



City of Westminster

Committee Agenda

Title: **Licensing Sub-Committee (4)**

Meeting Date: **Thursday 25th June, 2015**

Time: **10.00 am**

Venue: **Rooms 5, 6 & 7 - 17th Floor, City Hall**

Members: **Councillors:**

Jean Paul Floru (Chairman)
Peter Freeman
Shamim Talukder

Members of the public are welcome to attend the meeting and listen to the discussion Part 1 of the Agenda

Admission to the public gallery is by ticket, issued from the ground floor reception at City Hall from 9.00am. If you have a disability and require any special assistance please contact the Committee Officer (details listed below) in advance of the meeting.



An Induction loop operates to enhance sound for anyone wearing a hearing aid or using a transmitter. If you require any further information, please contact the Committee Officer, Jonathan Deacon.

**Email: jdeacon@westminster.gov.uk Tel: 020 7641 2783
Corporate Website: www.westminster.gov.uk**

Note for Members: Members are reminded that Officer contacts are shown at the end of each report and Members are welcome to raise questions in advance of the meeting. With regard to item 2, guidance on declarations of interests is included in the Code of Governance; if Members and Officers have any particular questions they should contact the Head of Legal & Democratic Services in advance of the meeting please.

AGENDA

PART 1 (IN PUBLIC)

1. MEMBERSHIP

The Head of Legal and Democratic Services to report any changes to the membership.

2. DECLARATIONS OF INTEREST

To receive declarations by Members and Officers of any personal or prejudicial interests in matters on this agenda.

Licensing Applications for Determination

1. SIMPSONS IN THE STRAND, 100-102 STRAND, WC2

(Pages 1 - 74)

App No	Ward/ Stress Area	Site Name and Address	Application	Licensing Reference Number
1.	St James's / not in stress area	Simpsons In The Strand, 100-102 Strand, WC2	Variation	15/03287/LIPV

2. AURA, 48-49 ST JAMES'S STREET, SW1

(Pages 75 - 142)

App No	Ward/ Stress Area	Site Name and Address	Application	Licensing Reference Number
2.	St James's / not in stress area	Aura, 48-49 St James's Street, SW1	New	15/03326/LIPN

Charlie Parker
Chief Executive
19 June 2015

In considering applications for premises licences under the Licensing Act 2003, the sub-committee is advised of the following:

POLICY CONSIDERATIONS

The City of Westminster statement of licensing policy applies to all applications where relevant representations have been made. The Licensing Sub-Committee is required to have regard to the City of Westminster statement of Licensing Policy and the guidance issued by the Secretary of state under Section 182 of the Licensing Act 2003.

GUIDANCE CONSIDERATIONS

The Licensing Authority is required to have regard to any guidance issued by the Secretary of State under the Licensing Act 2003.

PERMITTED TEMPORARY ACTIVITIES

The licensee of any premises is entitled under the Licensing Act 2003 to apply for permission to hold temporary events, authorising licensable activities instead of or in addition to any activities that may be authorised by a premises licence, subject to the following restrictions:

- 1) No more than 12 events over a total of 21 days may be held at any one premises in any year
- 2) Each event must last for no more than 168 hours
- 3) There must be 24 hours between each event
- 4) The number of people at each event must be less than 500.

A Temporary Event Notice for each event (a TEN) is required to be given to the licensing authority, the police and environmental health service no later than 10 working days before the event for a 'standard' TEN or 5 to 9 working days before the event is due to begin for a 'late' TEN. The licensing authority is required to send an acknowledgement by the next working day.

Once a Temporary Event Notice is given the police and environmental health service have a right to object to the event if they are satisfied that the event will undermine any of the licensing objectives of preventing crime and disorder, prevention of public nuisance, protection of children from harm and promotion of public safety. They must serve an objection notice stating their reasons as to why the objectives would be undermined to the licensing authority and the premises user within 3 working days of receiving a copy of the TEN. The licensing authority is required to hold a hearing and may issue a counter notice which will prevent the event taking place.

LIVE MUSIC ACT 2012

The Live Music Act amends the Licensing Act 2003 by:

- removing the licensing requirement for amplified live music taking place between 8am and 11pm before audiences of no more than 200 persons on premises authorised by a premises licence or club premises certificate to supply alcohol for consumption on the premises (at a time when those premises are open for the purposes of being used for the supply of alcohol for consumption on the premises), subject to the right of a licensing authority to impose conditions about live music following a review of a premises licence or club premises certificate
- removing the licensing requirement for amplified live music taking place between 8am and 11pm before audiences of no more than 200 persons in workplaces not otherwise licensed under the 2003 Act (or licensed only for the provision of late night refreshment)
- removing the licensing requirement for unamplified live music taking place between 8am and 11pm in any place, subject to the right of a licensing authority to impose conditions about live music following a review of a premises licence or club premises certificate relating to premises authorised to supply alcohol for consumption on the premises
- removing the licensing requirement for the provision of entertainment facilities
- widens the licensing exemption for live music that is integral to a performance of Morris dancing or dancing of a similar type, so that the exemption applies to both live or recorded music instead of just unamplified live music in that instance.

CORE HOURS WHEN CUSTOMERS ARE PERMITTED TO BE ON THE PREMISES

(As set out in the Council's Statement of Licensing Policy 2011)

- For premises for the supply of alcohol for consumption on the premises:

Friday and Saturday: 10:00 to midnight

Sundays immediately prior to Bank Holidays: Midday to midnight

Other Sundays: Midday to 22:30

Monday to Thursday: 10:00 to 23:30.

- For premises for the supply of alcohol for consumption off the premises:

Monday to Saturday: 08:00 to 23:00

Sundays: 10:00 to 22:30.

- For premises for the provision of other licensable activities:

Friday and Saturday: 09.00 to midnight

Sundays immediately prior to Bank Holidays: 09.00 to midnight

Other Sundays: 09.00 to 22.30

Monday to Thursday: 09.00 to 23.30.



City of Westminster

Licensing Sub-Committee Report

Item No:

Licensing Ref No:

15/03287/LIPV

Date:

25 June 2015

Classification:

For General Release

Title of Report:

**Simpsons In The Strand
100 - 102 Strand
London
WC2R 0EW**

Report of:

Director of Public Protection and Licensing

Policy context:

City of Westminster Statement of Licensing Policy

Financial summary:

None

Report Author:

**Mr Nick Nelson
Senior Licensing Officer**

Contact Details:

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E-mail: nnelson@westminster.gov.uk**

APPLICATION DETAILS

Application Type:	Variation of a premises licence application under the Licensing Act 2003.		
Applicant:	Simpson's In The Strand Ltd	Date Application Received:	28 April 2015
Premises Name and Address:	Simpsons In The Strand 100 - 102 Strand London WC2R 0EW		
Ward Name:	St James's	Stress Area:	None
Description of Premises:	<p>The premises operates as a restaurant and bar. It is annexed to and connected to the Savoy Hotel.</p> <p>The premises trade on three floors, with a bar at basement level 1, the Grand Divan restaurant on the Ground Floor and a series of restaurants, function rooms and the Knight's Bar on the First Floor.</p>		
Variation Description:	<p>This application is to:</p> <ul style="list-style-type: none"> • extend the licensed hours in line with the Savoy Hotel on Wednesday to Saturday only for live music, late night refreshment, sale of alcohol and opening hours; • to increase the hours for regulated activity on Sundays before bank holidays in line with the Savoy Hotel; and • the plans attached to the Premises Licence are missing in part from the plans submitted on conversion. The correct set is therefore attached to this application. 		

Proposed Licensable Activities and Proposed Hours:

<u>Licensable activities permitted under the existing Premises Licence 15/00949/LIPDPS</u>	<u>Variation to Licensable Activities</u>
Performance of Live Music Monday to Saturday: 07:30 to 01:00 Sunday: 07:30 to 23:30 (subject to condition 13 in Appendix B)	Performance of Live Music Monday to Tuesday: 07:30 to 01:00 Wednesday to Saturday: 07:30 to 03:00 Sunday: 07:30 to 23:30 Sundays before bank holidays: 07:30 to 01:00
Playing of Recorded Music Unrestricted	Playing of Recorded Music No change
Late Night Refreshment Monday to Saturday: 23:00 to 01:30 Sunday: 23:00 to 00:00	Late Night Refreshment Monday to Tuesday: 23:00 to 01:30 Wednesday to Saturday: 23:00 to 03:30

	<p>Sunday: 23:00 to 00:00 Sundays before bank holidays: 23:00 to 01:30</p>
<p>Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit</p> <p>Unrestricted</p>	<p>Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit</p> <p>No change</p>
<p>Sale of Alcohol: On and Off the premises</p> <p>Monday to Saturday: 07:30 to 01:00 Sunday: 07:30 to 10:00 Sunday: 12:00 to 23:30</p>	<p>Sale of Alcohol: On and Off the premises</p> <p>Monday to Tuesday: 07:30 to 01:00 Wednesday to Saturday: 07:30 to 03:00 Sunday: 07:30 to 23:30 Sundays before bank holidays: 07:30 to 01:00</p> <p>Note: the variation (i.e. Wednesday to Saturday from 01:00 to 03:00 is for On sales only)</p>
<p>Non Standard Timings</p> <p>The sale or supply of alcohol is permitted with the service of breakfast only between 07:30 and 10:00 (see condition 12 in Appendix B)</p>	<p>Non Standard Timings</p> <p>No change</p>
<p>Capacity</p> <p>None stated.</p>	<p>Capacity</p> <p>Capacity for the following rooms to be assessed by the District Surveyor:</p> <ul style="list-style-type: none"> • Grand Divan – Simpson’s Restaurant • Bishop’s Room • The West Room and The West Room Ante Bar • The Knight’s Bar • The Regency Room <p>(see conditions in Appendix B)</p>
<p>Opening Hours</p> <p>Monday to Saturday: 07:30 to 01:30 Sunday: 07:30 to 00:00</p>	<p>Opening Hours</p> <p>Monday to Tuesday: 07:30 to 01:30 Wednesday to Saturday: 07:30 to 03:30 Sunday: 07:30 to 00:00 Sundays before bank holidays: 07:30 to 01:00</p>

- 1.1 The applicant has been in discussions with the Environmental Health Service and the Police to agree conditions. A full schedule of conditions can be found at **Appendix B**.

2. Relevant representations

- 2.1 The Environmental Health Service has made an adverse representation against this application on the following grounds:
- The additional hours requested to permit the provision of live music will have the likely effect of causing an increase in Public Nuisance within the area.
 - The additional hours requested for Late Night Refreshment will have the likely effect of causing an increase in Public Nuisance within the area.
 - The additional hours requested for the Supply of Alcohol will have the likely effect of causing an increase in Public Nuisance within the area.
- 2.2 On 19 June 2015, the Environmental Health Officer has agreed conditions with the applicant and proposed further conditions to be added to the premises licence, if granted (see **Appendix B**).
- 2.3 The Metropolitan Police Licensing Team has made an adverse representation against this application on the basis that, if granted, the application would undermine the Licensing Objectives. Police have concerns regarding the additional hours sought.
- 2.4 The Police have proposed conditions to be added to the premises licence, if granted (see **Appendix B**).
- 2.5 The Covent Garden Community Association has made an adverse representation against this application, stating the concern that the premises could change its nature without the requirement for a variation. It states that the licence conditions should be modified to include Model Conditions which mean that the premises can only operate as a table service restaurant with alcohol ancillary from 23:00 until close on any night, the physical connection with the Savoy Hotel and the ability of customers to move in both directions must remain open by condition.

