

## LICENSING APPLICATIONS



This is a set of TWO Licensing Applications:

**(a) Impossible Restaurant, Supper Club and Speakeasy**

3 St Helens Square and currently licensed as Carluccios.

**(b) Impossible Hotel and Restaurant**

5 St Helens Square, York and was previously Marchbrea Kilt shop and before that TSB Bank & Offices.



## Joseph Terry & Sons

TERRY'S OF YORK, the confectioner and chocolatier, was founded in 1767 at Bootham Bar selling cough lozenges and lemon and orange sweets initially called Baydon & Berry. Joseph Terry was born in 1793 and came to York to serve as an apprentice apothecary in either Stonegate or Surrogate. In 1823 he married into the Baydon & Berry family. In 1825, following the death of Robert Berry, Terry agreed a new partnership and renamed as Terry & Berry, two years later Berry left the business and Terry became the sole owner. The company operated in York until 2005 when production moved to Kraft Foods 'Suchard' factory in Belgium and other EU countries.

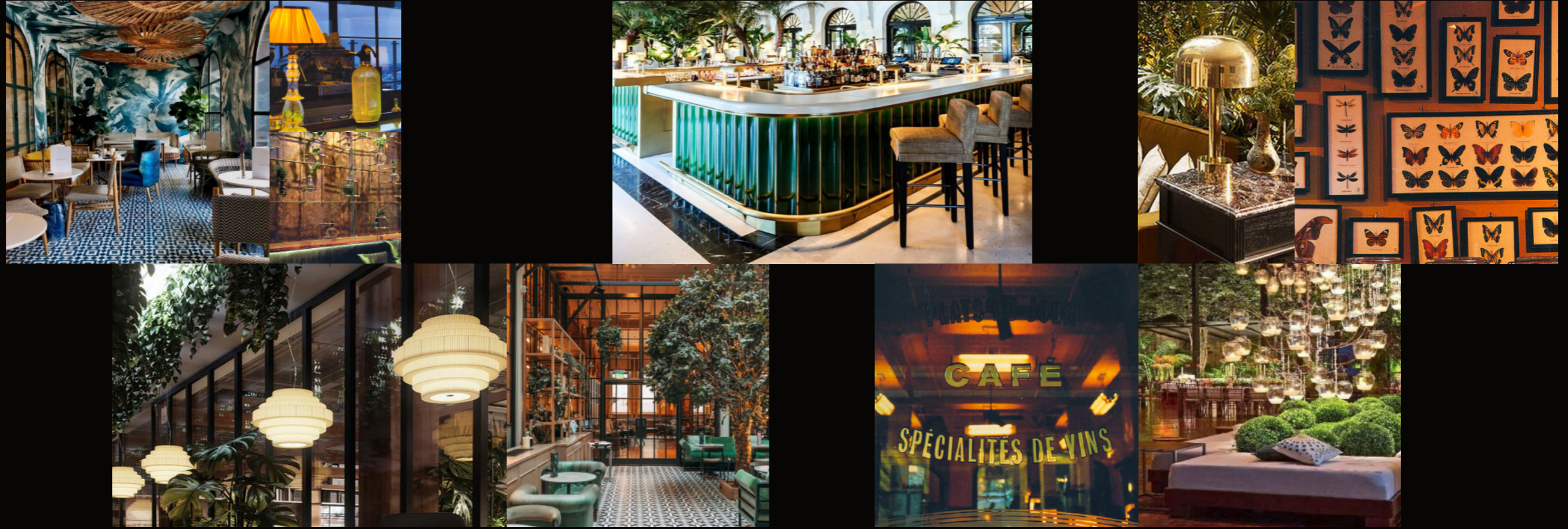
The business was based in St Helens Square as early as 1818 in a building that served as both shop and factory until 1864 when production was moved to Clementhorpe. The St Helens Square building was remodelled into the present day shop, restaurant and ballroom in 1922 when the present day Ashlar Stone and Corinthian columns were added which still bear the Terry's name inscription.

The Restaurant and Ballroom closed in 1981 when the building was sold to the adjacent TSB Bank who converted the restaurant into offices, before reopening as a Carluccio's restaurant in March 2017.

