

1.2 CV of [REDACTED]

CAREER EXPERIENCE

The Piano Works - London

May 2015 – To Present

Operations Director – TDC CONCEPTS LTD (T-Target Market D-Differentiation C- Consistency). Responsible for the opening and operation of The Piano Works West End (opened 2018) and The Piano Works Farringdon (opened June 2015).

General Manager –The Piano Works, restaurant, bar and live music venue, Farringdon, London.

www.pianoworks.bar

Grace Bar - London

July 2013 – To May 2015

General Manager –The Grace bar, restaurant and club, Piccadilly Circus London.

180 cover restaurant 995 total venue capacity

www.grace-bar.co.uk

Guanabara - London

May 2011 – To July 2013

General Manager –The Guanabara bar, restaurant and club, Holborn, London.

220 cover restaurant 600 total venue capacity

www.guanabara.co.uk

Grace Bar - London

April 2011 – May 2011

Assistant General Manager –Grace bar, restaurant and club, Piccadilly, London (Formerly Sugar Reef)

180 cover restaurant 995 total venue capacity

www.grace-bar.co.uk

The Wall Bar – London

Feb 2011 – April 2011

Assistant General Manager –The Wall bar and club, London Wall, Liverpool Street.

473 total venue capacity

Tiger Tiger London

January 2010 – January 2011

Assistant General Manager – Restaurant- Tiger Tiger London, , The Haymarket London.

220 Restaurant seating capacity, 1,780 total capacity venue

www.tiger-london.co.uk

Sway Bar London

June 2009 – January 2010

Restaurant Manager Sway bar, restaurant and club, Holborn London.

210 Covers and 1,000 total capacity venue

www.swaybar.co.uk

Sugar Reef London

August 2007 – June 2009

Restaurant Manager Sugar Reef bar, restaurant and club, Piccadilly London.

320 Covers and 995 total capacity venue

www.grace-bar.co.uk

Tiger Tiger London

July 2007 – August 07

Management induction placement (1 Month) Tiger Tiger, London

Bluebird Restaurant - London

March 2007 – July 07

Private Dining Manager Bluebird Restaurant, London

<http://www.danddlondon.com/restaurants/restaurants/bluebird/>

Quaglino's Restaurant, London

May 2006 – March 07

Bar Manager

Quaglino's Restaurant, London D&D London/Conran Restaurants

<http://www.quaglinos.co.uk/>

Escape Bar Restaurant Nightclub, Oxford

August 04 – May 06

Bar Manager Escape Bar Restaurant Nightclub, Oxford

<http://www.escape-oxford.co.uk/>

Plateau Restaurant -London

June 04 – August 04

Bar Manager

Plateau Restaurant, Canary Wharf, London (Conran Restaurants)

<http://www.danddlondon.com/restaurants/plateau/home>

Mezzo Bar and Restaurant, London

August 03 – June 04

Head Bar Tender (University placement year)

Mezzo Bar and Restaurant, London (Conran Restaurants)

<http://www.danddlondon.com/restaurants/meza/home>

2. The Piano Works and Sing Easy Menus

Live music is at the heart of what we do. With that in mind, we've designed our menus to give our guests the best possible experience – good food, good music, and a good old boogie!

Our venue offers 4 separate menus:

- The bar food menu (2.1) is available at all times – a great pick me up snack when the dancing gets a bit tiring!
- Brunch to the beat (2.2) - a weekend only menu offering brunch with a side of song.
- Our 2 course minimum main menu is available weekdays (2.3) and weekends (2.4) throughout the evenings and is the perfect accompaniment to our live band.
- Pre-Theatre Dining (2.5), a set bistro style menu available weekdays from 5-7pm – perfect for our guests who have a show to get to and want to warm up their musical tastebuds with some live music and a 2 course dinner!

Our aim is for our guests to have fun and enjoy the experience of requesting and enjoying their favourite songs from our in-house live band, and we feel that a good menu goes a long way to enhance this experience!

2.1 - Bar Food

BAR FOOD



Available at all times

FRIES	£3.5
CIABATTA BREAD (V)(S)(D)	£4.5
<i>today's loaf & miso butter</i>	
GORDAL OLIVES (VE)	£4.5
<i>cured green spiced spanish olives</i>	
MIXED NUTS (N)(SE)(V)	£4.5
<i>roasted in maple syrup & togarashi</i>	
TRUFFLE FRIES (V)(D)	£6
<i>white truffle oil & torched parmesan</i>	
PADRON PEPPERS (VE)(GF)	£7
<i>blistered green spanish padron peppers & smoked salt</i>	

On Friday and Saturday please ask your server if the following items are available

AUBERGINE CRISPS (SE)	£6
<i>coriander, sesame seeds, maple syrup & indian mango chutney</i>	
BUTTERMILK CHICKEN (D)	£9
<i>coconut sriracha mayo</i>	
PINEAPPLE NORDIC SQUID (F)(M)	£9
<i>coconut sriracha mayo</i>	
PUMPKIN MAC 'N' CHEESE BITES (D)	£11.5
<i>truffle & parmesan mayo</i>	
VEGAN TIKKA SKEWERS (S)(VE)	£11.5
<i>coconut raita</i>	
BREADED BUTTERFLY KING PRAWNS (F)(S)(C)	£12
<i>sweet chilli sauce</i>	
SPICED TUNA SANDO (F)(SE)(S)	£12.5
<i>crispy tempura battered nari shell, sashimi grade tuna, sushi rice & mango salsa</i>	
AGED ANGUS BEEF BURGER (D)	£17.5
<i>brioche bun, melted monterey jack cheese, lettuce, sweet and sour gherkins, burger sauce & fries</i>	
PLANT BURGER (VE)(S)(GF*)	£18.5
<i>beet burger patty, vegan cheese, lettuce, relish, vegan mayo, beetroot burger bun & fries</i>	
BURGER SLIDERS (X8) (D)	£24
<i>grass-fed british beef mini patties, mini brioche buns, lettuce & dijon mustard mayo</i>	