3. Policies Applicable

- 3.1 The following policies within the City Of Westminster Statement of Licensing Policy apply:

Policy HRS1(ii)

Applications for hours outside the core hours in this policy will be considered on their merits, subject to other relevant policies and with particular regard to the criteria specified.

4. Summary

- 4.1 The Licensing Sub-committee may refuse, grant in full or grant in part this proposal, having taken into account the representations received and Westminster's Statement of Licensing Policy. The decision taken should promote the licensing objectives of:
- prevention of public nuisance,
 - prevention of crime & disorder,
 - public safety and
 - protection of children from harm.
- 4.2 Where the committee is minded to grant the licence it will be granted subject to the mandatory conditions and conditions consistent with the operating schedule modified to such extent as

the authority considers appropriate for the promotion of the licensing objectives detailed in Appendix B to this report.

5. Current Licensing Position

These premises currently hold a Premises Licence 15/00949/LIPDPS. A full licence history can be found in **Appendix A** and the current licence for Simpsons In The Strand and the Savoy Hotel can be found in the background documents.

6. Residential Density

No units within a 75m radius of the premises are residential or proposed residential or under construction (see **Appendix C**).

7. List of Appendices

- A – Premises Licence History
- B - Conditions
- C – Residential Map and list of premises in the vicinity

8. Background Documents – Local Government (Access to Information) Act 1972

- Licensing Act 2003
- City of Westminster Statement of Licensing Policy (7th January 2011)
- Amended Guidance issued under section 182 of the Licensing Act 2003 (March 2015)
- Application form
- Existing Premises Licence
- Savoy Hotel Premises Licence
- Representations received

Licence & Appeal History

Application	Details of Application	Date Determined	Decision
Conversion Application 05/10946/LIPC	Application to convert the Justices Licence	06.10.2005	Granted Under Delegated Authority
Application to vary the DPS 06/01324/LIPDPS	Application to vary the DPS	01.03.2006	Granted Under Delegated Authority
Application to vary the DPS 15/00949/LIPDPS	Application to vary the DPS	11.06.2015	Granted Under Delegated Authority
Variation application 15/03287/LIPV	Current application	Pending	

There is no appeal history

CONDITIONS CONSISTENT WITH THE OPERATING SCHEDULE AND CONDITIONS PROPOSED BY A PARTY TO THE HEARING

When determining an application for a new premises licence under the provisions of the Licensing Act 2003, the licensing authority must, unless it decides to reject the application, grant the licence subject to the conditions which are indicated as mandatory in this schedule.

At a hearing the licensing authority may, in addition, and having regard to any representations received, grant the licence subject to such conditions which are consistent with the operating schedule submitted by the applicant as part of their application, or alter or omit these conditions, or add any new condition to such extent as the licensing authority considers appropriate for the promotion of the licensing objectives.

This schedule lists those conditions which are consistent with the operating schedule, or proposed as appropriate for the promotion of the licensing objectives by a responsible authority or an interested party as indicated. These conditions have not been submitted by the licensing service but reflect the positions of the applicant, responsible authority or interested party and have not necessarily been agreed

Conditions: On Current Licence -

Mandatory:

1. No supply of alcohol may be made at a time when there is no designated premises supervisor in respect of this licence.
2. No supply of alcohol may be made at a time when the designated premises supervisor does not hold a personal licence or the personal licence is suspended.
3. Every supply of alcohol under this licence must be made or authorised by a person who holds a personal licence.
4.
 - (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
 - (2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises -
 - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to;
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
 - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
 - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

- (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
 - (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
5. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
6. (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
- (2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
- (3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either -
- (a) a holographic mark, or
 - (b) an ultraviolet feature.
7. The responsible person must ensure that -
- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures -
 - (i) beer or cider: ½ pint;
 - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
 - (iii) still wine in a glass: 125 ml;
 - (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
 - (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

A responsible person in relation to a licensed premises means the holder of the premise licence in respect of the premises, the designated premises supervisor (if any) or any individual aged 18 or over who is authorised by either the licence holder or designated premises supervisor. For premises with a club premises certificate, any member or officer of the club present on the premises in a capacity that which enables him to prevent the supply of alcohol.

- 8(i) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
- 8(ii) For the purposes of the condition set out in paragraph 8(i) above -
 - (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) "permitted price" is the price found by applying the formula -

$$P = D + (D \times V)$$

Where -

- (i) P is the permitted price,
- (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -

- (i) the holder of the premises licence,
- (ii) the designated premises supervisor (if any) in respect of such a licence, or
- (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

8(iii). Where the permitted price given by Paragraph 8(ii)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

8(iv). (1) Sub-paragraph 8(iv)(2) below applies where the permitted price given by Paragraph 8(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Conditions which reproduce the effect of any restriction imposed on the use of the premises by specified enactment

Conditions related to the Sale of Alcohol

9. Alcohol shall not be sold, supplied, consumed in or taken from the premises except during permitted hours.

In this condition, permitted hours means:

- (a) On weekdays, other than Christmas Day, Good Friday or New Year's Eve, 10:00 to 23:00
- (b) On Sundays, other than Christmas Day or New Year's Eve, 12:00 to 22:30
- (c) On Good Friday, 12:00 to 22:30
- (d) On Christmas Day, 12:00 to 15:00. and 19:00 to 22:30
- (e) On New Year's Eve, except on a Sunday, 10:00 to 23:00
- (f) On New Year's Eve on a Sunday, 12:00 to 22:30

(g) On New Year's Eve from the end of permitted hours on New Year's Eve to the start of permitted hours on the following day (or, if there are no permitted hours on the following day, midnight on 31st December).

(ii) Alcohol may be sold or supplied for one hour following the hours set out above and on Christmas day, between 15.00 and 19.00, to persons taking table meals in the premises in a part of the premises usually set apart for the service of such persons and for consumption by such a person in that part of the premises as an ancillary to his meal. For other purposes or in other parts of the premises the hours set out above shall continue to apply.

Monday to Saturday

(iii) (a) Alcohol may be sold or supplied until 01:00 in the morning following weekdays to persons taking table meals in the premises in a part of the premises usually set apart for the service of such persons and for consumption by that person in that part of the premises as an ancillary to his meal.

(b) The alcohol must be sold or supplied at a time before (i) the provision of entertainment by persons present and performing or (ii) the provision of substantial refreshment, has ended. For other purposes or in other parts of the premises the hours set out above shall continue to apply.

(c) This condition does not authorise any sale or supply to any person admitted to the premises either after midnight or less than half an hour before the entertainment is due to end, except in accordance with condition number 9 (ii) above.

NOTE - The above restrictions do not prohibit:

(a) during the first twenty minutes after the above hours the consumption of the alcohol on the premises;

(b) during the first twenty minutes after the above hours, the taking of the alcohol from the premises unless the alcohol is supplied or taken in an open vessel;

(c) during the first thirty minutes after the above hours the consumption of the alcohol on the premises by persons taking table meals there if the alcohol was supplied for consumption as ancillary to the meals;

(d) the sale or supply of alcohol to or the consumption of alcohol by any person residing in the licensed premises;

(e) the ordering of alcohol to be consumed off the premises, or the despatch by the vendor of the alcohol so ordered;

(f) the sale of alcohol to a trader or registered club for the purposes of the trade or club;

(g) the sale or supply of alcohol to any canteen or mess, being a canteen in which the sale or supply of alcohol is carried out under the authority of the Secretary of State or an authorised mess of members of Her Majesty's naval, military or air forces;

(h) the taking of alcohol from the premises by a person residing there;

(i) the supply of alcohol for consumption on the premises to any private friends of a person residing there who are bona fide entertained by him at his own expense, or the consumption of alcohol by persons so supplied;

(j) the supply of alcohol for consumption on the premises to persons employed there for the purposes of the business carried on by the holder of the licence, or the

consumption of liquor so supplied, if the liquor is supplied at the expense of their employer or of the person carrying on or in charge of the business on the premises.

In this condition, any reference to a person residing in the premises shall be construed as including a person not residing there but carrying on or in charge of the business on the premises.

10. No person under fourteen shall be in the bar of the licensed premises during the permitted hours unless one of the following applies:
- (a) He is the child of the holder of the premises licence.
 - (b) He resides in the premises, but is not employed there.
 - (c) He is in the bar solely for the purpose of passing to or from some part of the premises which is not a bar and to or from which there is no other convenient means of access or egress.
 - (d) The bar is in railway refreshment rooms or other premises constructed, fitted and intended to be used bona fide for any purpose to which the holding of the licence is ancillary.

In this condition "bar" includes any place exclusively or mainly used for the consumption of intoxicating liquor. But an area is not a bar when it is usual for it to be, and it is, set apart for the service of table meals and alcohol is only sold or supplied to persons as an ancillary to their table meals.

11. The terminal hour for late night refreshment on New Year's Eve is extended to 05:00 on New Year's Day.

Annex 2 – Conditions consistent with the operating Schedule

None

Annex 3 – Conditions attached after a hearing by the licensing authority

12. Notwithstanding condition 9, Annex 1 of this licence, the sale or supply of alcohol is permitted with the service of breakfast only between 07:30 and 10:00. The alcohol is restricted to wines or champagnes (but not other alcoholic beverages) served by waiter or waitress to seated customers and the service of such alcohol to be ancillary to the supply of alcohol.
13. Regulated entertainment, in the form of live music, is permitted but is limited to up to two live musicians/ performers, Monday to Saturday 07:00 to 01:00 and 07:00 to 23:30 on Sundays.

Conditions proposed by the applicant and agreed with Environmental Health and Police:

14. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall not be permitted to take drinks or glass containers with them.

Conditions proposed by the applicant and agreed with Environmental Health:

Conditions that relate to the premises as a whole

15. There shall be a personal licence holder on duty on the premises at all times when the premises are authorised to sell alcohol.
16. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.

17. Loudspeakers shall not be located in the entrance lobby or outside the premises building.
18. All windows and external doors shall be kept closed after 22.00 hours at any time when regulated entertainment takes place, except for the immediate access and egress of persons.
19. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and business and leave the area quietly.
20. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
21. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
22. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23.00 hours and 08.00 hours on the following day.
23. Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
24. There shall be no striptease or nudity, and all persons shall be decently attired at all times, except when the premises are operating under the authority of a Sexual Entertainment Venue licence.
25. No deliveries shall be made to the front of the premises between 23.00 and 08.00 on the following day.
26. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
27. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
28. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
29. All emergency doors shall be maintained effectively self-closing and not held open other than by an approved device.
30. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
31. Curtains and hangings shall be arranged so as not to obstruct emergency safety signs or emergency equipment.
32. All fabrics, curtains, drapes and similar features including materials used in finishing and furnishing shall be either non-combustible or be durably or inherently flame-retarded fabric. Any fabrics used in escape routes (other than foyers), entertainment areas or function rooms, shall be non-combustible.

Conditions relating to the Grand Divan- Simpson's Restaurant

33. The premises shall only operate as a restaurant:
 - (i) in which customers are shown to their table,
 - (ii) where the supply of alcohol is by waiter or waitress service only,
 - (iii) which provide food in the form of substantial table meals that are prepared on the premises and are served and consumed at the table using non disposable crockery,

(iv) which do not provide any take away service of food or drink for immediate consumption,
(v) which do not provide any take away service of food or drink after 23.00, and
(vi) where alcohol shall not be sold or supplied, otherwise than for consumption by persons who are seated in the premises and bona fide taking substantial table meals there, and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.

