

ATG LONDON LIMITED

APPLICATION FOR GRANT OF PREMISES LICENCE

LONDON BOROUGH OF CAMDEN

Reference APP\PREMISES-NEW\114604

ATTACHMENT TO THE STATEMENT OF ANDREW RAWLINSON

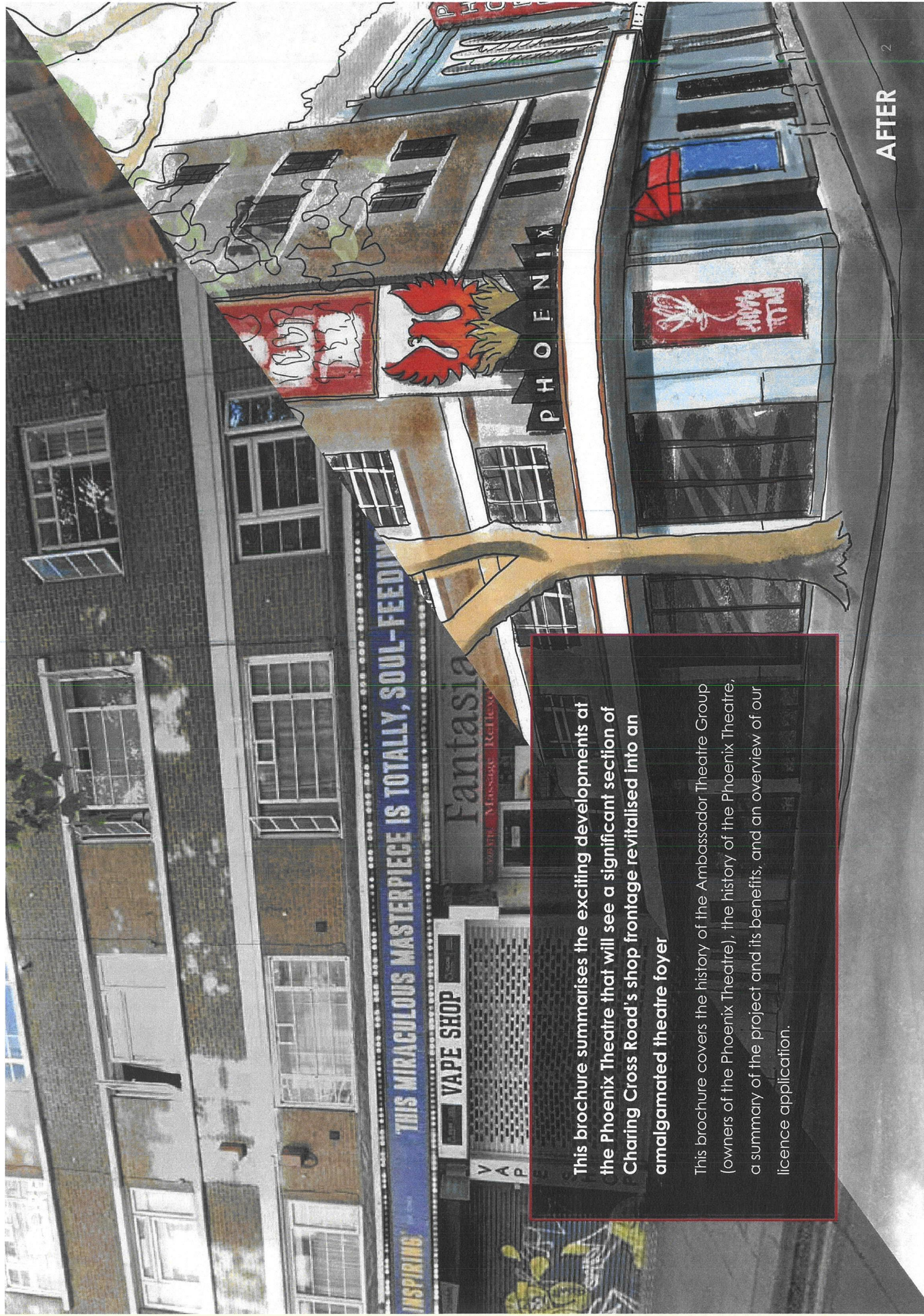
AR 2 – Brochure



PHOENIX THEATRE DEVELOPMENT

AMBASSADOR
THEATRE
GROUP

ATG



AFTER

2

This brochure summarises the exciting developments at the Phoenix Theatre that will see a significant section of Charing Cross Road's shop frontage revitalised into an amalgamated theatre foyer

This brochure covers the history of the Ambassador Theatre Group (owners of the Phoenix Theatre), the history of the Phoenix Theatre, a summary of the project and its benefits, and an overview of our licence application.

HISTORY OF ATG

ATG was founded in the UK in 1992. Since then, it has strived to bring the very best in live entertainment to the largest possible number of people. By covering plays, musicals, comedy, music, and events, we have grown into the world's premier live entertainment company today.

We operate 58 venues across Britain (10 of which are in London), the United States and Germany. Some of our UK venues include historic West End theatres (such as the Duke of York's and Savoy theatres); the Apollo Victoria and the Lyceum, home of the long-running shows, *Wicked* and *The Lion King*, respectively. Within Camden we operate The Phoenix Theatre on Charing Cross Road and The Ambassadors Theatre in West Street.

We are also proud of our significant investment into the restoration of forgotten theatres, such as the Globe in Stockton and the Hudson Theatre in the United States, to their former architectural and trading glory. Within these arenas we offer an extraordinarily diverse range of live entertainment, working alongside the world's leading producers and creative artists. These include the award-winning *Harry Potter and the Cursed Child* and classic musicals such as *Les Misérables*, *Mamma Mia* and *Jersey Boys*. The entertainment offering is topped off with the very best music from world-renowned artists, dance, opera and much more, which continues to delight our audiences and impress our peers.

