

Application for a Provisional Statement
On a site previously Public Conveniences at
Lower ground and upper ground floors (and roof terrace)
Shoreham Beach Box,
Beach Green,
Shoreham by Sea
West Sussex

STATEMENT OF [REDACTED]

1. I, [REDACTED], make this statement in support of an application for a provisional statement at the above premises.

Personal Background

2. I am a director of BeachBox Development Limited (BDL).
3. In 2010, I founded and created the world's first pop up mall, Boxpark Shoreditch, www.boxpark.co.uk
4. BOXPARK delivers a community of both independent and established brands specialising in fashion, arts, food and drinks. BOXPARK Croydon followed in October 2016 with 35 of London's independent food, leisure and culture brands arranged around a 2,000-capacity space, and a dedicated community-led events programme that offers music nights, markets, fitness sessions and more.
5. BOXPARK Wembley - the sibling site to Croydon - opened in December 2018 and is the largest BOXPARK venue to date. Offering a diverse selection of street food traders and a year round schedule of entertainment, BOXPARK Wembley provides a fanpark area with a 20,000 square foot dedicated events space, boasting a food, drink and leisure experience based on the BOXPARK philosophy of Eat. Drink. Play
6. BOXPARK has recently been granted a licence on the waterfront in Bristol to bring back in to use some former warehouses

7. I have lived in Hove for more than 10 years and I have always been passionate about delivering a project on the south coast in my local area. Having cycled past this site many times, BDL was formed in 2017 as a separate company to develop and deliver our BeachBox concept to deliver much smaller scale, single occupier café/restaurant beachfront developments, with this specific location in mind.
8. Our Shoreham BeachBox scheme is very different in scale, nature and operation to any of the existing Boxpark developments and whilst BDL will bring our expertise in designing, building and curating award-winning developments, Boxpark will not be running the day to day operations.
9. It is for this reason that an application for a provisional statement rather than a premises licence has been submitted.

Background to Involvement with Premises

10. BDL are proposing to redevelop the dilapidated toilet block on Beach Green, in to an economically active new modern facility providing toilet facilities, external showers and water supplies, a community space, cycle rack and a beachfront café/restaurant to visitors and residents alike.
11. The redevelopment of the Shoreham toilet block has been a strategic priority for Adur & Worthing Council, through Shoreham Beach Neighbourhood Forum, to significantly upgrade the quality of the facilities and provide a brand new, high quality and well managed community and cafe space on the Shoreham beachfront. Adur District Council put the site out for tender in spring 2017.
12. Following a competitive tender process, BDL were appointed as the preferred developer in March 2017.
13. After signing a lease agreement with Adur District Council in March 2019 and undertaking extensive consultation through the summer of 2019 BDL secured planning consent (AWDM/1135/19) for the development on 19th November 2019. The intention was that the scheme would be built over the winter of 2021, with a proposed opening in spring 2022.
14. However due to the Covid-19 pandemic, BDL had to temporarily pause development plans, delaying any further progression of the site over the course of 2020 and the early part of 2021.

15. We accept that at the start of the planning process we made mistakes in terms of our engagement strategy, but as soon as this became apparent, we have worked hard to ensure that anyone who wants to have a say has had the opportunity to do so.
16. As part of our engagement with the local community and to ensure that they were kept updated of the progress of the project BDL created website which can be found at www.shorehambeachbox.co.uk
17. The website has been regularly updated with relevant information, answers to questions and issued raise, and more recently with details of the application for the provisional statement
18. As lockdown restrictions came to an end in July 2021, BBDL recommenced work on the development by submitting an application for a provisional statement, started marketing the unit and selecting a contractor for the project.