34. The number of persons permitted in the Grand Divan- Simpson's Restaurant at any one time (excluding staff) shall not exceed 110 persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team

Conditions proposed by the applicant:

35. The variation of the Premises Licence 15/03287/LIPV to include the extension of regulated hours will have no effect until the two following conditions have been assessed as satisfactory by the Police Licensing Team and this condition has been removed from the Licence.
- The premises shall install and maintain a **comprehensive** CCTV system as per the **minimum requirements** of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
 - A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.

Conditions relating to the Bishop's Room

35. The number of persons permitted in the Bishop's Room at any one time (excluding staff) shall not exceed 100 persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team.

Additional condition proposed by Environmental Health:

36. All licensable activities in the Bishop's Room between the hours of 0100 hours and 0300hours shall only be during a private pre-booked event"

Conditions relating to The West Room &The West Room Ante Bar

37. All licensable activities after Midnight in the West Room &The West room Ante Bar shall only be during a private pre-booked event.
38. The number of persons permitted in the West Room &The West room Ante Bar at any one time (excluding staff) shall not exceed 180 persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team.

Conditions relating to The Knight's Bar

39. The number of persons permitted in the Knight's Bar at any one time (excluding staff) shall not exceed 50 persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team.

Additional condition proposed by Environmental Health:

40. All licensable activities in the Knight's Bar between the hours of 0100 hours and 0300hours shall only be during a private pre-booked event

Conditions relating to The Regency Room

41. All licensable activities after Midnight in the Regency Room shall only be during a private pre-booked event
42. The number of persons permitted in the Regency Room at any one time (excluding staff) shall not exceed 250 persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team.

Conditions proposed by the Police:

43. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
44. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
45. A minimum of 2 SIA licensed door supervisors shall be on duty on the premises between 01.00hrs and 03.30hrs on Wednesday, Thursday, Friday and Saturday nights when the premises are trading.
46. A Challenge 21 or Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
47. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police, which will record the following:
- (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received concerning crime and disorder
 - (d) any incidents of disorder
 - (e) all seizures of drugs or offensive weapons
 - (f) any faults in the CCTV system or searching equipment or scanning equipment
 - (g) any refusal of the sale of alcohol
 - (h) any visit by a relevant authority or emergency service.

48. The Licence will have no effect until the Police are satisfied that the premises have upgraded the current CCTV system in accordance to the wording of condition 1 shown above.

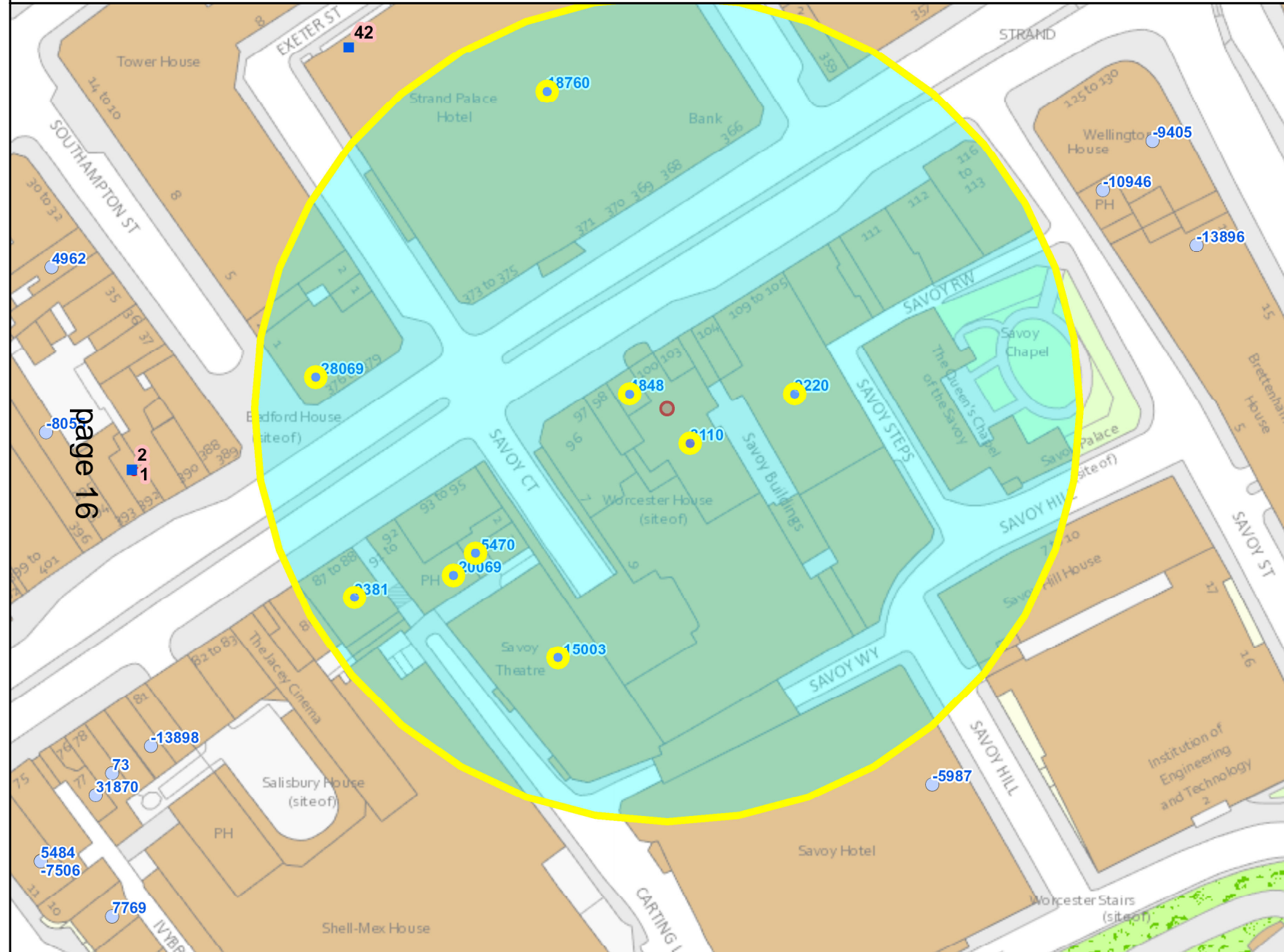
Conditions proposed by Environmental Health:

Conditions that relate to the premises as a whole

49. The number of persons accommodated at the premises (excluding staff) shall not exceed 180 persons. Subject to the sanitary accommodation being improved to the satisfaction of the Council's Environmental Health Officer, the capacity may be increased to such number as may be agreed with the licence holder. The actual capacity will only increase when an appropriate condition to that effect has replaced this condition on the licence.



Simpsons In The Strand, 100-102 Strand



page 16

Residential / Proposed Residential	0
Under Construction	Not known
Other Uses	Not known
Proportion Residential of all Uses	Not known

10
 Meters

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Data Source: Uniform Database
 Date: 11/06/2015

Premises within 75 metres of: Simpsons In The Strand, 100-102 Strand			
p / n	Name of Premises	Premises Address	Opening Hours
06/13246/WCCMAP	Salieri Restaurant	376 Strand London WC2R 0LQ	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
13/06230/LIPDPS	The Savoy Grill	2 Savoy Court London WC2R 0EZ	Monday to Sunday 10:00 - 01:30
14/06092/LIPN	Viandas De Salamanca	99 Strand London WC2R 0EW	Monday to Sunday 08:00 - 00:00
14/07632/LIPDPS	Smollensky's On The Strand	Basement 105 Strand London WC2R 0AA	Sunday 11:00 - 00:00 Monday to Saturday 11:00 - 01:30
14/03222/LIPN	Pret A Manger	Basement To Ground Floor 87 - 88 Strand London WC2R 0DW	Monday to Friday 06:45 - 23:30 Sunday 08:00 - 20:30 Saturday 08:00 - 23:30
14/05310/LIPV	Strand Palace Hotel	Strand Palace Hotel 372 Strand London WC2R 0JJ	Monday to Sunday 00:00 - 00:00
14/11204/LIPVM	Coal Hole Public House	Coal Hole 91-92 Strand London WC2R 0DW	Monday to Saturday 07:00 - 00:30 Sunday 07:00 - 23:30
11/06734/LIPV	Savoy Theatre	Savoy Theatre Savoy Court London WC2R 0ET	Monday to Sunday 09:00 - 00:00
07/01317/WCCMAP	Simpsons In The Strand	100-102 Strand London WC2R 0EW	Sunday 07:30 - 00:00 Monday to Saturday 07:30 - 01:30

Background Documents



City of Westminster
64 Victoria Street, London, SW1E 6QP

Premises licence

Regulation 33, 34

Premises licence number:

15/00949/LIPDPS

Original Reference:

05/10946/LIPC

Part 1 – Premises details

Postal address of premises:

Simpsons In The Strand
100 - 102 Strand
London
WC2R 0EW

Telephone Number: Not Supplied

Where the licence is time limited, the dates:

Not applicable

Licensable activities authorised by the licence:

Performance of Live Music
Playing of Recorded Music
Late Night Refreshment
Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit
Sale by Retail of Alcohol

The times the licence authorises the carrying out of licensable activities:

Performance of Live Music

Monday to Saturday: 07:30 to 01:00 (subject to condition 13)
Sunday: 07:30 to 23:30 (subject to condition 13)

Playing of Recorded Music

Unrestricted

Late Night Refreshment

Monday to Saturday: 23:00 to 01:30
Sunday: 23:00 to 00:00

Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit Unrestricted

Sale by Retail of Alcohol

Monday to Saturday: 07:30 to 01:00
Sunday: 07:30 to 10:00
Sunday: 12:00 to 23:30

Non Standard Timings: See condition 12

For times authorised for Christmas, New Year and Good Friday see conditions at Annex 1

The opening hours of the premises:

Monday to Saturday: 07:30 to 01:30
Sunday: 07:30 to 00:00

Where the licence authorises supplies of alcohol, whether these are on and/or off supplies:

Alcohol is supplied for consumption both on and off the Premises.

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:

Simpson's-In-The-Strand Ltd
5th Floor North Wing
Bush House
Aldwych
London
WC2B 4EZ

Registered number of holder, for example company number, charity number (where applicable)

00348446

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol:

Name: Vincent McGrath

Please note: It is the policy of the Licensing Authority not to display the address details of a designated premises supervisor.

Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol:

Licence Number: GUPA0347
Licensing Authority: Guildford Borough Council

Date: 11th June 2015

This licence has been authorised by Mrs Sumeet Anand-Patel on behalf of the Director - Public Protection and Licensing.

Annex 1 – Mandatory conditions

1. No supply of alcohol may be made at a time when there is no designated premises supervisor in respect of this licence.
2. No supply of alcohol may be made at a time when the designated premises supervisor does not hold a personal licence or the personal licence is suspended.
3. Every supply of alcohol under this licence must be made or authorised by a person who holds a personal licence.
4.
 - (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
 - (2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—
 - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to;
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
 - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
 - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;
 - (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
 - (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
5. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
6.
 - (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
 - (2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

- (3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—
- (a) a holographic mark, or
 - (b) an ultraviolet feature.
7. The responsible person must ensure that—
- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
 - (i) beer or cider: ½ pint;
 - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
 - (iii) still wine in a glass: 125 ml;
 - (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
 - (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

A responsible person in relation to a licensed premises means the holder of the premises licence in respect of the premises, the designated premises supervisor (if any) or any individual aged 18 or over who is authorised by either the licence holder or designated premises supervisor. For premises with a club premises certificate, any member or officer of the club present on the premises in a capacity that which enables him to prevent the supply of alcohol.