V - VEGETARIAN VE - VEGAN N - CONTAINS NUTS F - FISH D - DAIRY GF - GLUTEN FREE
S - SOYBEAN S - SESAME C - Crustacean M - MOLLUSCS * - OPTION AVAILABLE ON REQUEST

All dishes are made in our kitchen where nuts and peanuts are prepared, so any items served may contain traces of nuts. For more allergen information please speak to your server for our allergen matrix or scan the QR code on the left. For severe allergens please make our party planners aware ahead of your booking with us. A discretionary service charge of 12.5% will be added to your final bill, inclusive of any prepaid items.



2.2 - Brunch Menu

MAINS

All brunch plates will be served with a side of hash brown bites

PANCAKES

topped with clotted cream crispy bacon and maple syrup

VEGAN PANCAKES VE

topped with berry compote and rolled oats,
maple syrup and finished with icing sugar

EGGS ROYALE F, GF*

smoked salmon served on an English muffin with
poached eggs and hollandaise sauce dusted with paprika

EGGS FLORENTINE V, GF*

spinach served on English muffin with
poached egg, hollandaise sauce and parmesan

CUMBERLAND SAUSAGE STACK

served on English muffin with poached eggs and posh ketchup

BACON STACK GF*

served on English muffin poached eggs and hollandaise sauce

SMASHED AVOCADO ON TOAST V, VE*, GF*

served with radish and poached eggs

KING OYSTER MUSHROOMS VE, GF*

served on English muffin with miso avocado butter
topped with crispy kale and roasted garlic

DESSERTS

CHOCOLATE TOWER V

rich chocolate mousse with a centre of white chocolate
and cream flavoured with whisky and coffee liqueur

COCONUT SORBET V, GF*

served with fruit reduction, coconut and biscuit crumb

NEW YORK VANILLA CHEESECAKE V, GF*

served with fruit compote

VANILLA TOFFEE HONEY ICE CREAM POT V

vanilla and toffee ice cream topped with
a layer of toffee sauce and sugar nibs

Please ask your server for a gluten free menu. For health and safety reasons we don't permit food to be taken off the premises or brought onto the premises. For allergy control purposes we do not permit any modification of dishes. A discretionary service charge of 12.5% will be added to your final bill, inclusive of any prepaid items.

2.3 - Weekday Menu



FOR THE TABLE

CIABATTA BREAD
today's loaf & miso butter V,S,D
4.5

GORDAL OLIVES
cured green spiced spanish olives VE,GF
4.5

MIXED NUTS
roasted in maple syrup & togarashi N,SE,VE
4.5

PADRON PEPPERS
blistered green spanish padron peppers & smoked salt VE,GF
6

STARTERS

VEGAN CAESAR SALAD 8.5
vegan chicken, bacon, parmesan & caesar dressing served in a tortilla basket VE,S

FETA, WATERMELON & ROASTED PEPPER SALAD 9
spinach, red sorrel, pumpkin & sunflower seeds V,VE*,D,GF

VEGETABLE CAPONATA 9
aubergine, red pepper, mint, pine nuts & toasted almond flakes VE,N,GF*

DUCKLESS VEGETABLE SPRING ROLLS 8.5
char-sui bbq sauce VE,S,SE

SPICED TUNA SANDO 12.5
sashimi grade tuna, sushi rice & mango salsa served in a crispy tempura battered nori shell F,SE,S

BURRATA 10.5
spiced beetroot puree, roasted golden & red beets and beet pearls, cucumber & herb oil D,GF

BUTTERMILK CHICKEN 9
coconut sriracha mayo D

BEEF CARPACCIO 14
seared thinly sliced fillet of beef, truffle parmesan dressing and balsamic pearls D*,GF

MAINS

VEGAN CAESAR SALAD 15
vegan chicken, bacon, parmesan & caesar dressing served in a tortilla basket VE,S

PLANT BURGER 18.5
beet burger patty, vegan cheese, lettuce, relish, vegan mayo, beetroot burger bun & fries VE,S,GF*

BABY BACK PORK RIBS (HALF / WHOLE RACK) 17 / 30
glazed in a jack daniel's & star anise bbq sauce, fries & slaw S,GF

CORN-FED CHICKEN CAESAR SALAD 17.5
chicken, bacon, anchovies, parmesan & caesar dressing served in a tortilla basket D,F

FREE RANGE CORN-FED CHICKEN SUPREME 19.5
red hazelnut pesto, lentil & spinach salad with crushed new potatoes N,D

AGED ANGUS BEEF BURGER 17.5
brioche bun, melted monterey jack cheese, lettuce, sweet and sour gherkins, burger sauce & fries D,S

FISH PIE 18.5
poached scottish salmon, king prawn, smoked haddock & saffron white sauce, mash, panko breadcrumbs & vegetables F,D,G,M

HERBED RARE TUNA STEAK 24
sweet potato wedges, sushi rice, samphire & mango salsa F,SE,S

STEAKS



We work closely with our butcher HG Walter, one of London's most respected butchers. They consistently produce the best British meat that rates highly in provenance, welfare, and flavour. HG Walter select our beef for its marbling, and dry age our prime cuts in their Himalayan salt chambers for a minimum of 28 days. We serve both Aberdeen Angus and Hereford beef that we and HG Walter believe to be the best quality available.

