 22.45 and 19.45. Apologies for not placing this in our original application. All our premises currently operate this way. All our customers are fore warned that they have a time limit and if we deem excess amount is ordered, for example a bottle between two people rather than a 2 glasses we will refuse service.

An accomodation limit for the premises. (to be conditioned)

Would 70 people be acceptable, although we will not have this many seats, it would cover us if we were to have a group in the back area.

To provide a written dispersal policy for the premises. (to be conditioned)

At 10pm we stop serving our selection of food and begin to close the kitchen. At 10.45pm last orders are issued and customers notified that they will need to leave at 11pm. Bills are then placed on tables at 10.55pm and payments taken. We estimate that to safely close the premises will take a maximum of 45 minutes and so no person should be inside the premises past 11.45pm.

For Sunday services the kitchen will be closed earlier and we would look to leave the premises by 8.30pm at the latest.

Any 'off sales' of alcohol shall be provided in sealed containers and taken away from the premises

Would it be possible to ask for more clarity on this matter. With off sales, we offer a bag at all times although we do encourage customers to recycle their bags. This would be in the case of one to a few bottles. With larger sales of wines, such as 6 to 12 bottles, we would place these into a box or offer a local delivery for the customer. Is this acceptable or would you require a sticker or tape around said bags/boxes? We are very happy to agree not to open any alcoholic vessels that are leaving the premises.

That clear legible signage shall be prominently displayed where it can be easily seen and read, requesting that alcohol sold as off sales should not be opened and consumed in the vicinity of the premises

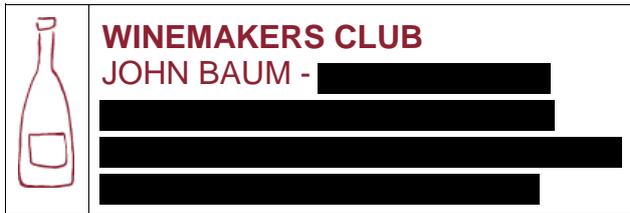
This is more than acceptable.

That the garden area as shown on the premises plan shall be closed to patrons at 22:00 each day until the start of business hours the following day
Once again this is more than acceptable.

•
Again thank you for your time and direct communication.

Kind regards,

John



**RESPONSE TO COUNCILLOR
OCHERE**

From: John Baum [REDACTED]
Sent: Tuesday, September 7, 2021 12:17 PM
To: Heron, Andrew [REDACTED]
Subject: Letter for Councillor James Ochere

Good afternoon Mr Heron,
I hope you don't mind but over the next few days I will be forwarding letters to you. I would be grateful if you would be able to forward them on to the correct recipient.

John

Dear Councillor Ochere,

This contact is in response to your objection of our proposed alcohol license at 78 Camberwell Church street. Over the coming days I shall be contacting all the parties concerned with the objections, which bar one seem to come from number 80. As your objections are not noted and is just generally in line with your constituents, may I take a moment of your time as another constituent, to explain our project and why I am slightly disappointed on a personal level and also as a member of the ward of St Giles to your objection.

If you were to research us as a business you would be aware that in all situations where we have started a business, we have always brought something new and community driven to the district. Our wine shop/bar in Farringdon is well regarded not just in the UK, where it is regularly voted as one of the best of its kind in the country but also overseas in Italy, France and the US for some examples. Our Deptford branch was voted one of the top 10 restaurant openings of the year by the Evening Standard. You can find reviews similar to these in many other publications. What you do not find in any of these references are notes of our establishments in any way being boisterous or loud. They are renown for intimacy and their educational experience. We are truly passionate about our products and our customers experience.

It seems to me that a large number of the objections we have received are in regards to noise. The license references that the music will be used for background purposes. We also informed all residents at number 78, who I may mention have so far no objections, that we will be installing throughout the false ceiling cavity sound tiles, that previously were used in an exhibition at Tate modern. We will then be replacing the false ceiling tiles with sound absorbing tiles, such as cork. With regards to the residents of number 80, they most certainly have a right to object but I feel that it must be mentioned only 2 of the flats actually in any way are contact with number 78. The remaining flats are a minimum of 4 metres away from the building, with the rear number 80 housing development some 30 metres past the back of our garden. With the noise that emanates from Camberwell Church Street, I can honestly say that we will be adding no further noise pollution into the residents buildings. To prove this we will be taking decibel readings in the coming days, with music in the premises and the effects outside.

