LICENSING SUB-COMMITTEE

ADDITIONAL PAPERS – THE ADVENTURE BAR

Date: Friday 22 November 2019
Time: 2.00 pm
Venue: Committee Room (B6) - Lambeth Town Hall, Brixton, London, SW2 1RW

Copies of agendas, reports, minutes and other attachments for the Council's meetings are available on the Lambeth website. www.lambeth.gov.uk/moderngov

Members of the Committee

Councillor Linda Bray, Councillor Fred Cowell, Councillor Martin Tiedemann, Councillor Rezina Chowdhury, Councillor John Kazantzis, Councillor Joshua Lindsey, Councillor Philip Normal, Councillor Emma Nye, Councillor Irfan Mohammed and Councillor Nicole Griffiths

Substitute Members

Councillor Matthew Bennett, Councillor Jennie Mosley, Councillor Andy Wilson, Councillor Marcia Cameron, Councillor Jon Davies, Councillor Dr. Mahamed Hashi and Councillor Claire Holland

Members Required for this meeting will be: Councillor Emma Nye and two other Councillors to be named.

Further Information

If you require any further information or have any queries please contact:
Nazyer Choudhury, Telephone: 020 7926 0028; Email: nchoudhury@lambeth.gov.uk

Members of the public are welcome to attend this meeting. If you have any specific needs please contact Facilities Management (020 7926 1010) in advance.

Queries on reports

Please contact report authors prior to the meeting if you have questions on the reports or wish to inspect the background documents used. The contact details of the report author are shown on the front page of each report.

Security

Please be aware that you may be subject to bag searches and asked to sign in at meetings that are held in public. Failure to comply with these requirements could mean you are denied access to the meeting. There is also limited seating which is allocated on a first come first serve basis, you should aim to arrive at least 15 minutes before the meeting commences. For more details please visit: our website.

Please contact Democratic Services for further information – 020 7926 2170 – or the number on the front page.

@LBLdemocracy on Twitter http://twitter.com/LBLdemocracy or use #Lambeth
Lambeth Council – Democracy Live on Facebook http://www.facebook.com/
AGENDA

PLEASE NOTE THAT THE ORDER OF THE AGENDA MAY BE CHANGED AT THE MEETING

<table>
<thead>
<tr>
<th>Page Nos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) The Adventure Bar, 38 Clapham High Street, London, SW4 7UR (Clapham Town)</td>
</tr>
</tbody>
</table>
Digital engagement

We encourage people to use Social Media and we normally tweet from most Council meetings. To get involved you can tweet us @LBLDemocracy.

Audio/Visual Recording of meetings

Everyone is welcome to record meetings of the Council and its Committees using whatever, non-disruptive, methods you think are suitable. If you have any questions about this please contact Democratic Services (members of the press please contact the Press Office). Please note that the Chair of the meeting has the discretion to halt any recording for a number of reasons including disruption caused by the filming or the nature of the business being conducted.

Persons making recordings are requested not to put undue restrictions on the material produced so that it can be reused and edited by all local people and organisations on a non-commercial basis.

Representation

Ward Councillors may be contacted directly to represent your views to the Council: (details via the website www.lambeth.gov.uk)
HEARING PROCEDURE FOR LICENSING SUB-COMMITTEE

Full information on the procedure is sent to all parties to the hearing. The information below is a précis of that information.

Parties to the hearing must notify Licensing Services within prescribed timescales (these vary according to the type of hearing) that they intend to attend and/or be represented at the hearing and whether any witnesses will be attending on their behalf.

The hearing will operate as follows (subject to the discretion of the Chair)

- In the form of a discussion led by the Committee; cross examination will not normally be permitted.
- A total of 3 minutes speaking time is normally allowed for each party. Any preliminary points will be treated separately.
- Where there is more than one representation raising the same or similar grounds, those parties should consider nominating a single representative to address the Sub-Committee on their behalf at the hearing.
- Parties to the hearing may be permitted to ask questions of any other party or witness.
- Parties to the hearing may be required to answer specific questions from members of the committee seeking clarification of information.
- The typical order of the hearing will be as follows:
  1. Chair will ask all parties and witnesses to introduce themselves and this should include a brief explanation of the purpose of their attendance.
  2. Officers present the report.
  3. Committee members ask questions of officers.
  4. Applicant speaks.
  5. Applicant's witnesses speak (with permission of Chair).
  6. Committee members ask questions of applicants and their witnesses (only applies to witnesses who have been given permission to speak).
  7. Other parties speak.
  8. Other parties' witnesses speak (with permission of Chair).
  9. Committee members ask questions of the other parties to the hearing and their witnesses (only applies to witnesses who have been given permission to speak).
  10. Applicant (with exception and with permission of Chair) asks questions of the other parties to the hearing and their witnesses.
  11. Other parties to the hearing (with exception and with permission of Chair) ask questions of the applicant/other parties to the hearing and their witnesses.
  12. Chair's closing remarks.
  13. Committee retires to make their decision.
  14. Legal adviser informs the hearing of any advice that they have given to the committee during the decision making process.
  15. Committee announces decision and gives reasons.
  16. After the hearing officers will write to all parties to confirm the committee's decision.
ADVENTURE BAR, 38 CLAPHAM HIGH STREET, LONDON, SW4 7UR

VARIATION OF PREMISES LICENCE

LICENSING SUB-COMMITTEE HEARING

FRIDAY 22ND NOVEMBER 2019 at 14:00

COMMITTEE ROOM (B6) – LAMBETH TOWN HALL, BRIXTON, LONDON, SW2 1RW

EVIDENCE BUNDLE INDEX

<table>
<thead>
<tr>
<th>DOCUMENT</th>
<th>DATE</th>
<th>TAB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summary of the Applicant’s Evidence and Case</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Landlord Pack</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Drinks Menus</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Photographs of Closed Premises on Clapham High Street – Kazbar, Bison &amp; Bird, The Loft and White House</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Email from Tobias Jackson to James Anderson with list of TENs from 31/07/2019 to 26/09/2019</td>
<td>18/10/2019</td>
<td>6</td>
</tr>
</tbody>
</table>
TAB 1
ADVENTURE BARS
38 Clapham High Street

Summary of the Applicant's Evidence and Case

Conditions to be offered

1. On Mondays to Thursdays after 1am the maximum number of customers allowed in the premises is 80.

2. On Mondays to Thursdays there shall be no entry to the premises other than for customers who have left the premises temporarily, for example, to smoke after 2am.

3. On Mondays to Thursdays the premises will operate a dispersal policy, a copy of which will be available for inspection to the Police and Licensing Authority.

Background to the Operator

Adventure operate 10 successful cocktail bars in central London (please see “Landlord Pack” in the Bundle).

They are experienced in operating bars in areas of Cumulative Impact with two in Westminster City Council’s west end stress area (Covent Garden and Leicester Square).

They have successfully from scratch funded, designed and created 2 new bars in Waterloo at Mercury House, Waterloo Road.

Tonight Josephine is a basement bar, and Bar Elba a successful roof terrace occupying the whole of the Mercury House flat roof with a maximum occupancy of 600 until 1am and 450 until 2am on Fridays and Saturdays.

Adventure are serious, successful and accomplished operators who do not compromise in terms of quality of offer, professional and effective management and thorough staff training.

(Please see Mark Halton's unannounced visit report in the Bundle).

The Premises

Adventure purchased what was Hed Kandi in 2013 and significantly refurbished the premises.

The premises have an occupancy of 163 customers.
They operate without any noise or crime and disorder issues either inside or adjacent to the premises.

A number of Temporary Event Notices ("TENs") have been approved this year until 3am without any negative impact on the premises, the area or the licensing objectives (please see list of dates in the Bundle).

