

## **APPENDIX E**

The British Airways 1360 opened to the public in August 2016 and welcomed over 500,000 visitors in our first year of trading, making us the top paid for attraction in Brighton. Our current licence was issued before the attraction opened and contained many restrictions on the sale and consumption of alcohol on the premises. Having now traded for 18 months we are in a much stronger position to understand our visitors, the operation of the site and the service limitations the current licence gives us.

We would therefore like to adjust our licence to reflect our customers expectations and increase customer satisfaction.

The Pod - main experience and heart of the attraction. We currently retail for consumption from our Sky Bar on the Pod - Brighton Gin, Nyetimber sparkling wine and Harveys Beer. These products are currently sold in polycarbonate glasses and visitors are not permitted to receive the bottle due to the 'no glass' rule. We would like to change this condition to allow us to serve products in glasses. The demographic of our visitor is in the main, family and more mature and we therefore feel this group able to act appropriately. Therefore we would like to remove point 21 of the licence.

Our current licence also restricts the areas within the beach building where alcohol can be consumed. This gives our day visitors a poor experience as they are required to finish their beverage before leaving the Pod or are required to move directly to our restaurant. Releasing these restrictions from our licence and allowing visitors to drink up anywhere in the building will enhance their experience and allow them to browse our exhibition and retail areas whilst finishing their drinks. Therefore we would like to remove point 7 from the licence.

Our current licence only allows us to serve alcohol to be consumed on the premises. We would like to change this to an on and off-licence allowing visitors to purchase our preferred and local suppliers of Brighton Gin, Nyetimber sparkling wine and Harveys Beer. As stated previously, the demographic of our visitor is a low risk to any anti-social behaviour as a result of alcohol consumption and our products are at the high end of the market with price points to match. We would also like to expand our range of alcohol to purchase to include locally produced fruit wines and meads. Again a specialist area that will not appeal to a younger audience. This will be an amendment to point 8 to allow 'on' sales.

We would also like to remove the condition relating to verticle drinking within our restaurant, the West Beach Bar & Kitchen. The area contains a very well proportioned bar and is in the centre of the space creating a large area capable of serving customers who are not seated and allowing them to drink within the bar area, restaurant or terraces. Therefore we would like to remove point 13.

We do not believe the changes suggested above will detract from the overall licensing objectives. Our high standard of staff training and on-site security team means that sales would not be made to those who were under the influence of alcohol. We serve a premium product throughout our operation with high price points and a range of products which will not be appealing to a younger demographic.

