

30 Victoria Place  
Epsom  
KT17 1BY  
28-03-2017

Dear Mr Tapping,

**Review of Bar Fever (Epsom) Ltd.**

I am writing as I wish to make representations in respect of the above review.

I am an Epsom and Ewell Borough Councillor representing Epsom Town Ward and live in Town Ward at the address above.

I wish to make representations on the following grounds:

- **Public Safety**
- **Prevention of crime and disorder**
- **Prevention of public nuisance.**

I agree and endorse the representations submitted by my fellow Town Ward Councillor Tony Axelrod, and would like to make the following additional points:

- Clocktower cabs report to us (in a meeting with Rachel Jackson and Simon Young) that clientele of the premises require cabs at dispersal time to far afield, and across London. These clientele are therefore less likely to be known to pubwatch, which makes the filtering of admissions less effective against occurrences of anti-social behaviour and disorder. This very wide catchment area also means that fewer clientele can be dispersed quickly by the remaining private hire vehicles because the cabs cannot return from the original booking in time for a second booking, thus increasing the time that other clientele remain in the town centre at dispersal time due to lack of transport options.

- Annex 3 point 9 states that no customers will be allowed to congregate outside Spredaegle walk. The disturbances in the surrounding streets reported by the Police indicate that this condition is not being complied with. It could be considered that it is not compatible with the very high concentration of clientele reported in operations to date, and that numbers of clientele need to be limited below the current limit of 500, and the dispersal staggered to achieve this condition.

Should the Panel decide to consider additional conditions on the license, I would like to propose the following to be included in their considerations:

1. The *EEBC Statement of Licensing Policy Effective from 11 December 2013 P. 8 states*: "10. Put in place measures to promote 'sensible drinking' including measures to encourage the purchase of soft drinks including the pricing of soft drinks to below that of alcoholic drinks. 11. Regard paid to good practice guides and industry codes; e.g. on advertising, packaging, labelling and drink promotions."

The page which was previously on the Fever & Boutique Epsom website (<http://www.feverepsom.com>) offering drinks promotions has been removed (I have included examples of similar pages from the another Fever & Boutique website on P7-8) but as the FaceBook page for the premises (@feverepsom) shows (below and P.3 onwards) the premises has been and continues to offer multi-buys and run promotions of alcohol.

A condition should be added to bar such special deals, offers, multi-buy, or promotions of alcohol.

Examples:

From 23<sup>rd</sup> Feb 17:

Tonight...Clique Thursday...THE BEST DRINKS DEALS ALL NIGHT...!

Double House Spirit & Mixer - £3

2x Bud / Sol / Smirnoff Ice / VK - £5

2x Bombs - £5

Vodka & Mixer - £2

From 9<sup>th</sup> Feb 17:

Fever & Boutique Epsom 9 February ·

Kleiner shots are still available!

grab yourself one for £2.50 or 5 for £10!

#ShotsShotsShots

(please also refer screen shots included P.3 onwards).

2. There is no need for Off-sales within the Licensing Objectives, and this should be removed.

3. The smoking area should be closed at 1.30 am (*Ref STATEMENT OF LICENSING POLICY Effective from 11 December 2013 P. 8 states: 25. Management of the use of outdoor areas, (including 26. Steps taken to ensure customers leave quietly. \*)*)

4. Additionally, the “Fever” (back club area) is closed to customers at 1.30 am. Customers can then be moved through to the “Boutique” area, and the music level and ambiance started to be wound down, to encourage a staggered dispersal. This would make the booking of private hire via the Butler booking button more manageable. Customers should be held in Spreading walk until their transport arrives (ref license ref Annexe 3 point 9).

Lastly, I would like to direct the Panel to the EEBC **STATEMENT OF LICENSING POLICY (Effective from 11 December 2013 )**:

- **P. 8 of this Policy states:**“Night Clubs: Applications for licensable activities up to 01.00hrs only will generally be granted if the applicant satisfies the criteria listed below AND the applicant can clearly demonstrate that the premises will not add to the cumulative impact for the area.

Applications beyond the 01.00 terminal hours **will be refused** unless it satisfies the criteria listed below AND the applicant can clearly demonstrate that the premises will not add to the cumulative impact for the area.”

Many more residential units have been built within the red zone since this Policy was implemented, so if this document has any legal merit and is therefore relevant to this hearing, the case for these measures is even weightier than when it was first implemented. I ask the panel to consider whether these aspects of the Licensing Policy are being complied with in this case.

Yours,


Tella Wormington

Epsom and Ewell Borough Councillor

Residents Association - Town Ward

Examples of Drinks offers at Fever & Boutique Epsom taken from their FaceBook pages (@feverepsom):

28 Jan 17



**Fever & Boutique Epsom**  
Like This Page · 28 January ·

SHOTS SHOTS SHOTS!