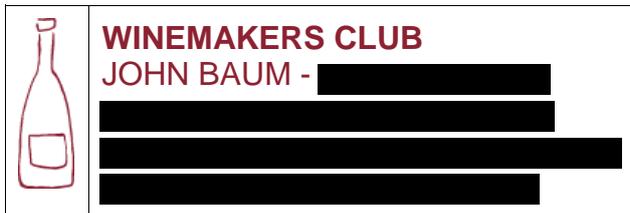
All other individual arguments I will be discussing with the complainants shortly and I will be happy to CC you in all replies that I send.

On reading your email though and as a member of the ward, I must show my disappointment in the fact that you are objecting especially as you are the Cabinet minister for Business, Jobs and Town centres. Our businesses base themselves on wine and offering a large array of wines to our clientele. We are looking to offer a selection of 200 lines for our shop. I recall fondly growing up when high streets had independent businesses offering one thing well. A butcher, a fishmonger a wine merchant. As someone who has a responsibility to bring that sense of local pride once more to the area, I am understandably disappointed that the creation of a diverse High street, which is what Church street is, does not seem important enough for you to have made contact with me directly to discuss this matter before making an objection.

If at anytime you would like to contact me to discuss this further, [REDACTED], or indeed wish to meet, I live on Coleman Road, I am at your disposal.

Yours Sincerely,

John Baum



Dear Councillor Ochere,

This contact is in response to your objection of our proposed alcohol license at 78 Camberwell Church street. Over the coming days I shall be contacting all the parties concerned with the objections, which bar one seem to come from number 80. As your objections are not noted and is just generally in line with your constituents, may I take a moment of your time as another constituent, to explain our project and why I am slightly disappointed on a personal level and also as a member of the ward of St Giles to your objection.

If you were to research us as a business you would be aware that in all situations where we have started a business, we have always brought something new and community driven to the district. Our wine shop/bar in Farringdon is well regarded not just in the UK, where it is regularly voted as one of the best of its kind in the country but also overseas in Italy, France and the US for some examples. Our Deptford branch was voted one of the top 10 restaurant openings of the year by the Evening Standard. You can find reviews similar to these in many other publications. What you do not find in any of these references are notes of our establishments in any way being boisterous or loud. They are renown for intimacy and their educational experience. We are truly passionate about our products and our customers experience.

It seems to me that a large number of the objections we have received are in regards to noise. The license references that the music will be used for background purposes. We also informed all residents at number 78, who I may mention have so far no objections, that we will be installing throughout the false ceiling cavity sound tiles, that previously were used in an exhibition at Tate modern. We will then be replacing the false ceiling tiles with sound absorbing tiles, such as cork. With regards to the residents of number 80, they most certainly have a right to object but I feel that it must be mentioned only 2 of the flats actually in any way are contact with number 78. The remaining flats are a minimum of 4 metres away from the building, with the rear number 80 housing development some 30 metres past the back of our garden. With the noise that emanates from Camberwell Church Street, I can honestly say that we will be adding no further noise pollution into the residents buildings. To prove this we will be taking decibel readings in the coming days, with music in the premises and the effects outside.

All other individual arguments I will be discussing with the complainants shortly and I will be happy to CC you in all replies that I send.

On reading your email though and as a member of the ward, I must show my disappointment in the fact that you are objecting especially as you are the Cabinet minister for Business, Jobs and Town centres. Our businesses base themselves on wine and offering a large array of wines to our clientele. We are looking to offer a selection of 200 lines for our shop. I recall fondly growing up when high streets had independent businesses offering one thing well. A butcher, a fishmonger a wine merchant. As someone who has a responsibility to bring that sense of local pride once more to the area, I am understandably disappointed that the creation of a diverse High street, which is what Church street is, does not seem important enough for you to have made contact with me directly to discuss this matter before making an objection.

If at anytime you would like to contact me to discuss this further, [REDACTED], or indeed wish to meet, I live on Coleman Road, I am at your disposal.

Yours Sincerely,

John Baum

	<p>WINEMAKERS CLUB JOHN BAUM - [REDACTED] [REDACTED] [REDACTED] [REDACTED]</p>
---	---

RESPONSE TO OTHER PERSON C

To the owner of [REDACTED]
[REDACTED]

Good afternoon,

I apologise in not using your name but with the objection process, the council deem it correctly so not to advertise the names of those who object to local licenses. This is in regards to your objection to the alcohol license at 78 Camberwell Church Street. Firstly I must apologise, after talking with Councillor Ochere, of not making contact earlier. I had posted notes through the letter box of number 78 at the start of the licensing procedure but had not thought to do the same for number 80.

