



**Brighton & Hove
City Council**

**LICENSING PANEL (LICENSING ACT
2003 FUNCTIONS)
ADDENDUM**

10.00AM, FRIDAY, 15 MARCH 2019

ADDENDUM

ITEM		Page
74	TWISTED LEMON LICENSING PANEL (LICENSING ACT 2003 FUNCTIONS)	5 - 50

BEFORE THE LICENSING PANEL, BRIGHTON & HOVE CITY COUNCIL

IN THE MATTER OF THE LICENSING ACT 2003

AND IN THE MATTER OF AN APPLICATION IN RESPECT OF “TWISTED LEMON”

**MARTIN FRIEL
(Applicant)**

APPLICANT’S BUNDLE OF DOCUMENTS

Tab	Description	Page
1.	Statement of Martin Friel, 9 March 2019	1
2.	Further potential conditions offered by Applicant, 9 March 2019	16
3.	List of Awards and Accolades, 1 March 2019	18
4.	Photographs of Premises	19
5.	Letters of support	23

BEFORE THE LICENSING PANEL, BRIGHTON & HOVE CITY COUNCIL

IN THE MATTER OF THE LICENSING ACT 2003

AND IN THE MATTER OF AN APPLICATION IN RESPECT OF “TWISTED LEMON”

STATEMENT OF MARTIN FRIEL

I, Martin Friel, of Twisted Lemon, 41 Middle Street, Brighton BN1 1AL, say as follows:

Introduction

1. I am the holder of a Licensing Act 2003 premises licence (“the Licence”) relating to “Twisted Lemon”, 41 Middle Street, Brighton BN1 1AL (“the Premises”). I am the designated premises supervisor named on the Licence.
2. I make this statement in support of my application made on 21 January 2019 to vary the Licence (“the Application”).
3. Representations have been made in relation to the Application. It has therefore been referred to a hearing before the Licensing Panel of Brighton & Hove City Council, which is listed for 15 March 2019. I propose to attend the hearing with my legal representative.
4. I believe that the facts stated in this statement are true and, unless I indicate otherwise, those facts are based upon my personal knowledge. Where the matters I set out below are not within my knowledge, I believe the same to be true.

My personal background

5. I was born in January 1971 and am now aged 48.

6. I grew up in Brighton & Hove and have lived and worked in and around the city all my life.
7. I left school at aged 16 and spent the next few years in a variety of jobs. I also spent some time travelling abroad. In my early 20's I was employed at the Co-Operative Store on Nevill Road. By the age of 22 I had been promoted to manager of that store.
8. In around my mid-20's I started part-time employment as a door supervisor, "working the doors" in Brighton. I took to this work and it became my full-time employment. I was initially licensed by the Local Authority, and then with the coming into force of the Private Security Industry Act 2001, I was licensed by the Security Industry Authority.
9. I worked as a door supervisor for about 15 years. I did so exclusively in Brighton. I spent about 10 years working on the door of "Escape Club" on Marine Parade (subsequently "Club Audio"). I set up my own security firm, "In House Security", and was contracted to provide door supervision for around 5 venues, with a staff roster of between 10-20 supervisors. I also provided security services to clients outside the licensed trade.
10. I now live in Hove with my wife and our young daughter.

Acquisition and fitting out of the Premises

11. I became familiar with the night time economy in Brighton during my time as a door supervisor and security provider, getting to know local operators, promoters and regulatory officers (in particular Police officers) well.
12. I became friendly with an employee of what was then Club Audio, Todd Williams, who then went to work at H Bar, Hove with Steve Parsons. Todd and Steve were very focused on food and cocktails. They both had long-held ambitions to open their own venue, and I joined with them in a vague plan to do so. I had my own business experience from running my security venture, and a knowledge of the local scene. Todd and Steve had their expertise in the customer-experience side of the trade. Todd in particular was and remains a highly skilled cocktail barman, with a passion to bring the theatre of cocktail mixing to the public.

13. We spent a significant amount of time monitoring the local property market for a suitable venue. Because of the emphasis Todd and Steve wished to place on cocktails and high-quality food we required somewhere that would attract the relatively high-spending mature demographic we needed for that type of experience, whilst not being a magnet for “binge” or determined drinkers who would detract from it.
14. I remember that in around 2009, I was on holiday in Spain when I received a call from Todd to say that the Premises was available to rent.
15. I was very familiar with the Premises. It had traded as “Blind Lemon Alley” until closing a couple of years earlier. As its name suggested it was located down an alley (or twitten). The alley is so narrow you that would miss it unless you knew it. As “Blind Lemon Alley” it had a following amongst locals for burgers and ribs. I believe it had traded as such for about 15-20 years. In the 1980’s it was a coffee house called “Annie’s” and before then it was a café/restaurant known as “The Cottage”.
16. I immediately knew the Premises was the perfect location for the clientele we wished to attract. It was central and convenient, yet at the same time quirky and off-the-beaten track. It was small and cosy - ideal for ambience, but also the rent was not such that it needed an enormous turnover to survive. I knew it would be able to quietly cater to the sort of discriminating customers we wished to attract and yet not become a magnet for the “idiot” fringe who wished to go from bar to bar in Brighton drinking to excess. I was aware that the Premises in its former incarnation had a large following of regulars, and I was sure that this could be repeated.
17. Our plan was to continue to offer the high-quality food that “Blind Lemon Alley” had offered, but to supplement this with a large range of cocktails, drawing the expertise of Todd and Steve. For this reason, we chose the name “Twisted Lemon”, which kept the reference to “Lemon” but introduced a link to the cocktails. The name essentially encapsulated the proposed customer offer.
18. I was aware that “Blind Lemon Alley” was a licensed restaurant. In order to check what we were entitled to do under that licence I arranged to meet with PC Danny Swietlik at the Premises. He told me that the Licence was free of conditions and could be operated

as a “stand up bar”. This was not our intention, but of course I took comfort from what I was told.

19. The Premises was derelict. It required significant renovation. We negotiated a long (15 year) lease with a 2-year rent-free period that would allow us sufficient financial headroom to carry out the building works. All told we spent about £100,000 dragging the Premises into a state that was fit for trading in the 21st century. The building works took a year to complete. Care was taken that the ambience and quirkiness of the venue was not lost as a result of the works.
20. Whilst we were undertaking the renovations, I had a conversation with two licensing officers from the Local Authority, Malcolm Wauchope and David Bateup. They corrected what PC Swietlik had told me. They explained that the premises licence had an embedded restaurant condition - this is the condition that provides:

Intoxicating liquor shall not be supplied or sold or supplied on the premises otherwise than to persons taking table meals there and for the consumption by such a person as an ancillary to his meal.

(“the Restaurant Condition”).

21. It was explained to me that the Restaurant Condition gave rise to certain “grey areas” - namely what was a “table meal” and what was “ancillary” to that meal. It was said that the Restaurant Condition did not prevent customers standing up in the bar area having a drink before their meal, or having a drink after their meal.
22. We were content that we could make the Premises work with the Restaurant Condition in place.

