

**Loungers Headingly**

**Conditions as at 6 December 2024**

**Conditions proposed by Loungers following discussions with officers and interested parties**

1. The CCTV system shall record images to cover all areas of the licensed site to which the public have access (save for toilets). The CCTV system shall record images to cover external areas used by customers. The CCTV system will be of good quality and will contain the correct time and date stamp information. The CCTV system and images will be kept in a secure environment to which members of the public will not be permitted access.
2. The CCTV shall be checked weekly to ensure it is working correctly and a log maintained of those checks. This log will be kept on the premises for a 12-month period and produced for inspection when requested to do so by an authorised officer.
3. A register shall be maintained at the licensed premises showing the name, licence number and contact details including telephone number, for the designated premises supervisor responsible for authorising alcohol sales. This register shall be available for inspection by any authorised officer of the responsible authorities and shall be securely retained by the Premises Licence holder or nominated person for a period of 12 months from the date of the last entry.
4. The incident and refusal records shall be securely retained by the licence holder for a period of 12 months after the last entry.
5. There will be written policy for dealing with unwell members of the public including those who appear to be affected by alcohol or drugs. All staff will be trained with regards to this policy.
6. All staff deployed in the serving of alcohol and for managing admission to age restricted premises shall be trained on the correct procedures for age verification, the prevention of sales to those who appear intoxicated and for dealing with false and any surrendered identification documents.
7. Staff training will be carried out at regular intervals. Records will be endorsed by staff and retained on the premises for a 12-month period. Records shall be produced for inspection when requested to do so by an authorised officer.
8. Patrons are not permitted to remove drinks in open bottles/glasses or other open vessel from the licensed premises save for external areas designated as a beer garden or external trading area or similar.
9. Any queue forming outside the premises will be managed by the venue so that it does not cause nuisance or safety issues to other businesses or members of the public.
10. The primary use of the premises will be that of a restaurant/diner/cafe.
11. The supply of alcohol at the premises shall only be to a person seated at a table.

12. The premises will not permit entry to anyone it has reason to believe are participants in the "Otley Run".
13. The sale and supply of alcohol for consumption in the outside trading area of the premises shall be restricted to persons seated at tables, taking food there and for consumption by such persons as ancillary to their food.
14. Licensable activities shall be conducted and the facilities for licensed activities shall be designed and operated so as to minimise the transmission of audible noise or perceptible vibration through the fabric of the building or structure to adjoining properties.
15. Bottles will not be placed in any external receptacle between 11 pm and 7 am the following day to minimise noise disturbance to neighbouring properties.
16. The premises licence holder will ensure patrons use beer gardens, external areas and play areas in a manner which does not cause disturbance to nearby residents and business in the vicinity. Patrons will not use such areas after 11 pm except for smoking.
17. The premises licence holder shall ensure that litter arising from people using the premises is cleared away regularly and that promotional materials such as flyers do not create litter
18. There must be no external advertising of drinks only promotions.

**Optional condition for consideration**

19. The sale and supply of alcohol for consumption inside the premises shall be restricted to persons seated at tables, taking food there and for consumption by such persons as ancillary to their food. This condition shall be suspended for such time as the premises licence holder is Loungers UK Limited and the operational style of the premises remains that of an all-day diner.
20. This licence will be personal to Loungers UK Limited and will lapse should Loungers UK Limited not be named as the premises licence holder.



LOUNGES

**AN INTRODUCTION**



**“Like all the  
comfort of home  
but better...  
...unless you have  
a chef and a bar”  
in your lounge”**

# OUR STORY

Lounges was founded in 2002 by a trio of long-standing friends, Dave Reid, Alex Reilley and Jake Bishop. The motivation was simple and selfish: they wanted somewhere to drink themselves.

Having spent years in the restaurant and bar trade they decided it was time they did their own thing.

An empty opticians on North Street, Bristol seemed to fit the bill. It had planning permission, was just about big enough and in reasonable condition. The 'shell' included a kitchen so they accepted that they would be doing a bit of food, and after a few months of sort-of-not-knowing-what-they-were-doing, The Lounge opened in August 2002.

