

Café Amsterdam (Formerly Whitley Bean)
69 Victoria Terrace
Whitley Bay
NE26 2QN

Cumulative Impact Assessment Statement

1. Andrew Hickson (trading as 'Café Amsterdam') intends to renovate the above premises. The premises has previously traded as a coffee house under the brand Whitley Bean, but due to a change in operating style they no longer require this unit and have moved to alternative premises. So this unit is now vacant. This application will allow this premises to come back into use, filling a void on the high street.
2. The operator is trying to create an experience and that is the driving force behind the application. They want to create a premises where customers can relax and enjoy the Dutch based drinks and snacks (predominantly Dutch beer). The applicant is looking to create a welcoming environment for customers, who he hopes will keep coming back. This is a premises aimed at residents of Whitley Bay and North Tyneside. The target clientele is a more mature customer.
3. The councils Statement of Licensing Policy states, at paragraph 13.2:

"In summary, the Cumulative Impact Assessment has demonstrated that there is an evidential basis to justify creating a rebuttable presumption against granting premises licence applications, or variations of existing licences, in relation to alcohol led licensed premises (where alcohol is consumed on the premises) within areas of Whitley Bay and Tynemouth referred to in the Assessment and shown on the maps forming part of the Assessment."

4. This premises would operate in the Whitley Bay Cumulative Impact Area. Whilst snacks and some food are provided at the premises, the premises is alcohol led. Concern around alcohol led premises is very much geared towards 'vertical drinking' establishments, which is defined as premises where customers mostly stand up and drink. This premises is far from the vertical drinking establishment type of premises which the council is looking to dissuade. Customers at the premises will be seated, and the concept is very much in the European style of having drinks delivered to your table. Customers can come to the counter to get drinks and snacks, but that is not the model of operating being encouraged. The premises will be predominantly seated with a mix of fixed and loose seating.
5. We appreciate that in recognition of the premises being within a cumulative impact area, we require an assessment of how the premises will operate, particularly to move away from the 'vertical drinking' type premises that the policy was designed to address. Please see below para 13.8 of the councils Statement of Licensing Policy:

"The Authority welcomes the introduction of well operated, high quality licensed premises in the Borough, including the areas referred to in the Cumulative Impact Assessment that will enhance diversity in terms of licensed premises and will add to the economic vitality of the Borough. The Authority on the other hand is aware that large capacity "vertical drinking" premises that are used primarily or exclusively for the

sale and consumption of alcohol and have little or no seating for patrons can have a significant impact on the likelihood of crime and disorder. Such establishments are not therefore likely to be granted a licence in the areas referred to in the Cumulative Impact Assessment. "

6. And, far from being a premises with 'little or no seating for patrons', as stated above, this premises is predominantly seated, and so as far away from being a vertical drinking establishment as is possible. The applicant is also wanting to encourage seated customers, enjoying their experience and conversing in the premises. The applicant has offered conditions which provide for customers to be predominantly seated and for the majority of the space in the premises to be for tables and chairs. Offered conditions 1 and 2 are as follows:
 - a. The consumption of alcohol will be predominantly by seated customers – the premises will not operate as a vertical drinking establishment (being predominantly people standing consuming alcohol).
 - b. At any one time, a minimum of 60 percent of the public trading area will be set aside for tables and chairs, thus ensuring the premises is predominantly seated. The definition of tables to include poseurs and pot shelves.
7. We think this premises is of the type which would be considered 'well operated [and] high quality'. Our assessment is based upon the applicants 25 years experience at Sir John Fitzgerald, and the plans that he has for the venue. He wants customers to be able to come into his venue, sit down and have an experience which they cannot get anywhere else in the North East. He has already delivered this concept successfully elsewhere at pop ups and under temporary events notices.
8. In regard to the promotion of the licensing objectives more generally, we have proposed a robust operating schedule. The conditions provide for training, Challenge 25, CCTV, refusals and incident record keeping and risk assessment.

Conclusion

9. For the reasons listed above, we submit that the premises as applied for could not, whilst being alcohol led, ever be a vertical drinking establishment. Since that is a theme of concern running through the CIA policies, and is listed as a ground for refusal, we think that it is an important point to address. The applicants operating style and conditions ensure that the premises should be considered an exception to the CIA policy. The applicant has also demonstrated in their operating schedule and conditions their experience, and plans for the premises, also highlighting how they will promote the licensing objectives and be predominantly seated.
10. It is worth repeating that paragraph 13.8 the council states that "*The Authority welcomes the introduction of well operated, high quality licensed premises in the Borough, including the areas referred to in the Cumulative Impact Assessment that will enhance diversity in terms of licensed premises and will add to the economic vitality of the Borough*". We submit that this proposed premises and this application will enhance diversity, will create local jobs and add to the economic vitality of the

Borough. We therefore propose that we are exactly the type of premises the Borough is looking to encourage.