

Appendix C.2

From: Redacted <Redacted >
Sent: 22 December 2021 10:26
To: EHL Safety <EHL.Safety@brighton-hove.gov.uk>
Subject: Reference 1445/3/2021/04305/LAPREN.

SC CON ENDS 11.01.22 VALID PPN (SI)

Dear Sirs,

r.e. Soho House.

I would like to express my support for the late night drinks & entertainment licence application by the Soho House private members club.

I believe that as they are a private members club without public access, and situated in an area of Brighton which is not overly busy late at night, and with a brand new (and I would imagine) properly noise insulated new building, and a professional client base (being in the media industry myself) that are not known for being rowdy / boisterous.

I fully hope their application is successful.

Many thanks,

Redacted
Redacted

(please redact my name from any published information).

From: Redacted <Redacted>

Sent: 06 January 2022 16:56

To: EHL Safety <EHL.Safety@brighton-hove.gov.uk>

Subject: RE:Soho House Brighton "1445/3/2021/04305/LAPREN"

SC CON ENDS 11.01.22 VALID PPN, PCD, PCH, PS (S2)

Dear Council members,

My name is Redacted and I am a British resident with American citizenship. I live at Redacted.

I am in support of the extended hours application that has been made by Soho House for its new location in Brighton and I wish to express my view with hopes that I can be of voluntary service in the coming years regarding community wellness and licensing.

In 2012, Soho House purchased a property a few buildings down from my residency in NYC. I was at 123 Ludlow St and Soho House was 139 Ludlow St.

I was one of the main leaders in my community that worked to deny Soho House from ever obtaining a license in our oversaturated licensed community. We delayed Soho House from obtaining a license and caused them to spend another year in litigation and legal proceedings. The club eventually opened in 2016 and since I was a neighbor I was invited to become a member based on my conduct which was witnessed during the conversations I facilitated with the community and my presentations during the liquor licensing hearings with the State Liquor Authority of New York.

Since 2016 Soho House established a responsible venue in the Lower East Side. A members club that works with the community and addresses issues that may surface in order to support local residents and businesses alike. The key point being that Soho House is a member driven club. Local members come together and are supported to create impact for the local community. This type of environment is rarely seen let alone established with the ability to be self-sustaining via a business model (the sale of membership, food and beverage).

According to the licensing objectives stated in the 2021 Brighton-Hove Council:

- a. the prevention of crime and disorder;
- b. public safety;
- c. the prevention of public nuisance; and
- d. the protection of children from harm.

All four of these objectives are in-line and shared by the Soho House Brand, the executive staff, but most importantly the customer. Without a high-level of standards for quality and service Soho House would not have the ability to attract new members. It is the members who take pride in their "Soho House " and they ensure that the club continues to flourish and have sustainability. Without the shared vision of the licensing objectives, they would be just another pub and would have a history of failed venues. As you are well aware, this is not the case. I want to stress that Soho House is not an entertainment venue but a destination for some who come from far away and at the same time a daily home to us locals who want to share and express ideas with hopes that we can make a difference within our community.

I do believe that having the extended hours will support such desperately needed in-person social interaction with economic growth from both domestic and international visitors who will come to Brighton just because the house exists.

The extended hours for service will increase the odds of success for the venue and ensure a stable economic engine for all.

With regards to Soho House Ludlow St, we never saw a negative impact in the way that we had experienced with other new bars or restaurants. I can't even tell you how many venues have come and gone, especially the ones that stated they would be different with a real chef or a unique menu. It held true that Soho House still stands today backed by a global brand but run by the local members who call it home.

