



PRESENTATION – 12<sup>TH</sup> OCTOBER 2020

Licensing Legal Solicitors, Unit 25, The Progress  
Centre, Charlton Place, Manchester M12 6HS

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## The Loft, 1 New Street, Manchester, M40 8ABApplication for the grant of a Premises Licence.

An application for the grant of a Premises Licence was lodged on 19<sup>th</sup> August 2020. The application was to allow for the sale of alcohol and the provision of regulated entertainment on:-

Sundays to Thursdays    12:00 until 24:00  
Fridays & Saturdays        12:00 until 05:00.

Non Standard Timings:    05:00 until 12:00 once per month.

Non Standard hours will not be used to create a 24 hour Licence.

Representations have been received from Greater Manchester Police, Trading Standards and Licensing & Out of Hours Team. Trading Standards request Conditions to be added to any Licence granted and are agreed by the Applicant. The basis of the remaining 2 Representations concern risks of Public Nuisance.

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The Applicant included in his application for the Premises Licence the following Conditions to prevent Public Nuisance arising either from noise breakout or dispersal:

1. A Dispersal Policy agreed by the Licensing & Out of Hours Team to be attached to the Premises Licence and to appear as a Condition on the Premises Licence.
2. A Noise Limiter will be fitted and set at a level as agreed with Environmental Health.
3. No noise shall emanate from the premises, nor vibration be transmitted through the structure of the premises, which gives rise to public nuisance.
4. All doors and windows shall remain closed during regulated entertainment except for access and egress or in case of emergency.
5. Notices shall be placed at the exits to the premises asking customers to leave the premises quickly and quietly.
6. There shall be no disposal of glassware or containers outside of the premises between 22:00 and 07:00.
7. The Smoking Policy agreed by the Licensing & Out of Hours Team to be attached to the Premises Licence and to appear as a Condition on the Premises Licence.
8. The area outside of the premises will be kept clean and tidy, and staff will tidy away any litter at the conclusion of trading.
9. There shall be regular and adequate refuse collections from the premises.
10. Local taxi numbers shall be made available for customers, to assist in procuring a taxi, but only such taxi firms as use the ring back scheme.
11. Adequate rubbish bins will be placed outside of the premises and cleared away when the premises closes.

## Location

The premises is situated in an industrial area and opposite to a haulage yard.