DRY AGED

FLAT IRON 120g 13.5
served with fries
RIBEYE 230g 33
FILLET 300g 50

Please note our steaks do not include side dishes.

SAUCES 2.5

PEPPERCORN SAUCE V,D,GF
CHIMICHURRI VE,GF
TARRAGON V,D,GF
BBQ D

SIDES

FRIES VE 3.5 | **CREAMY MASH** V,D,GF 5 | **GARLIC CRUSHED NEW POTATOES** VE,GF 4.5
SEASONAL VEGETABLES VE,GF 4.5 | **MIXED SALAD** VE,GF 3.5



V - VEGETARIAN | VE - VEGAN | GF - GLUTEN FREE | N - CONTAINS NUTS | F - FISH | D - DAIRY
S - SOYBEAN | SE - SESAME | C - CRUSTACEAN | M - MOLLUSCS | * - OPTION AVAILABLE ON REQUEST

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2.4 - Weekend Menu



2 COURSE MENU

FOR THE TABLE

CIABATTA BREAD

today's loaf & miso butter V,S,D

4.5

GORDAL OLIVES

cured green spiced spanish olives VE,GF

4.5

MIXED NUTS

roasted in maple syrup & togarashi N,SE,VE

4.5

PADRON PEPPERS

blistered green spanish padron peppers & smoked salt VE,GF

6

STARTERS

DUCKLESS VEGETABLE SPRING ROLLS 8.5

char-sui bbq sauce VE,S,SE

FETA, WATERMELON & ROASTED PEPPER SALAD 9

spinach, red sorrel, pumpkin & sunflower seeds V,VE*,D,GF

VEGETABLE CAPONATA 9

aubergine, red pepper, mint, pine nuts & toasted almond flakes VE,N,GF*

BURRATA 10.5

spiced beetroot puree, roasted golden & red beets and beet pearls, cucumber & herb oil D,GF

BEEF CARPACCIO 14

seared thinly sliced fillet of beef, truffle parmesan dressing and balsamic pearls D*,GF

MAINS

VEGAN CAESAR SALAD 15

vegan chicken, bacon, parmesan & caesar dressing served in a tortilla basket VE,S

PLANT BURGER 18.5

beet burger patty, vegan cheese, lettuce, relish, vegan mayo, beetroot burger bun & fries VE,S,GF*

BABY BACK PORK RIBS (HALF / WHOLE RACK) 17 / 30

glazed in a jack daniel's & star anise bbq sauce, fries & slaw S,GF

FREE RANGE CORN-FED CHICKEN SUPREME 19.5

red hazelnut pesto, lentil & spinach salad with crushed new potatoes N,D

HERBED RARE TUNA STEAK 24

sweet potato wedges, sushi rice, samphire & mango salsa F,SE,S

STEAKS



We work closely with our butcher HG Walter, one of London's most respected butchers. They consistently produce the best British meat that rates highly in provenance, welfare, and flavour. HG Walter select our beef for its marbling, and dry age our prime cuts in their Himalayan salt chambers for a minimum of 28 days. We serve both Aberdeen Angus and Hereford beef that we and HG Walter believe to be the best quality available.

DRY AGED

RIBEYE 230g 33

FILLET 300g 50

Please note our steaks do not include side dishes.

SAUCES 2.5

PEPPERCORN SAUCE V,D,GF

CHIMICHURRI VE,GF

TARRAGON V,D,GF

BBQ D

SIDES

FRIES VE 3.5 | CREAMY MASH V,D,GF 5 | GARLIC CRUSHED NEW POTATOES VE,GF 4.5

SEASONAL VEGETABLES VE,GF 4.5 | MIXED SALAD VE,GF 3.5



V - VEGETARIAN | VE - VEGAN | GF - GLUTEN FREE | N - CONTAINS NUTS | F - FISH | D - DAIRY
S - SOYBEAN | SE - SESAME | C - CRUSTACEAN | M - MOLLUSCS | * - OPTION AVAILABLE ON REQUEST

Entertainment fee: Please note for 7.30pm dinner bookings a non-discretionary entertainment fee of £5 per person will be added to your final bill. This is so we can continue to support our musicians and music programme.