For the next month grab yourself one of our new kleiner shots for only £2.50!

Or save again and buy 5 for £10!

Like Comment Share

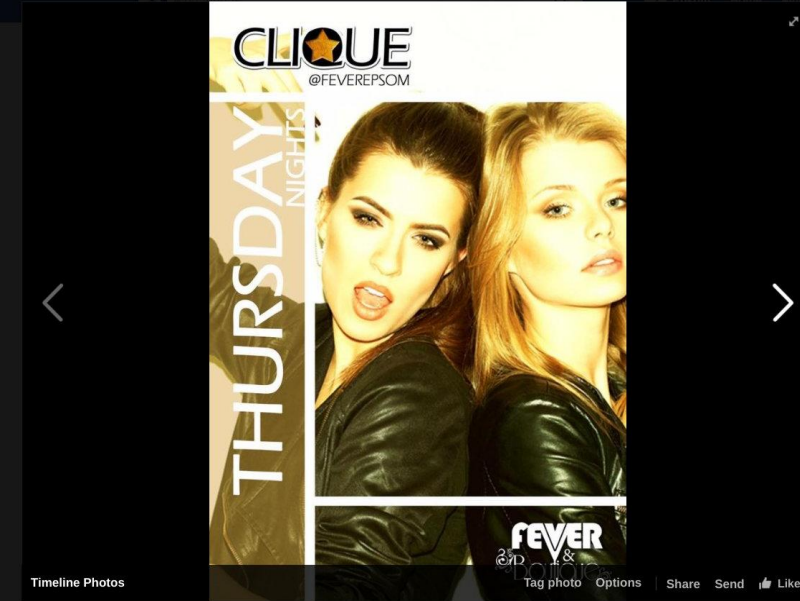
Write a comment...  
Press Enter to post.

Suggested Pages See All

**U.S. Senator Bernie Sanders**  
6.9M people like him.  
Like

Timeline Photos Tag photo Options Share Send Like

16 Feb 17



**CLIQUE**  
@FEVEREPSOM

THURSDAY NIGHTS

FEVER & BOUTIQUE

**Fever & Boutique Epsom**  
Like This Page · 16 February ·

Had a long week already and want to unwind?!

Join us tonight for CLIQUE THURSDAYS!

THE BEST DRINKS DEALS ALL NIGHT...!

- Double House Spirit & Mixer - £3
- 2x Bud / Sol / Smirnoff Ice / VK - £5
- 2x Bombs - £5
- Vodka & Mixer - £2

For FREE entry before 11pm... Text 'THURSDAY' & your name to 01372 701801...

£3 Entry all night / £2 all night with an NUS / UCA / STUDENT CARD

Doors open at 10pm...

♥ Fever & Boutique x

Like Comment Share


Chronological

**Stacey Michelle O'Connor** Do you have to be a student to come on a Thursday? X  
Like · Reply · 16 February at 23:04

Write a comment...  
Press Enter to post.

Timeline Photos Tag photo Options Share Send Like

27 Jan 17



Timeline Photos

Tag photo Options Share Send Like

**Fever & Boutique Epsom**  
Like This Page · 27 January · 🌐

Like Comment Share

Write a comment...  
Press Enter to post.

Suggested Pages [See All](#)

**U.S. Senator Bernie Sanders**  
6.9M people like him.  
Like

23 Feb 17

Fever & Boutique Epsom

Epsom Home Find Friends

Like Follow Share

**THE DELUXE AFFAIR**  
2 BOTTLES OF SPIRIT\*  
1 BOTTLES OF PROSECCO  
£190 - UP TO 12 GUESTS  
MAKE YOUR PERSONALISED PACKAGE  
CALL: 07442 534512

Like Comment Share

**Fever & Boutique Epsom**  
23 February · 🌐

Tonight at Fever & Boutique!  
🍹 Double House Spirit & Mixer - £3  
🍺 2x Bud / Sol / Smirnoff Ice / VK - £5  
💣 2x Bombs - £5  
🍸 Vodka & Mixer - £2  
For FREE entry before 11pm... Text 'THURSDAY' & your name to 01372 701801..  
£3 Entry all night / £2 all night with an NUS / UCA / STUDENT CARD  
Doors open at 10pm...  
❤️ Fever & Boutique x

**CLIQUE**  
@FEVEREPSOM

AY LIGHTS

Book Now Message

Like Comment

**Sophie Foxcroft**  
18 February at 22:36 🌐  
Whens last entry?  
3 Comments  
Like Comment

**Steph Thomson**  
15 January at 16:51 🌐  
Would like to thank the staff that helped me out of the club and int... See more  
1 Comment  
Like Comment

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Chat (Off)

Drinks Offers at Fever & Boutique Epsom taken from their FaceBook pages (@feverepsom):

2 Feb 17

**FEVER & Boutique**

*Kleiner*  
**CONFESSIONS PARTY**

Text for guestlist For £3 entry before 11pm and a FREE shot on arrival.