8(i) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

8(ii) For the purposes of the condition set out in paragraph 8(i) above -

- (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
- (b) "permitted price" is the price found by applying the formula -

$$P = D + (D \times V)$$

Where -

- (i) P is the permitted price,
 - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
 - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
- (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -
- (i) the holder of the premises licence,

- (ii) the designated premises supervisor (if any) in respect of such a licence, or
 - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
- (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
- (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.
- 8(iii). Where the permitted price given by Paragraph 8(ii)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
- 8(iv). (1) Sub-paragraph 8(iv)(2) below applies where the permitted price given by Paragraph 8(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
- (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Conditions which reproduce the effect of any restriction imposed on the use of the premises by specified enactment

Conditions related to the Sale of Alcohol

9. Alcohol shall not be sold, supplied, consumed in or taken from the premises except during permitted hours.

In this condition, permitted hours means:

- (a) On weekdays, other than Christmas Day, Good Friday or New Year's Eve, 10:00 to 23:00
 - (b) On Sundays, other than Christmas Day or New Year's Eve, 12:00 to 22:30
 - (c) On Good Friday, 12:00 to 22:30
 - (d) On Christmas Day, 12:00 to 15:00. and 19:00 to 22:30
 - (e) On New Year's Eve, except on a Sunday, 10:00 to 23:00
 - (f) On New Year's Eve on a Sunday, 12:00 to 22:30
 - (g) On New Year's Eve from the end of permitted hours on New Year's Eve to the start of permitted hours on the following day (or, if there are no permitted hours on the following day, midnight on 31st December).
- (ii) Alcohol may be sold or supplied for one hour following the hours set out above and on Christmas day, between 15.00 and 19.00, to persons taking table meals in the premises in a part of the premises usually set apart for the service of such persons and for consumption by such a person in that part of the premises as an ancillary to his meal. For other purposes or in other parts of the premises the hours set out above shall continue to apply.

Monday to Saturday

- (iii) (a) Alcohol may be sold or supplied until 01:00 in the morning following weekdays to persons taking table meals in the premises in a part of the premises usually set apart for the service of such persons and for consumption by that person in that part of the premises as an ancillary to his meal.

- (b) The alcohol must be sold or supplied at a time before (i) the provision of entertainment by persons present and performing or (ii) the provision of substantial refreshment, has ended. For other purposes or in other parts of the premises the hours set out above shall continue to apply.
- (c) This condition does not authorise any sale or supply to any person admitted to the premises either after midnight or less than half an hour before the entertainment is due to end, except in accordance with condition number 9 (ii) above.

NOTE - The above restrictions do not prohibit:

- (a) during the first twenty minutes after the above hours the consumption of the alcohol on the premises;
- (b) during the first twenty minutes after the above hours, the taking of the alcohol from the premises unless the alcohol is supplied or taken in an open vessel;
- (c) during the first thirty minutes after the above hours the consumption of the alcohol on the premises by persons taking table meals there if the alcohol was supplied for consumption as ancillary to the meals;
- (d) the sale or supply of alcohol to or the consumption of alcohol by any person residing in the licensed premises;
- (e) the ordering of alcohol to be consumed off the premises, or the despatch by the vendor of the alcohol so ordered;
- (f) the sale of alcohol to a trader or registered club for the purposes of the trade or club;
- (g) the sale or supply of alcohol to any canteen or mess, being a canteen in which the sale or supply of alcohol is carried out under the authority of the Secretary of State or an authorised mess of members of Her Majesty's naval, military or air forces;
- (h) the taking of alcohol from the premises by a person residing there;
- (i) the supply of alcohol for consumption on the premises to any private friends of a person residing there who are bona fide entertained by him at his own expense, or the consumption of alcohol by persons so supplied;
- (j) the supply of alcohol for consumption on the premises to persons employed there for the purposes of the business carried on by the holder of the licence, or the consumption of liquor so supplied, if the liquor is supplied at the expense of their employer or of the person carrying on or in charge of the business on the premises.

In this condition, any reference to a person residing in the premises shall be construed as including a person not residing there but carrying on or in charge of the business on the premises.

10. No person under fourteen shall be in the bar of the licensed premises during the permitted hours unless one of the following applies:
- (a) He is the child of the holder of the premises licence.
 - (b) He resides in the premises, but is not employed there.

- (c) He is in the bar solely for the purpose of passing to or from some part of the premises which is not a bar and to or from which there is no other convenient means of access or egress.
- (d) The bar is in railway refreshment rooms or other premises constructed, fitted and intended to be used bona fide for any purpose to which the holding of the licence is ancillary.

In this condition "bar" includes any place exclusively or mainly used for the consumption of intoxicating liquor. But an area is not a bar when it is usual for it to be, and it is, set apart for the service of table meals and alcohol is only sold or supplied to persons as an ancillary to their table meals.

- 11. The terminal hour for late night refreshment on New Year's Eve is extended to 05:00 on New Year's Day.

Annex 2 – Conditions consistent with the operating Schedule

None

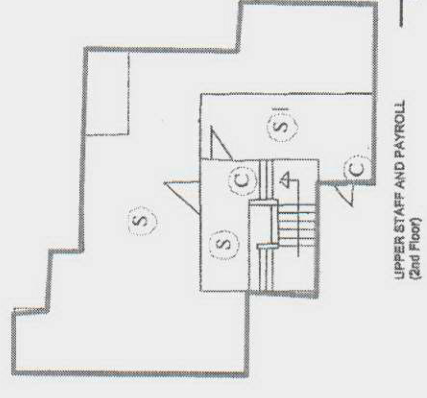
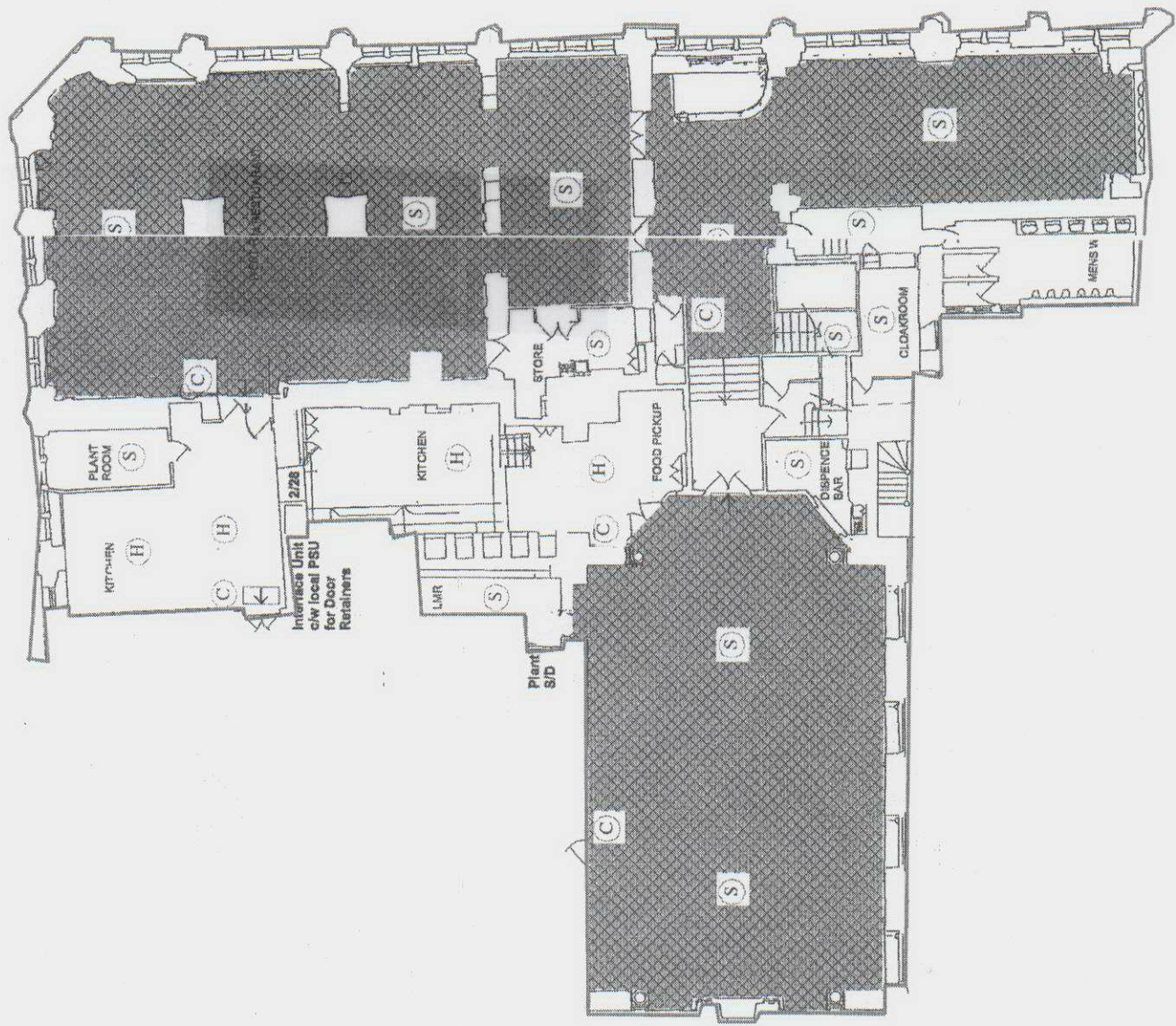
Annex 3 – Conditions attached after a hearing by the licensing authority

12. Notwithstanding condition 9, Annex 1 of this licence, the sale or supply of alcohol is permitted with the service of breakfast only between 07:30 and 10:00. The alcohol is restricted to wines or champagnes (but not other alcoholic beverages) served by waiter or waitress to seated customers and the service of such alcohol to be ancillary to the supply of alcohol.
13. Regulated entertainment, in the form of live music, is permitted but is limited to up to two live musicians/ performers, Monday to Saturday 07:00 to 01:00 and 07:00 to 23:30 on Sundays.