Launch and trading experience of the Premises

23. We launched the new venture on 1 April 2011. We engaged two full time chefs to put on a full food menu, which (to benefit from its previous good reputation for food) we kept along the same lines as that offered by Blind Lemon Alley: so it included items such as barbecue pork ribs, garlic butter grilled salmon, cheese burgers and steaks.

24. So far as cocktails were concerned, we had more than 170 different spirits on offer. Steve had been the cocktail barman at the Road House in Covent Garden and had worked in Zante, Greece, and Ibiza. Todd had a long experience of cocktail mixology. The cocktail list was (and remains) the longest in Brighton.
25. Launching a new business was incredibly hard work and very stressful (we were frequently struggling to pay bills when they fell due). Steve found this harder to deal with than Todd and I: he left at the end of our first year of trading. We parted amicably and remain on good terms now.
26. Our trading experience was that whilst the food offer was good, the cocktails were really great. To an extent, we became a victim of our own success, in that the clientele who had initially come for a repetition of the food that had been offered by Blind Lemon Alley became more attracted by the cocktails. We found that demand for food reduced over time. One of our chefs left; we reduced the menu and increased the marketing focus on the cocktails.
27. The venue attracted exactly the type of clientele we had hoped it would attract: a relatively high-spending, sensible customer base who did not cause trouble. From the outset we had decided we would not sell draft beer, lager or cider, and that we would not sell anything in a pint measure, specifically to avoid being a destination for binge drinkers. I personally I had quite enough of such individuals from my years on the doors (including suffering a serious assault at the hands of one of them), but the presence of determined drinkers would be completely incompatible to the general customer experience we wished to offer. We are well aware of the situation in West Street, and we did not want for the type of drinkers found there to be in our Premises. For such unsuitables as were able to find us (and to find us, you really have to know where we are), the absence of lager on draft has been enough for them to depart.
28. We found that we attracted a significant age range of clientele, extremely diverse in nature, that was generally made up of locals, because only locals knew where we were. The exception to this would be customers from B&Bs who had been recommended by the B&B owners to visit us.

29. We do not cater to stag parties at all. Indeed, we do not allow entry to large groups of men. We very occasionally will allow hen parties in, but not if wearing fancy dress or any form of “clubbing” gear.
30. We are particularly popular for “first dates”. The Premises has a quiet pleasant ambience, plays only background music, is quirky and cosy, and is a suitably romantic setting for people wanting to get to know each other.
31. It is often commented that we are “female friendly”. The Premises is somewhere that women can come, whether alone, with a friend or in a group, and know that they are not going to get hassle from men, particularly from drunken men who wish to chat them up.
32. We pride ourselves on being proactively LGBT-friendly. We have long employed staff from members of the LGBT community, and a substantial proportion of our regular customer base is drawn from the same. Whilst of course Brighton & Hove has a large LGBT community and has rightly striven as a City to be LGBT-friendly, in my experience in the night time economy there is something of a stark division between premises aimed at the LGBT community and premises aimed at the straight community. Night time venues where the two communities happily mingle are less common than one might imagine. I am happy to say that the Premises is a place where sexual orientation is no barrier to entry, and we have many regular customers from the LGBT community, as indeed we do from the straight community.
33. Our operation is such that we do not engage door supervisors, although we do have a “meeter and greeter” on Friday and Saturday nights.
34. The Premises has not had any significant or material incident of trouble since its launch. Although there has been the occasional need to ask a customer to leave or to escort that customer off the premises (on perhaps less than 10 instances in our nearly 8 years of trading), that has been so minimal that I believe I can fairly state that the Premises is disorder and nuisance-free.
35. The Premises has been fortunate enough to have won several awards. A list of these will be provided to the Licensing Panel.

36. The Premises gains consistently good reviews on social media. Its Google rating is 4.5 out of a possible 5 from 368 reviews. Its TripAdvisor rating is 4 out of 5 from 296 reviews. A common theme of reviews is the tranquillity and “laid back” nature the venue, which is often described as a “hidden gem”.

Engagement with responsible authorities

37. Although I was not present at the time, I understood from those who were that in late 2013, the Premises were visited by PC Upton for a licensing inspection. PC Upton was concerned at the amount of people standing at the bar area who were drinking without consuming food.
38. To deal with this concern, we constructed a table with benches in what had been a standing area in front of the bar. This greatly reduced its capacity and meant that at any given time the vast majority of customers would be seated.
39. Having undertaken this step, no further concerns were raised by the Police at that time about the trading style.
40. Food had dropped off to such an extent that we were losing money employing the chef. In the end we decided to do away with a menu that required a chef’s services to produce, and began instead to give away food, like soup and bread, and pitta bread and dips, so that we would comply with the Restaurant Condition.
41. In 2014 we acquired a pizza oven. We engaged a morning pizza chef who would come in each day and make a stock of pizzas which would be frozen and which could be heated up by bar staff when pizzas were ordered. Generally we only sold pizzas, although there will have been times when pizzas were given away.
42. We carried on along these lines over the following years. Our loyal base of regular customers increased, and the focus became the social experience the Premises provided, with an emphasis on the cocktails available. Despite our efforts with food, customers became less and less interested in that element of the offering, and more interested in having a drink and a chat in the pleasant environment it provided.

43. For several years we had no further intervention from Police or the Licensing Authority. Whilst we initially had set out to ensure that we complied with the Restaurant Condition, over the years it became harder and harder to adhere to it. Our customer expectation was one of a place to have a cocktail and relax, rather than as a food-led venue. Our attempts to comply with the Restaurant Condition seemed to serve little purpose. It is fair to say that over time those attempts became less concerted and less successful.
44. During this time the Premises was regularly patronised by persons who I knew to be serving police officers. We were also subject to a police check in 2017 following a rare occasion where a customer was ejected. It was confirmed to by the officer in question, whose name I cannot now recall, that she had visited the Premises after midnight and had found that we were closed, and had returned the next day and found compliance with conditions. This officer informed me that she was not a licensing officer.
45. The provision of complementary food to customers ceased in around the summer of 2018 - the quality of our pizza offer had improved over time and to carry on giving food away undermined pizza sales. We were giving away food which was not being eaten and throwing it away. This just seemed like a waste that was serving no purpose.
46. In 2018 we asked the Licensing Authority for a copy of our licence, as our copy had become damaged. My understanding was that this might have triggered the visit by Mr Thorogood and Ms. Lynsdale on 10 December 2018: I gather that we had essentially dropped off the radar of the police and the Licensing Authority before then.
47. I was not present on 10 December 2018 and cannot and would not contradict anything Mr Thorogood or Ms. Lynsdale say about their visit.
48. Following the visit, at our request, we met with Mr Thorogood and Ms. Lynsdale to discuss the way forward for the venue. Following this meeting we resolved to make the variation application. I accept that the Police and Licensing Authority intervention has been the catalyst for it.
49. With the benefit of hindsight, the Application should have been made years ago. I appreciate that it is an unsatisfactory state of affairs when licence conditions are not

complied with. I hope the Panel will appreciate that we did not set out to flout or ignore the Restaurant Condition. The Premises was acquired on the basis of an erroneous understanding of the terms of the Licence. Although this understanding was corrected before we opened, the Restaurant Condition is not a modern condition and, we were informed, involves “grey areas”. Our initial intention to have a full menu in the end did not survive the demand for the quality cocktails we supply, and food was pared down, including being given away free, but there was little demand even for this. Following PC Upton’s intervention in late 2013 we made changes that meant that customers substantially had to be seated. From around then all the way through to 2018 we received no further intervention and, whether naively or not, I came to the view that the regulatory bodies were content with our operations because we were plainly not causing a problem to anyone, and indeed were offering a facility for members of the community who had very little else to attract them in the area.