**The Policy and the Representation**

The Clapham Cumulative Impact Policy is in Appendix 10 on page 58 of Lambeth's Statement of Licensing Policy.

The policy was introduced at the request of Lambeth Police (Inspector Pocock) in 2011 following concerns about issues affecting the licensing objectives particularly on Friday and Saturday nights.

Inspector Pocock's letter dated 16th May 2011 which is a public document states that: "The peak days for offences are Saturday (26.6%) and Sunday (35.3%). 66% of offences on Saturdays and 73.7% on Sundays were related to licensed premises. [This is interpreted as effectively Friday and Saturday nights]."

In addition, "57.3% of offences were related to licensed premises with an offence occurring inside or in close proximity to the venue."

It is clear that the policy creates "a rebuttable presumption that ... any major variation that could impact negatively on the licensing objectives will be refused unless the Applicant can demonstrate there will be no negative impact on any of the licensing objectives."

Public law and common law principles which apply to licensing policies can be stated as follows (Paterson's Licensing Acts 2019, page 58):

1. A policy should normally be applied subject to the requirements to consider each case on its own merits.

2. Where appropriate exceptions should be made to the policy.

3. In considering whether to make an exception the Tribunal should consider what the aims of the policy are and whether those aims would still be met if the application is granted.

If applying these criteria justifies the making of an exception ... then that should not be defeated by any "floodgates" argument. To allow that would be to deny the Applicant the right to have his case heard on its own merits."

The Applicant contends that this application will not have any adverse impact on the licensing objectives nor the policy area for the following reasons:

1. Looking at the aims of the policy it is clearly directed towards Fridays and Saturdays, the busiest nights where there are more people and consequently more crime and
disorder and the potential for public nuisance. (The police representation states: “Clapham’s Night Time Economy normally starts to take place at approximately midnight on Friday and Saturday”).

2. This application does not affect in any way Friday and Saturdays but the quieter nights when the trade is more “local” and not “destination” driven.

3. There are less venues selling alcohol and providing licensable activities than in 2011 (see photographs in the Bundle of closed premises).

4. The premises have operated TENs until 3am without any negative impact at all.

5. There are no issues affecting the licensing objectives either inside or adjacent to these premises.

6. The conditions offered by the Applicant will further promote the licensing objectives.

7. There are no residential objections.

8. The policy also refers to “recommended hours” for a District Centre but the premises already operate in excess of these for many years without difficulty.
TAB 2
MEET THE BRAINS BEHIND ADVENTURE

THOMAS KIRK, 38
Managing Director
Sharing financial responsibilities with business development and relationship management.

TOMAS JACKSON, 38
CCO
Enforces the consistent and high value service and atmosphere that is Adventure's key asset as well as converting the right business and operating strategies for training and development.

BPVAN LLOYD, 40
Executive Director
Responsible for project managing key development projects, executing potentially huge CapEx projects for 5.56% less than competition.

GRAHAM MCDONNELL, 37
Former HR Director at BaAOne for 5 years,
Graham joined us as Head of People with a particular focus on employee engagement and recruitment, coaching and team leadership.

PHILIP SOMERJS, 37
Former financial controller at BaAOne, Garden Room & SoHo House Group, Philip joined us as Finance Director focusing on bringing financial discipline and order into the Finance team.

TONY SCOTT, 39
Former Head of Operations, Tony's main focus is to help stabilise the business and drive it forward as we look to expand.

FINANCIALS

The Adventure Bar Group sells cocktails and spirits as a majority of turnover. These are a high gross profit of 4.3% delivering a net profit of £4.9m, approximately 10%.

The individual Adventure bar units all operate at between 31%–37% EBITDA with a small Head office cost in addition.

THE BUSINESS

The Adventure Bar Group is one of the biggest independent bar companies in London and is owned and operated full-time by four young entrepreneurs. After 11 years and starting from nothing, Adventure bar have built a bustling area of pubs in the Covent Garden, Clapham Junction, Clapham High Street, Waterloo and soon to be Coulsouth and Apsley Ski bar.

Our 5 year plan is to acquire 1-2 additional sites per year, each contributing to less than £400,000 per annum.

WHO ARE WE?

"We live, breathe, work and strive for our guests to have an amazing time with us. We constantly evolve our offering, aiming to satisfy the expressed and unexpressed needs of our guests, and consistently exceed their expectations."

Tobias Jackson, Director

"Joining us from BaAOne, Philip's focus would be to help stabilise the business and drive it forward as we look to expand."
ONLINE PRESENCE

It is no mystery that without an online profile most businesses in particular within the hospitality sector will struggle to gain momentum.

With an average weekly Facebook reach of 20,000 people, of which at least 1,000 people engage in every single post and roughly 200 weekly visits to the page, we are undoubtedly creating a wider reach in order to keep our followers up to date with current offers and goings on as well as actively encouraging them to get involved with our online social media.

More than 1/3 of customers booking online will not complete their booking process without reading a review first, therefore it is absolutely essential that our online presence is both prominent and positive. A few recent examples are detailed to the right.

---

**TripAdvisor**

- Excellent: 47%
- Very Good: 35%
- Average: 9%
- Poor: 4%
- Terrible: 5%

**Fridays**

We come here every other Friday night when I’m not working as this is such a great place. It does the best cocktails and the staff are great too; the place, the music, the staff, the cocktails it’s just GREAT.
TONIGHT JOSEPHINE
WATERLOO

Millennial Instagram Paradise
111 WATERLOO ROAD, SE1 8UL.

Well behaved women don’t make history. Josephine de Beauharnais was one of history’s most famous lovers. She started as a nobody but with sass, hustle and a little bit of luck, she became the Empress of the French. Pink, glittery, and loud and proud.

Tonight Josephine doesn’t have time for Napoleon and it certainly doesn’t have time for any haters. Channelling all the sass of the French Empress, the bar reclaims stereotypical ‘girly’ with an added punchy twist. Located in Waterloo, directly opposite the train station, the bar offers a flamboyant cocktail menu with classic twists.

Tonight Josephine, located on Waterloo road is in the perfect location to attract commuters and locals. Sitting directly opposite one of London’s busiest stations, Waterloo, there’s no denying that the footfall within the area is incredibly high. Just a stone’s throw away from the busy Southbank, the area attracts hundreds of thousands of tourists each day.

CAPACITY: 130
TONIGHT JOSEPHINE
SHOREDITCH
Millennial Instagram Paradise
39A HOXTON SQUARE, LONDON N1 6NN.

Où est la discothèque? Josephine de Beauharnais has expanded her pink, glittery, loud and proud empire to Shoreditch. With the same charm but new Instagrammable moments - long live the Josephine era.

Tonight Josephine Shoreditch is a 5-minute walk from Old Street tube station and a 10-minute walk from Liverpool Street Station. Located on the corner of Hoxton Square.

CAPACITY: 125
BAR ELBA

Rooftop Party Bar
109-117 WATERLOO ROAD, SE1 8UL.

Inkeeping with the theme of the Battle of Waterloo, with sister bar Tonight Josephine located just below in the basement, Bar Elba focuses on the plights of the infamous Napoleon, who, drunk on power, almost achieved his goal of European domination, but he ended up getting himself exiled to the Mediterranean island of Elba. He took 600 of his closest pals and his fave horse, Marengo, with him. He stayed for 300 days... Party. Island.

The 600 capacity rooftop is the only one of it's kind in the area, launching with a 20 strong cocktail menu, and great views of the city and surrounding area.

Bar Elba is located on the rooftop of Mercury House, the same location as sister bar Tonight Josephine. The only rooftop currently in Waterloo, this will inevitably attract locals as well as drive footfall from all across London. With rooftop bars becoming ever increasingly popular, Waterloo was the ideal location to open. The Old Vic Theatre can be seen from the rooftop, as well as views of the city and local area.