Beyond our extensive theatre portfolio, we are the world leader in theatre ticketing, processing more than 16 million tickets a year. We have been acknowledged by our peers as the best ticketing agency and the UK market leader for group sales through one of our associated brands, Group Line, as well as being awarded numerous Olivier and Tony awards for our world-leading production team.

ATG are proud to have won many Olivier and Tony awards, most recently for the critically acclaimed production of *Cabaret*, *Pinter at the Pinter*, *9 to 5 the Musical*, and *Ian at 80*, celebrating Sir Ian McKellen's 80th birthday, with an 80-date UK tour and West End season.

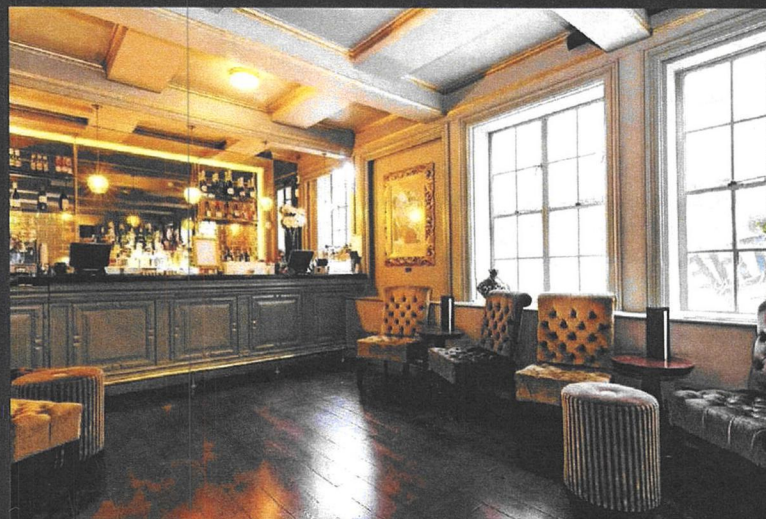
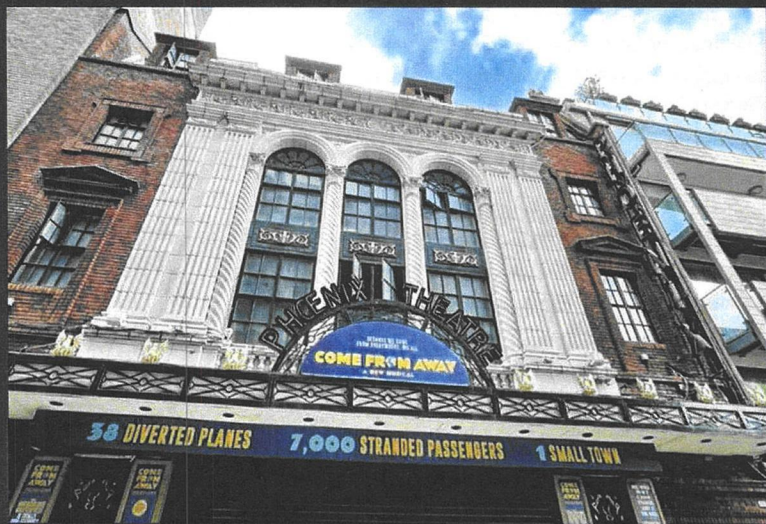
HISTORY OF PHOENIX THEATRE

Built in 1930, the Phoenix Theatre is a beautiful venue steeped in rich history. Originally built on the site of an old music hall called The Alcazar, it's been the home of serious drama, comedy and musicals for over 92 years. The theatre has a neoclassical exterior, an interior designed in an Italianate style by Theodore Komisarjevsky, and a wonderful safety curtain that holds Jacopo del Sellaio's *The Triumph of Love*.

The theatre opened with the premiere of Noel Coward's *Private Lives*, starring Coward himself, along with Gertrude Lawrence, Adrienne Allen and a young Laurence Olivier. This was the start of a long association between Noel Coward and the Phoenix which we are proud to remember. Following a refurbishment programme in 1966, the theatre was home to over 2000 performances of Chaucer's *Canterbury Tales* and the eighties and nineties saw many award-winning shows such as Alan Bleasdale's musical about Elvis Presley, and Brian Friel's play *Dancing at Lughnasa*, along with productions of Shakespearean titles with directors such as Sir Peter Hall. In 1991, Willy Russell's *Blood Brothers* opened and went on to become the venue's longest running show, performing through to 2012.

In 2000, ATG became the owners of the Phoenix and since *Blood Brothers* closed, recent productions have included *Goodnight Mr Tom*, *Once: The Musical*, *Bend It Like Beckham*, *Guys and Dolls*, *Dirty Dancing*, *Evita*, *Chicago*, *Come From Away* and *A Streetcar Named Desire*.





The capacity is 1072, comprising of 1016 seats and 56 standing positions. Split across the stalls, dress circle and grand circle, the auditorium was designed with no pillars to maintain strong sightlines from every single seat. On each floor there is a foyer space that houses a bar area, toilets, and a box office is located in the Phoenix St foyer entrance. There is a private room, the Ambassador Lounge, that can accommodate VIP experiences.

Situated just north of Cambridge Circus and Shaftesbury Avenue, and now south of the OuterNet building and the new SohoPlace Theatre, the Phoenix is positioned within an exciting area of development.