Image A: external view of the premises

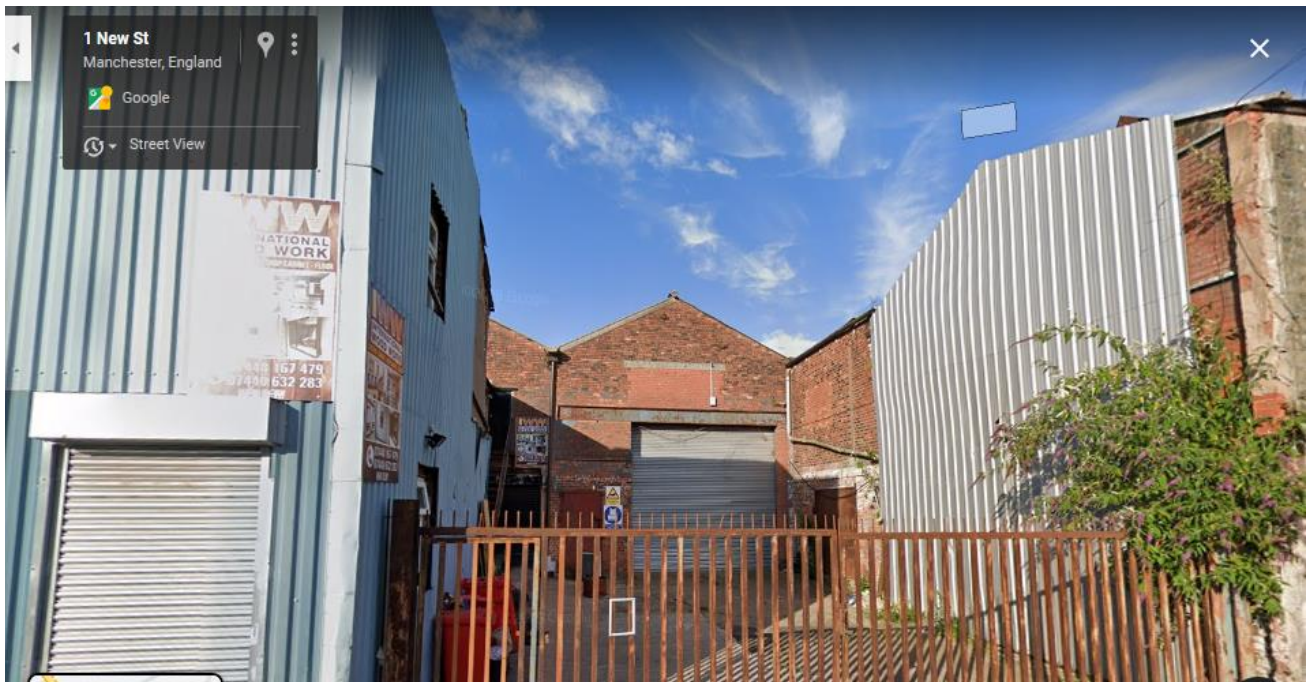
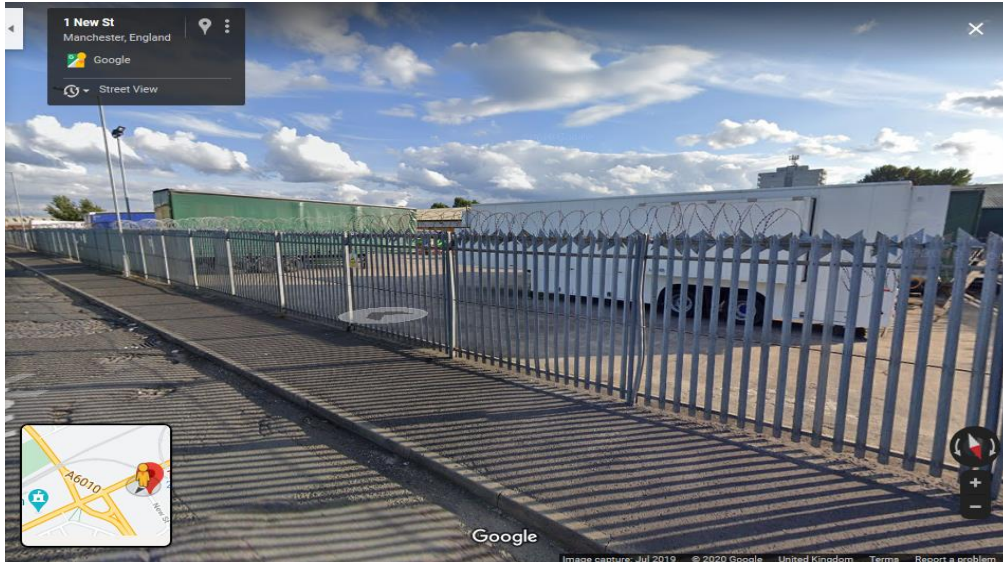


