

## WITNESS STATEMENT

*(CJ Act 1967. s. 9, MC Act 1980, s.s.5A (3a) and 5B MC Rules 1981, r70)*

Statement of: Bruce Gray

Address:

Occupation: Head of Operations

Age if under 18: Over 18

*(if over 18 insert "over 18")*

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This statement (consisting of 6 page(s) each signed by me) is true to the best of my knowledge and belief and I make it knowing that, if it is tendered in evidence, I shall be liable to prosecution if I have wilfully stated in it anything which I know to be false or do not believe to be true.

Dated the 27<sup>th</sup> day of January 2012.

Signature:

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My name is Bruce Gray. I am Head of Operations at Brewdog Bars Limited and I make this Statement in support of our application for a new premises licence at White Cloth Hall, Crown Street, Leeds.

Brewdog was born in 2007 and is one of Britain's brightest new microbreweries. Brewdog makes innovative, progressive and exciting full flavour beers and adds a contemporary spin on classic beer styles. All our beers are made from fresh natural ingredients with no additives or preservatives.

The beers made at our company's brewery situated in North East Scotland are sold in 17 different countries and can also be purchased in Tesco, Asda, Sainsburys and Oddbins making Brewdog the biggest independent brewery in Scotland.

The ethos of Brewdog is based on an appreciation for premium brewed crafted beers in a similar manner to understanding good malts or fine wines. Our bars are intended to be a beacon for craft beer and as such appeal to a more mature

customer base. We are very much about education, and try to open each new customer's perspective out as to the breadth of different beers that are available and to the quality of flavour those beers can provide.

There are currently four bars in the estate. Our first bar opened in Aberdeen in Oct 2010 and has received rave reviews from the public and a very positive response from the local licencing board and police who we have formed a close working relationship with over the last 15 months. We opened our 2<sup>nd</sup> bar on the Cowgate in Edinburgh in March 2011, an area traditionally associated with heavy drinking and is regarded as a crime hotspot. We have again formed a close working relationship with the local licencing board and police who appreciate our educational standpoint (and no shots rule!) and were one of the very few bars in Edinburgh to work through the Fringe without any issues.. Our 3<sup>rd</sup> bar opened in Glasgow in July in the West End of Glasgow where we have fitted into the local independent feel in the area. Once again we have liaised heavily with the local licencing board and police and have a great relationship with them. Our 4<sup>th</sup> bar in Camden Town opened in London on the 10<sup>th</sup> December 2011. The licence application was scrutinised by the Camden Licensing Committee as the site fell in the Camden Town CIP zone. As such the local council were hesitant to grant the application, however once our concept was discussed with them the opinion (of both the police and Committee) was that our concept is far more likely to decrease excessive drinking and antisocial behaviour than contribute to existing problems and hence the variation was granted. We have since had a great response both from local residents and Police.

Concerns were also raised at the Camden hearing regarding the impact of noise generated by the bar upon local residents. Brewdog Bars only operate background music with occasional acoustic live sets and we have to date had no issues with complaints from residents (both officially or unofficially) about noise nuisance. The

Camden board were willing to accept that Brewdog Bars do not operate under the guise of what would be considered a 'normal pub' and as such noise concerns that traditionally are raised in these circumstances do not apply.

Unfortunately in Leeds there have been a number of representations to our application which I shall comment on in turn:

### Police

During the application for the premises licence at Camden we worked closely with Acting Sergeant Russell Kinson of the Metropolitan Police in respect of the Cumulative Impact Policy and indeed passed him the contact details of the Police Licensing Officer in Aberdeen whom we had previously consulted with. Sergeant Kinson was extremely supportive of our application and I can only assume that references were taken up as we did not receive any representations by the Police to the application at Camden.

Prior to lodging this application I met with PC Catherine Arkle to discuss the premises and the concept of Brewdog. PC Arkle explained that as our bar is within the area of the Cumulative Impact Policy West Yorkshire Police will raise a representation and it will be for the Committee to determine whether or not to grant the application.

However, she did say that so far as craft orientated bars are concerned the Police have had no issues with them. Following the representation made by West Yorkshire Police our solicitors, Kuits Steinart Levy, passed on Sergeant Kinson's contact details who confirmed that he would be happy to provide a reference and discuss our type of operation with PC Arkle should she wish to get in touch.

### Noise outside

I pride myself on the responsible management of Brewdog Bars, and take great care to ensure that we integrate ourselves into the local community. All our staff are heavily trained, and I believe that our team are our greatest asset.

We have extensive experience working in sites surrounded by residential premises and as mentioned earlier we have to date only received positive feedback. All staff will ensure that we do not have large groups congregating outside the bar and causing undue noise levels. We will be limiting the numbers of customers outside the bar to ensure that residents in the flats opposite are not disturbed.

Although we have applied for the provision of live and recorded music until midnight Sunday to Thursday and 01.00 Friday and Saturday it is our intention to have low level live music one weekday evening and on Sunday afternoons. At all other times we will only be playing background music, so nearby residents should not be disturbed by any loud music.

The premises at Leeds are modest in comparison to our other sites. The premises will trade on the ground floor and mezzanine level with a total occupancy of around 60 persons which is significantly less than other premises in the vicinity.

I believe the hours sought are reasonable for the area. We have a clear dispersal policy in place to ensure that closing time passes without incident and in a quiet and orderly manner. We pride ourselves on the fact that we have yet to experience an incident in any of the operating Brewdog Bars.

I confirm that we are happy to agree to the conditions proposed by the Environmental Protection Team being attached to the licence, save for a slight amendment to Condition 9. We propose that the necessity for SIA registered door staff is risk assessed and they be employed should the assessment deem it appropriate.

Although we appreciate that there is a Cumulative Impact Policy we do not see the grant of this licence as attributing to the negative impact of additional premises. Rather it will afford an attractive alternative facility for those who appreciate the qualities of craft beer.

I shall be pleased to answer any queries the Committee may have at the hearing.

Signature:

A handwritten signature in black ink, appearing to be a stylized name or set of initials, enclosed within a circular scribble.