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2.5 - Pre-Theatre Menu



FOR THE TABLE

CIABATTA BREAD

today's loaf & miso butter V,S,D

4.5

GORDAL OLIVES

cured green spiced spanish olives VE,GF

4.5

MIXED NUTS

roasted in maple syrup & togarashi N,SE,VE

4.5

PADRON PEPPERS

blistered green spanish padron peppers & smoked salt VE,GF

6

STARTERS

SOUP OF THE DAY

croutons V,GF*

BREADED CHICKEN GOUJONS

bbq sauce D

DUCKLESS VEGETABLE SPRING ROLLS

char-sui bbq sauce VE,S,SE

VEGETABLE CAPONATA

aubergine, red pepper, mint, pine nuts & toasted almond flakes VE,N,GF

MAINS

120g FLAT IRON STEAK

fries & rocket salad

SAUCES 2.5

Peppercorn Sauce V,D,GF

Chimichurri VE,GF

Tarragon V,D,GF

BBQ D

FISH PIE F,D,C,M

poached scottish salmon, king prawn, smoked haddock & saffron white sauce, mash, panko breadcrumbs & vegetables

CHICKEN SUPREME N,D

red hazelnut pesto, lentil & spinach salad with crushed new potatoes

VEGAN CAESAR SALAD VE,S

vegan chicken, bacon, parmesan & caesar dressing served in a tortilla basket

SIDES

FRIES VE 3.5

| CREAMY MASH V,D,GF 5

| GARLIC CRUSHED NEW POTATOES VE,GF 4.5

SEASONAL VEGETABLES VE,GF 4.5 | MIXED SALAD VE,GF 3.5



V - VEGETARIAN | VE - VEGAN | GF - GLUTEN FREE | N - CONTAINS NUTS | F - FISH | D - DAIRY

S - SOYBEAN | SE - SESAME | C - CRUSTACEAN | M - MOLLUSCS | * - OPTION AVAILABLE ON REQUEST

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2.6 - Menu Photographs



Flat Iron Steak and fries
(Available on all our main menus)



Vegetable Caponata
(A vegan starter available on our main menu and Pre-theatre menu)



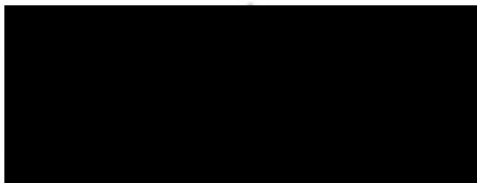
Aged Angus Beef Burger (Available on our weekday menu)



Herbed Rare Tuna Steak (Available on our weekday and weekend menu)

3. Organisations Testimonials

3.1 [REDACTED] – Event Organiser for West End producers



17th. April, 2023

Dear Westminster Licensing Committee,

Re: The Piano Works – West End

I am an event organiser and have known The Piano Works since it opened in 2018.

I have worked in the West End my whole career and previously worked for Cameron Mackintosh as Head of Marketing and Sales for 35 years.

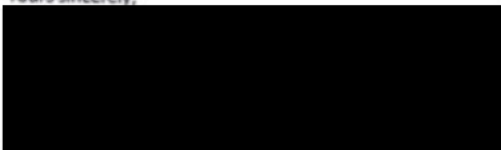
I am currently an independent Event Organiser working with most of the major West End producers, recommending and organizing bespoke events for film and theatre.

The Piano Works is a large venue with an excellent seating layout and state of the art staging, lighting and audio visual capabilities. I have staged events there in the past and feel that there is no comparable venues in the heart of theatreland that match the location and suitability for events such as First Night Parties for West End theatre productions, cast changes and Seasonal Events. And as importantly their food, service and entertainment capability is unique in the Leicester Square area

But, and this is the major problem, their capacity is simply too low at 400. For me to recommend an event space to producers they need a space that can hold a minimum of 600 guests. These prestigious events have to be held elsewhere in spaces that do not showcase London's creative sectors, often meaning we have to bus people out of the West End which is no easy task with West End traffic in theatre land at 21.30

If productions were able to invite 700 guests then I strongly believe The Piano Works would become the go to venue for a large majority Theatre Producers to hold their high profile Press Night parties providing a unique event space within easy walking distance of all of the major theatres allowing them to celebrate the creativity of what London can offer.

Yours sincerely,



Director

3.2 UKHospitality

14 March 2023

TO: CITY OF WESTMINSTER LICENSING COMMITTEE

RE: THE PIANO WORKS WEST END, 47 WHITCOMB ST, LONDON WC2H 7DH

UKHospitality represents over 740 companies operating around 100,000 venues across the breadth of hospitality within England, Scotland, and Wales. Our membership covers the full scope of hospitality, from small independents to large multi-national sites operating across the accommodation, pub, bar, restaurant, night-time and leisure sectors. Before, during and after the pandemic UKHospitality has worked closely with the GLA, the Night Czar, London boroughs and a wide range of stakeholders to build and maintain a modern, diverse and safe night-time economy in London to the benefit of all.

We are aware that one of our member venues, The Piano Works, is applying to increase its capacity from 400 to 700 persons within a stress area. We wish to support their application. The venue provides a unique “live music on request” offering in London’s West End with a national and international reputation. This is the type of venue that appeals to a demographic beyond the 18-25 age group and so caters for a much more diverse clientele than most.

As members of UKHospitality, The Piano Works provides a much-needed music venue in the heart of London's Theatreland showcasing the amazing talent that London's musicians can provide to Londoners and visitors alike. We have lost so many live music venues in London that the remaining ones need all the support they can get.

Whilst we know that financial considerations cannot be solely used to justify an exception to policy, the importance of this grass roots music venue surviving has been recognised by The Arts Council who offered their support during the Covid lockdown by way of a grant. The Piano Works is valuable not only to central London's diverse night-time economy but also to secure London's place amongst the best live music cities in the world.

