



Licensing & Out of Hours Compliance Team - Representation

Name	Jonathon Mathers
Job Title	Neighbourhood Compliance Officer
Department	Licensing and Out of Hours Compliance Team
Address	Level 1, Town Hall Extension, Manchester, M60 2LA
Email Address	[REDACTED]
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Premise Details

Application Ref No	262110
Name of Premises	Swan Street Firehouse
Address	40 Swan Street, Manchester, M4 5JG

Representation

Outline your representation regarding the above application below. This representation should describe the likely effect of the grant of the licence/certificate on the licensing objectives and on the vicinity of the premises.

The Licensing and Out of Hours team (LOOH) have assessed the likely impact of the grant of this application considering a number of factors, including the hours and activities applied for, the nature of the area in which the premises is located and the potential risk to the licensing objectives as a result of granting this licence. As a result of this assessment, the LOOH team have concerns that the grant of the application, in its current form, is likely to lead to The Prevention of Public Nuisance being undermined.

The LOOH team have also given consideration to Manchester City Council's Statement of Licensing policy, in particular S7.25 in relation to the proximity of the premises to local residents and other local businesses particularly in relation to the potential for nuisance.

'Where its discretion is engaged, the licensing authority will ensure that due consideration is given to the proximity of licensed premises not only to local residents and businesses, but also in relation to other licensed premises, to ensure they are located in a position that does not adversely affect their ability to ensure the promotion of the licensing objectives. The potential impact on any local residents will be an important matter for consideration.'

The Swan Street Firehouse (Ramona) is located at 40 Swan Street, Manchester, M4 5JG. The area in which the premises is situated is a noise sensitive area. I believe my concerns about the location, timings & licensable activities are summed up in recent TripAdvisor reviews, which I exhibit JM1 to JM4. The west side of the premises runs adjacent to Mason Street and the north side borders Cable Street. Directly facing the premises from behind are two large hotel accommodation buildings. These hotels are the AC Marriott Hotel at 15 Mason Street which provides 172 rooms and the Staycity Aparthotel building at 20 Cable Street which offers 224 apartments for guests.

Opposite the Swan Street Firehouse at 31 Swan Street, Manchester is the Rose & Monkey Hotel which caters for a select number of guests. To the north-west around 100m away from the premises is the Moda, Angel Gardens apartment complex at 1 Rochdale Road, M4 4GE which caters for 466 residential units.

In recent months, Licensing Out of Hours Officers have undertaken several visits to the premises since it opened in early 2021. Officers have noted issues with noise to be occurring on several occasions and have made the management team at the premises aware of this. On 29/04/2021 during the COVID lockdown, an officer visited the premises and witnessed a live DJ set taking place where the music was at a volume that would not meet the lockdown regulations in place at the time that stated any music played should be at a background level. This evidences that those responsible have contrasting views as to what is acceptable.

Furthermore, the Licensing Out of Hours team have received three noise complaints in relation to excessive music emanating from the applicant's premises. The first complaint was received on 04/05/2021. I was the officer who dealt with this complaint and I along with a colleague visited the premises on this date to make the management team aware of the complaint and to advise them to take the necessary measures to ensure the volume of music being played is not excessive. Another Licensing Out of Hours officer undertook a proactive visit to the premises at 22:00 on 08/05/2021 and again advised the premises to remedy the levels of music being played.

I undertook a further proactive visit to the premises on 22/05/2021. Whilst in the premises' outside area, the volume of the music being played was extremely excessive. I explained this to the manager on shift who replied, 'what did you say, sorry I can't hear you'. We had to walk away from the outside area in order to hear each other speak. A further proactive visit was undertaken by a LOOH officer on the evening of 27/06/2021. The officer who undertook this visit noted that the music was still loud, despite earlier interventions.