Annex 4 – Plans

Attached

- △ Fire Extinguisher (Wall mounted)
- △ F Fire Extinguisher (Standing)
- △ B Fire Blanket
- ↑ Fire Exit Sign
- ← Fire Exit Sign
- ⊞ Bulkhead Emergency Light
- ⊞ E Recessed Emergency Light
- ⊞ S Smoke Detector
- ⊞ H Heat Detector
- ⊞ C Manual Call Point
- ⊞ F Fire Hose Reel
- ▨ Licenced Areas
- ▩ Extended Hours Licence

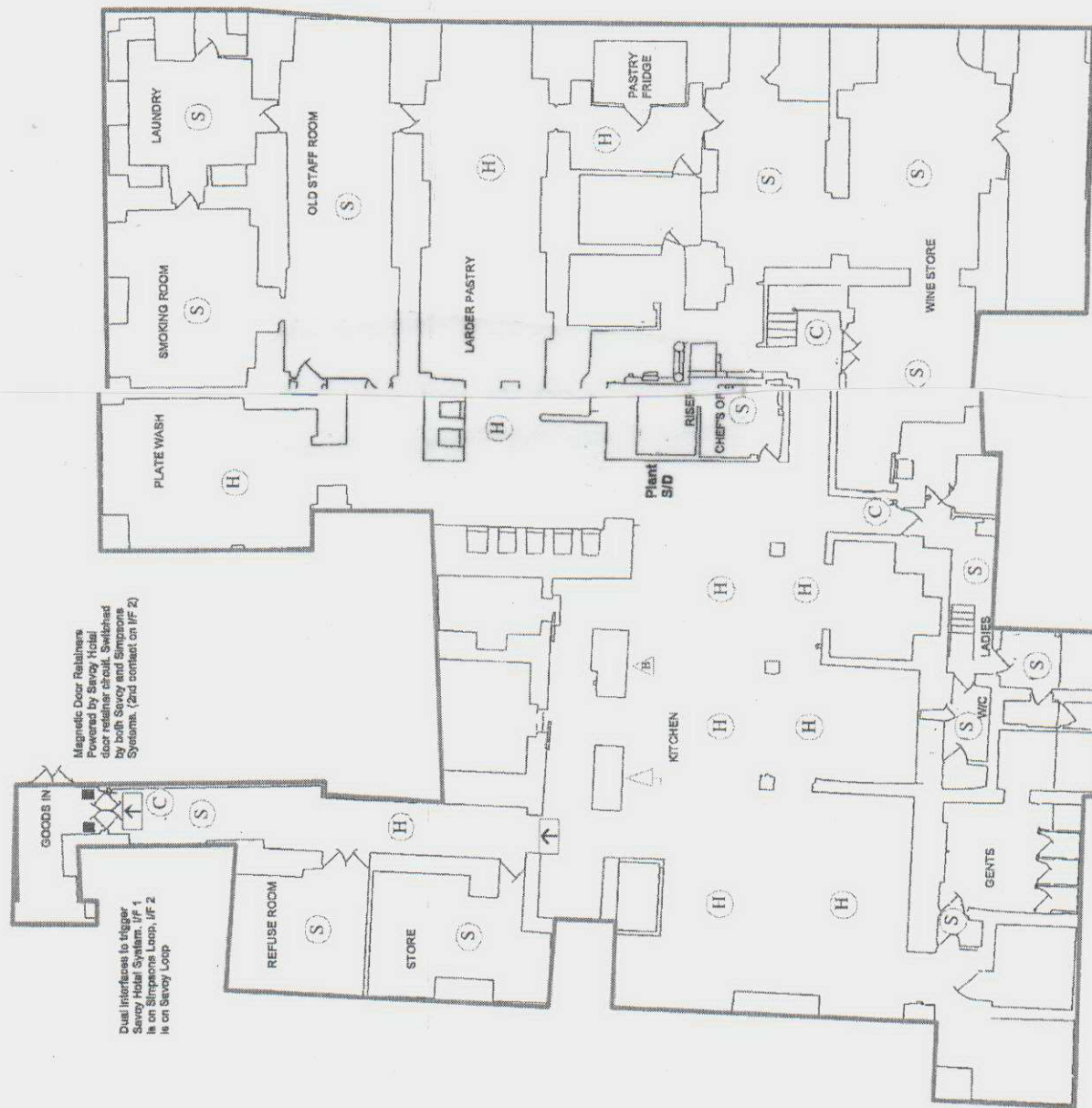


CRANE & ASSOCIATES
 100 High Street, London, E14 4JF
 Tel: 020 727 2700
 Fax: 020 727 2800

**Simpsons Restaurant
 Licence Drawing**

PROJECT: 1st & 2nd floor
 DATE: Jan 2005
 SCALE: 1:200
 DRAWING NO: 1019/SK/23

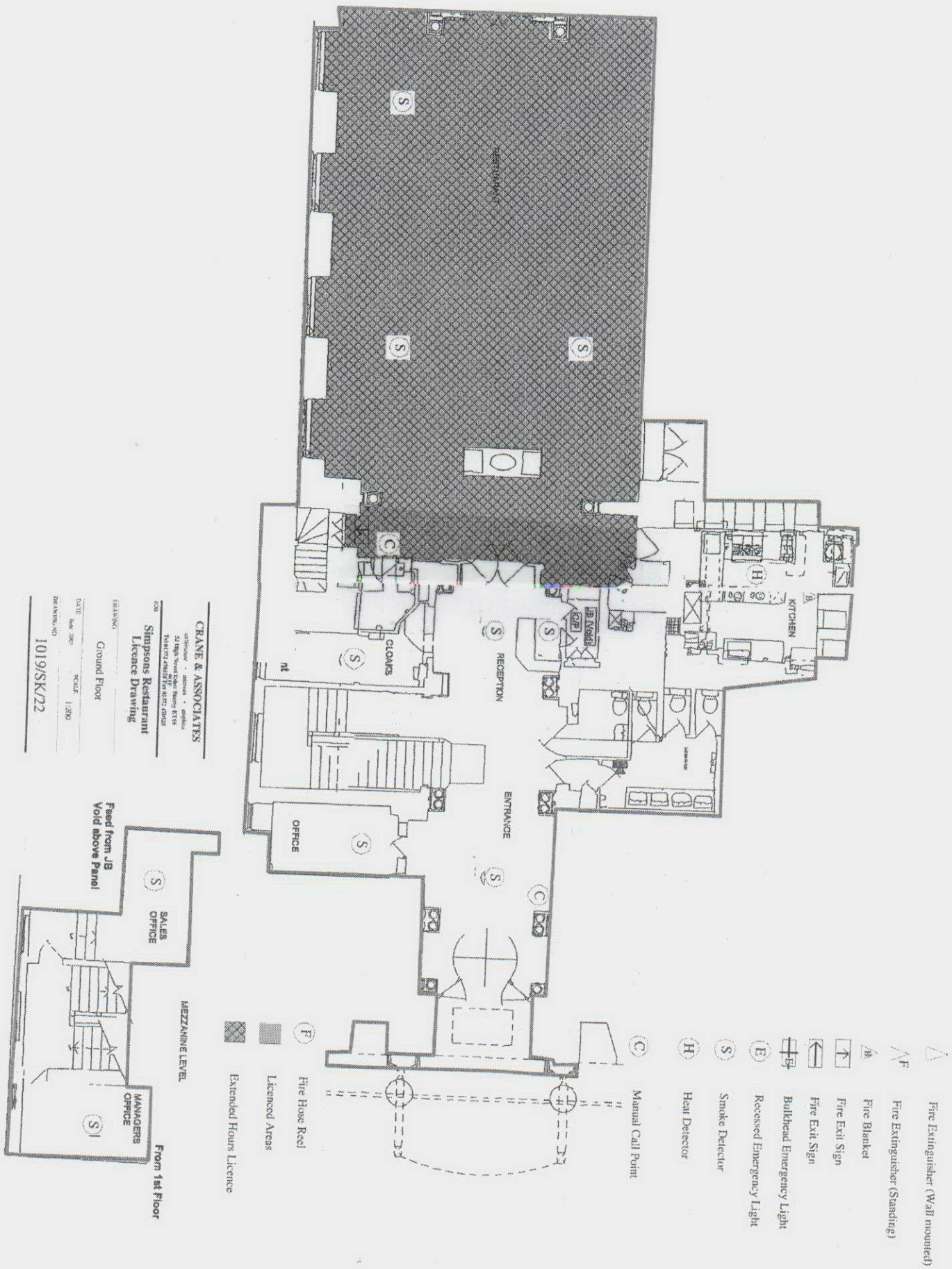
- △ Fire Extinguisher (Wall mounted)
- △ F Fire Extinguisher (Standing)
- △ B Fire Blanker
- ↑ Fire Exit Sign
- ← Fire Exit Sign
- ⊞ Bulkhead Emergency Light
- E Recessed Emergency Light
- S Smoke Detector
- H Heat Detector
- C Manual Call Point
- F Fire Hose Reel
- L Licenced Areas
- E Extended Hours Licence



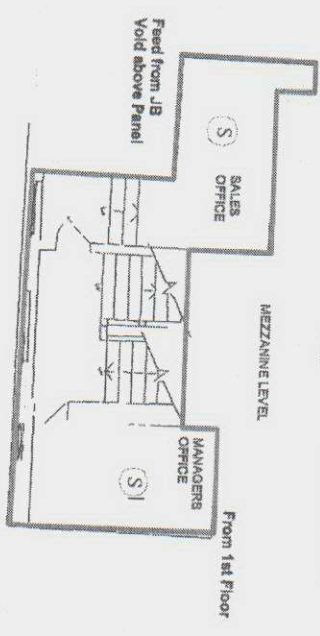
CRANE & ASSOCIATES
 architects • interior designers • project managers
 11 High Street, London, E15 2ET
 Tel: 020 7253 8888 Fax: 020 7253 8889

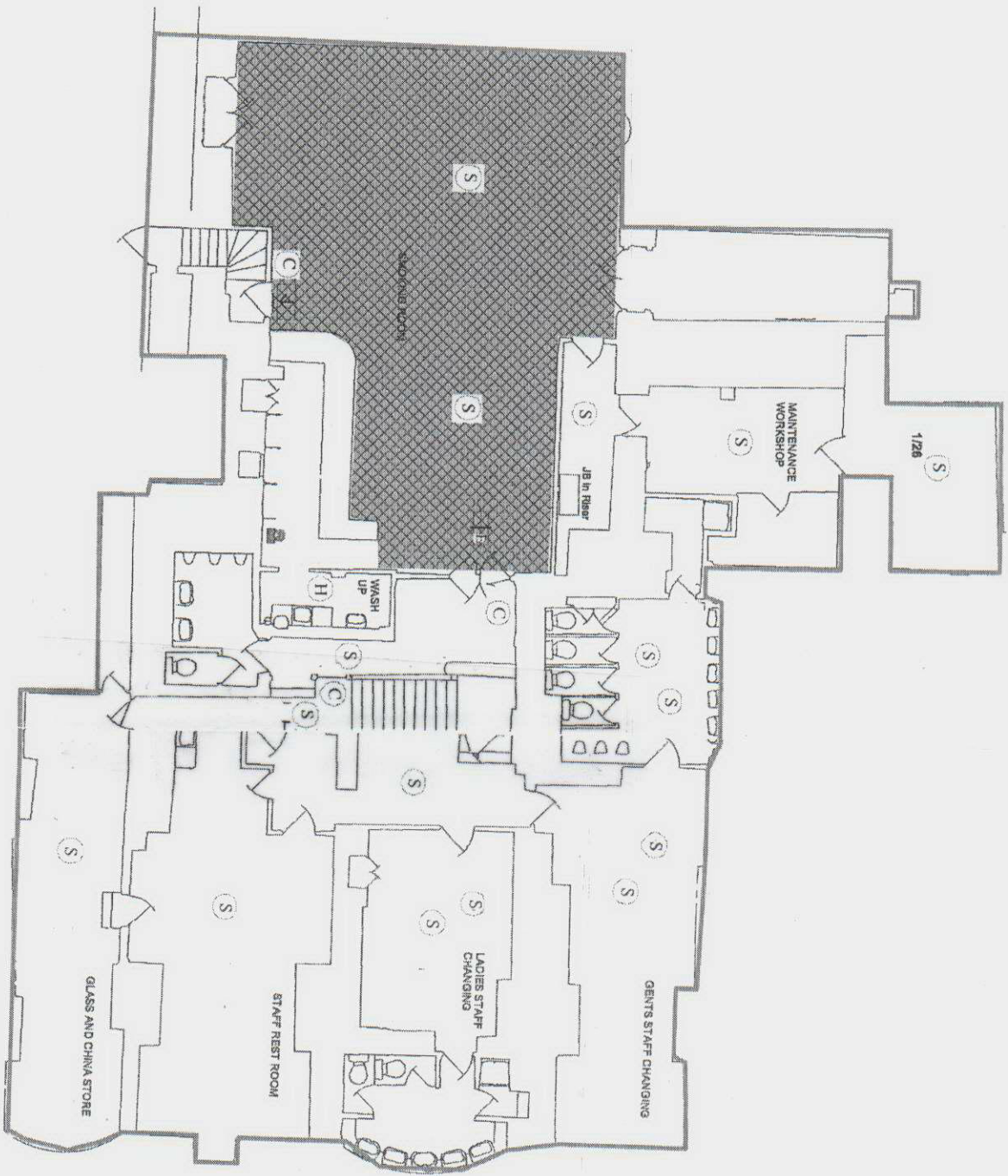
Simpson's Restaurant
 Licence Drawing

DRAWING: 2nd Basement Plan (Main Kitchens)
 DATE: Nov 2005 SCALE: 1:500
 DRAWING NO: 1019/SK/20