UKHospitality shares the Mayor of London’s vision for London as a 24-hour city, which has the stated aim of building a night-time culture which promotes culture and leisure for all ages and interests, ensures safety for residents, visitors and night-time workers and works closely with businesses, boroughs and the police to create a balanced and sustainable night-time offer. The Piano Works is a venue that plays a key role in achieving this vision, with its specific offer and the benefits it brings to the both the West End and the wider London cultural scene as highlighted above.

As one of the largest employers of independent musicians in the UK, The Piano Works performers were unemployed for seventeen months during lockdown. However, not wishing to stand idly by, The Piano Works founder Alan Lorrimer wanted to help the hospitality sector to reopen as successfully as possible.

He initiated three campaigns during lockdown:

1. The UK Grand Summer Outdoor Cafe campaign was supported by 160 operators that proposed that the UK adopt the initiative successfully launched by the Mayor of Vilnius in Lithuania which allowed venues to simplify placing tables and chairs outside their premises.

The idea became law and allowed a much quicker and simpler application process which has continued to greatly benefit operators.

<https://www.standard.co.uk/reveller/restaurants/social-distancing-al-fresco-restaurants-bars-uk-grand-outdoor-summer-cafe-campaign-a4446441.html>

2. Along with [REDACTED] leading sector lawyer and Head of Leisure at CMS, and [REDACTED] of the Night-Time Industries Association, they asked Chancellor Rishi Sunak for changes to EIS tax incentive schemes to boost private investment in the sector and provide an alternative to government loans. Sadly, this was not adopted.

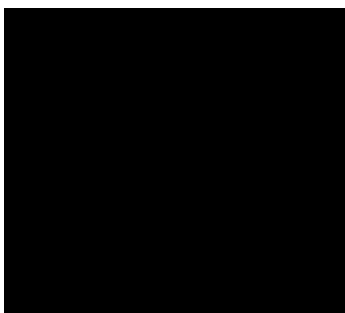
<https://www.cityam.com/exclusive-hospitality-bosses-tells-sunak-to-encourage-investors-to-back-struggling-firms/>

3. Alongside [REDACTED], CEO of leading leisure property advisors [REDACTED] and many other operators they called upon the government to implement Australia's successful rent relief scheme so that thousands of commercial businesses who had been impacted by Covid-19 could survive past the end date of the Rent Moratorium that was in place. The government subsequently introduced legislation mandating a code of practice and arbitration process.

<https://www.gov.uk/government/news/new-law-to-resolve-remaining-covid-19-commercial-rent-debts-now-in-place>

I hope the above demonstrates our belief that as a business playing a key role in building a modern and vibrant London night-time environment, The Piano Works deserves support from the Council for their application. Put simply, it is a venue that is good for London and good for the UK.

Yours sincerely,



[REDACTED]
Chief Executive
UKHospitality

3.3 Music Venue Trust (MVT)



Music Venue Trust,
PO Box 69,
Tunbridge Wells,

Registered charity no. 1159846

30 August 2022

The Piano Works License Application

To whom it may concern,

Music Venue Trust (MVT) is a registered charity, created in January 2014 to protect the UK live music network by securing the long-term future of iconic grassroots music venues (GMVs) such as Hull Adelphi, Exeter Cavern, Southampton Joiners, The 100 Club, Band on the Wall, Tunbridge Wells Forum etc. These venues have played a crucial role in the development of British music over the last 40 years, nurturing local talent, providing a platform for artists to build their careers and develop their music and their performance skills.

We work to gain recognition of the essential role these venues fulfil, not only for artist development but also for the cultural and music industries, the economy and local communities. We aim to preserve and improve venues, making them more efficient and improving the experience for performers and audiences.

During our first few years, one of the key pieces of work in which we were involved was the Mayor of London's Music Venues Taskforce which led to the London's Grassroots Music Venues Rescue Plan (October 2015) and follow up report Making Progress (January 2017). As part of this process we mapped London's venues and evidenced their value to communities, the economy and the culture of London. Across London 35% of venues were lost between 2007 and 2015, with the situation in central London being particularly severe (including the loss of The Astoria and the 12 Bar Club). Making Progress showed an improvement, demonstrating that the measures laid out in the Rescue Plan and a real conversation about the value of London's grassroots music venues (economically as well as culturally and socially) are benefitting the city. There is still much work to be done to ensure that London continues to have a world class music offer for both residents and visitors.


UK Music's Wish You Were Here 2017 report states, "The money generated by live music events in the capital crashed through the £1billion barrier in 2016," but the report also says that, "We need to do more to protect smaller venues, many of which are fighting for survival." How refreshing it is then to find a venue in London which has created a model so successful that they have expanded to

additional premises. The Piano Works has, since opening in July 2015, established both an excellent reputation and a strong business model.

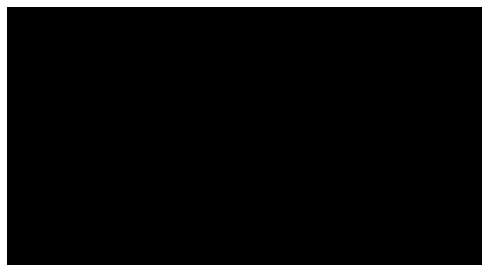
They train musicians, provide work for them seven nights a week and attract a loyal and well-behaved clientele. The Piano Works regularly employ 51 musicians, provide monthly showcases for The Songwriters Academy who mentor new singer/songwriters and for Caffè Nero who search for new talent to feature on their store playlists.

