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The Licensing Team,
Westminster City Council,
64 Victoria Street,
London SW1E 6QP

20th October 2019

Dear Licensing Team,

Licensing Application Reference: 19/11124/LIPV
Premises name/address: Salon 64, 14 Bateman Street, London W1D 3AG

I write in support of Salon 64's application to vary its license in order to diversify its business offer to its existing clients, of which I am one. In particular, I wish to underline the character of the applicant, the general character of the clientele, and the benefit to Soho of his hair styling business, in order to offer some reassurance that in my view a successful application would serve to safeguard an independent business that contributes positively to the overall character of Soho.

I have known Ricky Walters, the applicant, for more than six years since I served as a senior civil servant in a Whitehall department and I was in need of a haircut. It was clear to me that Mr Walters one day wished to build a reputable and sustainable company to do what he did best.

Many years after meeting him, and now working in the private sector in the City of Westminster, I have been pleased to see how his small enterprise has grown since he opened Salon 64 nearly two years ago and he has built a small but loyal customer base through persistence and hard work. All the other clients whom I have had the pleasure to meet are in my view people of sound character – successful in their own lines of work and of a more mature demographic than some other salons – and therefore responsible people whose preferences would be consistent with relaxed, high quality, hospitality environments rather than premises associated with low-cost, vertical drinking behaviour. Mr Walters clearly proposes the former rather than the latter, which would bear no attraction at all to me or any other clients.

Salon 64 has arrived on London's hair styling scene with a bang, enhancing Soho's independent service offering amid furious competition from big hair styling chains. This licensing application is one way in which Mr Walters is seeking to strengthen the viability of his independent, community-enhancing business, and I very much hope that the licensing committee will approve his application.

Yours sincerely,

Simon McGee