The famous 'Terry's Chocolate Orange' was introduced at this site in 1932, with Terrys All Gold also being introduced here in the mid 1930s.

We are told that the incredible wood panelling, the sweeping staircases, and Venetian dome were built by the same people who built the Titanic.

The property was GRADE II Listed in 1974 and stands at the centre of York's most impressive square. The building was awarded its BLUE PLAQUE by York Civic Trust in August 2017 being unveiled by Anthony Terry the 'great-great-great grandson' of Joseph Terry.



## Our Vision LICENCE A – The Former Carluccio's

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Carluccio's just did not work, it felt like a national corporate brand was being forced into this beautiful historic building. York as a city demands a more independent, bespoke and quirky business that compliments the building and locality perfectly.

We have developed that spirit of 'Impossibility', that pride and vision both within the building and in York itself. We believe that Joseph Terry would be delighted with our reimagining of the building - housing its historical grandeur in a modern context.

The property is one of significant size - only a fraction of the space was used or seen by Carluccio's.

It is a warren of corridors and space, which is why it is best to consider this side of the property in three separate phases.



## Phase I Tea Rooms / Restaurant and Supper Club

This essentially is the space already licensed by Carluccio's - we see the space as an all day, all evening and then transforming into the late night establishment.

The front area is an all day Tea Rooms and chocolatier overlooking the impressive square - all cakes, pastries and nibbles.

Up the short steps you will find the ground floor restaurant with its open gallery kitchen and impressive central island bar with an incredible brass and glass chandelier gantry.

Moving up the sweeping staircase with its impressive wood panelling brings you back to the ballroom. We will retain the original sprung dancefloor with a new horseshoe gallery bar with a second opulent brass gantry. This will deliver high quality cocktails to an evening dining audience moving to a supper club and jazz band accompaniment.

The oversized seating booths and central booth island are part of the licensing requirement and will remain as detailed - only the tall pedestal tables to the dancefloor / stage area may be moved for busier nights, weddings or corporate functions.



## Phase II The Boardroom & Roof Terrace

Above the incredible ballroom is another fantastical timber staircase that takes us up to an incredible 'Hogwarts style' boardroom with stone fireplace and original herringbone oak flooring. Our vision for this room is PDR (Private Dining Room) and function room for weddings and corporate events.

Although this room is currently licensed under the Carluccio's licensed plans - it was used as the only fire exit that was a difficult bridge over and through Harkers, which is not acceptable according to modern regulations. To enable this room to be lawfully occupied we have devised a new gantry and external staircase which forms new exit stairs

into the passageway / bin store area between ourselves and Harkers next door.

A second staircase then takes us up off the same gantry to a roof terrace with amazing 'Dickensian' 360 views of the 'Mary Poppins' chimney pots over the city and on towards an amazing view of the York Minster in all of its beauty. The space on the rooftop is limited to 60 people due to its single means of escape - with seating and fire pits and small outdoor cocktail bar.

These carefully considered exit and roof interventions require planning and Listed Building Consent which are both currently in their application processes.