The Piano Works is listed as one of London's grassroots music venues (GMVs) for the opportunities they provide for talent development, with facilities and a programme offering the chance to hone performance and audience engagement skills. A further venue offering the same model in central London will be a very welcome addition to the map of GMVs, enhancing the music offer to music and theatre fans in a key area for tourism. MVT are delighted to see The Piano Works open in the Borough of Westminster.

The Piano Works is a member of the national collective Music Venues Alliance and each year attends the national networking event Venues Day which seeks to bring together the UK's GMVs. It is MVT's great pleasure to support the team and their work.

Should you require any further information or wish to discuss this please do not hesitate to contact me by email 

Yours sincerely



For further information please see the following links:

Music Venue Trust: <http://musicvenuetrust.com/> and <http://musicvenuetrust.com/about/> Music Venues Alliance

<http://musicvenuetrust.com/music-venues-alliance/> Venues Day 2016

<http://musicvenuetrust.com/2016/01/venues-day-2016-18-oct-atroundhouse-london/>

Articles in support of the need for MVT's work and the grassroots music sector in general can be seen here: <http://musicvenuetrust.com/news-2/>

3.4 Caffe Nero



To whom it may concern

As one of the founders of Caffe Nero, I have been responsible for developing the music programme for Caffe Nero which has become an important element of our brand.

We have worked closely with Alan's team over the past years putting on monthly music showcases in Pianoworks which have featured some of the UK's finest unsigned musicians. Pianoworks has become our favourite London venue to put on live music as a result of its professionalism and quality of its service, personnel and physical space. We have never had any issues with security or management of the venue and we enjoy working with such a good business.

Over the past years Caffe Nero has helped to develop many musicians including world class talent such as Jack Savoretti and having a venue like Pianoworks available to us is absolutely critical in maintaining our music programme and continuing to develop talent.

London has already lost far too many live music venues over the past years and the development of The Piano Works is a welcome change in this sad decline and will ensure that the live music industry remains a key part of the attraction that has always been part of London. We support The Piano Works 100% and hope to be able to put live music on in this location for many years to come.

Should you require further information, please do not hesitate to contact me.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

3.5 The Songwriting Academy



I am the founder and head course instructor of The Songwriting Academy. We train and develop songwriters and artists aiming for success in the music industry, through a range of courses, mentoring and live performance nights.

We currently host regular nights looking for new talent and showcase curated artist nights every month at The Piano Works, Farringdon, which we find to be an excellent venue to give artists a professional stage with an informed and appreciative audience. Our year culminated this Spring with our “Share The Success” awards ceremony at TPW.

We believe live music to be essential to the development of new artists and songwriters alike and unfortunately central London is sadly lacking in venues dedicated to this. TPW is an exceptional and rare venue where not only is there a fully equipped sound system to cope with single performers up to full bands, but the lighting, staging and atmosphere is perfect for all performers to develop their performance and audience engagement skills.

The Piano Works holds monthly showcases for other organisations including Caffè Nero, searching for new talent to feature on their store playlists, pay royalties and tour. TPW also trains musicians, provides work for them seven nights a week and attracts a loyal and well behaved customer following that loves the non-stop audience requested repertoire.

I believe The Piano Works will be a very much needed and welcome addition to London's live music scene and all of us at The Songwriting Academy fully support their second live music venue of the high calibre of The Piano Works.

Kind Regards



3.6 Emerging Talent



Over the years I have worked closely with the team at Pianoworks on a weekly Emerging Artists night. We have had over 250 emerging artists perform at Pianoworks which is a phenomenal achievement I believe. Musicians from all over the country and the world showcasing a number of genres.

I believe the venue is an incredible showcase platform for new artists and it pivotal in the enhancement of new music and musicians in the UK.

It is venues like Pianoworks that keep the live music scene alive and help it thrive in the UK.

The dedicated team headed up by Amie and Alan are enthusiastic about new musicians and nurturing new talent.

From our show case nights we have launched artists on tour throughout China, Russia and the United States.



4. Musician Testimonials

The musicians also helped compile a video reflecting on their experience working at The Piano Works.

This can be viewed using the following weblink: <https://youtu.be/sXu6VHUdMnA>

The Piano Works Musicians were asked to answer the following three questions based on their own experiences of working in the venue.

- 1. How do you feel The Piano Works contributes to the live music industry within London?**
- 2. How would you describe your audience?**
- 3. What are the personal benefits you have gained from working at The Piano Works**

The answers they gave in response are listed below.

1. I think the piano works provides the industry with exceptional chances for musicians to meet each other and network in a fun and engaging environment. It offers everyone who works there and attends to be a part of a great musical environment.

2. The audience are a varied mix of people of all gender, race, and age. The piano works is a venue that attracts people who like music and it is great to have an atmosphere which brings everyone together to appreciate good music regardless of social, race, and gender boundaries. The audience want to have a good time whilst listening to great music.

3. Personally the piano works has given me a stable job in an incredibly tough and ever-changing industry. It is a rare commodity which most musician wants to be a part of and why people continue to stay and work here.

- [REDACTED], *Drummer*

1. I feel it encourages people to support the ever-valuable live performance element of music in a world where, increasingly, venues of this type resort to 'easy' options which do little to inspire the clientele or engage them in a unique way.