50. My legal representative will make submissions to the Panel as to the basis on which it is said that the variation should be granted, and I do not wish to trespass too much into that territory.

Proposed conditions

51. I would like however to say a few things about the conditions which we offered by way of an operating schedule, and some further conditions which are now proposed.

Seating

52. Proposed condition 7 provides for a substantial provision of seating on the two floors of the Premises. The vast majority of our customers sit, and this condition seeks to promote the continuation of this style of operation. Our venue is not just small, but because of the nature of the building in which it is situated, a very old former fisherman’s cottage, it is laid out in such a fashion as to militate against the kind of drinking found in what Government Guidance describes as a “High Volume Vertical Drinking Venue”.
53. To reinforce condition 7, a restriction on the numbers of persons who may consume alcohol whilst in the interior of the Premises is proposed. I deal with this below.

Restriction on draft beers etc, DJs, live sports

54. Proposed conditions 8, 9 and 10 make it clear that the sorts of things that attract determined drinkers are not available at the Premises. I suggest that the prohibition on draft beer is a real and substantial restriction on the ability for the Licence to be used to cater for those types of drinkers.
55. It is not the only deterrent - there are many factors, including the location of the Premises down a very narrow alley and its near invisibility to persons who do not know where it is or actively seek it out.
56. To buttress these conditions, a minimum pricing condition is now proposed: see below.

SIA registered door staff

57. Whilst the Premises does not currently operate with SIA registered door staff, I am happy to comply with the Police request that if the Panel is minded to grant this application, that a condition be imposed requiring that a SIA registered door supervisor will be provided on Fridays, Saturdays and Sundays before a Bank Holiday Monday.
58. I entirely understand the care and caution displayed by the Police in asking for this condition. It requires a financial commitment on the part of the Premises to comply with it, but it is a commitment we are willing to enter into in order respect that care and caution exhibited on behalf of the Police.

Modernisation of other activities and conditions

59. I understand that the Licence is in effect a licence granted under the Licensing Act 1964 that was converted to a licence under the Licensing Act 2003 with the entitlements and restrictions under the old Act embedded in it. On the advice of our legal representative and in pre-application consultation we have agreed to seek an operating schedule that makes the Licence more fit for purpose in the 21st century.
60. This includes removing (at the request of the Police) an extension of permitted hours for licensable activities on New Year's Eve.

61. I am advised that the Licence could be clearer on its face as to whether late night refreshment is authorised. The variation application makes it clear that late night refreshment should be shown on the Licence.
62. Proposed conditions 1-4 recognised the necessity for competent staff, suitable risk assessment and suitable management arrangements.
63. Proposed condition 11 is a modern CCTV condition in wording asked for by the Police.
64. Proposed condition 15 and 16 require a Challenge 25 policy. This has long been our unofficial policy and we are happy to make it official. It has not been suggested that there have been any instances of underage sales.
65. Proposed conditions 17 to 19 are, I am informed, due diligence conditions which are fairly standard on modern licences and I am of course happy to comply with them.

Other potential conditions

66. We are of course willing to do anything we reasonably can to provide further assurances to the Panel that the Premises could not become a source of future harm to the promotion of the licensing objectives.
67. We understand that a potential concern might be that whilst the Premises as operated in the manner we have operated it does not cause an issue (certainly on our case), the Premises could be sold and a new operator could use the licence to do something that does cause an issue.
68. Whilst we have no intention to dispose of the Premises, and are in it for the “long term”, we understand this concern.
69. For this reason, in addition to the conditions that already form part of the operating schedule, we are willing for the following further conditions to be imposed on the Licence:
 - an operating style condition, to tie the Licence into the style of operation undertaken by us;

- a condition placing a numerical restriction on the number of persons who can consume alcohol whilst standing in the interior of the Premises;
- a minimum pricing condition to prevent the Premises being used for the sale of cheap drink.

70. The draft wording of the further proposed conditions will be provided to the Licensing Panel.

Comments on Licensing Authority representation

71. I will leave it to my legal representative to make submissions on how the Application should be considered within the context of the Local Authority's Licensing Policy ("the Policy").

72. I completely agree that licensed premises in the Regency electoral ward have a negative impact on crime and disorder and public nuisance. We have striven throughout to ensure that our Premises is not one of those contributing to that impact. I sincerely believe that our Premises helps mitigate the impact of the large circuit bars and clubs by providing a "safe haven" where local people, especially women, can go into the City Centre for a night out without having to contend with the sort of behaviour and issues they might find in a more mainstream venue. In my view we contribute to much-needed diversity in the area.

Comments on Police representation

73. Again, I agree with everything Mr Thorogood has to say about the issues experience by the Police on Middle Street.

74. I wish to make it clear that I entirely understand why the Police and Licensing Authority have put in representations so that this matter comes before the Panel.

Necessity for the variation

75. Experience has shown that despite our best efforts, it has become more or less impossible to comply with the Restaurant Condition without killing the business. Too many of our customers now do not wish to come in and eat "table meals": they wish to come to enjoy a drink in the relaxed ambience of the venue. Sometimes they may wish to eat a substantial meal - but generally they do not. The leisure sector has changed

beyond all recognition since the Licensing Act 1964. It is no longer the case that customers wish to have formal sit-down meals at regular times of the day. The business would be financially unsustainable going forward with strict compliance with the Restaurant Condition: the takings would be insufficient to meet outgoings, with the inevitable result of closure and the redundancy of our staff.