Text 'confessions' & your name to 01372701801.

ALL DOUBLE HOUSE SPIRIT & MIXERS £3  
2X BUD/ SOL/ SMIRNOFF/ VK FOR £5  
2X BOMBS £5  
VODKA & MIXER JUST £2.50

SPECIAL OFFER  
BUY 3 BOTTLES FOR ONLY £2.50  
02/02/17

Timeline Photos Tag photo Options Share Send Like

**Fever & Boutique Epsom**  
Like This Page · 2 February · €

Keep the guestlist requests coming for £2 entry and queue jump with a free shot on arrival!

Text 'confessions' and your name to 01372 701801

Like Comment Share

2 shares

Write a comment...  
Press Enter to post.

Suggested Pages See All

**U.S. Senator Bernie Sanders**  
6.9M people like him.  
Like

9 Feb 17 Epsom

**FEVER & Boutique**  
EPSOM

Fever & Boutique Epsom  
@feverepsom

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Like Follow Share

Like Comment Share

**Fever & Boutique Epsom**  
9 February · €

Kleiner shots are still available!  
grab yourself one for £2.50 or 5 for £10!  
#ShotsShotsShots

Like Comment Share

**Fever & Boutique Epsom** added 2 new photos.  
9 February · €

Book Now Message

Like - Comment

**Sophie Foxcroft**  
18 February at 22:36  
Whens last entry?  
3 Comments  
Like - Comment

**Steph Thomson**  
15 January at 16:51  
Would like to thank the staff that helped me out of the club and int... See more  
1 Comment  
Like - Comment

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Facebook © 2017

Chat (Off)

<https://www.facebook.com/feverepsom/photos/a.167052647048117.1073741828.166619313758117/278315075921873/?type=3>



Free Entry offers at Fever & Boutique Epsom taken from their FaceBook pages (@feverepsom):

17 Mar 17

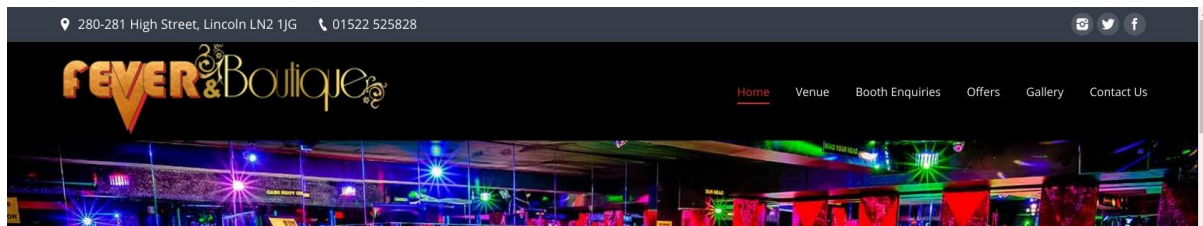
The screenshot shows a Facebook post from the page 'Fever & Boutique Epsom' (@feverepsom) dated 17 March at 12:07. The post features a red carpet graphic with the text 'ARE YOU ON THE GUEST LIST?' and the club's logo. The text of the post asks if users have gotten onto the guestlist for the weekend and provides instructions to text the day of the event and their name to 01372 701801 for priority and free entry before 10:30pm on Friday and 11:00pm on Saturday. The post has 3 comments, with one from Sophie Foxcroft asking 'Whens last entry?' and another from Steph Thomson thanking the staff. The page's navigation menu on the left includes Home, About, Photos, Events, Likes, Videos, and Posts. The right sidebar shows the 'About' section with a map, address (5-6 Spread Eagle Walk, KT19 8 Epsom), phone number (07931 554118), and operating hours (Friday 21:30 - 03:00, Closed Now).

25 Mar 17

The screenshot shows a Facebook post from the page 'Fever & Boutique Epsom' (@feverepsom) dated 25 March at 12:31. The post features a woman in a black outfit with the word 'FEVER' written vertically on the left. The text of the post promotes 'The Biggest Night of the Weekend... Two Rooms / Two Music Choices / One HUGE Night...!' and offers 'FREE entry before 11pm.. Text "SATURDAY" & your name to 01372 701801..'. It also states 'Doors open from 9:30pm..' and 'Fever x'. The post has 1 comment from Tom Millen. The page's navigation menu on the left is the same as in the previous screenshot. The right sidebar shows the 'About' section with a map, address, phone number, and operating hours (Friday 21:30 - 03:00, Closed Now). A 'Visitor Posts' section is also visible at the bottom right.