A further noise complaint was received by LOOH on 27/07/2021. This complaint was made from a complainant who [REDACTED]. The complainant stated that loud music emanating from Ramona (Swan Street Firehouse) premises could be heard [REDACTED].

A further noise complaint was received on 05/08/2021 from another [REDACTED]. The complainant stated that they could hear the lyrics to songs being played from the premises and that this noise is becoming unbearable.

Following this complaint, a proactive visit was undertaken by Licensing Out of Hours officers at 22:00 on 14/08/2021. The officer who undertook this visit noted that on arrival to the premises, House and Dance music was excessive and breaking out onto street level. The officer witnessed loud music and

heavy bass which was most severe at the rear of the premises on Cable Street adjacent to the Staycity Aparthotel. The officer believed the noise breakout from the premises was likely to be causing a nuisance to guests at the hotel and spoke with the premises management team to relay their concerns. A member of the Ramona management team advised the officer in attendance that they have arrangements with the Staycity hotel to locate business guests staying overnight on the other side of the building and leisure guests on their side (Adjacent to Ramona) as they will not mind.

The concerns shared within this representation are also concerns that were raised during the planning application which was decided on 02/12/2020 – with the following conditions added to the decision notice:

Condition 3

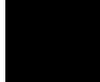
- The premises shall not be open outside the following hours - 08:00-23.00 Sunday to Thursday 08.00-00.30 Friday to Saturday Reason - In interests of residential amenity in order to reduce noise and general disturbance in accordance with saved policy DC26 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy.

Condition 12

- There will be no playing of live or amplified music on the premises after 10pm Reason - In interests of residential amenity in order to reduce noise and general disturbance in accordance with policies SP1, C10 and DM1 of the Core Strategy and saved Unitary Development Plan policies DC10 and DC26

The Licensing Out of Hours team believe the hours applied for are excessive and have concerns that if this variation was granted, this would lead to the licensing objective of The Prevention of Public Nuisance being undermined. Due to the area in which the premises are located close to hotel accommodation, residential apartments and a history of noise complaints, LOOH recommend that this application to vary the licence is refused.

Recommendation: Approve Application
Approve with Conditions (Outlined Above)
Refuse Application

  2 Aug
contribution



AVOID

"Went to stay for the weekend with my boyfriend, arrived at checkin to a rude lady and was told to pay £40 upfront, which was not stated when booking. We weren't expecting to pay this amount of money, but wasn't fussed.

We were given our hotel room keys and went up to our room. The room was empty, with no decorations. A plain room, and after reading the letter they gave us when checking in, turns out they've only kept the 'essentials' in the room. for the amount we payed, we expected the room to atleast have a few decorations. We understand the covid procedure, but when we went for our weekend away, social distancing was scrapped and so were masks. The room could've atleast been properly furnished for the price we paid.

We then went to the hotel room for a shower. The shower was dribbling out and leaking all over the bathroom floor. We had to use numerous towels to clean up the water. Again, not what we paid for.

The noise from the **bar** behind was absolutely ridiculous, went on into 3am in the morning. Asked to move rooms and was told no. The construction also woke us up at 6/7am so not good sleep whatsoever.

We then were looking around for a room service menu.... To realise they don't do room service. And was told it was (because of covid).

The telly worked on 1 channel which was the news. The 'connect your phone to Netflix' you are told when booking and on the letter is lies. Don't believe it. Room was dusty.

In the morning we woke up, made a brew only to realise there were no cups in our room apart from disposable which we had used the night before. Rang up reception for them to tell us we had to go downstairs for it, or wait 30 mins for them to bring it up.

We checked out, left the room, and asked when the money was going to be put back into our account after the £40 taken. They said straight away, and still 3/4 days later there's nothing.

The place was quiet, no music, dark, unhomly and not what we paid for whatsoever. So disappointed considering the amount we paid to stay there."

[Read less](#) ▲

Date of stay: August 2021

Trip type: Travelled as a couple

This review is the subjective opinion of a Tripadvisor member and not of TripAdvisor LLC.