76. Since Mr Thorogood and Ms. Lynsdale's visit, we have given strict instructions to staff that the conditions must be complied with, and have regularly checked that this is the case. The feedback we receive from staff are that there are very often times when customers do not wish to order food. Frequently potential customers simply take their business elsewhere. But there have been occasions where customers have ordered pre-meal drinks but then have declined to order food, and there have been other occasions where customers have not touched the food provided. We obviously cannot force customers to order food nor can we force customers to eat. Nor is it practically possible to require customers to order and pay for food up front, nor to interrogate them as to what their intentions are when they arrive. In my view, the Restaurant Condition is not workable at the Premises.
77. Todd and I have carefully considered the Policy insofar as it concerns cumulative impact and completely understand the reasons for it. The Policy distinguishes between "public houses" and "cafés", where the latter have a condition that "the sale of intoxicating liquor and other beverages shall be waiter/waitress service for consumption by persons seated at tables". We have considered whether to offer this condition. We feel that we cannot, for the following reasons.
78. Waiter/waitress service would require two further staff members at times when the venue was busy. A conservative estimate would be that the two members would need to work from 6 until midnight. This would cost $6 \times 2 \times 364 \times \text{£}8.05 = \text{£}37,128$ per annum. This is not a cost the Premises could absorb. Furthermore, the Premises' unique selling point of high-quality cocktails involves the customer watching the cocktail being created, interacting directly with the bar tender and essentially enjoying the theatre of the experience. This would be destroyed by waiter/waitress service.
79. As to seated only drinking venue is extremely small, but is already supplied with substantial seating which we are willing to conditioned on the licence. The existing

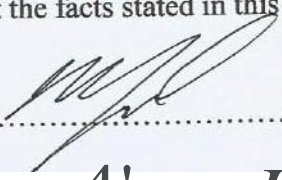
seating already has a significant restrictive impact on standing. A complete bar on drinking whilst standing would again militate against the theatre of the cocktail mixing experience (where customers often take a taste of their cocktails whilst standing up). It would be hard if not impossible to enforce. And it would in my view do nothing to promote the licensing objectives. It is not as if the venue could ever become a high-volume vertical drinking establishment by means of its location, access, size, layout or alcohol offer.

80. The recently amended Policy provides for a 10pm cessation for alcohol sales in “cafés” within the cumulative impact zone. Todd and I have considered whether the Premises could function with a terminal hour of this nature. We rapidly reached conclusion that it could not. Although the Premises is not a late-night premises by any stretch of the imagination, it is an evening/night-time venue and it would not be sustainable with a close of this nature.
81. It is for these reasons that the application has been made in the terms it has.

Conclusion

82. I respectfully ask the Panel to grant the Application so that our much-loved venue can thrive going forward in compliance with regulation. I genuinely believe that the Premises makes a positive contribution to the local community, particularly in terms being a welcoming facility for persons who otherwise have few other choices in the area, including persons of a more mature age, females and members of the LGBT community, and I hope and believe that the Panel will be able to appreciate that it is an asset in the City which should be allowed to continue going forward into the future.

I believe that the facts stated in this statement are true.

Signed 

Dated 4th - 2 - 2016

BEFORE THE LICENSING PANEL, BRIGHTON & HOVE CITY COUNCIL

IN THE MATTER OF THE LICENSING ACT 2003

AND IN THE MATTER OF AN APPLICATION IN RESPECT OF “TWISTED LEMON”

MARTIN FRIEL
(Applicant)

**FURTHER POTENTIAL CONDITIONS OFFERED
BY THE APPLICANT**

- A. The premises shall operate as a cocktail bar, serving alcoholic and non-alcoholic beverages, with high quality bespoke mixed cocktails constituting the predominant element of alcoholic beverages sold, and providing substantial food (in accordance with condition), with no draft beers etc to be supplied (in accordance with condition), and substantial seating provided throughout (in accordance with condition).
- B. There will be no change to this operating style without proper written notice to the Licensing Authority, which shall include details of the operating style proposed. The Licensing Authority shall advise within 21 days of receipt of such notice whether a formal application for a full or minor variation or a new licence is required, and the premises licence holder shall comply with that direction.
- C. No more than 15 persons at any one time may consume alcohol while standing in the internal parts of the premises.
- D. Alcohol shall not be sold for less than a minimum price to be set using the following mechanism:
- (1) Minimum prices:
- (a) Bottle/330ml of beer, lager, cider, perry or similar £3.50
 - (b) Pint glass of beer, lager, cider, perry or similar £3.50
 - (c) 125ml of wine or similar £3.50

- (d) 175ml of wine or similar £4.00
 - (e) 250ml of wine or similar £4.50
 - (f) Bottle/750ml of wine or similar £13.00
 - (g) Measure/25ml of spirits, liqueurs or similar £3.00
 - (h) Measure/50ml of spirits, liqueurs or similar £4.50
 - (i) Measure/50ml of fortified wine or similar £3.50
- (2) Where alcohol of a type not expressly referred to above is sold, the minimum price applicable to the supply shall be the minimum price for the type of alcohol referred to above that is most similar to that sold.
- (3) Subject to agreement to the contrary between the premises licence holder and the Licensing Authority, the minimum prices in (1) shall be varied every two years as follows:
- (a) The first variation shall take place on 1 April 2021 and each subsequent variation shall take place every 2 years thereafter.
 - (b) The varied minimum price shall be the sum produced by multiplying the minimum price then applicable by a figure expressed as a decimal and determined by the formula:

$$1 + (RD - RI)/RI$$

Where RD is the retail prices index for 1 January 2021 or each subsequent second anniversary of 1 January 2021 and RI is the retail prices index for 1 January 2019 (or each subsequent second anniversary of 1 January 2019).
- (4) The varied minimum price shall after application of the formula be rounded up or down to the nearest £0.05.
- (5) Before 1 April 2021 and each second anniversary of 1 April 2021, the premises licence holder shall give notice to the Licensing Authority of the varied minimum prices calculated in accordance with this condition unless otherwise agreed.