2. I see people of all walks of life in there-tourists from around the world, students new to London, city workers and 40s up. I feel the diversity has a lot to do with the live music and spontaneous nature of the performances-everyone seems to love it!

3. I have met a wide range of musicians and have gained loads of performance confidence. As a professional musician I didn't think the Piano Works would have quite as much an effect on me as it has and am really proud of being able to contribute to its continued success.

- [REDACTED], *Drummer*

1. This is a unique music experience from which any substantial city could benefit. It's the only night out like it in the city, and of all the gigs I do in London, this is my favorite. We have the opportunity to play any style, and genre, and each night is different. A tailor made experience between us the musicians and the crowd of patrons.

2. The audience varies from night to night. The main connecting factor from night to night is how appreciative they are to us the musicians.

3. Pianoworks gives me the opportunity to play all genres and styles. I rarely get that chance anywhere else. It also fosters an family atmosphere amongst all the staff, and I think the audience can feel that.

- [REDACTED], *Pianist and Vocalist*

1. The Piano Works contributes in a huge way to London's music scene as it's the only place I am aware of where it's possible to see high quality live music every night of the week until late in a safe and friendly environment.

2. The audience is high energy, diverse and demanding of musicians on stage due to the quality they have come to expect.

3. Personal benefits that I have gained are an improved sense of how to interact with an energetic crowd both physically and musically. Also the demands of the gig have improved my ability to play 'by ear' and has strengthened my connection with the instrument and the other musicians on stage. There is a fantastic sense of community amongst us all.

- [REDACTED], *Saxophonist*

1. It affords ordinary members of the public the unique opportunity to see their own choice of song played at close quarters by live musicians of the highest professional standard. It affords the musicians regular employment and constantly challenges them to improve and learn new material.

2. Enthusiastic, predominantly young professionals.

3. Aside from the obvious regular income, as a musician I feel my standard of performance has definitely improved, due to constantly being challenged by working with a range of musical styles, with various combinations of musicians. However, arguably the greatest benefit is being part of a genuine sense of community around the venue, which extends not only amongst the musicians but amongst everyone, from bar staff to security and management. The management of The Piano Works have above all assembled a team of people who are a pleasure not only to work with but also to be around, and they have made good character as essential a part of their recruitment criteria as professional competence.

- [REDACTED], *Guitarist*

1. Where else can you guarantee being able to listen to songs that you will know played live every single day of the week? A lifeline for working musicians who want to be challenged every time they gig. With that many diverse singers, pianists and instrumentalists in one team, it must be one of the best networks for live musicians in London. Every single gig is different and even the same songs will never be played quite the same twice

2. Tourists, city workers, birthday groups, every type of person you could imagine, which is probably why we end up playing every type of song you could imagine!

3. Keeps me on my toes, expands my repertoire, makes me listen harder, strengthens my voice, looks to be enriching my social life too!

- [REDACTED], *Pianist and Vocalist*

1. The live music industry in London, shamefully, is dying. Piano Works has provided a much needed injection of life into the industry. Every week, hundreds of people are welcomed through its doors and engage with a live show like nothing else in London. The sight of 500 people singing arm in arm at the top of their lungs, lead by the Piano Works band is truly a sight to behold!

2. The Piano Works audience are fun loving, every day people who want a real live music experience.

3. The benefits of being one of the Piano Works pianist/singers is the chance to make great music with an incredibly talented band, the inspiring energy that radiates off the Piano Works crowd, and the feeling of belonging to an incredible musical family.

- [REDACTED], *Pianist and Vocalist*

1. Piano Works offer an alternative live music experience in London and the opportunity for great musicians to perform on a near daily basis to large crowds enjoying their performance. It is a challenge for musicians playing only requests and never knowing what song they are next to play and therefore continues to be an exciting performance for the musician also. Although it's not offering a night of original music session musicians are usually playing other people's songs, so in that sense Piano Works is no different and adds to the live music industry in it's own unique way.

2. The audience can be described in two halves. Half love listening to live music, particular songs, good musicianship and watching live music being performed. The other half enjoy having a good night out, drinking with friends and singing along to tunes they would or wouldn't necessarily hear in a club. Both make The Piano Works what it is and offer a variation in requests and atmosphere so you can be singing Queen one minute, Eminem the next and then trying a song you've not heard yourself in a long time!! Everyone is having fun.

3. Regular gigs, playing with a band (of great musicians) and not as a solo performer, being part of a family/team, taking on the challenge of learning new songs and pushing myself at times off and on stage.

- [REDACTED], *Pianist and Vocalist*

1. Piano works is unique and really incorporates the audience, more than any other music venue I've been to.

2. The audience are great fun and always surprise me with their diversity in taste. The requests can be very unexpected.

3. I have grown hugely as musician since being part of the piano works team. I have learned to perform artistes and genres I had never considered before.

- [REDACTED], *Pianist and Vocalist*

1. The format which is interactive, for the first time bridges the gap between punter and performer in a way not experienced before. It's almost as though the audience have a chance to be a part of that performance. The enthusiasm and vibe is like nothing else available on the scene.

2. The audience are very much a part of the whole set up. They really want you to show what you can do and push you to your limits as a performer. It's like doing a wedding gig every time, which means that the crowd is on top form.