They liked it a lot and so did a lot of other people. They pondered whether they should open another one, maybe on Gloucester Road, and in what was an absurdly short space of time they did, and Loungers was born. The rest, as they say, is history...



## WHAT'S THE DEAL?

A Lounge is a neighbourhood café/bar that combines elements of a restaurant, the British pub and coffee shop culture, all with an independent vibe

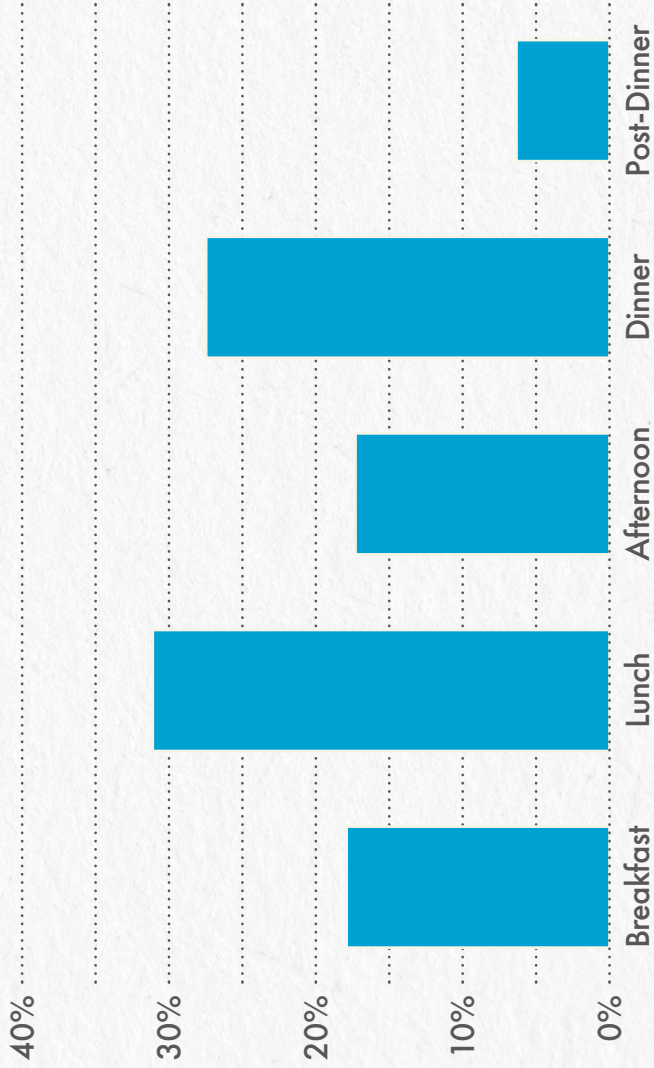
Today there are 219 Lounges in city suburbs and traditional town centres



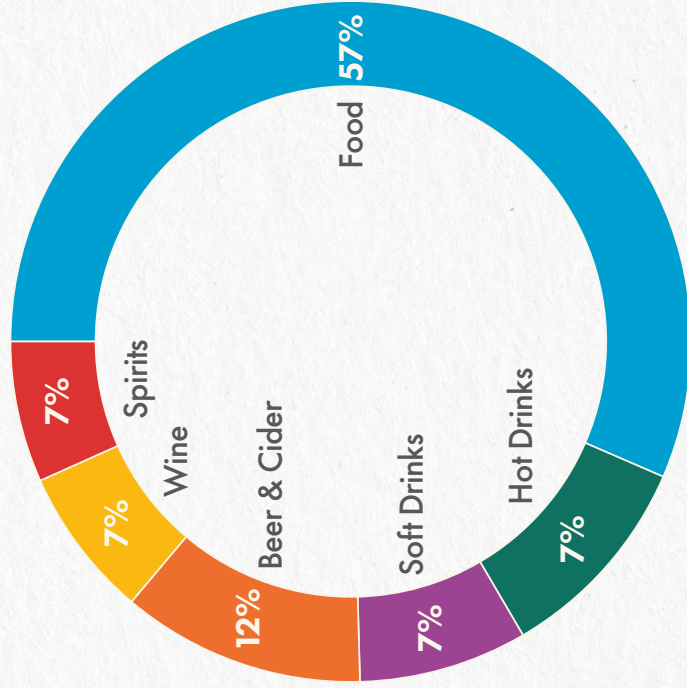
# PERFORMANCE

**A home from home throughout the day**  
Lounges offers all-day dining, with the same menu served from 9am every day. Sales are well diversified across all day parts and all days of the week.