9 March 2019



List of Awards and Accolades

As of 1st March 2019

General Awards

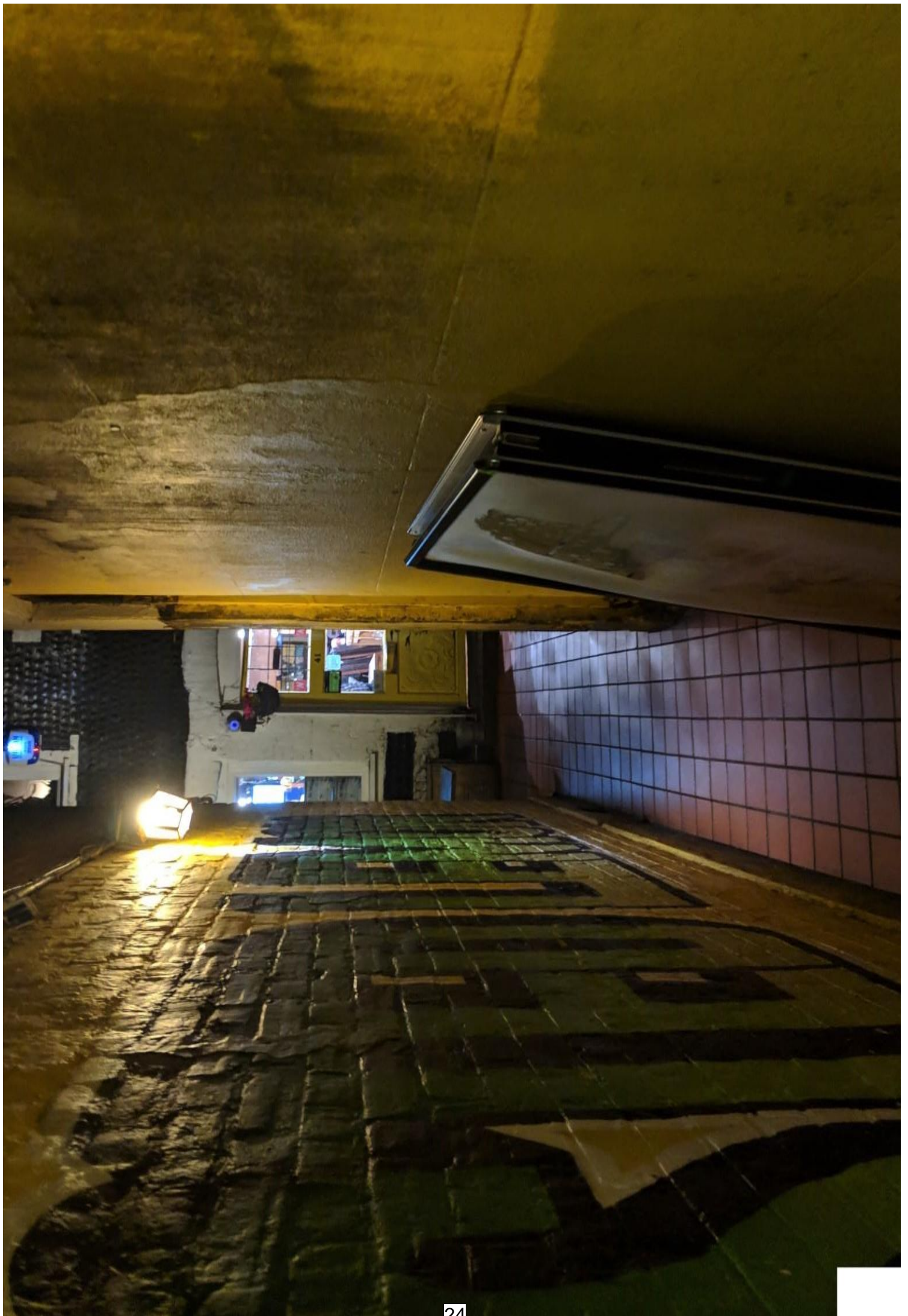
Best Cocktail Bar	Gold Award	B&H Food & Drink Awards	2014
Best Cocktail Bar	Bronze Award	B&H Food & Drink Awards	2015
Best Cocktail Bar	Bronze Award	B&H Food & Drink Awards	2016
Best Cocktail Bar	Bronze Award	B&H Food & Drink Awards	2018
Best Cocktails	2 nd Place	BRAVO Awards	2018
Most Brighton Venue	16 th Place	BRAVO Awards	2018
Best Bar Team	Won	Brighton Bar Awards	2018
Best Cocktails	Nominated	BRAVO Awards	2019
Best Pub Grub	Nominated	BRAVO Awards	2019
Best Welcome	Nominated	BRAVO Awards	2019

Cocktail Bartender Awards

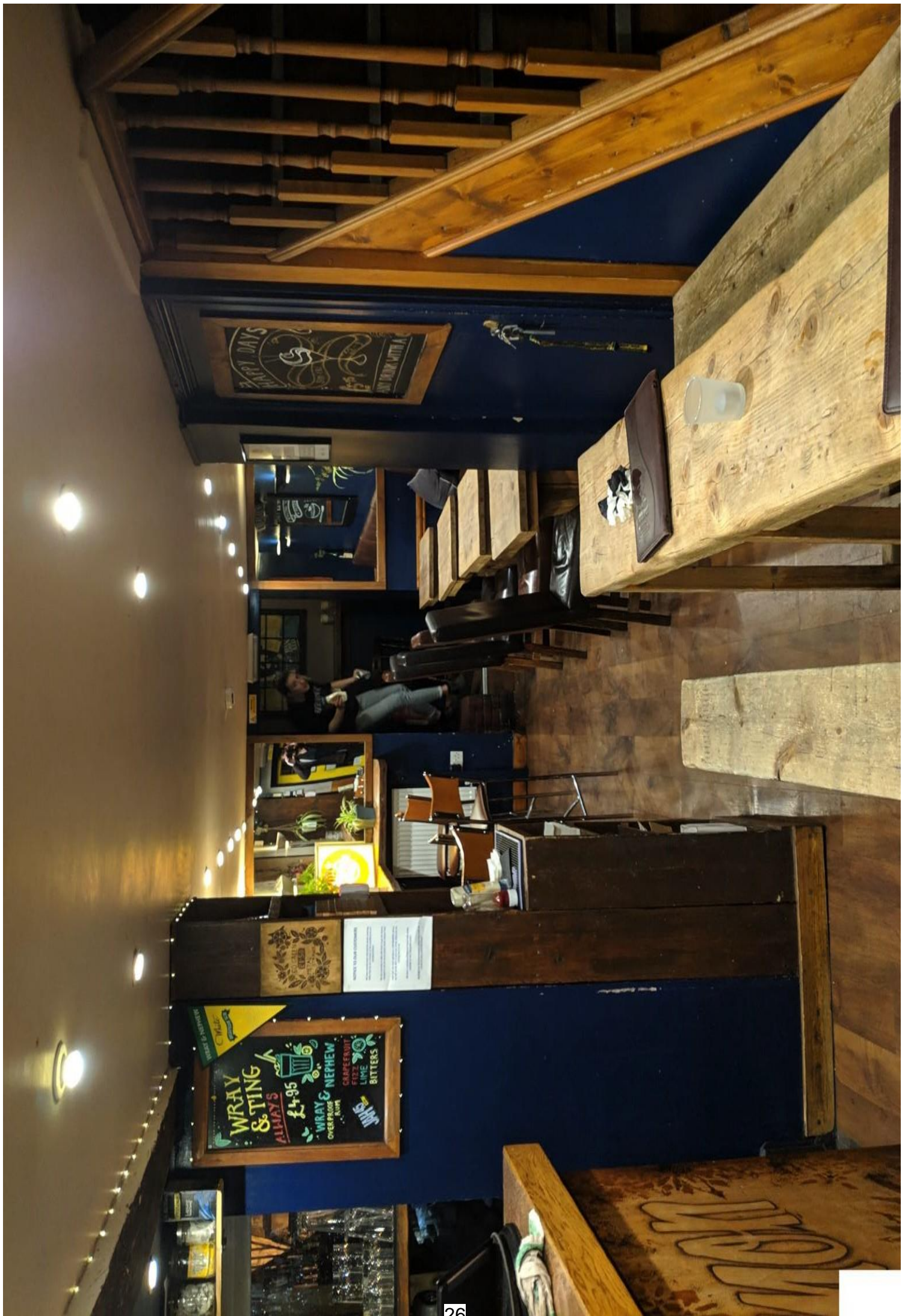
Fast & Ludicrous Ryan Green, (2 nd)	Vicky Crouch (1 st),	Brighton Bartenders' Association	2017
Best Female Bartender	Vicky Crouch	Brighton Bar Awards	2018
Best New Comer	Ned Lawlor	Brighton Bar Awards	2018
Jägermeister Friendly	Vicky Crouch		2018