3. As a musician, I've had to play songs I wouldn't dare to do before and found them very enjoyable and successful. It's a great place to network and meet other musicians and there's a team/family atmosphere.

- [REDACTED], *Pianist and Vocalist*

1. Piano Works offers regular work for musicians in a nice, fun and friendly environment, There is no other venue like Piano Works, that offers that amount of live music.

2. I think people that come to Piano Works, are looking for a great night out, dancing and singing along to their favourite tunes and sipping the tasty cocktails. It doesn't really get any better than that.

3. I've met so many talented musicians at Piano Works, and learned a lot from each and every one along the way. Every night is always different, and it never gets boring – that's the beauty of the place.

- [REDACTED], *Pianist and Vocalist*

1. It's vital. There aren't live music "piano based" bars about; most bars relying on DJs and ipods for music and entertainment.

PW has a unique formula of employing high quality musicians (and bar staff) that guarantees people have a good time reflected in the sheer volume of requests that end up on the piano at the end of a shift. Music is ALWAYS best when it's live and bars like PW create opportunities for that.

2. The audience varies according to the time spots and days. Early evening brings in the business customers and a later licence allows for a younger party seeking crowd. There are never two nights the same -There's a broad spectrum of clientele ranging from young to old.

3. As mentioned music is best live, and being a heavily request based job means weekly I have to take the time to be disciplined and learn what is current and being asked for.

It's also a joy to be able to work alongside fellow musicians who love what they do.

- [REDACTED], *Pianist and Vocalist*

1. I feel the Piano Works contributes to the music scene in allowing artists and musicians to express themselves and hone in on their skills whilst allowing them to earn a living. I feel it has a huge market and audience that allows the artists and musicians to show off themselves to this audience.

2. I feel the audience is a wide variety from people who just enjoy listening to great music to people that are in the industry at the moment.

3. My skill levels on the piano has been pushed and for that have risen. My voice has grown stronger and my knowledge of songs have grown vastly. I also feel I have become a much better performer due to the Piano Works.

- [REDACTED], *Pianist and Vocalist*

1. As a session player who travels all over the world with music, I can honestly say the Piano Works is a one-off. The interaction between band and audience creates an atmosphere that's unlike anywhere else I know. Anyone can go there, and they always leave having had an incredible time. In that sense the Piano Works is the most inclusive live music venue in London for it's audience and really valuable to the music scene.

2. Whether it's music enthusiasts or friends just having an evening out, there's always people dancing and appreciating the music.

3. The on stage communication is amazing. You've got to be 100% focused on the sound you're creating as a band and always on your toes for the next song with it being a requests show. The Piano Works really makes you bring your A game when you play.

- [REDACTED], *Drummer*

1. Piano Works one of the few (if not only) music venues that the public know that they can go to to listen to live music every night of the week. The quality of musicianship is high and the fact the people are able to choose what they want to listen to is a huge plus. In terms of the music industry, it's made a big difference. The venue is providing work for many musicians every week, quite a few of whom would previously only be playing/singing at weekends, due to a lack of venues. Musicians who wouldn't otherwise have met are having the opportunity to play together and learn from the experience that each one has built up within their time in the industry. Younger, really talented musicians, who may not have previously been working much, due to not having built up many contacts yet, are having the opportunity to be working... Amazing talents that may otherwise have fallen along the wayside, if they couldn't earn enough money to survive. The standard at Piano Works started high and has got even higher, with ever more polished performances, over the time that the venue has been open. Many great musicians who come to the venue can't believe how tight the band is, especially considering that we are playing requests all night long. If the standard continues to rise, the more people have the chance to be playing so many nights of the week, the venue will produce some scary talents! Piano Works has become a lovely community of musicians, providing friendships, nurturing and networking, amongst countless other benefits

2. The audience is really varied; all ages and nationalities; people working in the city, families, couples, groups of friends, young and old. Many people come a long way to enjoy the atmosphere. That is what makes the place so much fun and the requested songs so varied. Seeing such a hugely diverse audience all having a great time together and enjoying all of the different genres of music is a complete joy to watch and to be part of.

3. Piano Works has given me the opportunity to play a vast variety of music on a regular basis. It's allowed me to develop my skills set and build up more stamina, physically and mentally. Whenever there is a song requested that I'm not completely familiar with, I go away and learn it, therefore expanding my repertoire and helping me to be gig-ready for any situation or any band. We all listen to each member of the band and learn from their feel/timing etc. when they are knowledgeable in certain styles. Many "bread-butter-gigs" that I do consist of playing the same sets every night, with not much time for improvising/self expression. Piano Works is different, the sheer vastness of the repertoire and the opportunity to take solos has given me the chance to grow more as a musician, something that I've been able to do over many years in the industry, but never in such a short time-scale.

Another big plus is financial security. I'm lucky to be fairly busy in the industry, but having a residency gig (especially one that is open so many nights of the week) really takes the pressure off. It gives us the leeway to take on projects that may not pay well, but are musically satisfying and are helping to push boundaries within the music industry. For example, I am able to work with musicians who are producing their own music, but maybe don't have a big budget, on days when I may have previously had to take a better paid gig to pay the mortgage.

I've made many friends at Piano Works, of all ages and from all walks of life. It really does feel like a family and that's testament to the way that the venue is being run and everyone involved. I chose to spend my recent Birthday at Piano Works because I wanted my friends and family to experience what a really great place it is to be.