CAPACITY: 600
THE ESCAPOLOGIST
Modern Day Victorian Gentleman’s Club
35 EARLHAM STREET, WC2H 9LD.

The Escapologist cocktail bar Covent Garden is based in the riotous Headquarters of the secret society that ran Victorian London, styled as part ‘modern day Victorian men’s club’ and ‘part Masonic lodge’. Party like it’s 1899 seven days a week, the focus is on memorable times with great drinks in an outrageous space.

Located in the Seven Dials area of Covent Garden, The Escapologist cocktail bar offers twisted classic cocktails and a menu of high-quality pizzas.

Winner of Best Bar/Club in competition as well as Best UK Bar at this year’s Restaurant & Bar Design Awards, 2017.

Seven Dials is a small road junction located in the heart of Covent Garden in the West end where 7 streets (dials) meet at the centre which is marked with a monument. This prosperous and largely commercial area attracts tourists, shoppers and office workers. As well as being placed between 2 of London’s most popular theatre’s attracting not only the pre-theatre but the post-theatre crowd, The Escapologist is perfectly located close to some great restaurants which attract the ‘after-dinner’ crowd.
NIKKI’S
Twisted Cocktails And Hedonistic Vibes
39A HOXTON SQUARE, SHOREDITCH, E1 6NN

Nikki’s is located within one of Shoreditch’s prime locations, set in the iconic building that The Electricity Showrooms used to occupy on the corner of Hoxton Square.

Taking inspiration from the likes of Quentin Tarantino, the space offers up a mixture of soft touches, trash TV and garish pops of colour. There’ll even be a bed…yep, a PVC covered bed to snap the perfect Instagram shot.

Expect cheap thrills, hedonistic vibes and twisted cocktails as wild as the space.
ADVENTURE BAR
CLAPHAM HIGH ST
Victorianna-Hop
38 CLAPHAM HIGH STREET, SW4 7UR.

You can find Adventure at the business end of Clapham High Street. It’s the perfect venue for people who want great food and even greater drinks in a setting akin to when the West Coast Hip Hop Heroes of yester-year had their Victoriana English gent stage. Think Biggy in a top hat or Tupac with a monocle.

With a food menu that constantly impresses and surprises, music that goes up to eleven at all the right times, the best cocktails on the High Street and Craft Beers from around the globe all served in stylish surroundings, Adventure adds up to what is ALWAYS a great night out!

Clapham High Street is the main through road and shopping are in Clapham, making this, once again, an ideal location with plenty of footfall. Served by the Northern line, located in-between Clapham Common and Clapham North tube stations, and a short distance from Clapham High Street overground station makes this the perfect location for commuters, tourists and locals.
ADVENTURE BAR
CLAPHAM JUNCTION

The Time Traveller’s Workshop
89-91 BATTERSEA RISE, SW11 1HW.

Based in a time traveller’s workshop and home, this part-Victorian museum part-re-imagining of the future has hosted parties and evenings out since 2005.

What hasn’t changed is the fact that we have been hosting the local Claphamites for after-work eats and drinks whilst putting on mind-bendingly ridiculous parties at the weekends for over 10 years! With a drinks menu that hosts over 50 cocktails and numerous craft & draft beers, wines and bubbles, there’s something to suit all your booze loving needs.

Clapham High Street is the main through road and shopping are in Clapham, making this, once again, an ideal location with plenty of footfall. Served by the Northern line, located in-between Clapham Common and Clapham North tube stations, and a short distance from Clapham High Street overground station makes this the perfect location for commuters, tourists and locals.

CAPACITY: 200
WAIKIKI
Après Ski Bar
COURCHEVEL, RUE DE NOGENTIL, SAINT-BON-TARENTAISE, FRANCE.

Our first bar concept outside of the UK, this Après Ski Bar promises to be everything that The Adventure Bar Group embodies.....but on ice! Think cocktails, beers and wine, on your way down from the slopes after a day of skiing. With stunning panoramic views and a deck that can hold up to 600 guests, this venue will undoubtedly become a social media favourite.

The Courchevel 1850 resort is located in the most beautiful part of the Three Valleys - within the Savoie region of eastern France, near the Italian border which comprise the world’s largest ski area. The unique and spectacular high altitude setting offers breathtaking views of the immense snow covered Alp mountain ranges under crystal clear blue skies. Attracting hundreds of thousands of ski enthusiasts each year, this location is perfect for the after ski crowd who are ready to party every day of the week.

CAPACITY: 600
BAR HERCULES
7 GREEK STREET, LONDON, W1D 4DF

Set in the heart of Soho, Bar Hercules serves up distinctive cocktails focusing on great service and all-round good times. The interior includes a copper inlaid bar, plush red velvet booth seating and because some could argue he's our modern-day Hercules, high above the bar sits an image of a young Arnold Schwarzenegger captured in all his stained-glass glory.
LEICESTER SQUARE

28A LEICESTER SQUARE, LONDON, WC2H 7LE

Late night venue in the world famous Leicester Square, drawing on inspiration from the historic architecture of the surrounding area this bar promises to be one of a kind. Opening early October 2019.
KEY DEMOGRAPHICS

Adventure’s target market has always been affluent young professionals aged between 21-35, with 74% of the mailing list being made up of this age group.

We have never wanted to compete on price and we continue to charge more than our nearest competitors in every area we have a bar. We are able to do this by delivering a superior product. We provide a mixture of drinks, atmosphere and service that our guests cannot get elsewhere, which is why we are able to charge more and still grow at a considerable rate.

COMPETITION

From an Industry perspective, London is alongside New York as one of the best considered cities for bars and cocktail bars in particular. “Cocktail Bar in London” is searched for over 16,000 times a month on Google alone.

From a guest perspective, there are several competitors in London that they can choose from. Several of note are listed below:

- Be At One
- Vodka Revolution
- London Cocktail Club
- Late Night London (operated by Novus Leisure)
- Barrio
- Simmons
- Mission Mars
- Inception Group
- Incipio

The Adventure Bar Group overlaps guests with all the above venues but continues to be able to charge more.

Many factors separate the different brands but that creates choice and we welcome strong competition from these brands. It pushes us to stay different and to evolve our product and to make sure people have a better time in one of our bars than they will at the above mentioned venues.

The great thing for us, is that all of these brands and ourselves are thriving, having all grown throughout the financial crisis amid consumer uncertainty, and all signs are that they will all continue to thrive as people seek better experiences and are prepared to pay more for them.
RESPONSE TIMES

vs

SPEED OF SERVICE

As a company it is incredibly important to us that we maintain a high level of service whilst continually striving to be one of the highest volume cocktail bars in London. We achieve this by implementing a strong bookings and marketing team, employing skilled individuals who are able to drive traffic down to the bars as well as produce a high turn-over of pre-sales.

We currently operate at an 80% bookings conversion rate. For every 100 guests that enquire for one of our bars at least 80 of those are confirmed and turn up for their booking. Time is critical when it comes to maintaining such a high conversion rate, as such it is essential that all enquiries are answered in less than 12 hours.

We currently have a response time of 5-10 minutes during office hours (between 8am and 6pm) and an average of 8 hours during out of office hours. With a dedicated out of office response team located in Bristol, all of our calls are always answered ensuring all guest enquiries are dealt with or passed on to the relevant team instantly.

As well as maintaining a high bookings conversion rate, we also set ourselves pre-sales targets that are consistently met, with a turn-over of £50,000 in pre-sales alone in the last 3 months.

