

## Appendix D

Details of the applicants experience in the hospitality industry



## Julie Dwan

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**From:** Julie Dwan  
**Sent:** 05 March 2024 15:55  
**To:** oldstevenage@cinnabar.co.uk  
**Subject:** Additional Information provided by the applicant Re: Rookery Yard, 70 High Street, Stevenage.

Good Afternoon Sam

Following on from my previous email regarding your representation, outlining amendments made by the applicant to the application for a grant of the premises licence for 70 High Street. The applicant would like me to forward you the following which relates to his experience in the industry:

*Dear Julie,*

*Please forward this:*

***- Premises History: While the premises have a longstanding licensing history spanning for sole 15 years I believe, recent issues are attributed to a specific management and license holder, rather than reflecting a systematic problem. Previous licenses have been granted without incident, indicating the issues are management-related rather than inherent to the establishment.***

***- Applicant's Experience?***

***My journey in the hospitality industry spans over two decades, showcasing a diverse range of roles and responsibilities across various establishments:***

***Sweden:***

- Early Beginnings (1998-2001): Embarked on the hospitality journey in Sweden, my birthplace and up bringing, by serving as a waiter and bartender in different establishments.***

***Spain / Barcelona:***

- Promotional Manager (2004-2008): Ascended to the role of Promotional Manager, leading teams of up to 20 individuals at renowned venues such as La Terrazza & Club Fellini. Responsibilities included orchestrating promotions, ensuring seamless operations, and fostering a welcoming ambiance for guests. Additionally, functioned as a front host and door supervisor, honing skills in crowd management and customer interaction. Those venues had a capacity of 1k+ people.***

- **Management (2009-2012):** Co-managed several late-night venues, including The Gallery, Funk Alley, and a section of Razzmatazz BCN called “The Loft.” These experiences equipped me with comprehensive knowledge in overseeing diverse aspects of venue management, from staff supervision to event coordination.

**UK:**

- **Supervisory and Managerial Roles (2015-2016):** Served as a Supervisor/Assistant Manager at The Havelock Tavern, a prominent establishment owned by Greene King PLC. Obtained a personal license during this tenure, demonstrating a commitment to professional growth and regulatory compliance.
- **Management Leadership (2016-2020):** Elevated to the position of management at The Oxford, at that time a Greene King PLC-owned venue in the vibrant Camden / Kentish Town London area. Managed both operational and strategic aspects of the upstairs bar, transforming it into a thriving cocktail bar and event space. This role entailed overseeing a diverse team and ensuring exemplary customer experiences.
- **Entrepreneurial Venture (2017-2020):** Founded and managed a unique venue, Elephant Art, which seamlessly transitioned from an art gallery during the day to a dynamic bar and event space in the evenings. Operating through the applicant’s limited company, Fuel B + C Ltd., responsibilities encompassed all facets of premises management, including staffing, operations, security, and obtaining regulatory licenses. I was both the premises license holder through my company at the time and the appointed DPS. Noteworthy achievements include orchestrating successful events with renowned partners such as BBC, Sony Music, and Columbia Records, catering to crowds of varying sizes with meticulous attention to detail and adherence to regulatory standards.

**Nature of application:** Originally sought extended hours for occasional late events, in order to have the option in case a one off event came up here and there and to save me need of applying for a TEN each time, hence this doesn’t mean that I would be looking to open late seven days a week. Regardless those hours and conditions has since been revised and to be agreed after meeting with the police to earlier closing times on weekdays, maintaining late hours only on Fridays and Saturdays, aligning with existing licenses in the area. However, the offer now from police is to close by midnight on Sunday - Wednesday and open until 1:30am Thursday - Saturday with last orders at 1am. I haven’t accepted this as of yet but will make a decision on this by midday on Monday the 4th of March.

Also numerous of additional objectives and conditions have been agreed upon to implement.

(Not adding this at the start of an application is an approach many applicants do in order to then be able to listen to suggestions relevant to specific areas and also to agree additional conditions with relevant authorities)

**Application Conditions:** Assertions of my lack of experience are completely unfounded and potentially libelous which if progressing would involve legal representatives. Also, claims that granting the application would disrupt balance lack substantiation, as historical late-night licenses have not disturbed equilibrium aside it’s from one single operator who apparently miss managed the space which has nothing to do with myself.

- This new management aims to attract an older audience from around 30+ with music from the 70s, 80s, and 90s. Also any no inclusion of late-night refreshments is not indicative of targeting heavy drinkers but rather leaving it a potential future service offering.

*All the best,*

*/DR*

*Dean R / Co-founder*

*Rookery Yard / <https://rookeryyard.co.uk>*

*[dean@rookeryyard.com](mailto:dean@rookeryyard.com)*

Kind regards

**Julie Dwan**

**Licensing Officer**

**Environmental Health and Licensing**

Stevenage Borough Council, Daneshill House, Danestrete, Stevenage, SG1 1HN

**Email:** [julie.dwan@stevenage.gov.uk](mailto:julie.dwan@stevenage.gov.uk)

**Direct Line:** 01438 242493

**Mobile:** 07719 910460



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