CRANE & ASSOCIATES
 ARCHITECTS • INTERIORS • GRAPHICS
 200
 Simpson's Restaurant
 License Drawing
 DATE: 10/19/2002
 SCALE: 1/8"=1'-0"
 DRAWING NO: 1019/SK/22





- △ Fire Extinguisher (Wall mounted)
- ▽ Fire Extinguisher (Standing)
- △ Fire Blanket
- Fire Exit Sign
- ← Fire Exit Sign
- ⊞ Bulbhead Emergency Light
- ⊞ Recessed Emergency Light
- ⊞ Smoke Detector
- ⊞ Heat Detector
- ⊞ Manual Call Point
- ⊞ Fire Hose Reel
- ⊞ Licenced Areas
- ⊞ Extended Hours Licence

CRANE & ASSOCIATES
 ARCHITECTS • PLANNERS • INTERIORS
 101/9 SK21
 101/9 SK21

Simpson's Restaurant
 Licence Drawing

DATE: 10/19/2021
 SCALE: 1:200
 DRAWING NO: 101/9/SK/21



City of Westminster
64 Victoria Street, London, SW1E 6QP

Premises licence

Regulation 33, 34

Premises licence number:

10/09561/LIPV

Original Reference:

05/06284/LIPCV

Part 1 – Premises details

Postal address of premises:

Savoy Hotel
1 Savoy Hill
London
WC2R 0BP

Telephone Number:

Where the licence is time limited, the dates:

Not applicable

Licensable activities authorised by the licence:

Performance of Dance
Exhibition of a Film
Performance of Live Music
Playing of Recorded Music
Provision of facilities for entertainment of a similar description to making music or dancing
Late Night Refreshment
Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit
Sale by Retail of Alcohol

The times the licence authorises the carrying out of licensable activities:

Performance of Dance

Monday to Sunday: 09:00 to 03:00

Exhibition of a Film

Monday to Sunday: 00:00 to 00:00 (24 hours for hotel guests)

Performance of Live Music

Monday to Sunday: 09:00 to 03:00

Playing of Recorded Music

Unrestricted

Provision of facilities for entertainment of a similar description to making music or dancing

Monday to Sunday: 09:00 to 03:00

Late Night Refreshment

Monday to Saturday: 23:00 to 03:30
Sunday: 23:00 to 01:00
Sundays before Bank Holidays: 23:00 to 03:30

Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit Unrestricted

Sale by Retail of Alcohol

Monday to Saturday: 07:30 to 03:00 (07:30 to 10:00 subject to condition 19)
Sunday: 07:30 to 00:30 (07:30 to 10:00 subject to condition 19)
Sundays before Bank Holidays: 12:00 to 03:00

For times authorised for Christmas, New Year and Good Friday see conditions at Annex 1

The opening hours of the premises:

Monday to Sunday: 07:30 to 03:30
Monday to Sunday: 00:00 to 00:00 (24 hours for residents and their bona fide guests)

Where the licence authorises supplies of alcohol, whether these are on and/or off supplies:

Alcohol is supplied for consumption both on and off the Premises.

Part 2**Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:**

The Savoy Hotel Limited
BA Group
59 Pelham Street
London
SW7 2NJ
Electronic Mail : mbrowning@balaw.co.uk
Business Phone Number : 0870 458 4600

Registered number of holder, for example company number, charity number (where applicable)

03669255

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol:

Name: Vincent McGrath

Please note: It is the policy of the Licensing Authority not to display the address details of a designated premises supervisor.

Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol:

Licence Number: GUPA 0347
Licensing Authority: Guildford Borough Council

Date: 20th January 2011

Signed:

pp



Operational Director - Premises Management

Annex 1 – Mandatory conditions

1. No supply of alcohol may be made at a time when there is no designated premises supervisor in respect of this licence.
2. No supply of alcohol may be made at a time when the designated premises supervisor does not hold a personal licence or the personal licence is suspended.
3. Every supply of alcohol under this licence must be made or authorised by a person who holds a personal licence.
4.
 - (1) The responsible person shall take all reasonable steps to ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
 - (2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises in a manner which carries a significant risk of leading or contributing to crime and disorder, prejudice to public safety, public nuisance, or harm to children;
 - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to;
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
 - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic (other than any promotion or discount available to an individual in respect of alcohol for consumption at a table meal, as defined in section 159 of the Act);
 - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less;
 - (d) provision of free or discounted alcohol in relation to the viewing on the premises of a sporting event, where that provision is dependent on;
 - (i) the outcome of a race, competition or other event or process, or
 - (ii) the likelihood of anything occurring or not occurring;
 - (e) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner.
5. The responsible person shall ensure that no alcohol is dispensed directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
6. The responsible person shall ensure that free tap water is provided on request to customers where it is reasonably available.

7. (1) The premises licence holder or club premises certificate holder shall ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol.
- (2) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and a holographic mark.
8. The responsible person shall ensure that;
 - (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures;
 - (i) beer or cider: ½ pint;
 - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
 - (iii) still wine in a glass: 125 ml; and
 - (b) customers are made aware of the availability of these measures.

A responsible person in relation to a licensed premises means the holder of the premise licence in respect of the premises, the designated premises supervisor (if any) or any individual aged 18 or over who is authorised by either the licence holder or designated premises supervisor. For premises with a club premises certificate, any member or officer of the club present on the premises in a capacity that which enables him to prevent the supply of alcohol.

Conditions reproducing the effect of conditions subject to which the relevant existing licences have effect.

Conditions relating to regulated entertainment: River Restaurant, Thames Foyer, American Bar, Lancaster Room & Bar, Lincoln Room & Bar, Princess IDA & Pinafore Room combined and Thames Room

9. This licence is subject to all the former Rules of Management for Places of Public Entertainment licensed by Westminster City Council, in force from 4 September 1998 and incorporating amendments agreed by the Council on 25 October 1999, 30 June 2000, 16 January 2001 and 1 October 2001
10. Notwithstanding the provisions of Rule of Management No. 6 the premises may be kept open under this licence from 23:00 on each of the days Monday to Saturday to 03:00am on the days following
11. The licensee shall ensure that patrons are carefully monitored when accessing and egressing the premises to ensure that they do so in a quite and orderly manner.
12. The entertainment to be provided under this licence shall be restricted to the type commonly known as 'discotheque', occasional live music and dancing. Entertainment commonly known as 'raves' shall not be provided under this licence.
13. Attendants shall be on duty in the cloakroom at ground and basement levels adjacent to the Embankment entrance during the whole time they are in use.
14. The outer sliding doors to the revolving door at the Embankment entrance shall be kept locked back fully open while the premises are in use under this licence.

15. The number of persons accommodated at any one time (excluding staff) shall not exceed:

River Restaurant - 200

Thames Foyer - 150

American Bar - 50

Lancaster Room & Bar - 500 (The accommodation figure in the bar area (Parlour) shall not exceed 200)

Lincoln Room & Bar - 100

Princess Ida & Pinafore Room Combined - 75

Thames Room - 200

Conditions which reproduce the effect of any restriction imposed on the use of the premises by specified enactments

16. (a) Subject to the following paragraphs, the permitted hours on weekdays shall commence at 10.00 and extend until 03.00 on the morning following except that -
- (i) the permitted hours shall end at 00.00 midnight on any day on which music and dancing is not (or, in the case of casino premises, gaming facilities are not) provided after midnight; and
 - (ii) on any day that music and dancing end (or, in the case of casino premises, gaming ends) between 00.00 midnight and 03.00, the permitted hours shall end when the music and dancing end (or as the case maybe when the gaming ends);
- (b) In relation to the morning on which summer time begins, paragraph (a) of this condition shall have effect-
- (i) with the substitution of references to 04.00 for references to 03.00
- (c) On Sundays, other than Christmas Day or New Year's Eve, 12:00 to 22:30
- (i) Alcohol may be sold or supplied for one hour following the hours set out above to persons taking table meals in the premises in a part of the premises usually set apart for the service of such persons and for consumption by such a person in that part of the premises as an ancillary to his meal. For other purposes or in other parts of the premises the hours set out above shall continue to apply.
- (d) On Sundays immediately before bank holidays (other than Easter Sunday), the permitted hours shall extend until 03.00 on the morning following except that-
- (i) the permitted hours shall end at 00.00 midnight on any Sunday on which music and dancing is not (or, in the case of casino premises, gaming facilities are not) provided after 00.00 midnight;
 - (ii) where music and dancing end (or, in the case of casino premises, gaming ends) between 00.00 midnight on any Sunday and 03.00, the permitted hours on that Sunday shall end when the music and dancing end (or, as the case may be, when the gaming ends).
- (e) The sale of alcohol must be ancillary to the use of the premises for music and dancing and substantial refreshment.

NOTE - The above restrictions do not prohibit:

(a) during the first thirty minutes after the above hours the consumption of the alcohol on the premises;

(b) during the first twenty minutes after the above hours, the taking of the alcohol from the premises unless the alcohol is supplied or taken in an open vessel;

- (c) the sale or supply of alcohol to or the consumption of alcohol by any person residing in the licensed premises;
- (d) the ordering of alcohol to be consumed off the premises, or the despatch by the vendor of the alcohol so ordered;
- (e) the sale of alcohol to a trader or registered club for the purposes of the trade or club;
- (f) the sale or supply of alcohol to any canteen or mess, being a canteen in which the sale or supply of alcohol is carried out under the authority of the Secretary of State or an authorised mess of members of her Majesty's naval, military or air forces;
- (g) the taking of alcohol from the premises by a person residing there;
- (h) the supply of alcohol for consumption on the premises to any private friends of a person residing there who are bona fide entertained by him at his own expense, or the consumption of alcohol by persons so supplied;
- (i) the supply of alcohol for consumption on the premises to persons employed there for the purposes of the business carried on by the holder of the licence, or the consumption of liquor so supplied, if the liquor is supplied at the expense of their employer or of the person carrying on or in charge of the business on the premises.

In this condition, any reference to a person residing in the premises shall be construed as including a person not residing there but carrying on or in charge of the business on the premises.