In November 2023, the Phoenix will become the home of Netflix's first stage adaptation of one of their major TV brands – *Stranger Things: The First Shadow*. Working with internationally renowned producer Sonia Friedman, this will be a show with a huge draw both for local audiences and the tourist market.

The Phoenix, in its current configuration, has a challenged provision for access patrons who use a wheelchair and require level access. The current provision is an entrance through a fire exit on Flitcroft Street to access seats at the side of the dress circle. While we operate safely, it is difficult to maintain the same premium experience that we strive to offer all our customers.

19 May 2023

Dear Elaine,

RE: Letter of Support for the Phoenix Theatre, Charing Cross Rd, London WC2H 0JP

As the Chief Executive of the Central District Alliance Business Improvement District, I am writing to express our full and enthusiastic support for the Phoenix Theatre's recent application for a licensing extension and proposed improvements. We firmly believe these changes align with Camden Council's licensing policies and will significantly contribute to the vibrancy, accessibility, and safety of our district.

During a recent visit to the Phoenix Theatre, we had the opportunity to learn about the exciting project to create a new foyer area in place of the current shop units. This initiative is commendable as it will not only offer a wheelchair-accessible entrance but also enhance the theatre's presence on Charing Cross Road. We believe this improvement will be a significant attraction for producers wishing to bring their shows to the Phoenix Theatre.

We understand the theatre has submitted a licensing application to extend its licence to the new area. After careful consideration and based on the information provided, we do not believe this extension will infringe on any licensing objectives. On the contrary, we believe it aligns with the licensing policy's emphasis on creating a vibrant cultural and leisure offer for residents, businesses, and visitors.

A key point worthy of support in this project is the increased accessibility the Phoenix Theatre will be offering. This aligns with our shared commitment to inclusivity and ensuring all members of our community can enjoy the cultural offerings of our district.

We acknowledge the Phoenix Theatre has been consulting extensively with residents and organisations regarding this project. We commend this proactive approach and believe it demonstrates the theatre's commitment to being a considerate venue operator.

The theatre's initiative to increase security presence during the evenings on Charing Cross Road is a commendable step towards reducing crime levels and ensuring public safety. This measure aligns with the licensing policy's emphasis on fostering a safe environment. The decision to station security at the front doors is particularly noteworthy, providing an additional layer of safety and reassurance for the public.

In conclusion, we fully support the Phoenix Theatre's proposed improvements and licensing extension application. We are confident these changes will enhance the cultural and leisure offer of our district while ensuring public safety and health. We look forward to seeing these improvements come to fruition and the continued success of the Phoenix Theatre.

Yours sincerely,



Debbie Akehurst

Chief Executive
Central District Alliance Business Improvement District

THE REDEVELOPMENT

A critical part of the Phoenix's strategic plan to attract the best producers and world-class productions is to increase its positive presence on Charing Cross Road and improve the accessibility of the venue for all users. Due to the layout of the listed building and being intertwined with residential blocks and a thin alleyway in Flitcroft St there is minimal scope to redevelop our existing customer entrances for the purposes of improving access.

In late 2022, the opportunity arose to take on the master lease for the 5 shop units on Charing Cross Road (one of which was already being leased by ATG as a box office) and the basement club (Phoenix Artists Club). This offered the chance to incorporate an accessible entrance that could connect directly to the back of the theatre auditorium wall.

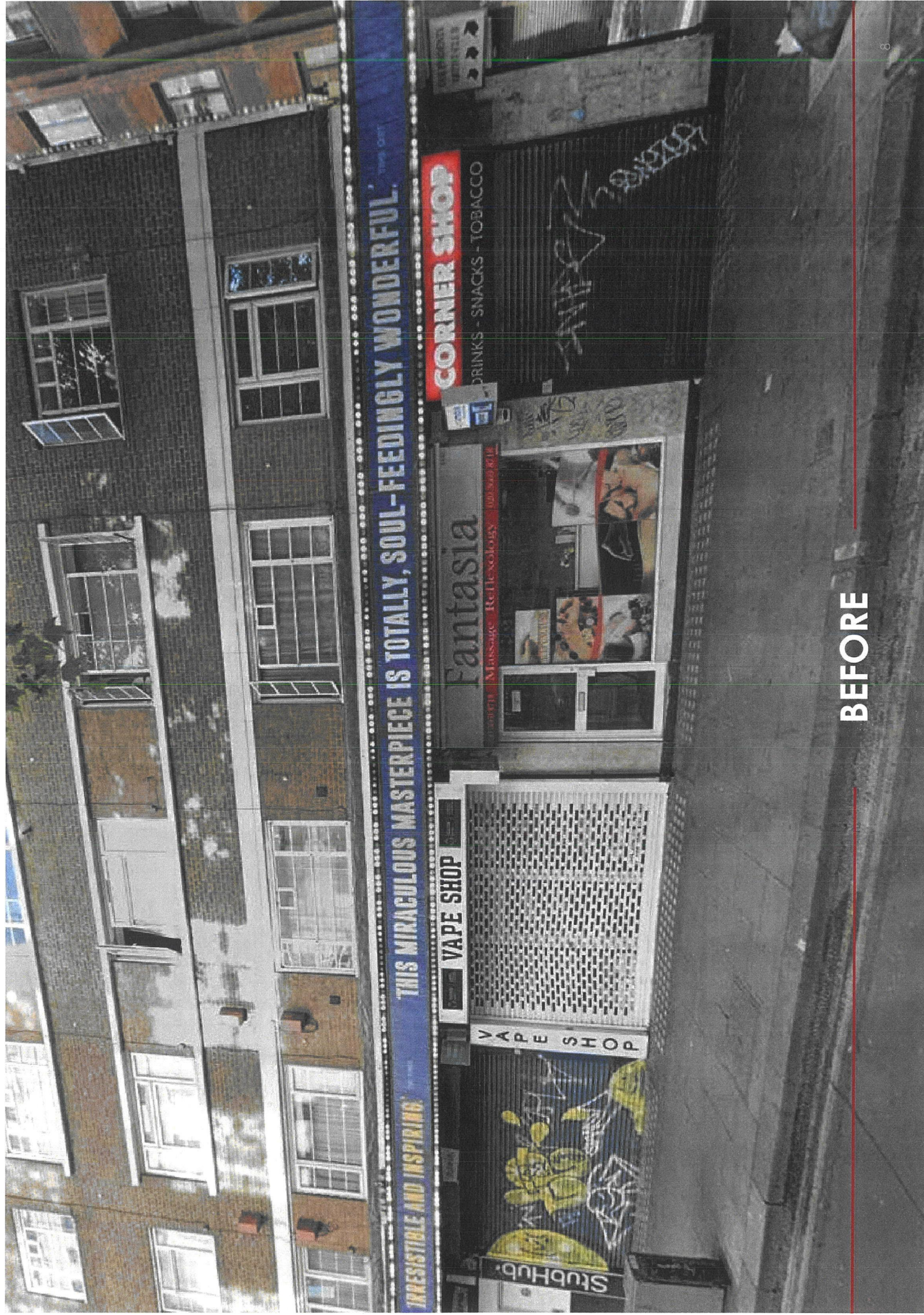
The master lease was acquired in early 2023, and subsequently the tenants of the Stub Hub, Vape Shop, Massage Parlor and Off Licence vacated the units by the end of March 2023.