The UK has seen an unprecedented cocktail boom over recent years with the category due to outpace the drinks market this year. With this in mind, as well good time-keeping when it comes to responding to enquiries, it is also important to practice this same theory when it comes to drinks service. Being a high volume cocktail bar means that a large number of drinks need to cross the bar in a very short space of time. It is common practice at Adventure Bar that we maintain a 5 drink - 3 minute theory, ensuring that each bartender during peak times strive to reach a target of 100 cocktails per hour, ideally more. With an average cocktail priced at £9 this results in a take of £900 per bartender per hour on average.
TAB 3
## Sparkles & Wine

### Sparkling
- **Prosecco Santomè**
  - Bottle / 125ml: 32 / 6.5
- **Prosecco Santomè Rosé**
  - 34
- **Veuve Clicquot**
  - 80
- **Laurent Perrier Rosé**
  - 110
- **Dom Perignon**
  - 200
- **Non-alcoholic Prosecco**
  - 22 / 4.5

### White
- **Santomè Anna 6 Sauvignon/Chard (ITA)**
  - Bottle / 250ml / 125ml: 22 / 7.5 / 4
- **Ancora Pinot Grigio (ITA)**
  - 24
- **Sierra Grande Sauvignon Blanc (CHI)**
  - 26

### Rosé
- **Santomè Rosé (ITA)**
  - 22 / 7.5 / 4

### Red
- **Santomè Moro 41 Merlot Raboso (ITA)**
  - 22 / 7.5 / 4
- **Le Fou Pinot Noir (FRA)**
  - 26
- **Peacock Wild Ferment Merlot (RSA)**
  - 28

### Non-Alcoholic Cocktails

#### TT Porn Star Coupe
- Alcohol-free, passionfruit, vanilla, side-bubbles
- STRYKk Not Vodka, passionfruit, vanilla, lime juice, apple juice, alcohol-free Prosecco

#### TT Elderflower Collins Tall
- Alcohol-free, elderflower, cucumber, fresh
- Ceder’s Crisp, cucumber, lemon juice, elderflower cordial, fresh mint, soda

#### TT Bellini Flute
- Alcohol-free, strawberry, rhubarb, bubbles
- Strawberry, rhubarb, non-alcoholic Prosecco

#### TT Bohemian Raspberry Tall
- Alcohol-free, raspberries, crisp, refreshing
- STRYKk Not Vodka, raspberry, rhubarb, fresh basil, pink grapefruit soda

#### TT Espresso Martini Coupe
- Alcohol-free, smooth, rich, vanilla hints
- STRYKk Not Rum, coconut water, vanilla, espresso
**shooters**

<table>
<thead>
<tr>
<th>Bite</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skittles-infused vodka</td>
<td>3 / 15</td>
</tr>
<tr>
<td>Ice Cold Jägermeister</td>
<td>4.5 / 22.5</td>
</tr>
<tr>
<td>Limoncello</td>
<td></td>
</tr>
<tr>
<td>Meloncello</td>
<td></td>
</tr>
<tr>
<td>White Sambuca</td>
<td></td>
</tr>
<tr>
<td>Black Sambuca</td>
<td></td>
</tr>
<tr>
<td>Patrón XO Cafe</td>
<td></td>
</tr>
<tr>
<td>Patrón XO Incendio</td>
<td></td>
</tr>
<tr>
<td>Patrón Silver</td>
<td>5 / 25</td>
</tr>
<tr>
<td>Jäger Bombs</td>
<td></td>
</tr>
</tbody>
</table>

**BEERS 5.2**

<table>
<thead>
<tr>
<th>Beer</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peroni Rossa</td>
<td>5.2</td>
</tr>
<tr>
<td>Asahi Dry</td>
<td>5.2</td>
</tr>
<tr>
<td>Meantime Pale</td>
<td>5.2</td>
</tr>
<tr>
<td>Estrella Damm</td>
<td>5.2</td>
</tr>
<tr>
<td>Offshore Pilsner</td>
<td>5.2</td>
</tr>
<tr>
<td>Blue Moon</td>
<td>5.2</td>
</tr>
<tr>
<td>Daura Damm (gf)</td>
<td>5.2</td>
</tr>
<tr>
<td>Free Damm (0.0%)</td>
<td>3.8</td>
</tr>
</tbody>
</table>

**CIDERS 5.2**

<table>
<thead>
<tr>
<th>Cider</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rekorderlig</td>
<td></td>
</tr>
<tr>
<td>Strawberry &amp; Lime</td>
<td></td>
</tr>
<tr>
<td>Rekorderlig</td>
<td></td>
</tr>
<tr>
<td>Passionfruit</td>
<td></td>
</tr>
<tr>
<td>Aspall Cyder</td>
<td></td>
</tr>
</tbody>
</table>

**poptails**

SHARING COCKTAILS

Our Poptails are famous for being fun and great to share! You can pop-up lots of cocktails in the menu or choose a poptail below which is great for 2-3 friends. For the more ambitious, you can order a mega poptail, perfect for groups of 6-8 friends.

**POPTAIL / MEGA POPTAIL**

<table>
<thead>
<tr>
<th>Drink</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>JEDI NIGHT</td>
<td>21 / 55</td>
</tr>
<tr>
<td>GET LEI'D!</td>
<td>21 / 55</td>
</tr>
<tr>
<td>POPZILLA</td>
<td>21 / 55</td>
</tr>
<tr>
<td>POPPY HORROR SHOW</td>
<td>21 / 55</td>
</tr>
</tbody>
</table>

**JEDI NIGHT**

Punchy, sweet, fruity, strong force

Bacardi Carta Negra rum, Eristoff vodka, amaretto, lime, grenadine, pineapple juice, orange juice, Light Saber

**GET LEI'D!**

Tropical, fizzy, berry, refreshing

Eristoff vodka, fresh strawberries, fresh mint, sugar, Prosecco, Lei

**POPZILLA**

Scary, strong, monstrous, fun, punchy

Bacardi Carta Oro rum, Bacardi Carta Negra rum, fresh lemon juice, orange liqueur, mango, pineapple juice, passion fruit, over-proof rum, aeroplane, fire!

**POPPY HORROR SHOW**

Fresh, fruity, time warped, fizzy

Eristoff vodka, blackcurrant liqueur, fresh lemon juice, sugar, Prosecco, lipstick
### Exceptionals

**Cocktail / Poptail**

<table>
<thead>
<tr>
<th>Drink Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Porn Star Martini Coupe</strong></td>
<td>10.5</td>
</tr>
<tr>
<td>Sweet, passionate, sparkly, lush</td>
<td></td>
</tr>
<tr>
<td>Vanilla-infused Eristoff vodka, passion fruit liqueur, passion fruit, apple juice, vanilla, Prosecco</td>
<td></td>
</tr>
<tr>
<td><strong>Flaming Zombie Tiki</strong></td>
<td>10.5 / 21</td>
</tr>
<tr>
<td>Tropical, strong, punchy</td>
<td></td>
</tr>
<tr>
<td>Bacardi Carta Blanca, Bacardi Carta Negra rum, triple sec, fresh lemon juice, mango, passion fruit, pineapple juice, over-proof rum, fire</td>
<td></td>
</tr>
<tr>
<td><strong>Looqong Island Tall</strong></td>
<td>10.5 / 21</td>
</tr>
<tr>
<td>Punchy, classic, citrus, strong, sour</td>
<td></td>
</tr>
<tr>
<td>Eristoff vodka, Bacardi Carta Oro rum, Bombay Sapphire gin, triple sec, tequila, fresh lemon juice, sugar, cola</td>
<td></td>
</tr>
<tr>
<td><strong>Strawberry Tiramisu Short</strong></td>
<td>9.8</td>
</tr>
<tr>
<td>Rich, coffee, berry, creamy</td>
<td></td>
</tr>
<tr>
<td>Beefeater Pink gin, Kahlua, strawberry jam, vanilla, espresso</td>
<td></td>
</tr>
<tr>
<td><strong>Dream Catcher Sling</strong></td>
<td>10.2 / 21</td>
</tr>
<tr>
<td>Fruity, scrumptious, mysterious, refreshing</td>
<td></td>
</tr>
<tr>
<td>Eristoff vodka, Chambord, fresh lemon juice, apple juice, passion fruit, sugar, fortune cookie</td>
<td></td>
</tr>
</tbody>
</table>

