



Eve Woolstencroft
Development Management
Manchester City Council
Town Hall Extension
Lloyd Street
Manchester
M2 5DB

Our Ref: let.003.70068286

24 June 2021

Dear Eve,

Hula, 11A Stevenson Square

Thank you for writing to us to provide us with the feedback you have received on the application at Hula, 11A Stevenson Square.

We understand Environmental Health and Greater Manchester Police have raised no objection to the proposed opening hours. Some neighbours have written in providing positive feedback on Hula's operation, but we note some residents have expressed concerns with the opening hours proposed and/or have requested further measures are implemented by the applicant.

Hula puts a great deal of importance on being good neighbours and have given some thought to additional steps they can take as a local business to respond to the feedback received and give comfort to their neighbours.

Feedback received:

- *Hula have been good neighbours in general as you cannot live in the city without some noise, and we rarely experience noise from within the venue.*
- *Residents wanted to see further measures in place to minimise noise, antisocial behaviour and ensure the safety of customers;*
- *Concerns with an increase of noise and disturbance in the area;*
- *Residents request that Hula work with them to help keep the local area clean;*
- *Suggestion that Drink Aware Staff are employed and trained in first aid;*
- *Concerns regarding antisocial behaviour in the area and urination on the resident's door, which could be made worse by the later opening hours.*

Additional measures proposed:

Hula take this feedback seriously and have given some thought to how they can make a positive contribution in the local area. The further measures proposed are provided below:

1. Regular communication

Hula's management team are committed to working with their neighbours in keeping the area safe and clean and place a great deal of importance on having good relationship with residents being one of the longest serving operators in the area (since 2009)

To further improve these channels of communication, Hula have suggested meeting with residents on a regular basis (if residents would like to do this). They would also be happy to share their phone number with residents so they can be contacted easily over the phone.

The general manager of Hula is himself a resident of the block adjacent to the site.

2. A commitment to keeping the street clear of litter

The team currently undertakes a street cleanse after Fitzgerald has closed and provides photographs to licencing each night. The applicant is committed to continuing this process to keep the area tidy after Hula closes each night.

3. Tackling anti-social behaviour

Door staff are currently employed on the Fitzgerald entrance on Little Lever Street which is in place 30 minutes after closing. The position of this door provides a direct line of sight along Bradley's Court, where we understand the anti-social behaviour (urination) is happening. Hula (currently closed due to Covid-19) and Fitzgerald have very thorough operational policies in place to prevent this kind of behaviour, and therefore do not consider that it is their customers behaving in this way.

It is appreciated how unpleasant this anti-social behaviour is for residents and want to actively help. Hula therefore propose to employ door staff at the Fitzgerald entrance up until 30 minutes after Hula's proposed closing time, which will provide surveillance on this side of the building towards the apartments.

These extra resources will provide natural surveillance until 6:00am (30 minutes after the proposed closing time of 5:30am), which will be a significant benefit with regards to deterring anti-social behaviour from those passing through Stevenson Square, even if they are not Hula customers.

4. Addressing concerns of potential noise and disturbance

Prior to Hula temporarily closing for Covid last year, the premises was operating under their approved licencing hours for over 10 years:

Monday – Thursday: 11:00 – 03:30

Friday and Saturday and bank holidays: 11:00 – 04:30

Sunday: 11:00 – 02:30

This application seeks permission to vary the opening hours to match their approved licencing hours Sunday to Thursday and seeks an additional hour of opening until 5:30am on Fridays, Saturdays and bank holidays. As set out above, Hula pride themselves on being responsible operators, established within the area, and are committed to providing these further measures to provide comfort to residents.

Environmental Health and Greater Manchester Police have reviewed the application and have not raised any concerns with the proposed opening hours with regards to impacts on noise and



amenity, which we hope provides further comfort that the premises will be appropriately managed to minimise any risk of noise and disturbance.

Summary:

Careful thought has been given to how Hula can make a meaningful improvement in the area, and we hope the measures proposed provide residents with the comfort needed.

I would be grateful if you could please share this letter with local residents who wrote into the consultation to gain their views on the measures proposed and if they would be interested in meeting with Hula as suggested.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Victoria Welch'.

Victoria Welch
Planner