The redevelopment aims to combine the footprint of the existing shop units by creating one larger space, and build back across the lightwell, at ground level, that divides Phoenix House and Phoenix Theatre to incorporate a lift for wheelchair users that elevates to the first floor and meets the back of the dress circle.

This new space can be accessed from Charing Cross Road and will be configured as a typical, modern theatre foyer that incorporates a box office, seating positions, a bar, a small food prep area, a VIP lounge and a merchandise sales point as well as additional toilets for the theatre. Crucially, the spaces will have level, step free access to all of its amenities, including two new accessible toilets and lift access to the dress circle auditorium.

Whilst under previous ownership we are aware that the revolving door nature of the tenants in the four retail units has caused some disruption to the residents in the flats above, with noise created by workmen with each change in tenants. With ownership, and occupation with ATG this disruption will cease.

The redevelopment will see an investment in Camden in the region of £4 million from ATG to meet the investment that has been seen across the Charing Cross Road over the past few years of transformation, adding considerably to the aesthetic and welcoming atmosphere of the borough.

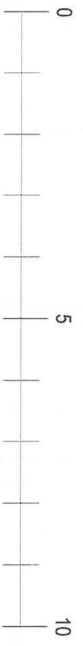
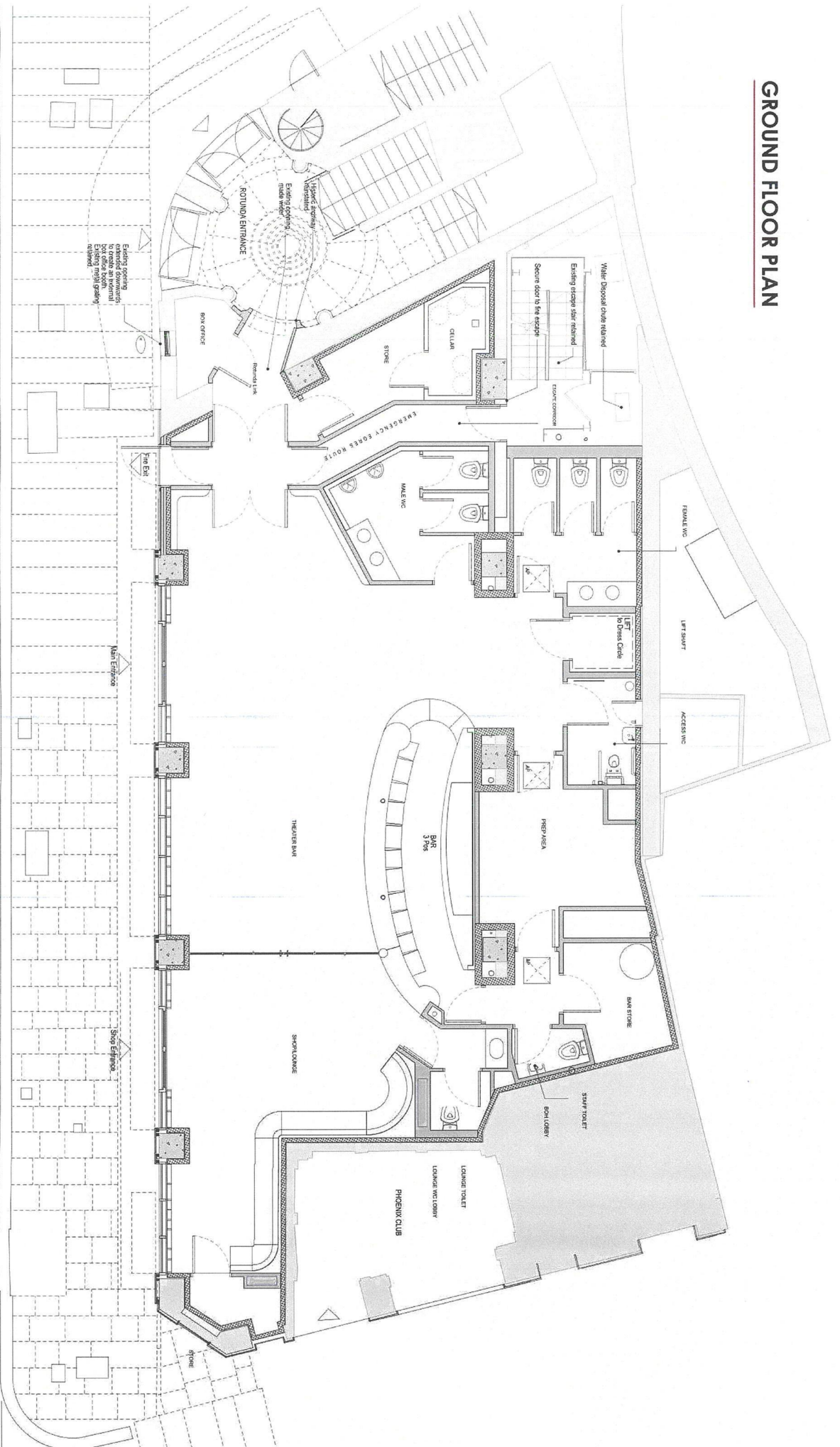