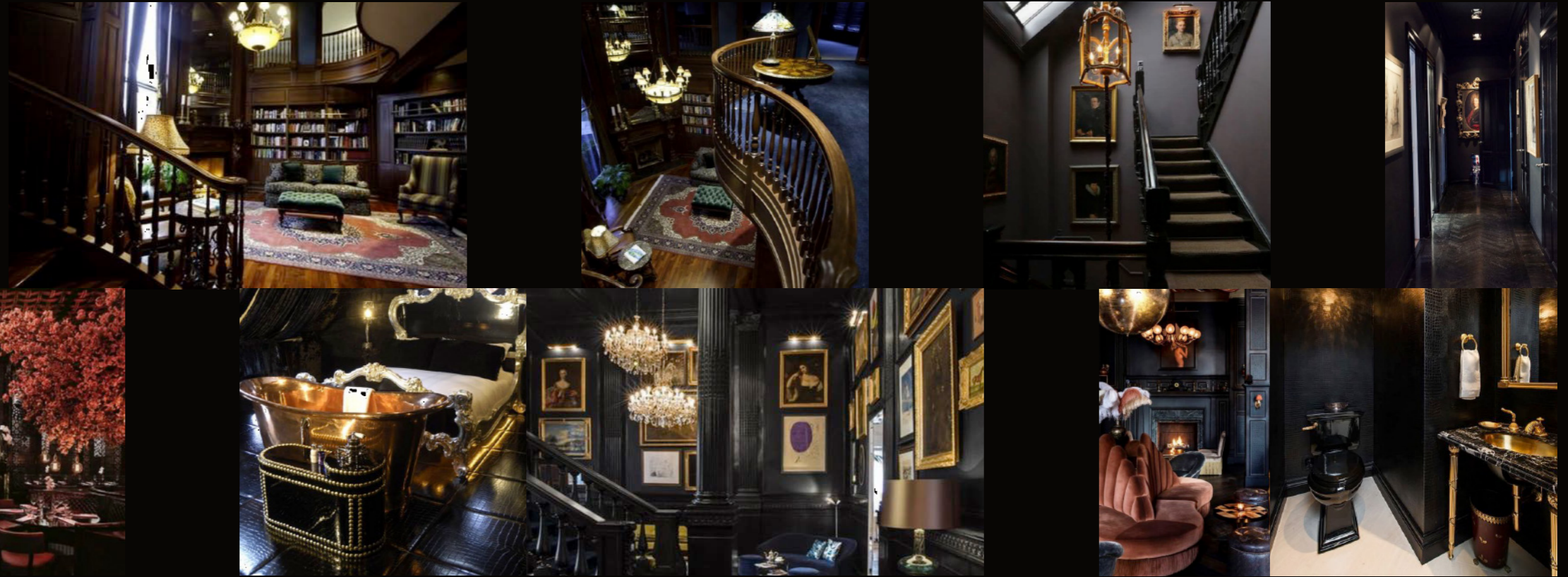
## Phase III Apothecary & Speakeasy

To the right hand side of the building is an incredible stone archway with real gas fired lamp leading to an alleyway and bin storage which urgently needs tidying up with our new storage solution under the new rooftop fire escape stairs. The winding alley takes adventurers down a winding glazed brick alleyway to the rear of the building and into what was previously the main Bank Vault door of the Yorkshire & Trustee Savings Bank - a new glazed courtyard and up to secret apothecary setback in time.

Speakeasies were secret hidden drinking dens in New York during 'prohibition' when alcohol was illegal so moonshiners would illegally distill their own alcohol - it tasted horrible so the taste would be hidden using overly powerful fruits and other flavours and medicines - the creation of the 'cocktail' being a cocktail of ingredients and the apothecary skills that Joseph Terry would be familiar with.

We have based our vision in 1930s New York - around a 'speakeasy' we love called 'Death&Co' in the Lower East Side. Low overly comfortable small seating with tiny tables and almost totally

candle lit - no lights and the cities best bartenders using traditional apothecary methods and their own imaginary cocktail stories.



## Our Vision LICENCE B – The Former York Savings Bank

The second licence is the conversion of what was last the Marchbrae Scottish Kilt retail store, and historically the TSB and before that York County Savings Bank.

Only the ground floor was used for the last retail use - our vision hopes to bring the full property back into use and back into the Rating system generating income back into the city. Empty Listed Buildings do not pay 'Empty Rates' so the upper floors currently hold no financial contribution back to the city.

Our vision is for a super-boutique hotel - ridiculously over the top ostentatious rooms - copper bath tubs, four poster beds, gallery library and sitting room, all based around hotel concepts we love like 'Crazy Bear' and 'The Bells Leeds' upstairs of first and second floor.

With a very different approach to the historic bank vaults in the basement - these will be left raw, almost untouched and sold as experience rooms, sleeping in the haunted 1818 old English bank vault in the centre of our historic city.

A separate hotel entrance to Blake Street is manned by a traditional Bell Boy during the day who will help collect your bags from the turning circle to the top of Blake Street when the 'Walking Street' is active before 8pm daily, leading up to a first floor reception by stairs or historically refurbished lift, following check-in you will be shown to your quirky room selection - be that either upstairs in one of our 12 individual and unique suites or down into the depths of one of our 5 haunted basement bank vaults. Either way, the experience is one-off, original and full of imagination. Just how York should be.