For the issue in regards to recorded music and your fears of us adding to the already high noise pollution of Camberwell Church Street, may I explain our business and what we are doing to minimise any issues with our neighbours when it comes to potential noise.

We are a wine importer with two shops/bars/restaurants in London. We have a reputation, I believe, of creating spaces that contribute to the local environment. Non of which are renown for loud or anti social behaviour.

Our purpose in Camberwell is a wine shop with an on license, as sadly due to increased rents over the years a stand alone shop is in these times a far more complicated operation. When we applied for the license we did note that any music will be background music, as it is in both of our current locations. Conversation is a very important thing in our venues, with many of our customers originally entering our businesses for the first time due to excessive noise in the bars they have come from. With our Deptford location we are beneath two flats and in 5 years have never had a noise complaint from our neighbours. This space is also not sound proofed. For more information on the type of businesses we operate I have placed a couple of links at the end of the email for you, if you have time.

As was mentioned in the note we dropped to number 78, we are inserting a large amount of sound proofing in Camberwell, even though we do not think the background noise level will be in anyway excessive, certainly in no league to a live Jazz band or the illegal parties that were ongoing at the nursery during lockdown. We bought some time ago, sound panels from a Tate modern installation, which we will be inserting between the ceiling and false ceiling in the premises. We will also be replacing the false ceiling panels with more correct sound absorption panels, such as cork. With these combined their should be non or next to no additional sound pollution to residents in the neighbourhood.

As we have had a number of complaints in regards to the potential excess noise from other residents of number 80, we will be taking a number of decibel readings over the coming week, to better understand and control any potential issues.

Please do take a look at the links that are below and do know in regards to your concerns for the children in flats 4 and 5, we will not accept such issues arising. We are trying to open a location in Camberwell, as we are residents of Camberwell and for myself and partner to be able to spend more time together. Family and the effect our business has on surrounding families, is very important to us.

If you have any queries or suggestions, please do feel free to contact me on
[REDACTED]

Thank you for your time,

John

<https://www.theinfatuation.com/london/reviews/the-winemakers-club>

<https://starwinelist.com/wine-place/the-winemakers-club>

<https://www.visitlondon.com/things-to-do/place/44863530-winemakers-club>

<https://www.timeout.com/london/shopping/the-winemakers-club>

<https://www.telegraph.co.uk/foodanddrink/wine/11061856/Winemakers-Club-meet-Londons-arch-wine-seller.html>

<https://www.standard.co.uk/reveller/restaurants/fay-maschler-reviews-winemakers-deptford-some-masterful-cooking-in-a-charming-space-a3680706.html>

	<p>WINEMAKERS CLUB JOHN BAUM - [REDACTED] [REDACTED] [REDACTED] [REDACTED]</p>
--	---

RESPONSE TO OTHER PERSON D

To whom it may concern,

I apologise for not using your name but due to the objection process, Southwark Council correctly refrains from sharing your name after the objection for a license. This is in regards to the alcohol license application for 78 Camberwell Church Street.

If I may firstly address your concern over customer spillover onto the driveway and then afterwards explain a little better our business and what we are looking to bring to Camberwell Church Street.

As part of our application, the council has also shown concern over the potential spillover and we have agreed with them that we will be advertising that customers will not be allowed to consume alcohol in the vicinity of the business. Although we will be operating a wine shop with an on license, we will be making sure that all alcohol products are sealed when they leave the building, such as under cork etc. This will prevent such spill overs happening. We will also have clear signage and advising our customers vocally on leaving, that they are in a residential area and that they are not able to linger in the vicinity after closing or during opening hours. If anything should occur we will be quickly moving them on. Though this has never been an issue for us before.

We as a business are a specialist wine importer with shops/bars/restaurants in Farringdon and Deptford, which we have been operating for the last 7 and 6 years respectively. Our venues are known for wine and also as communal areas for those passionate about such things and especially in our Deptford branch, the area that they live in. As such we have always operated with a high respect for our neighbours, I think it is fair to say that a community focused establishment cannot truly exist without the support of its locals, please do note the letters of support that we have received from other members of the Camberwell community.