BEFORE

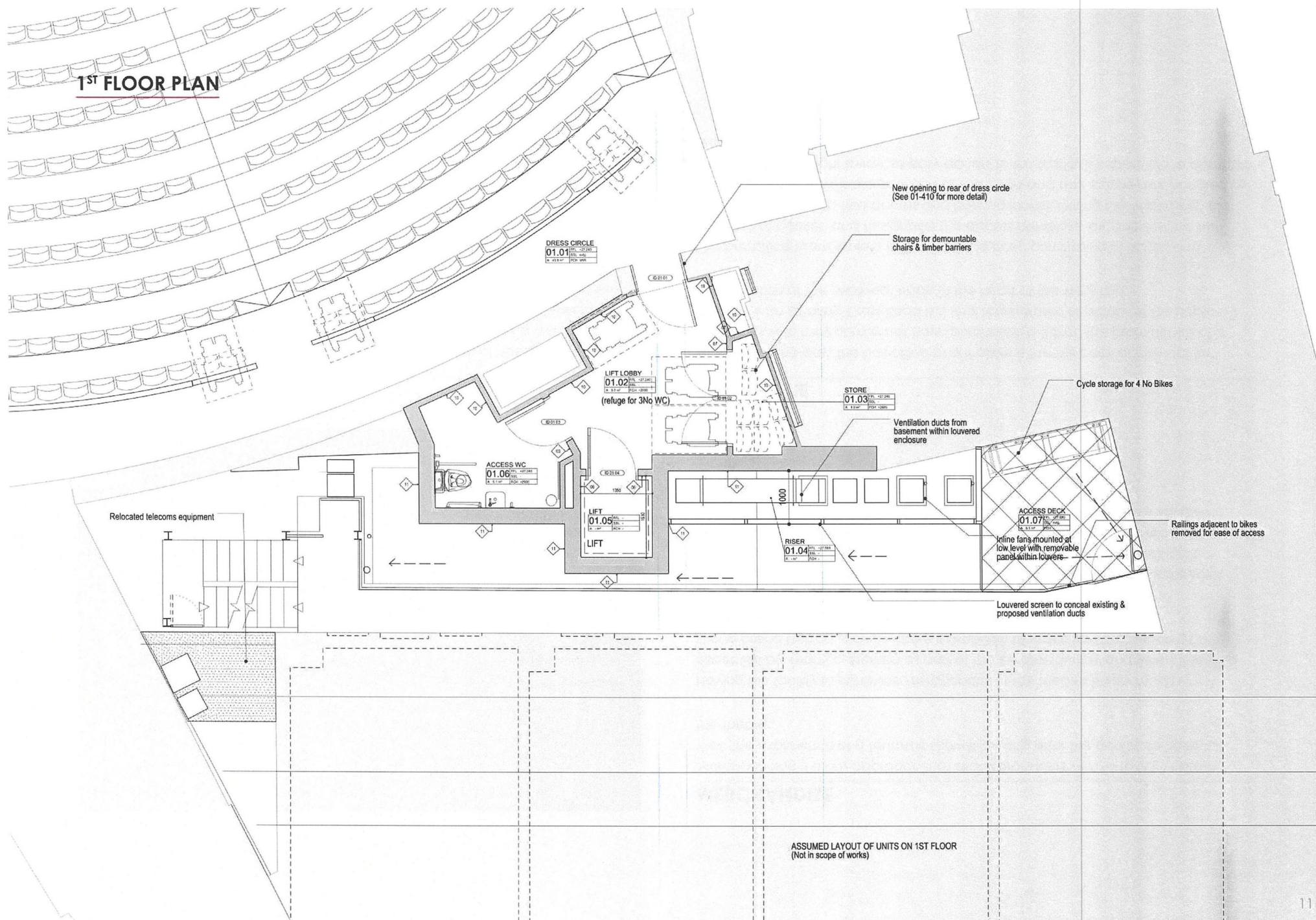


AFTER

GROUND FLOOR PLAN



1ST FLOOR PLAN





FOYER SPACE

The theatre foyer serves as a vital space for fulfilling a range of needs and enhancing the overall experience of patrons. Firstly, it functions as a welcoming area, providing a sense of arrival and setting the tone for anyone who enters the building. A well-designed foyer should offer ample space for mingling before performances and during intervals, allowing audiences to connect and engage in discussions about the performance and access all the amenities available.