## Investment

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After one of the most hostile years we have all experienced - especially for retail and hospitality - now we are seeing closure of bars, restaurants and retail nationally at an alarming pace. Carluccio's and Marchbrae both went into administration during the first lockdown and could have stood empty for some time.

We are investing £3.5m to create an independent and bespoke offering for York - generating employment for 120 people and returning these otherwise empty properties back into full commercial use, and in doing so adding two listed buildings back into the Rating system.

## Special Considerations

We understand the property sits within the Cumulative Impact Area and the duty is to ensure we add no further burden to that stress area.

We believe that 3 St Helens Square was purpose built as a Ballroom in 1922 and under the council's own policy should have been considered capable of inclusion to the CIA stress area - we also contend that since the CIA policy was introduced a great deal of premises have permanently closed or have been redeveloped away from licensed use, so overall capacity has reduced.

We asked initially for 3am on all nights - but after consultation with Police and EHO we have a reduced this request to 1am with a single weekly Saturday night until 3am to allow us to establish our venture as a high-end over 30s operation. We also contend that the nature of the opulent adjacent hotel creates a self-regulatory issue with regards to noise and local disturbance - we are essentially our own nearest sensitive property.

Other nearby residential properties are located next to a very busy 24hr McDonald's. Between us and those businesses, we received no objections or complaints during our one month operation in December 2020. And there were no residential or commercial objections to the applications.

We ask the committee to welcome new investment to the city and grant our reduced application.



## Accreditations

Tokyo Industries operate 45 restaurants, bars and live music venues throughout the UK, with International venues in Los Angeles, Palm Springs, Dubai, Croatia and Ibiza.

Tokyo Industries founder Aaron Mellor was a founding director of the NIGHT TIME INDUSTRIES ASSOCIATION [www.NTIA.co.uk](http://www.NTIA.co.uk). The Government & ACPO advisory group for late night leisure in the UK, & largely responsible for the creation of the 'Night Czar' roles in London and Manchester.

Aaron Mellor sits on UK Government DCMS & BEIS Select Committee for LATE NIGHT LEISURE in the COVID strategy groups.

Holding membership and board positions within UKHOSPITALITY (Formally ALMR) and BEDA (British Entertainment and Dance Association)

Aaron has been awarded a coveted 'Leader in Residence' title at the UCLan and is the founder and course lecturer for Msc Music Industry Management at UCLan.

## National & International Awards

### NATIONAL & INTERNATIONAL AWARDS

UK Hospitality INDUSTRY ICON 2018 / ALMR LIFETIME ACHIEVEMENT AWARD (Aaron Mellor)  
Restaurant Awards: Innovator of the Year 2018 (Aaron Mellor)  
International Licensed Trade Awards: Best Multiple Operator 2018  
UKHospitality Best New Venue 2018 (Impossible Manchester)  
Publican Awards: Best New Bar 2018 (Impossible Manchester)  
Best Bar None: Various winners across numerous venues

Europe Best Festival Production 2017 (LOST VILLAGE FESTIVAL)  
Europe Best Boutique Festival 2017 (LOST VILLAGE FESTIVAL)  
Restaurant & Bar Design Awards - Acclaimed 2017 (Get Baked Leeds))

DJ Mag 11th Best Club in the World 2016 (DIGITAL Newcastle)  
UKHospitality Best UK Entertainment Operator 2016 (Tokyo Industries)

Class Magazine Bar Tender of the Year 2012 (TOKYO Newcastle)  
DJ Mag Best of British: Best Small Venue 2011 (DIGITAL BRIGHTON)  
Theme Magazine Best New Bar 2010 (TOKYO Newcastle)  
DJ Mag Best of British: Best Large Venue 2010, (DIGITAL Newcastle)  
Bar Design Awards - Winner 2009/10 (theCUT Newcastle)

BEDA Awards UK Best SoundSystem 2006 (DIGITAL Newcastle)  
PNN Most Consistent Promoter 2005 (Stonelove Newcastle)  
Theme Best New Bar North 2002 (STEREO Newcastle)  
BEDA Awards UK Best Nightclub 2002 (Atomic Ashton)

New York Times: Voted 7th Best 'Must Visit Places' in Europe (Factory Manchester)