Yours

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From: Redacted <Redacted >
Sent: 08 January 2022 17:47
To: EHL Safety <EHL.Safety@brighton-hove.gov.uk>
Subject: Soho House Brighton

SC CON ENDS 11.01.22 VALID PCD, PCH (S3)

To the licensing team:

- a) Soho House, Units 6-8, The Terraces, Madeira Drive, Brighton, BN2 1AY
- b) The Kiosk, Units 2-5, The Terraces, Madeira Drive, Brighton, BN2 1AY
- c) Soho Works, Units 2-5, The Terraces, Madeira Drive, Brighton, BN2 1AY

I am aware that Soho house are applying for their licence, the hours they are applying for are the following:

Soho House- 2am

Soho Works- midnight

Kiosk- midnight

I have been an every house member of Soho House for 20 years now and use them as my base whenever I travel and for entertaining friends and family in the Uk. The houses are like no other private members club I have encountered. They operate a strict screening process when considering new memberships, including that the person applying has an existing Soho House member as their referee.

The clubs are managed by experienced staff who are friendly but make sure that the 'House Rules' are adhered to. I can put my hand on my heart and say that I never once encountered any kind of problem in all 20 years of being a member. The clientele are respectful, pleasant professionals mostly working in media, The house enforces strict membership conditions and will not tolerate anti social behaviour. People go to the houses to use the spaces as they were intended, to eat, to work and to relax. They are not drink led establishments which is why my whole family can enjoy the beautiful spaces they create.

The houses believe in keeping the neighbourhood they occupy happy and go out of their way to ensure members also respect the residents in the area surrounding the clubs. The outside of the premises are always immaculate and the staff are on hand for the residents to speak of issues they

may have with them. Soho house has a zero tolerance policy when it comes to crime and disorder, ensures that children who visit the club are protected and looked after and the safety of their guests and local residents is paramount to them. They run the clubs as they say they will.

I myself live locally and would see having a house in Brighton as a real positive for Brighton as it's members will be primarily locals. I have also used Soho Works and believe for members to have flexibility, that a midnight close is imperative. I often work late and appreciate the safe and friendly environment that Soho Works offers me.

I fully support the application being made.

Yours - Redacted

Redacted.

Redacted

From: Redacted <Redacted >
Sent: 10 January 2022 11:55
To: EHL Safety <EHL.Safety@brighton-hove.gov.uk>
Subject: Re Soho House license application

SC CON ENDS 11.01.22 VALID PCD (S4)

To whom it may concern,

Reference: Soho House Licence.

- a) Soho House, Units 6-8, The Terraces, Madeira Drive, Brighton, BN2 1AY
- b) The Kiosk, Units 2-5, The Terraces, Madeira Drive, Brighton, BN2 1AY
- c) Soho Works, Units 2-5, The Terraces, Madeira Drive, Brighton, BN2 1AY

I'm a permanent resident living in central Brighton for over fifteen years, I'm writing to you to give my full support in the location and opening hours of the above three premises for Soho House.

The proposed site location was in much need of rejuvenation to improve the city. Since the arrival of Soho House the location has seen much improved works to the terraces, buildings, pavements, the lighting etc.

I work within the music and film industry. Soho House is a great creative hub for networking and meeting like-minded people. The strict criteria for members attracts the best and skilled people in the industry, it's the place to be and to be seen.

I joined Soho House in London in the 90s, I've watched it grow from a single club to a global brand with clubs opening all around the world maintaining the highest possible standards in all areas of hospitality.

Soho House takes great pride in attention to detail in all of their premises from structure to design with first class facilities for all those attending including children and people with reduced mobility.

Soho House is very discreet and private and takes great care in security and safety for all its staff, members and guests, maintaining great relations and respect for the local residence. The reception and door staff are always well mannered. The club atmosphere is welcoming and relaxed and never a sense of hostility or poor behaviour.

Soho - Works, is a great dedicated area for members to work from and hold meetings. It's home from home.

The food and restaurant/bar service is of the highest quality and the staff are the best.

Soho House have been very supportive in my music projects including community work for spreading awareness for stem cells and future medicines.

I look forward to putting on local music community events at Soho House Brighton.