The foyer serves practical needs such as ticket purchasing and collection, refreshments, and restroom facilities, ensuring convenience and accessibility for the audience.

It also serves as a hub for information, displaying show schedules, cast and crew details, and promotional materials, enabling patrons to stay informed and explore future productions. This design supports a dynamic and inclusive environment that enhances the overall theatre-going experience.

MERCHANDISE

Merchandising is a key approach that many producers wish to take to ensure that the experience of a fantastic show lives long after the audience have left the theatre.

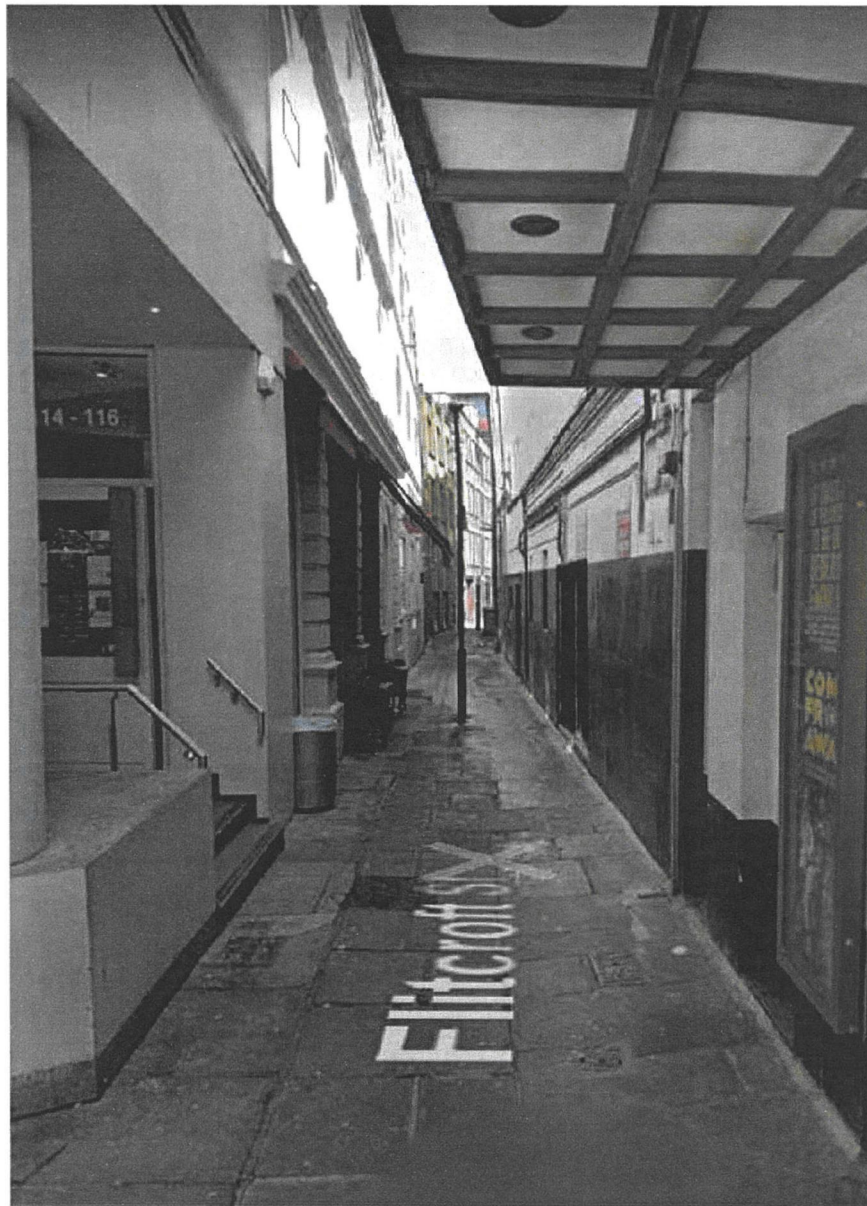
Having the facility to purchase merchandise in the theatre is very much expected by many customers as part of the theatre journey and when there is a strong brand behind a show, there is ambition to make sure that products are displayed clearly to customers in foyer spaces.

Within the new foyer, there will be provision for a dedicated merchandise sales position which can be operated throughout the day should the producers desire. From t-shirts and mugs to souvenir brochures and official CD recordings, there is always something for everyone and it is an important stream of income for a production.

BOX OFFICE

Throughout the day, the box office of a theatre is the first point of contact for customers who may or may not have purchased a ticket. The prominence of a box office on Charing Cross Road is a vital requirement of producers to capture the attention of the 'walk-up' trade in the heart of the West End.

Our box office team's role is to facilitate the easy purchasing of tickets and handling of queries, and to signpost the access provisions available within the theatre (such as step-free access and hearing loops). During the 'incoming' of a performance, e-tickets are scanned at the doors and any queries are handled by the box office straight away, so easy access to this facility is imperative to a smooth service.



WHEELCHAIR LIFT AND PREMIUM SEATS

Having been built in 1930, in what is not a straightforward block, there has been little opportunity in the theatre to develop the access provision for audience members over the years.

The current provision for step-free access requires a patron to enter the front of the dress circle level via a fire exit on Flitcroft Street. While this can be managed, it does not offer all patrons the same high quality customer experience that we believe everyone should have access to.

The image highlights this clearly and is nothing like the sort of experience we strive to offer. As referenced by the Central District Alliance in their letter of support, the increased provision of access is a priority for businesses across the Borough and this is our opportunity to make a monumental step forward in the provision of a 90-year-old theatre.

