

I would like to respond to the Consultation as follows:

The Inception Group own and operate seven licensed venues within the West End, including Cahoots in Soho itself <https://inception-group.com/venues/bars/cahoots/>

We believe in having individually distinct and characterised venues e.g. Cahoots is a late night bar that transports guests back in time, to post-war 1940s and to an abandoned underground tube station featuring dazzling cocktails, swing dancing and sing-a-longs around an old piano. Inspired by true events that occurred in post-war Britain and with Soho's illicit and nocturnal escapades from the era are brought back to life!

We provide both a daytime and evening offer and are heavily reliant upon the evening and night-time economy as a result. We enjoy a thriving pre and post-theatre trade from both domestic and international tourists, shoppers, office workers and the occasional corporate event. We have an excellent working relationship with both our neighbours and the relevant amenity associations, with whom we have been in contact with over the years.

Covid-19 of course has had an unspeakable effect on our and other business in the hospitality industry. It was tough enough for bars and restaurants before but with little in sight to decrease the regulatory burden and cost, we need all the help we can get. **Policies should be supportive of well-run licensed premises and particularly, external seating areas.**

Whilst we understand operating hours can be a concern for residents, we have an unimpeachable record of trading without complaint. **Longer trading hours**, particularly during and post-Covid, would therefore be helpful in order to spread our customers experience over a longer period and for us to have more covers as a result.

External activation of our premises is particularly important. As an example, having by-folding windows to activate and animate our shopfront would be particularly helpful.

We **support live music venues and live entertainment**. More support should be given to music and live entertainment venues.

We strongly believe that both the neighbourhood plan and the City **Council should not ignore the track record of a well-run operation. It should also recognise and support premises who are prepared to engage with local stakeholders.**

I hope you will take our comments into account and help us through these difficult times when we want to be a part of Soho, as much as Soho will hopefully be a part of us.

Yours faithfully

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