17. No person under fourteen shall be in the bar of the licensed premises during the permitted hours unless one of the following applies:
- (a) He is the child of the holder of the premises licence.
 - (b) He resides in the premises, but is not employed there.
 - (c) He is in the bar solely for the purpose of passing to or from some part of the premises which is not a bar and to or from which there is no other convenient means of access or egress.
 - (d) The bar is in railway refreshment rooms or other premises constructed, fitted and intended to be used bona fide for any purpose to which the holding of the licence is ancillary.

In this condition "bar" includes any place exclusively or mainly used for the consumption of intoxicating liquor. But an area is not a bar when it is usual for it to be, and it is, set apart for the service of table meals and alcohol is only sold or supplied to persons as an ancillary to their table meals.

18. The terminal hour for late night refreshment on New Year's Eve is extended to 05:00 on New Year's Day.

Annex 2 – Conditions consistent with the operating Schedule

None

Annex 3 – Conditions attached after a hearing by the licensing authority

19. For the service of breakfast only between 07:30 and 10:00 alcohol, restricted to wines or champagnes, may be served by waiter or waitress to seated customers and the service of such alcohol will be ancillary to the supply of food.

Annex 4 – Plans

* required information

Section 1 of 17

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference	Not Currently In Use	This is the unique reference for this application generated by the system.
Your reference	MB/ES/SIMPSONS/VAR	You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

Yes No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name	SIMPSON'S IN THE STRAND
* Family name	LIMITED
* E-mail	pelhamstreet@gmail.com

Main telephone number		Include country code.
Other telephone number		

Indicate here if the applicant would prefer not to be contacted by telephone

Is the applicant:

Applying as a business or organisation, including as a sole trader
 Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means the applicant is applying so the applicant can be employed, or for some other personal reason, such as following a hobby.

Applicant Business

* Is the applicant's business registered in the UK with Companies House? Yes No

* Registration number

* Business name

* VAT number

* Legal status

If the applicant's business is registered, use its registered name.

Put "none" if the applicant is not registered for VAT.

Continued from previous page...

* Applicant's position in the business

Home country

The country where the applicant's headquarters are.

Registered Address

Address registered with Companies House.

* Building number or name

* Street

District

* City or town

County or administrative area

* Postcode

* Country

Agent Details

* First name

* Family name

* E-mail

Main telephone number

Include country code.

Other telephone number

Indicate here if you would prefer not to be contacted by telephone

Are you:

An agent that is a business or organisation, including a sole trader

A sole trader is a business owned by one person without any special legal structure.

A private individual acting as an agent

Agent Business

* Is your business registered in the UK with Companies House? Yes No

* Registration number

* Business name

If your business is registered, use its registered name.

* VAT number

Put "none" if you are not registered for VAT.

* Legal status

Continued from previous page...

* Your position in the business

Home country

The country where the headquarters of your business is located.

Agent Registered Address

Address registered with Companies House.

* Building number or name

* Street

District

* City or town

County or administrative area

* Postcode

* Country

Section 2 of 17

APPLICATION DETAILS

I/we, as named in section 1, being the premises licence holder, apply to vary a premises licence under section 34 of the Licensing Act 2003 for the premises described in section 2 below.

* Premises Licence Number

Are you able to provide a postal address, OS map reference or description of the premises?

- Address OS map reference Description

Postal Address Of Premises

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Premises Contact Details

Telephone number

Non-domestic rateable value of premises (£)

Section 3 of 17

Continued from previous page...

VARIATION

Do you want the proposed variation to have effect as soon as possible? Yes No

If your proposed variation would mean that 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend

Describe briefly the nature of the proposed variation

Simpson's in the Strand is an iconic restaurant and bar operating since 1850 and immortalised in both film and book. It is annexed to (and connected to) the Savoy Hotel. The Savoy Hotel has a historic Premises Licence permitting regulated activity to 03:30 daily and 00:30 on Sundays (03:00 on Sundays before bank holidays). The premises are not within the West End or Covent Garden Stress Areas. The premises trade on three floors, with a bar at basement level 1, the Grand Divan restaurant on the Ground Floor and a series of restaurants, function rooms and the Knight's Bar on the First Floor. Customers come in for different experiences, from noteworthy breakfasts such as "the 7 deadly sins" to drinks in the Bishop's Room, cocktails in the Knight's Bar, dining in one of two restaurants, and private functions, events and boardroom meetings in the Regency. Please see the operating schedule for an analysis of the relevant policies, and why the applicants submit that Simpson's is compliant with both the licensing objectives and the relevant policy criteria. This application is to extend the licensed hours in line with the Savoy Hotel on Wednesday to Saturday only for live music, late night refreshment, sale of alcohol and opening hours. Plus to increase the hours for regulated activity on Sundays before bank holidays in line with the Savoy Hotel. Additionally we have noticed that the plans attached to the Premises Licence are missing in part from the plans submitted on conversion. The correct set is therefore attached to this application.

Section 4 of 17

PROVISION OF PLAYS

Will the schedule to provide plays be subject to change if this application to vary is successful? Yes No

Section 5 of 17

PROVISION OF FILMS

Will the schedule to provide films be subject to change if this application to vary is successful? Yes No

Section 6 of 17

PROVISION OF INDOOR SPORTING EVENTS

Will the schedule to provide indoor sporting events be subject to change if this application to vary is successful? Yes No

Section 7 of 17

PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

Continued from previous page...

Will the schedule to provide boxing or wrestling entertainments be subject to change if this application to vary is successful?

- Yes No

Section 8 of 17

PROVISION OF LIVE MUSIC

Will the schedule to provide live music be subject to change if this application to vary is successful?

- Yes No

Standard Days And Timings

MONDAY

Start

End

Start

End

Provide timings in 24 hour clock (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Will the performance of live music take place indoors or outdoors or both?

- Indoors Outdoors Both

Where taking place in a building or other structure select as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

Continued from previous page...

The schedule reflects the variation sought - namely Wednesday to Saturday from 0100 to 0300. There is no proposed change to other days.

State any seasonal variations for the performance of live music

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Sundays before Bank Holidays varied from the current hours of 2330 to 0100

Non-standard timings. Where the premises will be used for the performance of live music at different times from those listed, above below.

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Section 9 of 17

PROVISION OF RECORDED MUSIC

Will the schedule to provide recorded music be subject to change if this application to vary is successful?

- Yes No

Section 10 of 17

PROVISION OF PERFORMANCES OF DANCE

Will the schedule to provide performances of dance be subject to change if this application to vary is successful?

- Yes No

Section 11 of 17

PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE

Will the schedule to provide anything similar to live music, recorded music or performances of dance be subject to change if this application to vary is successful?

- Yes No

Section 12 of 17

PROVISION OF LATE NIGHT REFRESHMENT

Will the schedule to provide late night refreshment be subject to change if this application to vary is successful?

Continued from previous page...

Yes

No

Standard Days And Timings

MONDAY

Start

End

Start

End

Provide timings in 24 hour clock (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Will the provision of late night refreshment take place indoors or outdoors or both?

Where taking place in a building or other structure select as appropriate. Indoors may include a tent.

Indoors

Outdoors

Both

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

The schedule reflects the variation sought - namely Wednesday to Saturday from 0130 to 0330. There is no proposed change to other days.

State any seasonal variations.

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Sundays before Bank Holidays varied from the current hours of 0000 to 0130

Continued from previous page...

Non standard timings. Where the premises will be used for the provision of late night refreshment at different times from those listed above, list below.

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Section 13 of 17

SUPPLY OF ALCOHOL

Will the schedule to supply alcohol be subject to change if this application to vary is successful?

- Yes No

Standard Days And Timings

MONDAY

Start

End

Start

End

Provide timings in 24 hour clock (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

Continued from previous page...

SUNDAY

Start

End

Start

End

Will the sale of alcohol be for consumption?

- On the premises Off the premises Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations.

For example (but not exclusively) where the activity will occur on additional days during the summer months.

The schedule reflects the variation sought - namely Wednesday to Saturday from 0100 to 0300. There is no proposed change to other days. The variation would be for ON sales only.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed above, list below.

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Sundays before Bank Holidays varied from the current hours of 2330 to 0100

Section 14 of 17

ADULT ENTERTAINMENT

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children.

Provide information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

NONE

Section 15 of 17

HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start

End

Start

End

Provide timings in 24 hour clock (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

Continued from previous page...

TUESDAY

Start End

Start End

WEDNESDAY

Start End

Start End

THURSDAY

Start End

Start End

FRIDAY

Start End

Start End

SATURDAY

Start End

Start End

SUNDAY

Start End

Start End

State any seasonal variations.

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed above, list below.

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Sundays before Bank Holidays varied from the current hours of 0000 to 0100

Continued from previous page...

Identify those conditions currently imposed on the licence which you believe could be removed as a consequence of the proposed variation you are seeking.

I have enclosed the premises licence

I have enclosed the relevant part of the premises licence

Reasons why I have failed to enclose the premises licence or relevant part of premises licence.

Section 16 of 17

LICENSING OBJECTIVES

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e)

If the club wishes members and their guests to be able to consume alcohol on the premises select on, if the club wishes people to be able to purchase alcohol to consume away from the premises select off. If the club wishes people to be able to do both select both.

Please see a full description of the Premises and application at page 3.
The premises are connected to the Savoy Hotel which is licensed to 03:30.
The applicants have in-house security and have not had problems with crime and disorder. The premises are covered by CCTV and there are external security officers who monitor the vicinity.
Public safety (which is overseen regularly by an in-house professional team) is maintained at statutory levels.
In terms of Public Nuisance, plant is contained within the premises and patrons are dispersed safely and in a staggered fashion to ensure that there is no noise disturbance. Additionally the premises tend to have quiet functions which ensure that patrons do not disperse with music ringing in their ears and raised voices.
Patrons also have the ability to leave from the Embankment side of the hotel via the adjacent steps, which is the usual taxi pick up point for guests.
There is no immediate residential accommodation in the vicinity other than that occupied by the Savoy hotel, which takes measures to ensure that its guests and residents are not disturbed at night.
The applicants therefore respectfully submit that the premises comply with Policy HRS1 and that they meet the licensing objectives, particularly as the hotel has a strong vested interest to ensure that its customers are happy and undisturbed.

b) The prevention of crime and disorder

No change to existing robust measures

c) Public safety

No change to existing robust measures

Continued from previous page...

d) The prevention of public nuisance

No change to existing robust measures

e) The protection of children from harm

No change to existing robust measures

Section 17 of 17

PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Variation Fees are determined by the non domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at http://www.voa.gov.uk/business_rates/index.htm

Band A - No RV to £4300	£100.00
Band B - £4301 to £33000	£190.00
Band C - £33001 to £8700	£315.00
Band D - £87001 to £12500	£450.00*
Band E - £125001 and over	£635.00*

*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then your are required to pay a higher fee

Band D - £87001 to £12500	£900.00
Band E - £125001 and over	£1,905.00

If you own a large premise you are subject to additional fees based upon the number in attendance at any one time

Capacity 5000-9999	£1,000.00
Capacity 10000 -14999	£2,000.00
Capacity 15000-19999	£4,000.00
Capacity 20000-29999	£8,000.00
Capacity 30000-39000	£16,000.00
Capacity 40000-49999	£24,000.00
Capacity 50000-59999	£32,000.00
Capacity 60000-69999	£40,000.00
Capacity 70000-79999	£48,000.00
Capacity 80000-89999	£56,000.00
Capacity 90000 and over	£64,000.00

* Fee amount (£)

635.00

ATTACHMENTS

AUTHORITY POSTAL ADDRESS

Continued from previous page...