*Some of our cocktails contain allergens. If you have allergies, please speak with a member of the team. Unfortunately, we cannot guarantee the lack of any allergens in our cocktails due to the nature of how they are made.*

**Exceptionals**

<table>
<thead>
<tr>
<th>Drink Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Madagascar flute</strong></td>
<td>10.2</td>
</tr>
<tr>
<td>Sparkling, vanilla hints, citrus, crisp</td>
<td></td>
</tr>
<tr>
<td>Licor 43 vanilla liqueur, fresh lemon juice, vanilla, Prosecco</td>
<td></td>
</tr>
<tr>
<td><strong>Midori Sour Short</strong></td>
<td>10.2</td>
</tr>
<tr>
<td>Melon, sour, smooth, delicate</td>
<td></td>
</tr>
<tr>
<td>Midori melon liqueur, fresh lemon juice, black pepper syrup, fresh mint, egg white</td>
<td></td>
</tr>
<tr>
<td><strong>Blood Orange Sling Tall</strong></td>
<td>10.2 / 21</td>
</tr>
<tr>
<td>Blood Orange, sharp, tangy, long</td>
<td></td>
</tr>
<tr>
<td>Blood Orange Beefeater gin, Cointreau, blood orange syrup, pink grapefruit soda</td>
<td></td>
</tr>
<tr>
<td><strong>Toasted Popcorn Sour Short</strong></td>
<td>10.2</td>
</tr>
<tr>
<td>Sweet &amp; Sour, Popcorn, Meringue</td>
<td></td>
</tr>
<tr>
<td>Jack Daniel's, popcorn syrup, fresh lemon juice, egg white, popcorn</td>
<td></td>
</tr>
<tr>
<td><strong>Clapham Cobbler Short</strong></td>
<td>10.2</td>
</tr>
<tr>
<td>Grand, full bodied, citrus, tangy</td>
<td></td>
</tr>
<tr>
<td>Jack Daniel's Tennessee Whiskey, sherry, pineapple, fresh lemon juice, orange bitters</td>
<td></td>
</tr>
</tbody>
</table>

*Don't see the cocktail you want? Ask your bartender about our classics and off-menu options!*
<table>
<thead>
<tr>
<th>Cocktail / Poptail</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LOVE POTION NO.10 COUPE</strong>&lt;br&gt;Sexy, fun, tangy, balanced&lt;br&gt;Beefeater Pink Gin, strawberry jam, fresh lemon juice, pineapple syrup, Prosecco</td>
<td>10.2</td>
</tr>
<tr>
<td><strong>LEMONGRASS COLLINS</strong>&lt;br&gt;Thirst-quenching, fresh, sweet, long&lt;br&gt;Lemongrass-infused Eristoff vodka, Licor 43, fresh lemon juice, ginger beer, vanilla</td>
<td>9.9 / 21</td>
</tr>
<tr>
<td><strong>MOJITO JAR</strong>&lt;br&gt;Modern-classic, tall, fresh, fizzy, minty&lt;br&gt;Bacardi Carta Oro rum, fresh mint, fresh lime juice, sugar, soda</td>
<td>9.9 / 21</td>
</tr>
<tr>
<td><strong>JUNE BUG TALL</strong>&lt;br&gt;Hawaiian, tropical, fruity, fresh, juicy&lt;br&gt;Melon liqueur, banana liqueur, coconut rum, pineapple juice, fresh lemon juice, sugar, cherry</td>
<td>9.5 / 21</td>
</tr>
<tr>
<td><strong>UNCLE VANYA TALL</strong>&lt;br&gt;Sherberty, citrus, sweet &amp; sour&lt;br&gt;Eristoff vodka, blackberry liqueur, fresh lemon juice, sugar, fresh lime</td>
<td>9.5 / 21</td>
</tr>
<tr>
<td><strong>RAZZLE DAZZLE COUPE</strong>&lt;br&gt;Glittery, sweet &amp; sour, fruity, lush&lt;br&gt;Eristoff vodka, passion fruit liqueur, peach schnapps, triple sec, fresh lemon juice, fresh egg white, glitter</td>
<td>9.9</td>
</tr>
<tr>
<td><strong>CLUB TROPICANA TALL</strong>&lt;br&gt;Citrus, tropical holidays, exotic beaches&lt;br&gt;Lemon-infused Eristoff vodka, limoncello, mango, fresh lemon juice, fresh mint, Red Bull Tropical</td>
<td>9.9 / 21</td>
</tr>
<tr>
<td><strong>WOO WOO TALL</strong>&lt;br&gt;Easy-drinking, juicy, sweet, nostalgic&lt;br&gt;Eristoff vodka, peach schnapps, cranberry juice</td>
<td>9.5 / 21</td>
</tr>
<tr>
<td><strong>SEX ON THE BEACH TALL</strong>&lt;br&gt;Sweet, smooth, seductive, sexy&lt;br&gt;Eristoff vodka, Chambord, melon liqueur, cranberry juice, pineapple juice</td>
<td>9.5 / 21</td>
</tr>
<tr>
<td><strong>XOXO ESPRESSO MARTINI COUPE</strong>&lt;br&gt;Coffee, nutty, smooth, fresh&lt;br&gt;Eristoff vodka, Patrón XO Café, Kahlua, espresso</td>
<td>10.2</td>
</tr>
</tbody>
</table>

* Don't see the cocktail you want? Ask your bartender about our classics and off-menu options!

* Some of our cocktails contain allergens. If you have allergies, please speak with a member of the team. Unfortunately, we cannot guarantee the lack of any allergen in our cocktails due to the nature of how they are made.
# Exceptionals

<table>
<thead>
<tr>
<th>Cocktail / Poptail</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Porn Star Martini Coupe</strong>&lt;br&gt;Sweet, passionate, sparkly, lush&lt;br&gt;Vanilla-infused Eristoff vodka, passion fruit liqueur, passion fruit, apple juice, vanilla, Prosecco</td>
<td>10.5</td>
</tr>
<tr>
<td><strong>Flaming Zombie Tiki</strong>&lt;br&gt;Tropical, strong, punchy&lt;br&gt;Bacardi Carta Blanca, Bacardi Carta Negra rum, triple sec, fresh lemon juice, mango, passion fruit, pineapple juice, over-proof rum, fire</td>
<td>/</td>
</tr>
<tr>
<td><strong>Looong Island Tall</strong>&lt;br&gt;Punchy, classic, citrus, strong, sour&lt;br&gt;Eristoff vodka, Bacardi Carta Oro rum, Bombay Sapphire gin, triple sec, tequila, fresh lemon juice, sugar, cola</td>
<td>/</td>
</tr>
<tr>
<td><strong>Strawberry Tiramisu Short</strong>&lt;br&gt;Rich, coffee, berry, creamy&lt;br&gt;Beefeater Pink gin, Kahlua, strawberry jam, vanilla, espresso</td>
<td>9.8</td>
</tr>
<tr>
<td><strong>Dream Catcher Sling</strong>&lt;br&gt;Fruity, scrumptious, mysterious, refreshing&lt;br&gt;Eristoff vodka, Chambord, fresh lemon juice, apple juice, passion fruit, sugar, fortune cookie</td>
<td>/</td>
</tr>
<tr>
<td><strong>Madagascar Flute</strong>&lt;br&gt;Sparkling, vanilla hints, citrus, crisp&lt;br&gt;Licor 43 vanilla liqueur, fresh lemon juice, vanilla, Prosecco</td>
<td>10.2</td>
</tr>
<tr>
<td><strong>Midori Sour Short</strong>&lt;br&gt;Melon, sour, smooth, delicate&lt;br&gt;Midori melon liqueur, fresh lemon juice, black pepper syrup, fresh mint, egg white</td>
<td>10.2</td>
</tr>
<tr>
<td><strong>Blood Orange Sling Tall</strong>&lt;br&gt;Blood orange, sharp, tangy, long&lt;br&gt;Blood Orange Beefeater gin, Cointreau, blood orange syrup, pink grapefruit soda</td>
<td>10.2</td>
</tr>
<tr>
<td><strong>Toasted Popcorn Sour Short</strong>&lt;br&gt;Sweet &amp; sour, popcorn, meringue&lt;br&gt;Jack Daniel’s, popcorn syrup, fresh lemon juice, egg white, popcorn</td>
<td>10.2</td>
</tr>
<tr>
<td><strong>Clapham Cobbler Short</strong>&lt;br&gt;Grand, full bodied, citrus, tangy&lt;br&gt;Jack Daniel’s Tennessee Whiskey, sherry, pineapple, fresh lemon juice, orange bitters</td>
<td>10.2</td>
</tr>
</tbody>
</table>