Image B: haulage yard directly opposite the premises

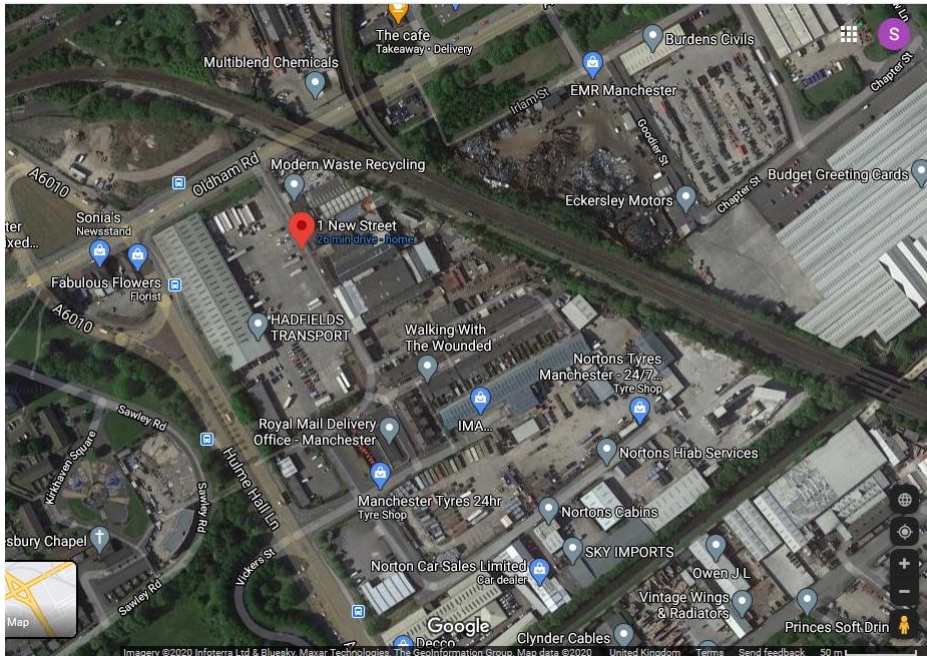


The premises is within a courtyard surrounded by other industrial units and approximately 130m from the nearest residential property on Canada Street. The nature of the surrounding industrial buildings provides a sound buffer in respect of any noise outbreak from the premises.

As can be seen from the image below the premises' nearest neighbours are all industrial style units or businesses.



Image C: view of location of premises from above (Google Earth)



## Concept / Audience

The Loft is a music, arts and fashion foundation which hopes to become the cultural epicenter of the Manchester Underground scene. It intends to create a platform for young and established creatives and to showcase artists on an international scale. This venue is intended to attract a professional creative audience.

The Applicant is currently in discussions with several local charities in the hope of partnering with them at the venue. The social and community aspect of this business is integral to its ethos.

This venue is designed to appeal to a specific niche demographic, and will provide a community space to work alongside young professionals and assist them in getting their work noticed.

This a destination venue for customers who are interested in this premises, and is made up of a loyal base who have visited their other events over the last two years.

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## **Animal Crossing Music Limited**

The owners & promoters of The Loft have a creative and perhaps unique vision with an experience within the cultural events industry.

Oliver Ryder (Director) has headed up the promotions & marketing for the largest series of events in Europe & the largest UK metropolitan festival in the UK (The Warehouse Project & Parklife Festival)

With 6 years of experience in the company to date, a wealth of invaluable experience has been gained in showcasing how to run large-scale events efficiently, effectively, and most importantly safely. Understanding how the minor details within so many various worlds come together to make events possible. From staffing, promotions, licensing, health and safety, crowd management, understanding different markets, brands, sponsors, management of staff.

Having a passion for underground music, arts, and the combination of the two, a close group of best friends decided to combine their personalities, artistic flair, and musical tastes into a brand that would revolutionise and create a new scene within Manchester. This is where Animal Crossing was born.

The premises is not a place to party but to express and connect with others.

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## **Additional Proposed Conditions:**

### **Entry Policy**

1. The premises is only open to those over the age of 18 after 21:00, and has accepted a Condition requested by Trading Standards in respect of the Challenge 25 Scheme.
2. All ticket sales are to be done in advance and no tickets will be sold on the door.
3. No person who is considered to be drunk, or behaving in a disorderly manner will be allowed to enter.
4. All persons entering the premises, shall be subject to a search by an SIA trained member of staff, in an area monitored by CCTV. There will be a female SIA trained member of staff to undertake searches on female customers.
5. No liquids, food or aerosols are permitted into the premises and will be confiscated during the search.

### **Noise Breakout**

1. A second soundproofing door creating an airlock system has been added to provide a further barrier for noise. On event days this will be manned by SIA registered doorstaff who will ensure that both doors are not open at the same time.
2. A limit of 10 to be placed on the number of people allowed in the external Smoking Area at any one time, and this will be closely monitored by doorstaff.
3. A Sound Engineer to be on site during events to ensure that sound is set at a level that will not cause nuisance to any residential properties. The Engineer to



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assess and fix sound levels according to the limiter agreed with Environmental Health before the event begins.

4. Speakers to be located so that all sound is projected within the venue.
5. No noise shall be audible at the nearest residential property situated 130m from the premises.

## **Dispersal**

1. When a ticket is purchased for an event at the premises an e-mail to be sent which contains information regarding the location of the venue, public transport and taxi numbers.
2. A member of staff who is responsible for the external area of the premises and who will regularly patrol to ensure that no customers are congregating outside, or causing any disturbance.
3. The premises to employ a dedicated Street Marshall who will be available to assist customers leaving the premises.
4. Customers to be discouraged from loitering outside the premises and to be requested to leave the area quickly and quietly by doorstaff.
5. Customers to be assisted in obtaining transport whenever necessary.
6. At close of trade the venue and up to 50m either side will be cleared of any litter.