If you have a moment, below I have attached a few links to various articles on my businesses, which I hope will better explain what we bring to our local areas and that they are always a positive, yet respectful, addition to the neighbourhoods. In regards to our effects we may have on surrounding young families, do please note that this is a project between myself and my partner, so we are able to spend more time together. As such I hope you may discern that family is also very important to us. If you on any way have any questions or queries, please do feel free to contact me by phone, [REDACTED]

Yours Sincerely,

John Baum

<https://www.theinfatuation.com/london/reviews/the-winemakers-club>

<https://starwinelist.com/wine-place/the-winemakers-club>

<https://www.visitlondon.com/things-to-do/place/44863530-winemakers-club>

<https://www.timeout.com/london/shopping/the-winemakers-club>

<https://www.telegraph.co.uk/foodanddrink/wine/11061856/Winemakers-Club-meet-Londons-arch-wine-seller.html>

<https://www.standard.co.uk/reveller/restaurants/fay-maschler-reviews-winemakers-deptford-some-masterful-cooking-in-a-charming-space-a3680706.html>

	<p>WINEMAKERS CLUB JOHN BAUM - [REDACTED] [REDACTED] [REDACTED] [REDACTED]</p>
---	---

RESPONSE TO OTHER PERSON E

To the resident of [REDACTED]

I apologise for not using your name, the council correctly feels that after a license objection names should not be shared.

Thank you for voicing your concern over noise. I feel an apology is due. After talking with Councillor Ochere today in regards to the objections, he has noted that I should have dropped notes to the residents of number 80 as I did with those living in number 78.

In regards to noise, the only music that we are looking to use on the premises is background music, our businesses in Farringdon and Deptford operate on that level, somewhere for people to be able to escape and also have a conversation. We do feel that there are fewer and fewer places like that nowadays.

To assist in the prevention of any excess noise escaping and disturbing our neighbours, we have and will be inserting sound panels between the ceiling and false ceiling. We bought these some years ago and are the same boards that are used to absorb sound in the nightclub Fabric. In addition to this we will be replacing the current tiles in the floating ceiling with a more sound absorbing material, such as cork. With these barriers in place we should have little to no impact on the surrounding noise pollution. To make sure we will be taking readings over the next weeks in regards to decibel levels inside and outside the property to better understand the effects of noise pollution on the residents.

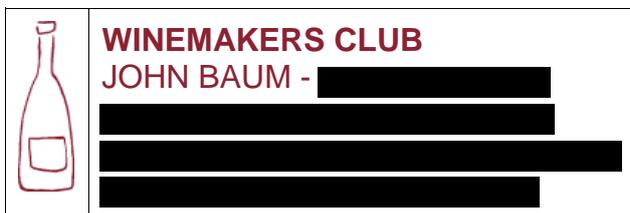
In regards to outside, we have not applied for outside seating and even if we were too, we would not do so without first consulting neighbours.

For smokers we will also clearly display signage that they are in a neighbourhood and should respect this. If any customer appears to stray from this rule, by raising there voices, staff will verbally follow this up.

I do hope that this response is helpful in adjusting your concerns over our application but if you have any remaining issues, please do feel free to contact me at any time

[REDACTED]

John



RESPONSE TO OTHER PERSON F

To whom it may concern,

Firstly I must apologise for not addressing you by your name. Correctly so due to the nature of objections, the council does not share this information with the applicant. Perhaps it would be best if I answer your objections as you originally wrote them and hopefully within these replies you will be able to learn a little bit more about our business and how we work.

1. I object to the change of use from a quiet hairdressing operation to a bar selling alcohol. I have been a resident here for 21 years, the change of use to a bar open until late hours in a residential area is inappropriate. The noise from this proposed bar will permeate my and my neighbour's courtyard and will prevent us being able to work from home peacefully, and furthermore disrupt and prevent sleep regularly.

We are not looking to operate very late hours. Our hours will actually only be until 11pm, last order around 10.45pm. This is much earlier than the hours of the upstairs bar at the Camberwell arms which is slightly further up the street on the opposite side of the road. In regards to noise, I must apologise that I did not earlier inform the residents at number 80 about what measures we are taking, which we did via post to number 78, after a phone discussion with councillor Ochere today this was highlighted as a mistake on our part. In both our current sites we have a great respect for noise control. We are believers in a more social approach to bars, conversation is key and would be drowned out by excessive loud music. Though to make sure that we are not causing disturbances, we are placing sound absorbing panels within the premises, between the ceiling and false ceiling., With this we are also changing the current floating ceiling panels to a more noise absorbent material such as cork. With these in place we expect little to no excess noise leaving the premises. To check this, we are over the forthcoming days taking local decibel readings to better understand the current noise pollution in the area and how we can keep any additions to a minimum.