Regrettably, we receive negative feedback from the experience we currently offer to those patrons who require the step-free access on Flitcroft St. This often has a financial cost, in refunding or re-booking the patrons, where we cannot meet their expectations.

The new foyer space will be step free and include a lift that directly accesses the back of the dress circle, along with an accessible toilet on both levels. By making small alterations to the panel at the back of the dress circle auditorium, we have the opportunity to transform 4 couples of seats into easily removable segments to create 4 premium positions for wheelchair users. These positions will offer perfect sightlines to the stage, and proximity to all of our amenities.

ECONOMIC IMPACT ASSESSMENT

The investment of some £4 million in the redevelopment of the shop units is attracting global producers to the Phoenix Theatre and this couldn't be better exemplified than by Netflix's *Stranger Things: The First Shadow*.

Theatres bring significant economic benefits to its local area for a variety of reasons. The presence of the Phoenix in Camden generates various economic advantages that contribute to the growth and prosperity of the community.

The theatre industry creates a wide range of employment opportunities, both directly and indirectly. From performers, backstage workers, to box office staff, ushers, and security personnel, the Phoenix Theatre requires a diverse array of skilled professionals. This provides local residents with job opportunities and attracts talent from surrounding areas.

The new foyer space will require additional staffing to operate alongside our existing operation, with at least 3 new bar positions, 1 supervisor role and 2 additional door staff being required.

The development also sees the introduction of 4 premium wheelchair positions at the back of the dress circle. Not only does this offer more premium opportunities, which equates to a total of over 1,500 positions per year, it will also reduce the economic impact of not meeting expectations of access patrons.

Additionally, the theatre's activities generate demand for services such as hospitality, tourism, and retail, further expanding employment opportunities in Camden. The full extent is hard to measure, but by attracting large, internationally renowned shows, the scope of job creation increases.

More premium, sought after shows in the West End attract more and more visitors each year to Camden. This influx of tourists, either domestic or international, has a ripple effect, benefiting hotels, restaurants, shops, and other local businesses, ultimately contributing to the economic growth of the borough as well as the variety of transport links used.

Published figures from the Society of London Theatre suggests that for every £1 spent at a theatre, an additional £1.40 is spent by audiences on these amenities. We estimate this equating to over £30 million of additional economic benefit for Camden and surrounding businesses per year.

SUMMARY OF LICENCE APPLICATION

BENEFITS

Over the past five years, the Tottenham Court Road area has seen the realisation of significant investment. Our redevelopment project will aim to match that investment and will see an uplift in the cleanliness and presentation of the frontage of the current shop fronts.

CONSISTENCY OF TENANTS

Comment is made in one of the letters of representation from one of the residents of the flats above that they have, on occasion, suffered disturbance from the tenants of Fantasia, one of the occupiers of the retail units, in no small part caused by the lack of sound insulation. As part of the redevelopment, ATG will be installing a whole new scheme of sound insulation between the ground floor and flats above.

EQUAL ACCESS TO AN EXCELLENT CUSTOMER EXPERIENCE

The Phoenix Theatre, having opened in 1930, has little opportunity within its current configuration to improve its offering for customers with access requirements, especially those patrons who require level access. In incorporating a lift into the new foyer space on Charing Cross Road, we will be able to cater to an increased number of customers who require level access so that all patrons have the same premium experience in our theatre.

IMPROVED CCTV COVERAGE

The current operation of the Phoenix Theatre includes CCTV coverage of all of our entrances and exits. In having an entrance on Charing Cross Road, we will be able to install CCTV coverage that includes this new part of the building. We work closely with the local MET services providing them with CCTV footage on request. We are actively committed to meeting the local authority's quality requirements of our CCTV footage.

INCREASED PAVEMENT LIGHTING DURING EVENINGS

While there will not be increased light spill for the residents of Phoenix House, there will be an increase in the level of lighting on this section of Charing Cross Road pavement in the evenings. A key aim of the new foyer is to ensure that it revives this section of pavement by brightening it up. With glass windows, light from the foyer will cover the pavement, and passers by will be able to see inside.

INCREASED SECURITY ON CHARING CROSS ROAD

During performance periods we have a security presence of trained SIA staff on our entrances. This would be the case for a Charing Cross Road entrance and would make for an increased provision of security staffing on this portion of the road during theatre performance times.

TOILETS

The redevelopment will also see an increased lavatory provision within the premises with 3 female cubicles, 2 male cubicles, 2 male urinals, 1 accessible w/c at ground, 1 accessible w/c at 1st floor and one further staff toilet. With no increase in seated capacity, this will greatly support the customer journey and help in meeting the needs of all patrons.

PHONE AND VAPE, 104 CHARING CROSS ROAD

When ATG acquired the master lease in March 2023 one of the units was occupied by Phone and Vape. These premises had the benefit of a premises licence. The licence stated that the premises were open from 0700 to 0300 on each day of the week and authorised the sale of alcohol from 1200 to 2300 (2230 on a Sunday).

This licence will be surrendered prior to any new licence granted being brought in to operation, which results in one fewer licence in the borough.

SUMMARY OF LICENCE APPLICATION

PRE-APPLICATION CONSULTATION

ATG has engaged in significant pre application consultation in advance of submitting the application with a broad range of stakeholders. This consultation has continued during the statutory consultation process, and even post the end of the consultation period for the licence application.