Vision for Beachbox

19. Our vision for BeachBox is an all year-round beachfront café/restaurant. We have been inspired by the best of beachfront operations across the UK such as Porthminster Beach Café and The Cracking Crab Beach café. We love what local operators like Big Beach Café, West Beach Café, Ginger & Dobbs and Perch have done locally with the community and have sought to take inspiration from these projects.
20. We have already had some strong interest for the site from some great operators and BBDL are excited about pursuing these discussions further.
21. The proposal for the site is over three floors the development includes a multi-purpose space at lower ground floor which will be available for community hire and to host events and activities. It is a condition of the planning permission that the public toilets on the ground floor of the building and the external showers shall be open at all times to the public between the minimum hours of 9.00 am and 9.00 pm during the period of 1st April to 30th September in each year and between the minimum hours of 9.00 am and 5.00 pm during the period of 1st October to 31st March in each year. It is intended that there be a service hatch on the lower ground floor (beach side), for the sale of tea/coffee, soft drinks and food. Off sales of alcohol are not being requested as part of the application (see below) and as such will not be permitted.
22. At the upper ground floor level the proposal is for a restaurant/café with bar and kitchen. There will also be limited outdoor seating space on the shore side of the premises. Above that, there will be a roof terrace. Food will be available throughout the premises until 60 minutes before

the premises close (to enable the kitchens to slowly shut down, and clean in advance of the next day's service).

23. I anticipate, given my experience in the industry, that an operation of this type and style would provide employment opportunities up to 41 people

Provisional Statement Application

24. As BDL are not going to operate the premise, BDL took the view that the most appropriate way to progress with a licence application was by way of a provisional statement.
25. Our solicitors engaged in pre application consultation with the licensing authority and the responsible authorities to seek their views and to agree, as far as possible, a schedule of conditions that would attach to the licence in advance of the application being submitted.
26. The application for the provisional statement was submitted in July 2021.
27. BDL is acutely aware of, and recognises, the significant community interest in the development and therefore ahead of any further work on the project, we invited all members of the Shoreham Beach community to an event to find out more about the next steps for the development and provide an opportunity to ask any questions they had. These events, which I hosted, were held remotely on the 23 June 2021.
28. Over 500 households in the Shoreham Beach area were issued a letter inviting them to attend the event and notices about the event were placed on the SBRA facebook page and in the Worthing Herald. With the additional support from local resident groups the letter's contents reached an estimated 17,000-20,000 locals and interested parties from throughout the region. In total 68 people registered for the two sessions and 11 people also submitted questions in advance. Following the event a summary of the queries raised and responses answered was posted on the website.
29. Further to this event, and following the continued public interest and the relaxing of COVID regulations BDL undertook a further engagement event on Shoreham Beach Green on Wednesday 27th July.
30. This attracted approximately 75 attendees and though there was some disruption, from those who oppose the development from a minority of people, it did provide a further opportunity to engage with a significant number of the community.
31. In addition to the above, during the statutory consultation process for application for the provisional statement, a revised schedule of conditions was agreed with the police. This

updated schedule of conditions was posted on, and made available to the public, via the website referred to above.

32. At each stage of the process, BDL has made every effort to be transparent with the local community about their proposals.

Responses to the Application for Provisional Statement

33. At the end of the consultation process I was pleased to hear that that there were no representations from any of the responsible authorities. I am, however, aware that the application has attracted a significant number of representations from local residents and I deal with these below.

34. A number of the issues raised in the representations are not, what I would call "licensing", related matters, in so far as the raise concerns about, for example, parking, flora and fauna and the nature reserve. That is not to say that these concerns are to be dismissed. These are addressed in the conditions that attach to the planning permission that has been granted for this site.

35. It is clear from the representations that there are existing issues of anti-social behaviour on Beach Green which we would fully expect, from our experience, to be improved upon with the new building and constant oversight of the area when the premises is open.

36. Having considered the residents representations, and in particular the concerns raised by local residents in relation to possible litter and drinking on the sea front by those who have purchased alcohol from Beachbox, BDL has made two further significant changes to the application:

- (i) amended the application so that the hours for the provision of licensable activities commence at 12 noon (rather than 1000)
- (ii) Withdrawn the application to permit off sales.