Other Accolades

Chairman's Reserve	Ryan Green (2 nd Place)		2018
Mai Tai Competition Final (London, UK) for Twisted Lemon/Brighton Area			
Certificate of Excellence		Trip Advisor	2016
Certificate of Excellence		Trip Advisor	2017
Award for Recycling		Paper Round	2017
Award for Recycling		Paper Round	2018









From: Jackie Bird
Date: Wed Feb 27 2019 07:37:22 GMT+1100 (AEDT)
Subject: Twisted Lemon
To: todd.twistedlemon@gmail.com

I have been here loads of times, with friends or occasions on my own (when shopping) they will always book a cab if I can't be bothered to get the bus, their knowledge on cocktails either alcohol based or non alcoholic is amazing , I feel totally safe in the atmosphere that they have created at The Twisted Lemon, it's just so friendly , people actually talk to each other regardless . Out of all the bars in Brighton this is my fave.
Kind regards Jackie Bird Sent from my iPhone

Laura Courts

28 February 2019

To whom it may concern,

I have been a regular visitor to the Twisted Lemon for more than five years. I'm writing to let you know that as a young female, I have always felt safe in the bar itself as well as the surrounding area when leaving. And I have never seen people behave in an unsavoury way.

The Twisted Lemon is the first place I recommend to friends looking to have a fun, relaxed night out. I sincerely hope I'll be able to continue to do so.

If more information is needed I am happy to be contacted by email or post.

Best regards,

A handwritten signature in black ink, appearing to read 'Laura Courts', written in a cursive style.

Laura Courts

On Tue, 26 Feb 2019, 16:29 Jane Eager, wrote:

To the Manager/Owner, Twisted lemon Cocktail Bar, Brighton

I just wanted to drop you a quick email to express my appreciation of the gem that is the Twisted Lemon, Brighton.

Your bar is quietly tucked away in the centre of town and the relaxed atmosphere you and your team have created is friendly and open.

It is all the more unique as it represents so comfortably the colour and variety of all walks of life Brighton is justly so proud of where everyone is welcome.

I will certainly recommend it to my friends visiting the area and look forward very much to a return visit soon.

Kind regards

Jane Eager

From: ross fitzgerald
Date: Wed Feb 27 2019 05:30:23 GMT+1100 (AEDT)
Subject: Twisted Lemon feedback
To: "todd.twistedlemon@gmail.com"

Dear Todd,

I'm writing as a satisfied repeat customer of Twisted Lemon to say I was terribly sad to hear that the venue is having issues with its license, apparently having been unfairly tainted with the same brush as some other more unruly and troublesome establishments in the area. In reality the environment and atmosphere at Twisted Lemon is welcoming, relaxed and civilised. People go there to have a couple of good quality cocktails and chat with friends, not to get blind drunk and fight in the streets.

I have always found the staff and management to be extremely friendly and welcoming. This is reflected in the fact that a diverse cross section of the population visit Twisted Lemon: it's a rare kind of place where everyone is relaxed and where eyebrows are not raised at any visitor. My girlfriend rates it as a place where women find a welcoming and respectful atmosphere to enjoy a drink in peace with friends without being hassled, again in contrast to many other venues in central Brighton.

I have visited many times on weekend evenings and have never seen irresponsible drinking or behaviour. In fact, it's the kind of place where, if this were ever to happen, the clientele as well as the staff and management wouldn't stand for it. I hope to enjoy many more pleasant evenings at Twisted Lemon in future.

Kind regards,

Ross Fitzgerald

On Tue, 26 Feb 2019, 16:01 anna forsythe wrote:

Hi Twisted Lemon,

Just a note to say you are one of my favourite establishments to go on a first and general friend dates.

(in fact me and my partner wen ton our first date 3 and a half years ago)

With me and and my (mostly girl) friends, we've always found it safe, friendly, open to all, and a symbol of Brighton's loveliness amongst the quarantine of stag do and student places on West Street (where we feel less safe, ripped off and in places found in any city)

Unfortunately, last time i visited was to have a cocktail before going to the cinema, and because i'd just eaten dinner and not been In a while i didn't realise i needed to buy food, and being a bit skint (also one of the reasons ilike twisted lemon, for good prices and excellent happy hour deals) couldn't justify buying the albeit it very reasonable pizza as well.

Hopefully this changes soon, but thank you so much for your lovely bar!

All the best, Anna

From: **Sarah Harvey** Date: Sat, 2 Mar 2019, 14:42
Subject: Twisted Lemon - variation licence
To: <martin.twistedlemon@gmail.com>

Dear Martin,

I understand that you are applying for a variation to your Twisted Lemon licence to allow you to serve cocktails without having to serve food.

I have to say that I am in complete support of your application and I hope others will be too, so that you are allowed to continue as a cocktail bar only.

Even though I am based in Chichester, I make a point of visiting Twisted Lemon whenever I am in Brighton as the atmosphere is always so chilled and friendly. I have certainly never experienced any problems at the venue and am a big fan of your range of cocktails in such relaxed setting. In fact as well as social visits, in my past role as Chair of CIPD Sussex, I have also held informal business meetings at Twisted Lemon during week days and early evenings.

I wish you all the best with your application and really do hope that it is successful. Please let me know how you get on.

Sarah Harvey
Chartered FCIPD, FInstLM

From: Shay
Date: Fri Mar 01 2019 01:56:10 GMT+1100 (AEDT)
Subject: Outrageous
To: todd.twistedlemon@gmail.com

I'm a local resident. This is a quirky and essential establishment, quintessential Brighton. They have my full backing, this isn't a 'West street' Bar. This is an SME. Surely as a council we promote small ventures? These guys are competing with, let's be honest, monopolistic, rule flouting big business. Isn't Brighton the trailblazer in promoting small ventures? Seb Hayward Sent from my iPhone

From: tamasine herriott
Date: Thu Feb 28 2019 02:49:40 GMT+1100 (AEDT)
Subject: Great venue - thanks guys
To: "todd.twistedlemon@gmail.com"

To all the team, I have been visiting your bar for years now and every time I go it's always so nice! Great drinks at reasonable prices and you never ever get any hassle (unlike some other bars I could mention, especially some others around the West Street area). That really doesn't happen everywhere I go in Brighton and especially since I suffer with anxiety unwanted attention or an aggressive vibe to a place can really put me on edge and ruin a night out. Your location is great being so super central and your staff are without exception friendly, welcoming and really know their stuff when it comes to cocktails! It's great to know that whatever day of the week it is I can pop in with friends for a few drinks and know that theres going to be a relaxed and happy welcoming vibe. You guys are great, and people often don't bother to say when things are good only when they're bad, so I just wanted to let you know I am one very happy customer and I look forward to drinking with you very soon. Many thanks, Tamasine Herriott

From: **simon inman**

Date: Tue, 26 Feb 2019, 10:52

Subject: Twisted Lemon

To: Martin.twistedlemon@gmail.com <Martin.twistedlemon@gmail.com>

Dear Martin,

I just wanted to send you a letter of support having heard the news of the potential withdrawal of your license.