I think the opening of Soho House in Brighton will attract high-end businesses to move here with great clientele that will be excellent for the city of Brighton, creating jobs and maintaining the desire to visit Brighton as the go to place in the south coast of the UK.

Kind regards
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From: Redacted <Redacted >
Sent: 10 January 2022 19:35
To: EHL Safety <EHL.Safety@brighton-hove.gov.uk>
Subject: Soho House Brighton - Letter of support

SC CON ENDS 11.01.22 VALID PCD, PPN (S5)

Please find the amended application below:

I am writing on behalf of Soho House in regards to the licenses they have applied for to enable in the following:

Open until 2am -

Soho House, Units 6-8, The Terraces, Madeira Drive, Brighton, BN2 1AY

Open until midnight -

Soho Works, Units 2-5, The Terraces, Madeira Drive, Brighton, BN2 1AY

The Kiosk, Units 2-5, The Terraces, Madeira Drive, Brighton, BN2 1AY

I live Redacted but have worked and studied in Brighton for the last 10 years. I studied at BIMM Brighton and have contributed to the local community as a musician taking part in the great escape festival and other events throughout the city.

I became a member of Soho House 10 years ago due to the fact each place is run like a 5 star hotel with attentive staff and a fantastic atmosphere. The exclusivity of the club adds to the experience as it's membership process is extremely strict and warrants all members are vetted. As a result of this being the case it ensures the prevention of public nuisance as there is also strict enforcement of membership conditions for both Soho House and Soho Works. Whilst being a member I haven't encountered any noise disturbance, anti-social behavior or had a need to make a complaint.

Moreover, these strict policies, and the type of crowd it attracts, determine that Soho House will not turn into a drinking-led establishment. Meaning in turn that it will not lead to crime and/or disorder as the space will be used for the relaxing and socialising of respectable peoples.

The location of the establishment means members will primarily be locals who will be keen to enforce public safety along with the responsible staff whose job it would be.

In addition Soho House as a whole is very hot on the protection of children as they have their own set regulations for them and have general health and safety warnings around both the pool and restaurant areas.

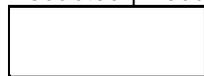
I hope you take all of the above into consideration when responding to the license applications and look forward to being able to enjoy the new location in the near future.

Best,

Redacted

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Redacted | Redacted



Redacted

From: Redacted <Redacted >
Sent: 11 January 2022 15:19
To: EHL Safety <EHL.Safety@brighton-hove.gov.uk>
Subject: support letter Soho House

SC CON ENDS | 1.01.22 VALID PCD, PPN (S6)

REF :

- a) Soho House, Units 6-8, The Terraces, Madeira Drive, Brighton, BN2 1AY
- b) The Kiosk, Units 2-5, The Terraces, Madeira Drive, Brighton, BN2 1AY
- c) Soho Works, Units 2-5, The Terraces, Madeira Drive, Brighton, BN2 1AY

To whom ever it may concern

I would like to add my support to the licensing agreement to the above locations.

I understand the hours to be : Soho House- 2am, Soho Works- midnight and Kiosk- midnight.

I have been a resident in Brighton for Redacted. And have had my business in the North Laine for Redacted. I have watched Brighton grow and its ready to receive Soho House. I have used the houses personally for many years in London, Frome, Oxford and in New York. I have always found them to be chilled, organised and respectful. None of them are a "drinking den". My understanding is the Soho brand was set up to promote conversation and well being amongst like-minded people. And it certainly does this. Not once have I witnessed any trouble with noise or anti social behaving. It's a place for locals to go almost an extension of their front rooms to chat and meet like-minded people.

I have also worked with Soho house on uniforms projects and they are very pleasant to deal with. I'm always impressed how they involve the local community. For example using suppliers for Uniforms and Furnishing.

Yours Sincerely

Redacted
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Redacted

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Redacted.

Email: Redacted

Direct Dial: Redacted

Web: Redacted

Head Office & Production
Redacted

Brighton Store
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London Store
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