

APPENDIX A

Electric Arcade – application reference 2020/03210/LAPREN

Full description of the premises and operation, as provided in application:

The premises is situated in a previously unused space at beach level to the East of the Palace Pier.

This location has, in the past, been associated with severe problems with anti-social behaviour, street drinking and drug use. This is particularly true outside of the peak season when the surrounding businesses become fallow for the winter.

Given this sensitive location, both in terms of its historical social impact, and proximity to the sea, the applicant will be making special provision to ensure the diversity of its audience and the safety of their customers when departing the venue. Details of these will be outlined later in this application and in the wider operational documents for the premises.

Sitting within the CIZ the applicants are aware that there are strict exceptional circumstances that should be addressed in order to satisfy the current licencing policy for the City.

Electric Arcade will endeavour to create a tariff-free arts networking space with a responsible food and beverage offering that will complement the core function as a small-scale entrepreneurial arts centre. Comprising of two fringe style 50 seat capacity performance and rehearsal spaces and a large cabaret bar style performance space, box office, reception and gallery space, the premises is uniquely designed to target section 3.3.1 of the Brighton and Hove City Council Statement of Licensing Policy 2016. “3.3.1 Diversity of premises: ensures that there is a mix of the different types of licensed premises and attracts a more diverse range of customers from different age groups, different communities and with different attitudes to alcohol consumption.”

The premises is also designed to complement and integrate with the existing cultural offering of the city, being managed and delivered by the team behind the highly successful Warren Festival, which forms an integral part of the City’s annual Fringe festival. During this period the spaces will be dedicated to small scale fringe theatre delivering a cost-effective space for the development and display of new and emerging cultural content from the city. By establishing a year-round location for the development of this work the Electric Arcade will be ideally placed to support the wider freelance arts community that forms an important part of the Brighton cultural landscape.

In addition to the above, the project aims to extend the participation in the arts by appealing to young families through a series of workshops and performances specifically targeted at the summer holidays, drawing young families into the cultural ecosystem of the city. As an example of the programme of events and its diversity of audience the weekend programme will consist of a Saturday or Sunday matinee performance, tea-time variety entertainment (ie. a family show) and then two evening shows.

Example Weekend programme

10am - Childrens Workshop

1pm – Occasional lunchtime theatre (series of one-offs)

3pm - Matinee of the theatre show which is already on a run

5pm - Family show

7pm - Comedy preview

8pm – Theatre show

8.30pm - Comedy preview

10/10.30pm - Cabaret

During 2020 the premises has operated under a temporary licence and in what can only be described as a severely difficult operating environment. During this period local businesses have noted a marked improvement in the area. Due to the increased and diversified nature of the pedestrian traffic in the area the local operators have reported an anecdotal reduction in antisocial behaviour and specifically drug use in the area. In addition to this the increase security presence in the area has generated a number of welfare calls to the seafront services to alert lifeguards to members of the public in potential risk of danger in relation to the sea. Overall the use of the premises has demonstrated itself to be of benefit to the local area and a clear positive impact as part of the CIZ.

An integral part of the revenue stream to support the clear cultural and social benefits of a premises of this type is the sale of alcohol. While it will always be positioned as a supplementary activity to the theatrical and cultural pursuits it does allow the premises to offer affordable space for the small scale freelance cultural ecosystem of the city. As the venue sits within the CIZ the applicant will deploy soft and hard measures to ensure the activity in the premises remains the nett benefit to the CIZ outlined above. Strict entry conditions will be maintained at all times and a stringent policy to prevent entry and sales to persons showing intoxication. The style of the bar will encourage seated drinking and volume levels in the cabaret bar area, outside of performance times, will be maintained to a conversational level at all times. This will develop and encourage a “Café Culture” environment and will always stand in contrast to the nightclub style premises in the local area.

Regarding Plays:

We will be putting on Fringe-style shows (which are generally, but not exclusively, one hour in length), consisting of Theatre, Musicals, Comedy, Cabaret, Spoken Word, Family Shows plus Workshops and activities. These will take place between the hours stated on each day (but not continuously), with at least 25 to 45 minutes break between different performances, though this will vary. Sound and lighting will be provided through a PA system controlled by a mixing desk, under the supervision of a competent engineer.

Regarding Films:

We may be playing background clips between performances to promote shows that are taking place in the venues, and there will be use of projection during live performance. There will be the showing of feature films or film shorts in one or more of the performance spaces ,either after the live performance has finished, or as part of the programme.

These activities will take place between the hours stated on each day (but not continuously). Sound and projection will be provided through a PA system controlled by a mixing desk, under the supervision of a competent engineer.

Regarding Live Music:

We will be putting on some music shows as part of our Fringe programme, and there is the remote possibility of some 'Great Escape' events taking place, though we currently have no plans for any.

Music will be amplified, but controlled by the main mixing desk, operated by a competent engineer, ensuring full control over sound levels. There may also be some acoustic music sets happening.

Shows will take place between the hours stated on each day (but not continuously), with approximately 25 to 45 minutes break between different performances, though this will vary across the period. As with previous years, it is anticipated that music will play a very small part of our overall programme, and any such shows will be encouraged towards early evening slots to minimise their impact.

Regarding Recorded Music:

Background music will be used during performances as well as entrance and exit music for audiences attending performances. We will play background music for the bar areas, subject to rigorous noise-level assessment. Music will also most likely be used intermittently as part of live performances. All sound will be through a PA, controlled by the main mixing desk, ensuring full control over sound levels, monitored by a competent engineer.

Regarding Performances of Dance:

There there will be specific dance performances programmed, and in addition there will be dance used as part of other performances that come under other genres, such as theatre, cabaret and musicals.

These activities will take place between the hours stated on each day (but not continuously) - these are the outlying hours, activity is not scheduled to take place all day between these hours. Sound, lighting and projection will be provided through a PA system controlled by a mixing desk, under the supervision of a competent engineer.

Regarding Anything similar to Live Music, Recorded Music and Performances of Dance:

There will be Cabaret shows, that may feature any of dancing, music, film and performance within the shows, taking place, and also cabaret style acts as part of comedy and theatre shows. We may also hold a Silent Disco type event, where DJ's will play music broadcast to radio headphones worn by audience members. These activities will take place between the hours stated on each day (but not continuously) - these are the outlying hours, activity is not scheduled to take place all day between these hours. Sound and projection will be provided through a PA system controlled by a mixing desk, under the supervision of a competent engineer.