I regularly visit your establishment with my family whenever I am in Brighton, as I find the location really convenient being close to the centre of Brighton for all its amenities, and yet a short stroll to the beach. It has a real uniqueness about it and it's location.

I always find the atmosphere friendly and welcoming, and the homemade pizzas are a particular favourite of my son's. Taking my wife there in the evening is always a pleasure, as we like to go somewhere relaxed but with quality cocktails. I always recommend friends and clients visit Twisted Lemon when in Brighton, and they are always delighted and pleased when they do.

I view Twisted Lemon as an asset to the local area, not only being owned by yourself an entrepreneurial local resident as opposed to a corporate organisation, but also in providing a unique and classic venue having been there for numerous years, dating back pre 2000's.

I would be a shame to see this change and I wish you all the best,

Kind regards

Simon Inman

imon Inman Personal Training and Consultancy

From: J Pearson
Date: Wed Feb 27 2019 23:53:45 GMT+1100 (AEDT)
Subject: Twisted Lemon - A Safe and Inclusive Space
To: todd.twistedlemon@gmail.com

To whom it may concern,

I have visited the Twisted Lemon several times since I moved to Brighton last year. I have always found the bar welcoming, accepting and safe.

The atmosphere is incredibly inclusive and never once have I felt anything less than entirely comfortable. The staff are knowledgeable, helpful and friendly.

I have never seen any kind of trouble at the Twisted Lemon, and often recommend it to others in the LGBTQ+ community, as well as my friends as a whole. It is a safe space for anyone, regardless of sexual orientation, gender, race or disability - the kind of bar that makes Brighton such a special place for all.

I look forward to visiting again soon, and will continue to recommend it to anyone looking for a great drink in an excellent environment.

Kind regards,

Jack

Dear Sirs/s

Over the last few years I have frequented Twisted Lemon enjoying a nice friendly atmosphere where all cross sections of ages and orientation of Brighton rub shoulders with each other. Having a unique location and the way the drinks are made in front of you adds to the charm and what makes it work. Should the decision be made that I am to purchase food I will cease to visit as it will change the whole atmosphere . I want to feel I am out enjoying a cocktail not being made to eat food. Many of my friends and associates feel the same and a vast amount of custom will be lost. Brighton does not have many cocktail bars but does have plenty of food establishments. Hoping that local establishment reconsider licence restrictions as it will not make any social impact and there has never been any trouble. I do hope local authorities help and encourage Brighton independent positive businesses which appear to be diminishing in this town . I have seen both sides having served 30 years with Sussex police.

Yours faithfully

Pauline Hardy

To whom it may concern

Re Twisted Lemon , 41 Middle Street.Brighton

This establishment has been my adjoining neighbor for the past eight years

During this time it has been known to us as a very quiet neighboring establishment

During this period we have never had cause for any concern re the running , or the clientele of Twisted Lemon, re noise or outside activity due to the very strict management , staff , and running of the company

This company should be awarded five stars for its overall performance

Sincerely

Ivan Topper

To whom it may concern,

I'm writing this as a letter of support for Twisted Lemon and their application to you. As Nursing Staff me and my fellow colleagues have always found Twisted Lemon a great relaxing place for after work and weekend off drinking.

It's a place as a group of females we feel safe and welcomed, we have never had any problem there with loud, obtrusive guys unlike other places. It has a lovely relaxing atmosphere for after work drinks, as we finish work at 8:30/9:00 we have normally already eaten.

Gwen Harrison

To whom it may concern,

We are local residents of the Brighton and Hove area who frequently visit the bars and pubs in the town centre.

It has come to our attention that the Twisted Lemon is appealing to remove their 'restaurant condition' license.

As I noticed the sign on the door on the way in, I feel I needed express how in demand this bar is to a lot of people in the Brighton and Hove area. If removing the 'restaurant licensing', this bar should be able to serve their loyal customers who visit after a meal out.

As a young woman, this is a safe place to come and have a drink with a touch of class. Whether it would be with colleagues or similar aged friends. If you were to visit on a Saturday evening, you may notice around 70% of their customers are female of a large age range. This bar is such a rare find in Brighton where you are able to feel comfortable, as I am sure you are aware, many places in Brighton are extremely rowdy and also known for 'spiking' which has now become such a regular occurrence. It has restricted the places I feel safe to go and have a drink. I feel that the Twisted Lemon is a must for Brighton and brings back sophistication for a lively night out without the need to serve a meal.

From past experience with a lot of bars in Brighton, Twisted Lemon is the perfect place to go for high quality cocktails at a reasonable price with a busy atmosphere. From a personal view, this is a rare unspoiled bar that is in prime opportunity to remove its restaurant licensing to meet the needs of customers like myself.

Thank you for taking time to read my opinion regarding their Licence.

Kind Regards,

Hayley Thompson

Dear Martin,

I've heard that you're currently facing some issues with the license for your bar/pub/restaurant. I'm really sad to hear about this. As you might remember, my girlfriend and I came to your place in August 2018. The Twisted Lemon was recommended to us by our BnB-host. She'd been there a couple times and absolutely loved it and we could not agree more. To be honest, without actively looking for your venue based on that recommendation, we would not have even noticed the venue, tucked away from the street in that small little alleyway.

After all, I have to admit, that we were quite happy to have been to your place. We enjoyed the nice atmosphere, the super friendly bar staff, as well as talking to the people in the bar. In addition, getting to know you and your friends was lovely. All of this made the Twisted Lemon (at least) one of our top 3 nightlife places on our road trip along the southern coast of England.

We absolutely hope that you can sort out all your licensing issues and finally get the license changed. The Twisted Lemon and the atmosphere wouldn't be the same forcing table service and not enjoying watching the drinks being made. The great experience we have made at your place in combination with the fancy cocktails also encouraged us to recommend the Twisted Lemon to some of our friends in the area and to talk about it to our friends back home in Germany.

Good luck and all the best wishes from Heidelberg.
cheers,
stephan

Lara Green

Dear Sir/Madam

I am writing to you in reference to the Twisted Lemon, 41 Middle Street, Brighton.

I am writing in support of the premises and the Premises Licence Holder Mr Martin Friel.