---

Some of our cocktails contain allergens. If you have allergies, please speak with a member of the team. Unfortunately, we cannot guarantee the lack of any allergen in our cocktails due to the nature of how they are made.

---

Don't see the cocktail you want? Ask your bartender about our classics and off-menu options!
# Non-Alcoholic Cocktails

**TT PORN STAR COUPE**
Alcohol-free, passionfruit, vanilla, side-bubbles
Strykk Not Vodka, passionfruit, vanilla, lime juice, apple juice, alcohol-free Prosecco

**TT ELDERFLOWER COLLINS TALL**
Alcohol-free, elderflower, cucumber, fresh
Ceder’s Crisp, cucumber, lemon juice, elderflower cordial, fresh mint, soda

**TT BELLINI FLUTE**
Alcohol-free, strawberry, rhubarb, bubbles
Strawberry, rhubarb, non-alcoholic Prosecco

**TT BOHEMIAN RASPBERRY TALL**
Alcohol-free, raspberries, crisp, refreshing
Strykk Not Vodka, raspberry, rhubarb, fresh basil, pink grapefruit soda

**TT ESPRESSO MARTINI COUPE**
Alcohol-free, smooth, rich, vanilla hints
Strykk Not Rum, coconut water, vanilla, espresso

---

## Sparkles & Wine

**SPARKLING**

<table>
<thead>
<tr>
<th>Cocktail</th>
<th>Bottle / 125ml</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prosecco Santomè</td>
<td>32 / 6.5</td>
</tr>
<tr>
<td>Prosecco Santomè Rosé</td>
<td>34</td>
</tr>
<tr>
<td>Veuve Cliquot</td>
<td>80</td>
</tr>
<tr>
<td>Laurent Perrier Rosé</td>
<td>110</td>
</tr>
<tr>
<td>Dom Perignon</td>
<td>200</td>
</tr>
<tr>
<td>Non-alcoholic Prosecco</td>
<td>22 / 4.5</td>
</tr>
</tbody>
</table>

---

**WHITE**

<table>
<thead>
<tr>
<th>Bottle / 250ml / 125ml</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santomè Anna 6 Sauvignon/Chard (ITA)</td>
</tr>
<tr>
<td>Ancora Pinot Grigio (ITA)</td>
</tr>
<tr>
<td>Sierra Grande Sauvignon Blanc (CHI)</td>
</tr>
</tbody>
</table>

**ROSE**

<table>
<thead>
<tr>
<th>Bottle / 250ml / 125ml</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santomè Rosé (ITA)</td>
</tr>
</tbody>
</table>

**RED**

<table>
<thead>
<tr>
<th>Bottle / 250ml / 125ml</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santomè Moro 41 Merlot Raboso (ITA)</td>
</tr>
<tr>
<td>Le Fou Pinot Noir (FRA)</td>
</tr>
<tr>
<td>Peacock Wild Ferment Merlot (RSA)</td>
</tr>
</tbody>
</table>
IMPARTIAL COVERT OBSERVATIONAL REPORT: THE ADVENTURE BAR 38 CLAPHAM HIGH STREET LONDON SW4 7UR
Observations Report 01/11/19 & 07/11/19

MARK HALTON - MJH LICENSING CONSULTANTS LTD
THE ADVENTURE BAR 38 CLAPHAM HIGH STREET LONDON SW4 7UR.

Introduction.

I have been asked to conduct impartial covert observations on

The Adventure Bar 38 Clapham High Street London SW4 7UR and its surrounding area.

The observations have taken place over two nights, these being

Friday 1st November 2019 9.30pm until 3am the following morning.
Thursday 7th November 2019 9.30pm until 2am the following morning.

The Adventure Bar is licensed from 11am to midnight Sunday to Wednesday, from 11am to 1am on Thursday and from 11am to 2am on Friday and Saturday for the sale of alcohol. The provision of recorded music begins at 5pm with the same terminal hours. The closing time for the venue is a half hour after the above regulated entertainment ceases.

I am aware the venue applies to extend licensable activities to 3am Monday to Thursday with a closure of 3.30am.
Personal – Mark Halton.

I have retired from the Metropolitan Police Service, completing 30 year's exemplary service.

1985-1987 Westminster Response team police officer

1987-1997 Central Clubs & Vice Unit CO14 posting within as follows: -

- 1987-88 Street Offences Squad dealing with street prostitution, brothels, massage parlors, illegal gaming/casino and both licensed and unlicensed venues for the sale of alcohol;

- 1988-90 Obscene Publications Unit;

- 1990- 93 Field Intelligence officer CO14 Clubs & Vice. Covert policing, surveillance;
  A drugs test purchaser and financial investigator used primarily in the night club economy specialising in nightclubs and bars;

- 1993-97 Clubs & Vice Licensing Unit. Supervising and dealing with licensing prosecutions, administration and applications.

1997-01 Westminster Borough Licensing Co-Coordinator. Supervising all licensing teams within the Borough; modifying police process’s, particularly prosecutions.

2002-06 Westminster Police Licensing Team. Set up the unit and supervised; wrote the crime reduction management document and assisted with the Westminster Statement of Licensing Policy.

IMPARTIAL COVERT OBSERVATIONAL REPORT: THE ADVENTURE BAR 38 CLAPHAM HIGH STREET
LONDON SW4 7UR
3
2007-10 Camden Borough Police Response Team.

2010-12 Police Licensing Advisor Home Office. Secondment.

Ran and supervised the Home Office Intensive Support Visit program (ISV) supplying training on legislation, powers and practical implementation to police forces and local authorities nationally. Completed submissions for response to Prime Ministerial Questions (PMQs), advice to various ministers including the Home Secretary. Wrote the then Home Office guidance on expedited reviews and section 19 closure notices. Sat on the boards of Best Bar None, Pub Watch and Purple Flag. During this time assisted in the licensing of the Olympics 2012.

2013-15 Returned to the Metropolitan Police. Supervised and organised the police licensing for the Rugby World Cup 2015.

A Home Office qualified Crime Reduction Officer, Crime Prevention Design Advisor and CCTV system approved officer. An expert in crime reduction measures and getting venues experiencing such problems back on track.

Since retiring, have operated as an Independent licensing consultant. Conducting both overt and covert licensing visits, providing ‘Reducing the Risk’ and Crime Scene Preservation training to major national brands. Investigations into injury/assault allegations by customers. Provided expert witness testimonies and have attended numerous hearings and courts as an expert witness.

I previously spent 18 months in charge of the Home Office initiative entitled Intensive Support Visit (ISV) programme.