Drinks Offers on the Fever & boutique Website Lincoln (<http://www.feverlincoln.com>).

The websites of all branches I checked (28/3/17) have an Offers menu with a number of offers listed. This has been removed from the feverepsom.com site.

A screenshot of the 'Offers' page on the Fever & Boutique Lincoln website. The page features a large, central graphic with a dark background and a glowing blue and green border. The graphic contains the following information:

**FOUR NIGHTS  
FOUR GREAT  
DRINKS DEALS**

**FEVER & Boutique**

**WEDNESDAY & THURSDAY NIGHT**  
£1 WILD SHOTS / £1.50 CARLSBERG BOTTLES  
VODKA & MIXERS JUST £1.95  
ALL DOUBLE HOUR SPIRIT & MIXERS £2.50  
X2 BOTTLES OF BLU / SOL / SMIRNOFF / VIK / DESPERADOS FOR £5  
6 SHOTS FOR £5 / 2 COCKTAILS FOR £8  
ALL NIGHT LONG!  
FREE ENTRY ALL NIGHT LONG

**FRIDAY NIGHT**  
ALL DOUBLE HOUR SPIRIT & MIXERS £2.50  
X2 BOTTLES OF BLU / SOL / SMIRNOFF / VIK / DESPERADOS FOR £5  
6 SHOTS FOR £5 / X3 BOMBS £5\* / 2 COCKTAILS FOR £8  
VODKA & MIXERS JUST £2  
ALL NIGHT LONG!  
FREE ENTRY ALL NIGHT LONG

**SATURDAY NIGHT**  
ALL DOUBLE HOUR SPIRIT & MIXERS £2.50  
X2 BOTTLES OF BLU / SOL / SMIRNOFF / VIK / DESPERADOS FOR £5  
6 SHOTS FOR £5 / X3 BOMBS £5\* / 2 COCKTAILS FOR £8  
VODKA & MIXERS JUST £2  
BEFORE 11.30PM  
FREE ENTRY ALL NIGHT LONG

**OPEN TIMES**  
9.30PM  
TILL 3.30AM

Facebook icon: Fever & Boutique Lincoln  
Twitter icon: @LincolnFever

www.feverlincoln.com    Facebook: Fever & Boutique Lincoln  
Fever & Boutique, 280-281 High Street, Lincoln, LN2 1JG. Tel: 01522 525828



Lincoln Offers continued.

Home Venue Booth Enquiries **Offers** Gallery Contact Us

# FEVER & Boutique LINCOLN

## Fresh Friday's

Your essential start to the weekend!

Drinks deals..

- ALL DOUBLE HOUSE SPIRIT & MIXERS £2.50
- X2 BOTTLES OF BUD / SOL / SMIRNOFF / VK / DESPERADOS FOR £5
- 6 SHOTS FOR £5 / X3 BOMBS £5\*
- 2 COCKTAILS FOR £8
- VODKA & MIXERS JUST £2

**ALL NIGHT LONG!**  
FREE ENTRY ALL NIGHT LONG

OPEN EVERY FRIDAY NIGHT  
FROM 9.30PM - 3.30AM

www.feverlincoln.com  
Facebook: Fever & Boutique Lincoln  
info@feverlincoln.com  
Booths: vip@feverlincoln.com / 01522 525828


Fever & Boutique, 280-281 High St, Lincoln LN2 1JG

**2 ROOMS**  
Fever  
Chart / Pop / Party  
**Boutique**  
RnB / House / Dance

# FEVER & Boutique

## 2 DJs | 2 ROOMS

FEVER - CHART, POP & PARTY  
BOUTIQUE - RnB, HOUSE & DANCE



**DRINKS DEALS**

- ALL DOUBLE HOUSE SPIRIT & MIXERS £2.50
- X2 BOTTLES OF BUD / SOL / SMIRNOFF / VK / DESPERADOS FOR £5
- 6 SHOTS FOR £5 / X3 BOMBS £5\*
- 2 COCKTAILS FOR £8
- VODKA & MIXERS JUST £2

BEFORE 11.30PM

S.A.F.

# SATURDAYS

FREE ENTRY ALL NIGHT LONG  
RESERVE YOUR VIP BOOTH: VIP@FEVERLINCOLN.COM

WWW.FEVERLINCOLN.COM FACEBOOK: FEVER & BOUTIQUE LINCOLN TWITTER: @LINCOLNFEVER  
FEVER & BOUTIQUE, 280-281 HIGH ST, LINCOLN, LN2 1JG. TEL: 01522 525828