2. Drunk and raucous clientele will take the opportunity to urinate in our courtyard upon exiting the premises at late hours - this has happened on previous occasions when an illegal club tried to operate at nearby address that claims to be a nursery (but sought a change of use to an HMO during last year lockdown period.) I have had to call the police to move these individuals on, on the occasions when the illegal club operated.

We will not be operating in an illegal manner. We are operating a wine shop with an on license. It is not in our benefit as a local establishment to have anti social behaviour on our premises. Also as we operate within the licensing regulations we would be breaking countless laws in doing this and suffer the prospect of losing our license, which as a wine business would be catastrophic. As we will only be operating within our advertised time frame, our customers will be able to use our facilities before leaving the premises.

3. This is a highly residential area populated by dwellings, above, behind and alongside the premises applying for a change of use, a bar of this nature, that remains open to very late hours, is too disruptive to residential neighbours (including myself). A bar selling alcohol is also out of keeping with the very few business that exist alongside our dwellings, i.e. - an art shop and cafe that closes at 4pm. Previously a barbers, previously the long standing, very respected Hairshack hairdressers and a dentist. These businesses operate in normal hours and do not cause disturbance to myself or immediate neighbours.

I would like to disagree that our business would not be in line with the surrounding neighbourhood. I do feel that the focus on your objection is more on the fact that we will be serving alcohol on the premises, we are though as mentioned a wine shop with an on license. Listing 200 lines of wines, from artisanal producers. I firmly believe that the issue with high streets today is true lack of individual businesses offering something to local residents well. We specialise in wine, I hope like me you fondly remember when every High Street had its Butcher, its Fishmonger, veg shop etc, we feel that this will contribute to your ideology of the surrounding venues. May I also mention that Lumberjack, the cafe you have listed has recently applied for a late license and even though Hairshack has now closed, their neighbours at number 76, DVH salon, are still in business. We are also Camberwell residents, this is why we are trying to open here because we feel that this is something the neighbourhood would benefit from.

4. As a result of the Covid pandemic I work from home each day and will be disturbed and prevented from doing so if the change of use to the premises is granted - loud clientele, loud music throughout the day and into the evening and night is not at all acceptable in a residential setting.

I am sorry to hear of this. As a small business owner I can certainly sympathise with you. Closing our venues and balancing how to keep my business going has made the last year and half a truly hurtful time. If it in any way helps, I have listed a few reviews of our businesses below, which I hope give you a better idea of what we offer. We are though certainly not known for loud clientele or loud music, as mentioned in the licensing application the music is for background purposes only.

5. My daughter returns from her degree course and studio practices each evening in term time and she will be forced to battle past drunken raucous clientele. Our home is situated in an off road court, drunken clientele will make approaching our home unsafe especially in the dark winter months approaching, again not acceptable

In line with the councils concerns we have agreed to display signage in the property dissuading any form of stragglers. We are aware of the fact this is a more residential end to Camberwell, this is why we have chosen this location, as we believe our project adds to the enjoyment of residents. We are focusing on them being our customers. We will not encourage any anti social behaviour. As aforementioned with

point 2, this will cause issues with the council that would lead to termination of our license and fines, neither of which we can afford.

As mentioned, if you would be able to spend a few moments on the below links, I do hope you will see that in whatever we do we contribute a great deal to the local communities we are part of. Even being in a city location such as Farringdon, our core client base is regular customers. Deptford is the same, it is a Deptford bar. Many of our customers entered our venues for the first time, due to the fact that we do not operate like many established bars. We are quiet, a place to relax and converse. If you wish to come and see one of our venues or perhaps contact me at your convenience my number is [REDACTED] and my email is [REDACTED]

<https://www.theinfatuation.com/london/reviews/the-winemakers-club>

<https://starwinelist.com/wine-place/the-winemakers-club>

<https://www.visitlondon.com/things-to-do/place/44863530-winemakers-club>

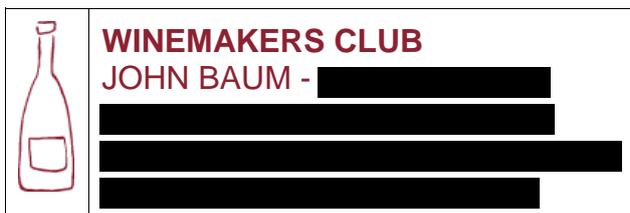
<https://www.timeout.com/london/shopping/the-winemakers-club>