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JM1

Helpful Share

view Jul 2021
ston-upon-Hull, United Kingdom • 2 contributions



Hotel lovely, location not great

"The hotel itself was lovely, decorated really well, very modern. With a small gym which had good equipment in. The staff seemed very friendly and helpful too. The rooms are of good size and the tv has itv & bbc player which was very good.

The location isn't great at the moment as there is a construction site next door, making it hard for taxi drivers to come get you or drop you off as the roads are closed. It was also very noisy in the morning from about 7am although one morning it started at 6:30am.

There is a **bar** just around the corner which plays ridiculously loud music but this was only noticeable on the thurs & fri night, it was quiet Monday, tuesday and weds.

The first and second day we stayed we were out all day and we did not get any room service despite leaving a note on our door. However once we came back a member of staff kindly knocked on our door and asked if we needed anything. We asked for the essentials although the room did need a clean and this point. There was no glasses for water, just disposable coffee cups. And the shower wasn't that powerful."

[Read less](#) ▲

Date of stay: June 2021

Trip type: Travelled as a couple

JM2

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 a review Jul 2021



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Room 314

"Hotel room was beautiful, just what we expected, however bathroom shower was very disappointing, there was no water pressure, and water jus dribble down, fan extractor in bathroom was not working, so the hole bathroom steamed up, quite a lot of **noise** coming from the bar, across the road from our room window, and this continued till 3am, so no much sleep, but was woken up again at 7am by the building site, and could not go back to sleep. Breakfast was fantastic. Good quality produce. Room need good dusting!"

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Date of stay: July 2021

Trip type: Travelled as a couple

Room Tip: U can park at the back of hotel £5 for 24h

[See more room tips](#)

This review is the subjective opinion of a Tripadvisor member and not of TripAdvisor LLC.

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JM3

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Thank you for reviewing your recent stay with us it is always helpful to see what our guests need. I will certainly pass on your comments to the team so we can look at ways to address the outside noise from the city.

We do hope we will see you soon

This response is the subjective opinion of the management representative and not of TripAdvisor LLC

 wrote a review Jul 2021 



Joke of a stay

"Room was nice enough. The music coming from the **bar** behind the hotel is RIDICULOUS the whole room may as well be shaking. Phoned to ask to move rooms was told no. Ruins the whole stay. JOKE for what your paying. You would think by midnight the music would have stopped but nothing. Still continues."

[Read less](#) ▲

Date of stay: June 2021

Trip type: Travelled as a couple

Room Tip: Avoid this hotel if you want a sleep

[See more room tips](#)

JM4

Business

From: [REDACTED]

Sent: 02 September 2021 17:49

To: Premises Licensing <Premises.Licensing@manchester.gov.uk>

Subject: Firehouse Licence Extension

Hello!

Yes, this is to confirm we strongly object to the extension in licensing hours for the Swan Street Firehouse / Ramona.

Although we do wish them well, there are a number of issues that are arising for us [REDACTED]
[REDACTED]

We are already feeling that the venue is too loud with its midnight licence. As it outdoors i have never fully understood how they got the licence in the first place to make that much noise outside every weekend of the year, [REDACTED]
[REDACTED] and Its already quite deafening, especially when bands and DJ's are playing past 11pm.

Some nights they certainly push it more than others.

We have always been concerned about the amount of people traffic crossing Swan Street in and out of Ramona. It's certainly a matter of time before somebody is going to get hurt crossing the road to enter / exit Ramona.

Since Ramona [REDACTED] as the area has become a lot more chaotic with Taxi drop offs and general public disorder. Im not blaming Ramona completely, but the area [REDACTED] on Foundry lane has become a bit of a nightmare / public toilet also.

I expect things to calm down in the winter, but the idea of this now going on till 2am is a big issue for us.

All the best, and i really don't wish to fall out with them