**SALES BY SESSION**



**SALES MIX**





.....

# CUSTOMERS

A Lounge is a homely, relaxed and slightly eccentric place, offering quality, value-for-money casual dining and drinking. That means we attract a diverse customer base from breakfast and coffee, to lunch and afternoon tea, through to delicious evening meals.

The concept is informal, resulting in a rolling customer base that adds vibrancy and drives neighbourhood footfall from morning to night. In our customers' eyes, Lounges has no direct competitors: 72% of our guests regard Lounges as a unique proposition—in near equal parts coffee shop, café/bar and restaurant.

We pride ourselves on serving as the hub of our local community. This, combined with our inherently flexible format, has cemented the position of the Lounge as a place to go for many occasions. Customers use us to fulfil different needs across the day, whether that is time to unwind alone or indulging in an evening meal with friends or family.

The distinctive décor and uplifting atmosphere are the key elements of each Lounge that attract people to us—along with the quality of food and our friendly, welcoming staff, of course.



## WE EXCEL AT KEY OCCASIONS THROUGHOUT THE DAY

- A regular coffee to catch up with friends
- A relaxing drink with a partner
- A quick bite or lunch with friends
- An evening off from cooking
- Time out alone with something to read
- The cornerstone of a shopping or cinema trip
- A weekend breakfast with the family

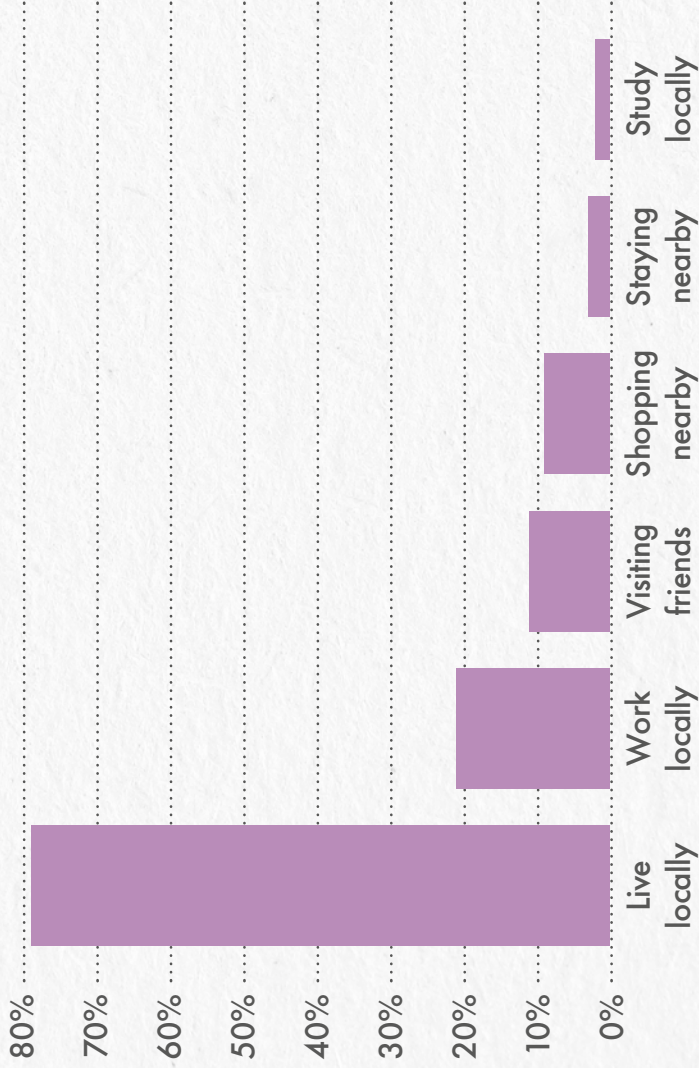




**Uniquely appealing for a whole host of occasions**

Four-fifths of our customers live locally and seek out Lounges for its relaxed feel, good atmosphere and warm welcome. The brand's broad appeal also makes it a popular destination for local workers.