<https://www.telegraph.co.uk/foodanddrink/wine/11061856/Winemakers-Club-meet-Londons-arch-wine-seller.html>

<https://www.standard.co.uk/reveller/restaurants/fay-maschler-reviews-winemakers-deptford-some-masterful-cooking-in-a-charming-space-a3680706.html>

Yours Sincerely,

John Baum



RESPONSE TO OTHER PERSON G

To whom it may concern,

Firstly apologies for not using your name in this email. Rightly so the council does not feel it correct to share the details of those objecting with the applicant.

This is in regards to your objection on our license application for 78 Camberwell Church street.

Perhaps it would be best if I address your points individually and then explain a little bit about our business, if I feel I have not covered it in my responses.

1. Close proximity to not only residential properties including families with young children 2-11yrs; in terms of potential noise, security, health and safety (increased numbers of public congregating outside the site and gates of 80 Camberwell Church St- 5 flats, 3 houses) and a day nursery too- 84 Camberwell Church street. Please see relevant images attached below.

We are not looking in any way, to cause a negative effect on the surrounding area. Our businesses have always been based on supporting local residents and in turn being supported by them. With noise, we are installing noise absorbing boards in our ceiling. With effects of health and safety due to congregation, in line with the licensing committees objections, we are not allowing stragglers outside of the premises and customers can only leave with sealed goods. As of the moment we have made no application for outside seating and if we were to, we would only do so post discussions with neighbours. All our businesses are family friendly and the reason behind us trying to open a venue in Camberwell, is that we are residents and this is an opportunity for us to spend time together as a family.

In regards to the local day nursery, as mentioned by one of your neighbours, this currently is not operational and in fact over lockdown a change of use application was pursued while the property was used for illegal congregations and parties.

2. Complete saturation of licensed premises/ bars along Camberwell Church including three pubs within an approximate distance of 100m- 200m which already exist.

We are not operating a beer focused business. Our proposal is for a wine shop with an on license. We will be offering 200 lines of wines and this will be our main focus, this I know is not offered anywhere on Church Street.

**3. There are currently five off licenses located on Camberwell Church street
Three pubs**

2 night clubs

10 restaurants

12 takeaway restaurant

All within an an area of approximately 200m for the length of Camberwell Church street

I feel this point highlights what new things we will be bringing to Camberwell. There are no wine merchants. The off licenses you are referring to are selling, a number of them until late, poor quality goods at low prices. We are offering wines from small and independent producers, this is what we offer in both of our other establishments and also to the restaurants that we supply around the country. Our entry level wine to takeaway will be between £15 and £17, we then add a £12 corkage to drink on the premises. We are not a night-club, nor a restaurant. Our takeaway is not hot food but wine, cheese and charcuterie. This means we will be a genuinely individual location along Church Street. This follows our passion for the way high streets were, with individual businesses focusing strongly on a product and offering it well, with knowledge and passion.

4. The proposed application (78 Camberwell Church Street) is directly next door to a residential block of five flats and three houses- 80 Camberwell Church street. To access the site, there exists an alcove which will potentially attract members of the public to congregate, converse, smoke and obstruct residents from accessing their homes without hazard.

Please note my reply to question 1. Also it should be said that not all customers will be passing the driveway to the houses at the rear of number 80, some will be coming from the other direction. Though as mentioned in any circumstance where it is felt that people are intentionally loitering, that are customers, they will be asked to move on.

5. Diagonally across the road within 50m lies the Gilesmead housing estate

I am unaware why this is part of your objection and to what it refers to, perhaps you would be able to let me know what this means.

We as a business, are very focused on contributing to communities in the areas that we are established. It is fair to say that in both Farringdon and Deptford where our other locations are, we have a reputation as somewhere to escape and yet feel part of a community. Escape, as a way from the regular loud bars and restaurants that establish high streets nowadays and find a spot to actually have a conversation and meet people that you know. We greatly care about our products and what we offer to people.

Below I have copied a few links to websites that mention our bars. If you have time I would hope that I gives you a greater understanding of what we offer and bring to our areas. This is what we are trying to do for Camberwell as well. As a resident, it is what we and those that wrote letters of support to our application, genuinely believe is missing on Church Street.