37. In so far as the representations are relevant to the licensing process I would comment as follows:

- Opening Hours and Hours for the provision of licensable activities

The requested opening hours are in line with those approved on the planning permission and are as set out below:

Monday to Saturday 0700 to 2300

Sunday and Bank Holidays 0700 to 2200

Christmas Eve and New Years Eve 0700 to 0030

As stated above the sale of alcohol will commence at 12 noon on each day of the week, with last orders being 20 minutes before the closing hour (as set out above) to allow for a drinking up time.

The amendment to agree last orders 20minutes before was agreed at the request of the police.

- Noise

It is a condition of operating the premises that prior to the occupation of the building a Noise Management Plan shall be submitted to and approved in writing with the Local Planning Authority detailing the proposed use of the terrace and the use of the ground and first floor areas (with particular emphasis on amplified and or live music) and shall set appropriate maximum noise levels inside the building.

Once the premises open they can only do so in accordance with the approved Plan. This condition was imposed on the planning permission to protect the amenity of local residents

A condition has also been offered that the roof terrace shall be cleared of patrons by no later than 2130. To offer to close the roof terrace any earlier would effectively prevent it being used for evening dining as one cannot ask diners to bring their plates inside half-way through their meal.

We have also offered a condition that the premises licence holder will draw up and implement a dispersal policy to ensure that customers leaving the premises, particularly at closing time, do so quietly and in a manner that does not cause a public nuisance.

There is also a requirement for the operator to maintain, and act upon, any complaints that are made through the maintenance of a complaints log

- Crime and Disorder

A number of conditions were proposed to, and agreed with, the police in relation to preventing crime and disorder which include the provision of CCTV and a commitment to comply with the Sussex Police Council Community Safety unit drugs and weapons

policy as appropriate.

CCTV will be made available to the police and/or the Licensing Authority on request.

We have also offered a condition that the provision of door security will be risk assessed, and where door supervisors are employed these would be SIA registered as is required by law.

As I say above, we have actively consulted, through our solicitors, with the police about conditions relating to crime and disorder and they have confirmed that they do not object to the application.

- Children/Underage drinking

Any operator of the premises will be required to operate a Challenge 25 age verification policy and signage to this effect will have to be displayed on the premises.

Staff will be required to undertake training in, amongst other matters, prevention of sales of alcohol to underage persons and proxy sales. This training will be required to be updated on at least a 12 monthly basis.

- 38.** There are a number of other conditions that attach to the proposed provisional statement and which we have been happy to agree, and which were raised during the pre-application process, namely the installation of a defibrillator which will be placed inside the premises, as well as a condition requiring management at the premises to be suitably qualified first aiders.
- 39.** If the application for the provisional statement is granted then any prospective operator of the premises would of course be made aware of the conditions that the provisional statement is subject to, and would have to abide by these.
- 40.** Any significant changes that they want to make would likely require them to justify the changes to the Committee if they raised concerns.
- 41.** It is also important for residents to remember that any breach of the conditions could of course ultimately lead to a review of the licence and possible revocation

Conclusion

42. BDL has made an application for a provisional statement as they are not going to be the operator of the premises. We felt that this was the right approach. Had we applied for a premises licence, BDL could simply have transferred this on to a 3rd party with no further public consultation. Having applied for a provisional statement there will be a further opportunity for the local residents to engage in the licensing process as and when the application for the premises licence is made.
43. The opportunity to redevelop the public conveniences arises out of a strategic priority identified by the Adur and Worthing Council. The process to get to this stage has been long and hard and it should give some comfort to know that we are in this for the long term and intend to continue to work with our neighbours.
44. The premises already has planning permission granted by the local authority.
45. There are no representations to the application from any of the responsible authorities.
46. The application for the provisional statement is subject to a significant number of conditions all aimed at ensuring that the licensing objectives are promoted, and the amenity of the local residents adequately protected.
47. The granting of the provisional statement will bring with it not only a licensed bar and restaurant but also a community space, as well as the improved community facilities, which I firmly believe will be an asset to the local area, providing opportunities for employment for up to 41 people

[REDACTED]
[REDACTED]
[REDACTED]

Director

BDL

Dated the 31st day of August 2021