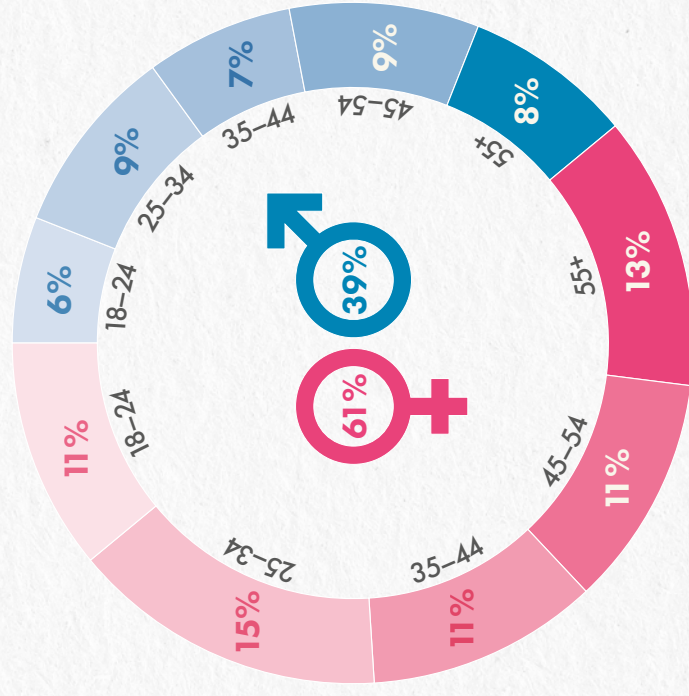
**TYPICAL USAGE OCCASION**



**Broad, nationwide demographic appeal**

We offer something for everyone regardless of age, demographic or gender and operate successfully in a diverse range of site types and locations across England and Wales.

**DEMOGRAPHIC PROFILE**



# FOOD

**Our menus reflect our personality. We take food really seriously, using the best fresh produce in really creative dishes, but we also make sure our menus are about pleasure, indulgence, and fun—a bit like us.**

Everyone is welcome in a Lounge, so we look after every taste from fresh, zingy salads to massive burgers with all the trimmings. We spend a lot of time working on exciting new dishes but we'll always be somewhere you can go for classic British food like a cracking bacon butty too.

We know that the kids need to be happy too, so our kids' menu features healthy, indulgent and fun dishes.

We've been providing complete vegan and gluten-free menus since 2003. We take pride in ensuring that they are packed with variety, flavour and comfort food classics.

The word is getting out: our overall menu won 'Best Vegan Menu' and our Chocolate Torte won 'Best Dessert' at the recent PETA vegan food awards.





# DRINK

**We rather like a drink at Lounges and have recently completed an exciting overhaul of our drinks offering. From delicate herbal teas to fabulous cocktails, if it's liquid, we stock it.**

We pride ourselves on coffee in particular, using a high-quality blend of Central American and Kenyan Arabica beans, which is medium bodied, clean and fruity.

Soft drinks include freshly squeezed juices, smoothies, milkshakes, ginger beers, iced teas and our own lemonade.

Our wine list is small but beautifully formed, with whites, reds, rosés and prosecco all by the glass and bottle. We stock an appealing range of popular draught beers, as well as bottled beer and ciders.

Last but by no means least, our cocktails include all the established classics and some fantastic concoctions dreamt up exclusively for Lounges.





# DESIGN

**The design of a Lounge is characterised by informal, unique interiors with an emphasis on a warm, comfortable atmosphere, often described as a 'home from home'.**

The Lounge estate has a consistent look and feel but each Lounge is individually named and tailored to the site and local area, meaning that no two sites are the same.

Our resident interior aficionados bring out the soul of every site, with sympathetic design and murals that celebrate the history and spirit of each local community: think sinking into a battered old club chair under a tassel-y lampshade, overlooked by a huge Roaring Twenties painting and an old family photo of a smiling swimmer being smeared with lard on a crumbly wall with incredibly loud 1970s wallpaper.







# LOUNGES



TheLoungesCafeBar



theLOUNGERS



thelounges

© 2024 Loungers plc (LGRS:London)