Those who were part of the consultation process include:

London Borough of Camden Licensing Department

Metropolitan Police

Environmental Health Officer, London Borough of Camden

Cllr Sabrina Francis

Residents of Phoenix House

Phoenix Artists Club

Central District Alliance

Theatres Trust

Covent Garden Community Association

Covent Garden Area Trust

There are 25 flats in Phoenix House. In so far as these residents are concerned, in advance of submitting the application for the licence an open invitation was sent to all of the residents to attend a meeting at the theatre on the 24 January and the 25 January (one meeting being scheduled for the afternoon and the other for the evening to try and capture as many residents as possible and give everyone an opportunity to attend). None of the residents attended this meeting.

A further invitation was sent out to the residents, to attend a meeting on the 10 May to update the residents on the progress of the project. Six residents (covering 4 of the flats) attended this meeting. They were provided with a tour of the theatre and given an update on our plans and proposals. Concern was raised at this meeting by a couple of the residents about music and entertainment being provided in the new foyer area after 2300. Given the feedback a proposal was made to the residents.

We also took advantage of the Councils pre application advice service. An initial zoom call with officers Julia Peterson (Licensing Officer from Camden Council), Lee Perella (EHO from Camden Council), Ailsa Nash and Rachel Aldis (from the Metropolitan Police) took place on the 3 March.

We subsequently met with Julia Peterson on site on the 10 March, providing her with a tour of the premises and we discussed the application.

On 27 March a further meeting was booked and Ailsa Nash, Rachel Aldis and Kev Clark of the police attended. Kev Clark is from the Bloomsbury Town Centre Team and is someone with whom the theatre has a good relationship, and can discuss any local issues as and when needed.

The police (who have not made a representation to the application) made some suggestions about small changes to the operating schedule (which were incorporated into the application). Two comments that are worthy of note from this meeting were that the police, as stated above, were pleased to see that the licence for Phone and Vape would be surrendered. We were also told that pedicabs, which can be an issue in other parts of London, were not an issue for the police.

This document is correct as of the time of writing, errors and omissions excepted. ATG has sought to engage with not only the statutory authorities but as wide a range for stakeholders as possible in the run up to the application being submitted, and we have continued to engage with the local residents post the submission of the application, at the end for the consultation process. We will continue this engagement throughout the course of the redevelopment and beyond.



Gary Beestone Ltd,
Unit 6 The Tramsheds,
Coomber Way,
Croydon
CR0 4TQ

5th April 2023

ATG London Limited - The Phoenix Theatre and Bar 104 – 110 Charing Cross Road (with an entrance on Phoenix Street) Application for Premises Licence

Dear Councillor,

I am writing in support of the application for a premises licence for ATG London Limited - The Phoenix Theatre and Bar 104 – 110 Charing Cross Road (with an entrance on Phoenix Street).

As the Director of Gary Beestone Ltd (Trading as GBA) and the Technical Director on this project, I believe that this application will have a positive impact on the theatre and the community.

The proposed improvements to the theatre will make it more accessible to all, with the addition of a wheelchair lift to ensure that high-quality seats can be accessed by everyone. The new, amalgamated theatre entrance on Charing Cross Road will clearly signpost the theatre to the public and match the recent level of investment in the area. Additionally, the new foyer entrance will improve queue management and complement the existing Phoenix St entrance.

I am pleased to note that the application will also increase security presence during performance hours, which will enhance public safety and support the prevention of crime and disorder.

Furthermore, I am confident that this application will not have a negative impact on any of the licensing objectives, specifically; the prevention of crime and disorder, public safety, prevention of public nuisance and the protection of children from harm.

In conclusion, I strongly support the application for a premises licence for ATG London Limited - The Phoenix Theatre and Bar 104 – 110 Charing Cross Road.

Thank you for your consideration.

Sincerely,

Gary Beestone
Director of Gary Beestone Ltd



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GBA is a trading name of Gary Beestone Limited, registered in England & Wales: 7108670

To Whom It May Concern,

Re. ATG London Limited - The Phoenix Theatre and Bar 104 – 110 Charing Cross Road (with an entrance of Phoenix Street) Application for Premises Licence

I am writing on behalf of Sonia Friedman Productions Limited ("SFP"), the world's leading commercial theatre producing company based in the West End of London, to express our support of abovementioned application.

Since 1990, SFP has developed, initiated, and produced over 185 new productions and together the company has won 61 Olivier Awards, 34 Tonys and 3 BAFTAs. In 2019, Sonia Friedman CBE was awarded 'Producer of the Year' at the Stage Awards for a record-breaking fourth time. In 2018, Friedman was also featured in TIME 100, a list of Time Magazine's 100 Most Influential People in the World.

SFP has produced some of London's most successful and critically-acclaimed theatrical productions including *Harry Potter and the Cursed Child*, *The Book of Mormon*, *Jerusalem*, *To Kill a Mockingbird*, *The Ferryman* and *Dreamgirls* and has produced shows in the vast majority of theatres in the West End.

It is of utmost importance that the application is approved for numerous reasons, including:

- To improve access to the building particularly for patrons in wheelchairs with the addition of a wheelchair lift so that high-quality seats can be accessed by all;
- To improve queue management due to an additional foyer entrance, to complement the theatre's existing Phoenix Stree entrance;
- To create a new, integrated theatre entrance on Charing Cross Road that clearly signposts the theatre to the public and matches the recent level of investment in the area;
- To allow increased security presence during performance hours.

We do not believe the application will impact any of the licensing objectives, including:

- Public safety;
- Prevention of crime and disorder;
- Prevention of public nuisance;
- Protection of children from harm.

Please do not hesitate to let me know if you have any questions or require further information.

With kind regards.

Yours faithfully,

Ben Canning

General Manager



THANK YOU

ATG

AMBASSADOR
THEATRE
GROUP