I understand they have put in a variation of license and I as a repeat customer would like to put in a representation in support of the venue.

I *have* drunk and eaten in the bar on many occasions, I have always found it to be a *very* well run establishment with a very relaxing ambiance.

I as a female, often alone I have visited Twisted Lemon for a coffee, drink and food and do so based on the fact that I feel so safe. There are very few venues in Brighton that I would feel happy to go into alone, for fear of being pestered by lone men, or loud boisterous people using unsavoury language.

At no time during any of my visits have I seen any trouble in the venue. I have been there not only in the daytime but also evenings.

I have eaten in the venue with my daughter and her friend, who were both challenged re their ages, both of whom were 18 years old, but I could clearly see that the member of staff was being vigilant in challenging them therefore meeting one of the licensing objectives.

I currently work in a bar myself and understand that it's important for your customers to feel safe, happy, and content.

I would like to add that I *have* also worked as a Licensing Officer in Sussex and I'm fully aware of the cumulative impact Zone in Brighton, but can still say wholeheartedly that I would happily support this small independent business in their variation.

Yours Sincerely

Lara Green

From: **Robyn Cormac** <
Date: Fri, 8 Mar 2019, 21:12
Subject: Support for Twisted Lemon
To: <martin.twistedlemon@gmail.com>

Hi Martin

Further to your application for a licence re: Twisted Lemon, I'd like to offer my support by confirming that it's a great small, independent business. My friends and I enjoy socialising there regularly as the atmosphere is always relaxed, friendly and non-threatening. Given it's central location it's a bit of a rarity to find a somewhere you can go to have a drink that doesn't have any 'attitude', as a woman this is a great feature which should be promoted.

The venue itself is a bit of a local institution in Brighton and it's great to see the 'Lemon' theme being maintained under this management.

The business itself is well run with friendly and efficient bar staff, a place I am happy to take either friends, family or colleagues there for a drink.

I believe that Brighton should retain its small, independent businesses in the face of mass market chains that are ruining the centre of town and giving this seaside town a bad name. The Twisted Lemon is a great example of local entrepreneurship flourishing and supporting other Brightonians and other local businesses.

I sincerely hope you manage to get the licence you are applying for and continue to thrive as a business.

Regards

Robyn Cormac

From: **Alice Gothard**

Date: Mon, 11 Mar 2019, 14:15

Subject: Variation to Licence

To: <martin.twistedlemon@gmail.com>

Martin

I wanted to e-mail you in support of the proposed variation to licence.

My girlfriends and I find it difficult to find somewhere in Brighton where we can go for a quiet drink where we feel safe and secure without the unwanted attention from groups of lads.

We are in our mid 20s and sometimes just want a get together where we can chat and have a drink but when we don't necessarily want to go to the bigger busier clubs and when we don't particularly want to include a meal.

We particularly like the Twisted Lemon as it is smaller and more intimate and well run, especially if there are just a couple of us as there are not many places in Brighton where we feel as safe.

Kind regards
Alice Gothard

From:

Date: Mon, 11 Mar 2019, 12:27

Subject: Twisted Lemon

To: <martin.twistedlemon@gmail.com>

Hi Martin

Regarding your application for a revised licence for the Twisted Lemon, I would like to confirm my support.

Being in our mid-50's, I like to have somewhere where I can take my wife for just a casual drink where we feel comfortable. We both enjoy the friendly safe atmosphere of the Twisted Lemon, with friendly staff and a good mix of clientele.

We don't always want a meal and a night out for a few cocktails in a smaller venue suits us and it is hard to find such venues in Brighton without having to venture into some of the larger bars and clubs which we do not enjoy.

I hope you are successful in getting your licence as it would be a shame to lose the use of a venue such as yours.

Best wishes
Clive Harding

Miss Laura Langdon-Pinchin

11/03/2019

Letter of Support

To whom it may concern

I drink in Twisted Lemon as a deliberate choice to avoid the bars on West Street. I find West Street full of 18-20 young adults and also full of trouble. I have witnessed the door security staff breaking up arguments/fights in several of the venues on West Street and it makes me not want to attend those venues. However I have been to Twisted Lemon numerous occasions and have never seen any trouble.

As a single lady in my thirties I feel safe drinking at Twisted Lemon and I love the fact that it isn't full of large stag parties visiting Brighton for the weekend.

The atmosphere is a happy and welcoming one. Staff are so friendly and helpful, if I ever did have a problem I'm sure they would be more than happy to help (I never have had any problems or complaints!)

I love that this is an independently owned venue and I think this shows in the service you receive.

Yours Faithfully

A handwritten signature in blue ink, appearing to read 'L. Langdon-Pinchin', with a stylized flourish at the end.

Laura Langdon-Pinchin

From: **Hannah Woolford**

Date: Mon, 11 Mar 2019, 10:09

Subject: Full Support of the Twisted Lemon License

To: <martin.twistedlemon@gmail.com>, Alicia Goodchild

To whom it may concern,

It's come to my attention that the Twisted Lemon may close due to a discrepancy in their alcohol license.

I wanted to write to show my support for this license to be renewed so that they are able to serve alcohol without having to buy food. As a women in her 40s I feel that this place is one of the only places that caters for my needs. I feel comfortable coming here on my own without getting hassled. I am a local business lady and we often hold meetings here, knowing we can get great service and a quiet atmosphere to work in the daytime. It would be a real shame if this place was to close and having to buy food all the time we want a drink is not inline with any other bars in the area and is expensive. I came the other night with some clients after dinner at the Ivy and found that we were unable to come and have a drink because we weren't eating – all the other places in town were far too busy and noisy so we ended up having to cut our night short.

I am a local resident and have never heard of any problems surrounding the bar and all the neighbours I speak to are in full support of the license being changed so that we can go there for drinks at any time. It's a fantastic spot tucked away and it's a real shame that we always have to eat when we want to go there.

Please feel free to contact me at any time to discuss this further.

Best Wishes

Hannah

Hannah Woolford

To whom it may concern,

I live on Dukes Lane opposite the Twisted Lemon. I have been coming there for the last three years and have got to know the venue quite well. The Victory (The pub opposite) used to be my local, although in the last three years it had become a busier place attracting a more loud drinking crowd. The Lemon in contrast attracts a clam chilled out environment. It is a friendly, relaxed dating venue. With good food and friendly attentive staff. In the weekend daytime when I have my children it is very child friendly and the place genuinely attracts customers after the same relaxed vibe. I have seen the venue suffer recently from they're current license restriction and it would be sad that one of the rare treasures that Brighton has left since I moved here in 2004 which also maintains sense of community in the city centre would face potential closure because they couldn't continue to serve both the local community and city as a warm welcoming hidden gem. Please consider this letter as plea from a local resident that Brighton benefits from establishments like this. They are not open late or have a great capacity. They are just one of the rare places left that make this town so special.

Kind regards,



Leo Sakamoto

