

**From:** [andrea felice](#)  
**To:** [Pam Riley](#)  
**Subject:** Support of application  
**Date:** 27 October 2020 16:02:44

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Hi Priley,

I'm writing in support of the License application 2-12 Ernest Avenue.

I was made aware that there are people opposed to this venture.

I feel the need to express my support!

These are small businesses which are already suffering during the current times (I own a small business too..) hence they need all the support they can get.

Most of this type of businesses are run by young entrepreneurs whom are the future of the economy hence they deserve a chance.

If the grounds of disapproval are based on the fact that the business itself sells alcohol I will have to underline that we all have free choice of consumption like we do in many things in life.

Kind Regards

Andrea Felice  
Director

Andrea Felice [REDACTED]

[REDACTED]

[REDACTED]

**From:** [Melissa Chubb](#)  
**To:** [Pam Riley](#)  
**Subject:** License application 2-12 Ernest Avenue  
**Date:** 28 October 2020 15:15:30

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Dear Ms Riley, ( Lambeth Licensing Officer )

I would like to write in support of the above application on behalf of London Beer Factory at 2-12 Ernest Avenue SE27.

I support the addition of a New Craft tap room in Ernest Ave. I believe the addition will add another venue for locals, and help stimulate the local economy.

As a local resident (with my daughter attending a local schools) and a local business owner (based in Parkhall). I full support the openings of more local entertainment venues, as I have seen a marked positive change in the area over the last decade and would like to see this continue.

Thanks for your Consideration

Kindest Regards  
Melissa

Melissa Chubb

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**From:** [Lauren Hutchins](#)  
**To:** [Pam Riley](#)  
**Subject:** License application 2-12 Ernest Avenue  
**Date:** 30 October 2020 11:59:53

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**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Pam Riley, ( Lambeth Licencing Officer )

I am writing to you to convey my support for the above application by the London Beer Factory at 2-12 Ernest Avenue, SE27.

I am a resident of West Norwood with a child attending a local nursery, and a great supporter of local businesses and independent initiatives throughout the community. I strongly believe this would be a hugely welcomed business in the area, and will strengthen the community during this difficult time and is a great opportunity to support the hospitality industry who continue to suffer so severely in the current economic climate.

We must support and celebrate the resilience of these businesses during such challenging times and I know so many local residents who see this as a hugely exciting addition to the area. The London Beer Factory is a highly respected and much loved business in the area, I have attended brewery tours and several events at their site on Hamilton Road, all which have been conducted in an extremely professional, organised, family-friendly and positive manner.

Thanks for your Consideration

Yours faithfully

Lauren Hutchins

**From:** [Sim Cotton](#)  
**To:** [Pam Riley](#)  
**Subject:** Support for 2-12 Ernest Avenue License Application  
**Date:** 30 October 2020 12:11:46  
**Attachments:** [PastedGraphic-1.tiff](#)

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Hi Pam,

Please see below email of support from Charlotte Ashworth.

Please also see our petition that has been signed by over 350 local residents.

If you could include these in your report it would be much appreciated.

Many thanks,  
Sim

[https://www.change.org/p/london-borough-of-lambeth-support-london-beer-factory-s-new-bar-in-west-norwood-d88e6ec8-33af-4926-a388-eba41b4a3fb7?utm\\_content=cl\\_sharecopy\\_25503891\\_en-GB%3A2&recruiter=1159305342&utm\\_source=share\\_petition&utm\\_medium=copylink&utm\\_campaign=share\\_petition](https://www.change.org/p/london-borough-of-lambeth-support-london-beer-factory-s-new-bar-in-west-norwood-d88e6ec8-33af-4926-a388-eba41b4a3fb7?utm_content=cl_sharecopy_25503891_en-GB%3A2&recruiter=1159305342&utm_source=share_petition&utm_medium=copylink&utm_campaign=share_petition)

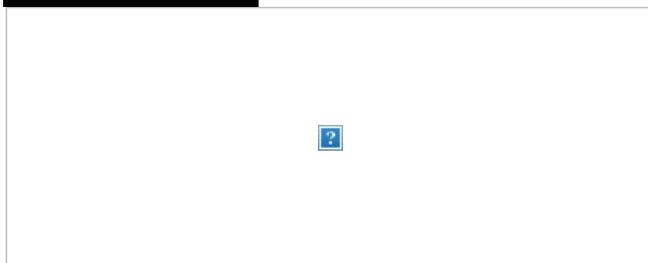
I am the manager of Station to Station, the Business Improvement District for Tulse Hill and West Norwood. I would like to support the application for the London Beer Factory to open a tap room on the site of their warehouse on Ernest Avenue.