IMPARTIAL COVERT OBSERVATIONAL REPORT: THE ADVENTURE BAR 38 CLAPHAM HIGH STREET LONDON SW4 7UR

4
I oversaw a team including solicitors, police officers, local authority officers and civil servants. I attended, supervised and assisted in policing all these 3-day events at 53 different town and city centre locations from Hartlepool to Plymouth. The ISV consisted of training local police and local authorities on licensing legislation and powers, problem solving and partnership working. It further included visiting one night without local officers and a further night with local officers within the various nighttime economies.

I believe this has given me a knowledgeable viewpoint and expertise on not just the police force area I came from but a view and expertise on town and city centres nationally. Having spent a year and a half on the road investigating many nighttime economy’s I have a knowledge I believe not many expert witnesses possess.

Observations.
1. I conducted observations beginning at 9.30pm on Friday 1\textsuperscript{st} November 2019. The Clapham High Street in which the Adventure Bar is located is a busy road with many varied late-night premises, some of the clubs operate post 3am, there is a McDonalds restaurant that is open for 24 hours. The road itself is busy through my observations with car, bus and taxi until about 1.30am when it became less congested. My observation on Thursday 7\textsuperscript{th} November was less busy with both vehicle and pedestrian traffic.

2. The area is well lit and illuminated. My views during the night were clear and unobstructed. The venue was well lit.

3. My visits were unannounced, and staff were unaware that I was conducting observations. I observed clientele, operational procedures, security, the bar, staff and the surrounding location.

4. On entry I walked through a cordoned area at the front of the venue, within the cordon to the right are two large wooden tables and benches. At this time (9.30pm) there were six persons sitting outside, mostly drinking and smoking. This area is used as the smoking area. On the busier night (Friday 01/11/19) the queue only reached four persons who waited to be searched and have ID vetted. On 07/11/19 there was no queue and no persons outside smoking.

5. On 01/11/19 I was greeted at the door by a female door supervisor clearly displaying SIA badge. I walked into the venue to my immediate left was a football table, centrally was a table and to the right were seated open booths, these
continued into the rear of the premises. There were two high tables with stools at the front window of the premises. On the left was the bar, with stools along the length. Anti-theft bag clips are positioned the length of the bar. The toilets are located to the rear of the venue.

6. On 01/11/19 within the venue on entry are approx. thirty persons upon my entry. Mostly seated. On 07/11/19 there are half this number.

7. The clientele ranges from early twenties to fifty. There are no signs of youths, clients at no time till closing showed any signs of drunkenness or rowdy behavior. I felt extremely comfortable throughout my stay at the venue. I believe this would not had been the case at other venues in the vicinity I visited.

8. At 9.30pm, there are two members of security working at the venue, a male and female. They are stationed at the entrance. I observe periodically through the evening that one of the security patrols the venue and up and down the street immediately outside the venue. Commendable. There is also a member of staff positioned at the entrance for most of the night. A sensible use and positioning of the resources, that worked well throughout the night. Security all displayed SIA badges correctly, all equipped with radios, as were members of staff, one of which was obviously the manager on duty. The male member of security had three radios, these are most likely the venues, police and a business link. Throughout the night (01/11/19) I would say at its peak midnight, there was
approx. 80 persons, on my second visit the maximum number of customers was 30 with one member of security (the same male I had seen on my previous visit), therefore the usual advisory numbers re security of 1 to 100 customers are far more than venues of a similar size and nature. The venue has a capacity of 163 but only half this number at its peak. Even at capacity the venue would be easily controllable with the security employed.

9. I observed security request ID from all persons entering after 9.45pm, even those clearly over the age of 18. I saw three males asked for ID, one male did not have ID. They were in my opinion obviously over 18 years of age. He was refused entry. Commendable. This was repeated on my second visit all persons after 9.30pm were asked for ID and searched, the bags were opened and investigated. Again, I saw a group of three males and two females attempt entry, all except one of the males had ID. He was not allowed entry and so all decided not to enter. Clickers were used by door security to control capacity and were used on each person entering and leaving that I saw, I am confident that the capacity will never be breached. Security did not have body cams visible.

10. All persons were searched on entry and bags investigated. The use of male and female security worked well. Although visible I will comment that security would be better served if supplied with high visibility jackets. There was no confusion on the night I must add but it would assist in the future.

11. The venue is clean and bright, security is clearly visible as are staff. There is a minimum of four staff behind the bar on 01/11/19 and two on 07/11/19 at its busiest this is more than adequate, there was no loitering at the bar for long

IMPARTIAL COVERT OBSERVATIONAL REPORT: THE ADVENTURE BAR 38 CLAPHAM HIGH STREET 
LONDON SW4 7UR

8
periods of time of persons waiting for drinks even at the busiest times. I ordered what I thought would be the cheapest bottled beer (Peroni) this was £5.20p. On my second visit there was a 2 for 1 promotion on cocktails and bottled beer. I observed through the night members of staff including manager and security remove empty drinks from tables. My empty was picked up within five minutes. Staff were impressive on the night. On both nights polycarbonates and not glasses were in use. Even the candle holders are polycarbonate.

12. At approx. 10.50pm, security ask persons sitting outside in smoking area to move as the tables and benches are moved. After 11pm this area is now purely for smoking in. I was informed politely by security that I could not take my drink outside when I attempted at 11pm. This may be done to reduce noise (There was not a lot) from outside.

13. The toilets are at the rear of the venue are clean and there is no sign of drug usage. Cubicle doors have been topped and bottomed and flat surfaces removed from within. The one flat surface is the toilet lid, can we remove? A lot of thought has gone into the removal of flat surfaces. I wiped surfaces with drug detection wipes and found no trace. I witness security and manager incorporate toilets within patrols of venue.

14. After midnight there is a gradual dispersal from the venue, from 2.00am security politely assist in asking patrons to finish drinks. The venue is closed just before 2.30am. The music was turned down, lighting turned up and premises vacated.
quietly. Impressive with no incidents. No loitering outside venue by customers. Security ask custom to leave quietly and both positioned outside asking custom not to loiter. Management and staff also assisted. There is no loitering as most customers turn left and right to awaiting taxi’s, the taxi rank or walk on foot. This is not a drunken rowdy crowd at all. This was repeated on my second visit (07/11/19) with the earlier finish time for licensable activity at 1am and closure at 1.30am. On my second visit there are approx. 20 persons at the venue at closing time. Again, no drunkenness a well-behaved crowd. I believe that they would have remained if they had been allowed due to the relaxed atmosphere within. The crowd of customers again mostly left on foot, the two persons I spoke with did live locally.

15. The music within the venue caters for the clientele well. The central table is moved about 10pm on my first visit. I saw four persons dancing this was at its height. People attend this bar in my opinion to socialise. It is a cocktail/wine bar and not a nightclub. Music played seemed to be mainly 80’s and 90’s. No such music as garage, jungle, drum n bass, or anything that can be deemed as problematic in certain dance type venues. It would not fit with this crowd of customers. The music is not an issue. Regarding clientele it seems that this is the venue they attend when they do not wish or want to attend a nightclub post-midnight. A mixture of custom with a large age range.

16. During the nights I visited the outside of venues open till the early hours. The scenes I witnessed were not repeated at The Adventure Bar. I observed drunkenness, very loud noise and security not displaying SIA badges. The
crowds I witnessed were of a younger age than those attending The Adventure Bar.

17. The Thursday night of the 7th November 2019 that I attended the venue was quieter. There were not as many customers. Again, I could find no negative observations with the Managers, staff, security or custom. The systems in place remained the same on both nights.

18. At 3.00am on 01/11/19 & 2.00am on 07/11/19 I concluded observations.

Conclusion.