If you have any more questions or would like to visit one of our locations to have a better idea, please feel free to call me on [REDACTED]
[REDACTED]

Yours Sincerely,

John Baum

<https://www.theinfatuation.com/london/reviews/the-winemakers-club>

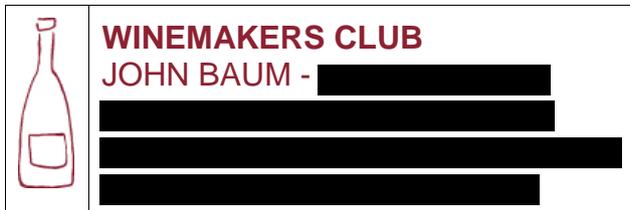
<https://starwinelist.com/wine-place/the-winemakers-club>

<https://www.visitlondon.com/things-to-do/place/44863530-winemakers-club>

<https://www.timeout.com/london/shopping/the-winemakers-club>

<https://www.telegraph.co.uk/foodanddrink/wine/11061856/Winemakers-Club-meet-Londons-arch-wine-seller.html>

<https://www.standard.co.uk/reveller/restaurants/fay-maschler-reviews-winemakers-deptford-some-masterful-cooking-in-a-charming-space-a3680706.html>



RESPONSE TO OTHER PERSON H

To whom it may concern,

I apologise for not addressing this email to you directly. The council correctly believes that those that object to licenses should have their information protected from the applicant.

If I may address your concerns firstly and then perhaps then hopefully in between these answers we will show what we are trying to achieve for Camberwell Church Street.

In regards to noise and congregation of drinkers outside the premises. We have agreed with the council that there will be necessary signage and that we will not be allowing people to consume alcohol outside the premises. All alcohol leaving the premises will be sealed. In regards to outside tables and chairs, we have not made any application for these at this time and we would not think about making any applications in the future without the feedback from neighbours.

In regards to noise, as mentioned in the application, music will be kept for the background, we are great believers in conversation in both of our other locations. So this is how music is used. Though to absorb any additional noise from music and conversation, we are installing sound panels between the ceiling and false ceiling. Then we will be replacing the false ceiling panels with more sound absorbent panelling, such as cork. Doors will also be closed, we are wanting to put an air conditioning system in the centre of the room. As such we will not be keeping doors open as this negates the use of this way of air circulation.

With our chosen location being on the more residential side of Church Street, we have chosen this location due to this. Although the objections have focused on the late opening and the late on license goings on, we are also operating a wine shop. We expect with around 200 lines of wines, something which we believe as local residents, is greatly lacking from Church Street, in truth many high streets. Local residents are, as in our other two locations, our core client base. With our offering, we supply wines from more artisanal producers. As such prices start around £15-£17 and go up to a few hundred. We do add a corkage for those drinking on site. We in no way promote anti-social behaviour but with your concern in regards to the constabulary, I am afraid in truth our hands are tied in regards to how we deal with people. We are also obliged to follow the law. We can be firm but for the matter of forcibly removing customers this is an issue for our constabulary. Though historically our venues have not attracted people that would show anti-social/nuisance driven behaviour.

Please also do note that your objection due to later opening than other operations on this side of the street, I am not sure if it has been revoked but Lumberjack have also applied for a late license.

Attached to this email, are a number of reviews that I do hope give further explanation to how we operate our businesses. We are independent but also pride ourselves on being a part of our neighbourhoods. If though you have any further questions, or concerns, please feel free to contact me at [REDACTED]

Yours Sincerely,

John Baum

<https://www.theinfatuation.com/london/reviews/the-winemakers-club>

<https://starwinelist.com/wine-place/the-winemakers-club>

<https://www.visitlondon.com/things-to-do/place/44863530-winemakers-club>

<https://www.timeout.com/london/shopping/the-winemakers-club>

<https://www.telegraph.co.uk/foodanddrink/wine/11061856/Winemakers-Club-meet-Londons-arch-wine-seller.html>

<https://www.standard.co.uk/reveller/restaurants/fay-maschler-reviews-winemakers-deptford-some-masterful-cooking-in-a-charming-space-a3680706.html>

	<p>WINEMAKERS CLUB JOHN BAUM - [REDACTED] [REDACTED] [REDACTED] [REDACTED]</p>
---	---