I am very happy to see such a successful, local business come to West Norwood and agree with its owners on how well placed the KIBA is as an area for London Beer Factory to grow its customer base. I have met the owners of the business and I am satisfied that they would run the premises responsibly and with consideration for their neighbours, and in particular the religious sensibilities of the Mosque users. We as a BID would like to encourage this use of our industrial estate, which is something commonly seen in other industrial estates in the vicinity.

Charlotte Ashworth  
BID Manager



West Norwood & Tulse Hill  
Business Improvement District



**From:** [Sim Cotton](#)  
**To:** [Pam Riley](#)  
**Subject:** Re: additional information  
**Date:** 05 November 2020 16:36:54

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Hi Pamela,

Sorry for the delay in getting this over to you.

Firstly I just wanted to ask you to remove numbers 19 and 20 from the revised conditions document that you sent out previously and I also wanted to request that you amend number 2 to state that tables and chairs will be more than one meter apart.

In regards to my application for a premises license at 2-12 Ernest Avenue on behalf of The London Beer Factory I would like to add the below information.

I set up the London Beer Factory with my brother six years ago in Hamilton Road Industrial Estate, Gipsy Hill, within the borough of Lambeth.

We started as just the two of us and now employ over 20 people in the borough. The London Beer Factory is a small craft brewery and we make a wide variety of beers that are typically sold in local pubs such as The Rosendale, The Great North Wood, The Great Southern, small bottle shops and directly to our local customers mainly within the South East London area.

I myself have lived in Lambeth for the last six years, previously in Herne Hill and now that I have a young family in West Norwood.

We still produce and package all of our beer in Gipsy Hill but recently took over the lease on 2-12 Ernest Avenue which is used as our warehouse and distribution centre.

The idea for a Tap Room at 2-12 Ernest Avenue is born out of wanting to create a space where the local community can come to meet, chat and learn about the different beers that we brew. We want to be able to engage more with our local customers and create an interesting space where they can sit and enjoy a beer at the weekend or buy a few beers to take away.

Having a young family myself I am very aware of making sure that the Tap Room is a family friendly environment. Living locally I have discussed the idea with lots of local residents and businesses and I know that there is a huge amount of local support. We have even set up a petition that now has over 400 signatures., see below link.

[https://www.change.org/p/london-borough-of-lambeth-support-london-beer-factory-s-new-bar-in-west-norwood-d88e6cc8-33af-4926-a388-eba41b4a3fb7?utm\\_content=cl\\_sharecopy\\_25503891\\_en-GB%3A6&recruiter=1159305342&utm\\_source=share\\_petition&utm\\_medium=copylink&utm\\_campaign=share\\_petition](https://www.change.org/p/london-borough-of-lambeth-support-london-beer-factory-s-new-bar-in-west-norwood-d88e6cc8-33af-4926-a388-eba41b4a3fb7?utm_content=cl_sharecopy_25503891_en-GB%3A6&recruiter=1159305342&utm_source=share_petition&utm_medium=copylink&utm_campaign=share_petition)

As a local resident I know that the local area is in need of more interesting places to eat and drink, we are not in a cumulative impact zone and therefore the argument that there are already enough restaurants and pubs locally can be negated. But we are not simply trying to open a bar, we are trying to create a space where we can engage with the local community and equally the local community can engage with us (a local craft brewery).

We, The London Beer Factory already operate another Tap Room in Bermondsey, which we have run for the last two years. We therefore have a huge amount of experience already in managing a venue of this nature and making sure that the four licensing objectives are upheld. We will make sure that all staff members are trained in the four licensing objectives as well as the challenge 25 policy.

I strongly feel that opening a Tap Room in West Norwood will be hugely positive for the local community, it will create jobs, bring visitors to the area from other parts of London and create a space for the community to engage with one another.

I hope that at this time when businesses are having to close their doors you are able to help us create something bright for the future.

Many thanks,  
Sim