I make the following comments resulting from my observations at the venue.
Two security at the venue is more than adequate in relation to the number of customers. They are stationed well within the venue and at the door. All customers approaching had to produce ID and were searched. This has obviously been in place for some time. I saw persons approaching the venue with ID ready for inspection without being asked. This included those obviously over 18. Security when working upon the door and entrance should be enabled with high visibility jackets.

Throughout my observation, I note the following key points.

Minimal noise was audible externally from inside the venue.

There was no evidence of drunkenness, violent crime or anti-social behavior on my night’s observation from the venue.

There was no evidence of drug dealing or misuse in the venue or immediate external area.

Management appears strong, staff seem professional and are adequate in numbers. Security was excellent. The entrance and dispersal, the patrols within and externally are above and beyond. I have never before seen security sweep and clean the outside of a venue!

Premises Licence conditions were complied with on my night’s observation. The management and staff appeared to be strong on the night and supervision of security was good.

I witnessed no drinks promotions on the first night, on my second visit was a 2 for1 offer. This was not problematic. The music style is not a problem as mentioned. The clients were in no way what I would deem as a problem and appeared to be local, as stated I felt safe and comfortable. It was well policed by security and staff with no problems. The clientele was not the same as I witnessed at other venues. It seems that this is the venue that persons attend that do not wish to go clubbing. The age group appears older than other venues I witnessed in the street.

The dispersal was excellent, security and staff reminding persons to leave quietly, there is visible signage again reminding patrons to leave quietly (Image 1). Management and staff were also involved in dispersal. Music was turned off and lighting increased. Dispersal management was further implemented on the street outside although due to
the nature of persons leaving this was not needed on the night but again above and beyond.
The customers leaving had no negative effect on the surrounding area. Custom walked home or entered pre ordered taxis. There is a night bus stop outside the venue, although I saw no customers use this.

This venue is not the type of premises that has large numbers emptying onto the street. The condition of its customers leaving is far more sober and non-problematic as opposed to those leaving close by premises. The clientele is different. They do not linger upon leaving and do not loiter whilst the premises are open. During both nights’ observation, I have not witnessed this once.

I have been asked for my opinion to the application to increase licensable activity from Monday to Thursday until 3am with a closure at 3.30am. I am aware of the Licensing special saturation policy. I have visited the venue on a busy night Friday 01/11/19 and a quieter night Thursday 07/11/19. This venue was operated in an exemplary fashion on both nights. This is a small capacity venue (maximum 163) and was not at full capacity on either night. The dispersal from the venue was impressive, staff and security are aware of their obligations to the neighbours and act in a polite and professional manner. As important are the customers who left quietly with no signs of drunkenness or anti-social behavior, unlike other nightclub venues in the High Street. The persons attending The Adventure Bar are those in my opinion that wish to socialise in a Bar atmosphere and not go clubbing.

From what I have observed of the management, staff, security and custom. I would be surprised if the police or Local Authority had any licensing objective problems with this venue. It is therefore a matter of policy. I believe there will be no negative impact on the objectives if an extension as applied for was granted. The fact is that due to the above and beyond procedures already in place that I have personally witnessed, the patrols of the area, cleaning of outside and adjoining property (actually done by security on the second visit), noise reduction measures, searching of patrons, ID checks on all entering, diligence of security and staff, non-drunkeness and no drug usage. The application could have a positive effect on the licensing objectives. This is one of the most community aware venues that I have visited. They have implemented steps and measures showing this. I have found difficulty in advising on improvements, which is unusual. I honestly believe that such a well-run venue would be an improvement to the High Street and a model for other venues in the area particularly at closing time.

IMPARTIAL COVERT OBSERVATIONAL REPORT: THE ADVENTURE BAR 38 CLAPHAM HIGH STREET
LONDON SW4 7UR
13
For information. I am personally instructed to supply training on legislation, risk reduction, compliance and crime scene preservation to the management and staff. This will be undertaken on the 20th and 21st November 2019.

All matters relevant in the report on which my expert evidence is given has been included in this report. I believe the facts I state in this report are honest and true and that the opinions I have expressed are correct to the best of my judgement. The fee for this report is not conditional on the outcome of any future case, application or finding.

IMAGES

IMPARTIAL COVERT OBSERVATIONAL REPORT: THE ADVENTURE BAR 38 CLAPHAM HIGH STREET LONDON SW4 7UR 14
1. Signage at door reminding persons to keep quiet, they will be searched and they are on CCTV.
2. Interior. Bar on left. Open booth seating on right.
3. Customer bag search by security.
2.

IMPARTIAL COVERT OBSERVATIONAL REPORT: THE ADVENTURE BAR 38 CLAPHAM HIGH STREET
LONDON SW4 7UR
16
3.
IMPARTIAL COVERT OBSERVATIONAL REPORT: THE ADVENTURE BAR 38 CLAPHAM HIGH STREET
LONDON SW4 7UR
17
4.

IMPARTIAL COVERT OBSERVATIONAL REPORT: THE ADVENTURE BAR 38 CLAPHAM HIGH STREET
LONDON SW4 7UR

18
IMPARTIAL COVERT OBSERVATIONAL REPORT: THE ADVENTURE BAR 38 CLAPHAM HIGH STREET
LONDON SW4 7UR
19
THE LOFT, 67 CLAPHAM HIGH STREET
TAB 6
Tom,

The former Police Officer recommended to me is Mark Halton who colleagues have used quite a bit recently.

I am awaiting a response from him but it would seem that he would need to view the premises, probably on a week night, and maybe do a comparison with a Friday or Saturday.

Do you have any TENs in the pipeline?
No, we used them all on Bank Holidays and then mostly early midweek days already (to show we could operate without issues!). I will call Monday to discuss.

Have you done any TENs this year on Monday to Thursday extending to 3am?
Yes, we have used the following:

Wednesday 31st July till 3am
Thursday 1st August till 3am
Wednesday 7th August till 3am
Thursday 8th August till 3am
Wednesday 14th August till 3am
Thursday 15th August till 3am
Wednesday 21st August till 3am
Thursday 22nd August till 3am
Wednesday 28th August till 3am
Thursday 29th August till 3am
Wednesday 4th September till 3am
Thursday 5th September till 3am
Thursday 12th September till 3am
Thursday 19th September till 3am
Thursday 26th September till 3am

All without any operational issues whatsoever

It may be sensible to do a TEN which would take us into the week commencing 28th October on a late TEN but still feasible so he can make a comparison, but do you think that if you had a TEN, say for 3am on a Thursday, there would be that many people who would stay beyond the current trading time of 1am?
On the days we used TENs on Thursdays, we'd have roughly 25-40 people in the venue towards the end of the night with no issues. There may be more people than that earlier but only when the existing licence already occurs. I'd be willing to make some compromises but there won't be hundreds spilling onto the street late from us anyway.

Please do let me know. Happy to discuss.

Kind regards.

Yours sincerely,

James Anderson
From: Tom Kidd [mailto:tom.k@adventurebar.co.uk]
Sent: 14 October 2019 13:35
To: James Anderson
Cc: Vicki Caress
Subject: RE: 38 Clapham High Street, London

THROW THE KITCHEN SINK AT IT JAMIE

From: James Anderson <j.anderson@popall.co.uk>
Sent: 14 October 2019 11:31
To: Tom Kidd <tom.k@adventurebar.co.uk>
Cc: Vicki Caress <v.caress@popall.co.uk>
Subject: 38 Clapham High Street, London

Tom,

We have discussed Clapham High Street.

As soon as we know the hearing date I will be in touch and we can discuss further.

I think here it would be useful to use a former Police expert as we did in Wandsworth to have a look around the area.

Do you agree? If so, I will make the necessary arrangements and give you a fee quote.

Best regards.

Yours sincerely,

James Anderson