Address

Building number or name	<input type="text"/>
Street	<input type="text"/>
District	<input type="text"/>
City or town	<input type="text"/>
County or administrative area	<input type="text"/>
Postcode	<input type="text"/>
Country	<input type="text" value="United Kingdom"/>

DECLARATION

* I/we understand it is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application.

Ticking this box indicates you have read and understood the above declaration

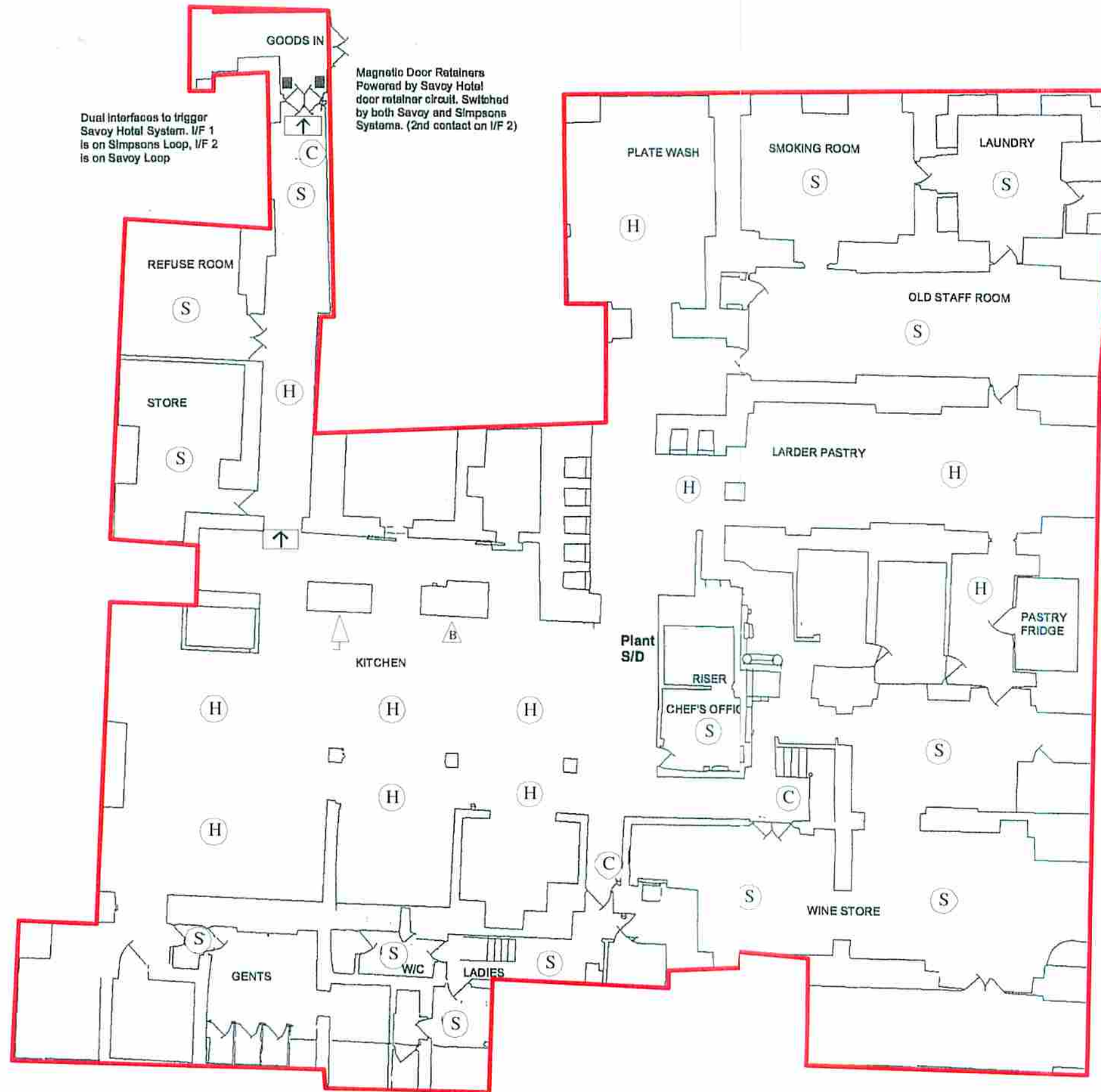
This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"














* Full name	<input type="text"/>
* Capacity	<input type="text"/>
Date (dd/mm/yyyy)	<input type="text"/>

Once you're finished you need to do the following:

1. Save this form to your computer by clicking to file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/westminster/change-1> to upload this file and continue with your application

Don't forget to make sure you have all your supporting documentation to hand.



-  Fire Extinguisher (Wall mounted)
-  Fire Extinguisher (Standing)
-  Fire Blanket
-  Fire Exit Sign
-  Fire Exit Sign
-  Bulkhead Emergency Light
-  Recessed Emergency Light
-  Smoke Detector
-  Heat Detector
-  Manual Call Point
-  Fire Hose Reel
-  Licenced Areas
-  Extended Hours Licence

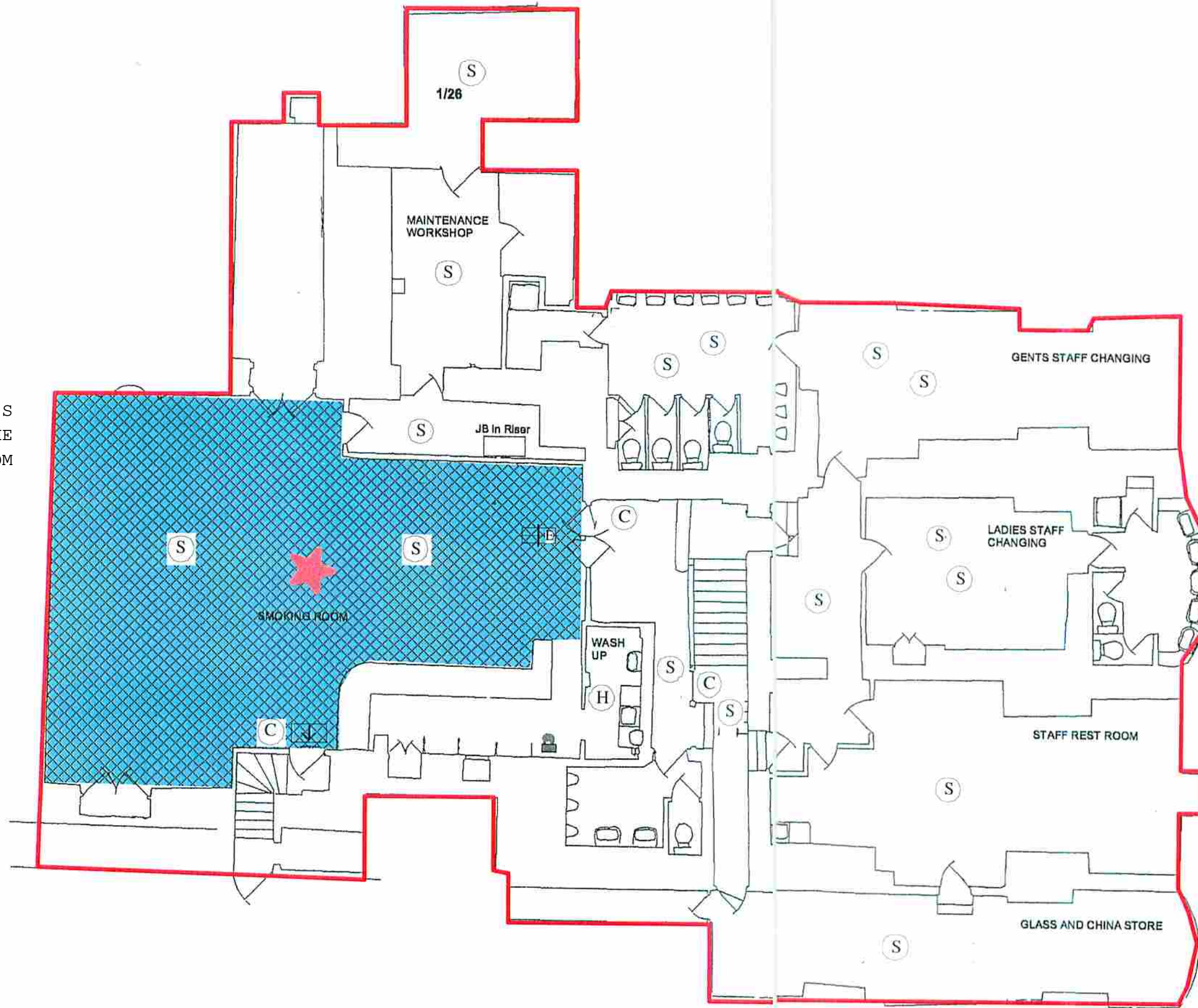
CRANE & ASSOCIATES
 architecture • interiors • graphics
 52 High Street Esher Surrey KT10 9QJ
 Tel 01372 470524 Fax 01372 470525














JOB
**Simpsons Restaurant
 Licence Drawing**

DRAWING
 2nd Basement Plan (Main Kitchens)

DATE June 2008 SCALE 1:200

DRAWING NO
 1019/SK/20



-  Fire Extinguisher (Wall mounted)
-  Fire Extinguisher (Standing)
-  Fire Blanket
-  Fire Exit Sign
-  Fire Exit Sign
-  Bulkhead Emergency Light
-  Recessed Emergency Light
-  Smoke Detector
-  Heat Detector
-  Manual Call Point
-  Fire Hose Reel
-  Licenced Areas
-  Extended Hours Licence

CRANE & ASSOCIATES
 architecture • interiors • graphics
 52 High Street Esher Surrey KT10 8QY
 Tel 01372 470524 Fax 01372 470525














JOB
**Simpsons Restaurant
 Licence Drawing**

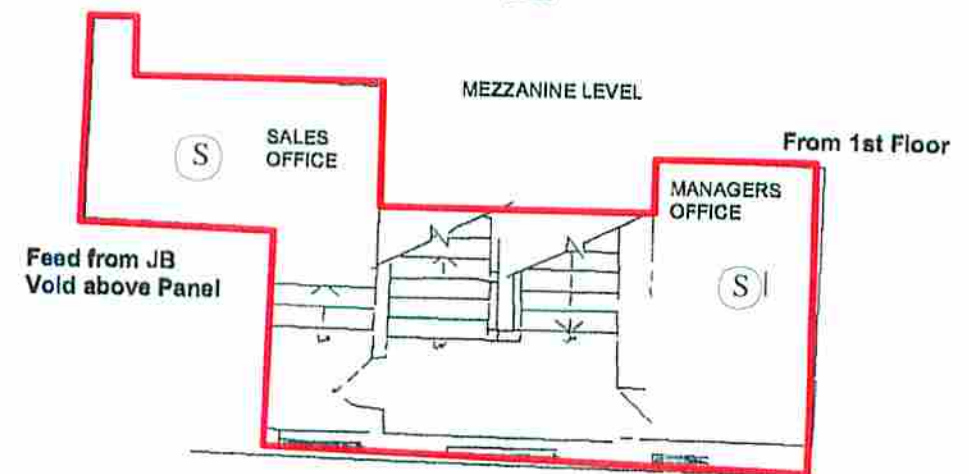
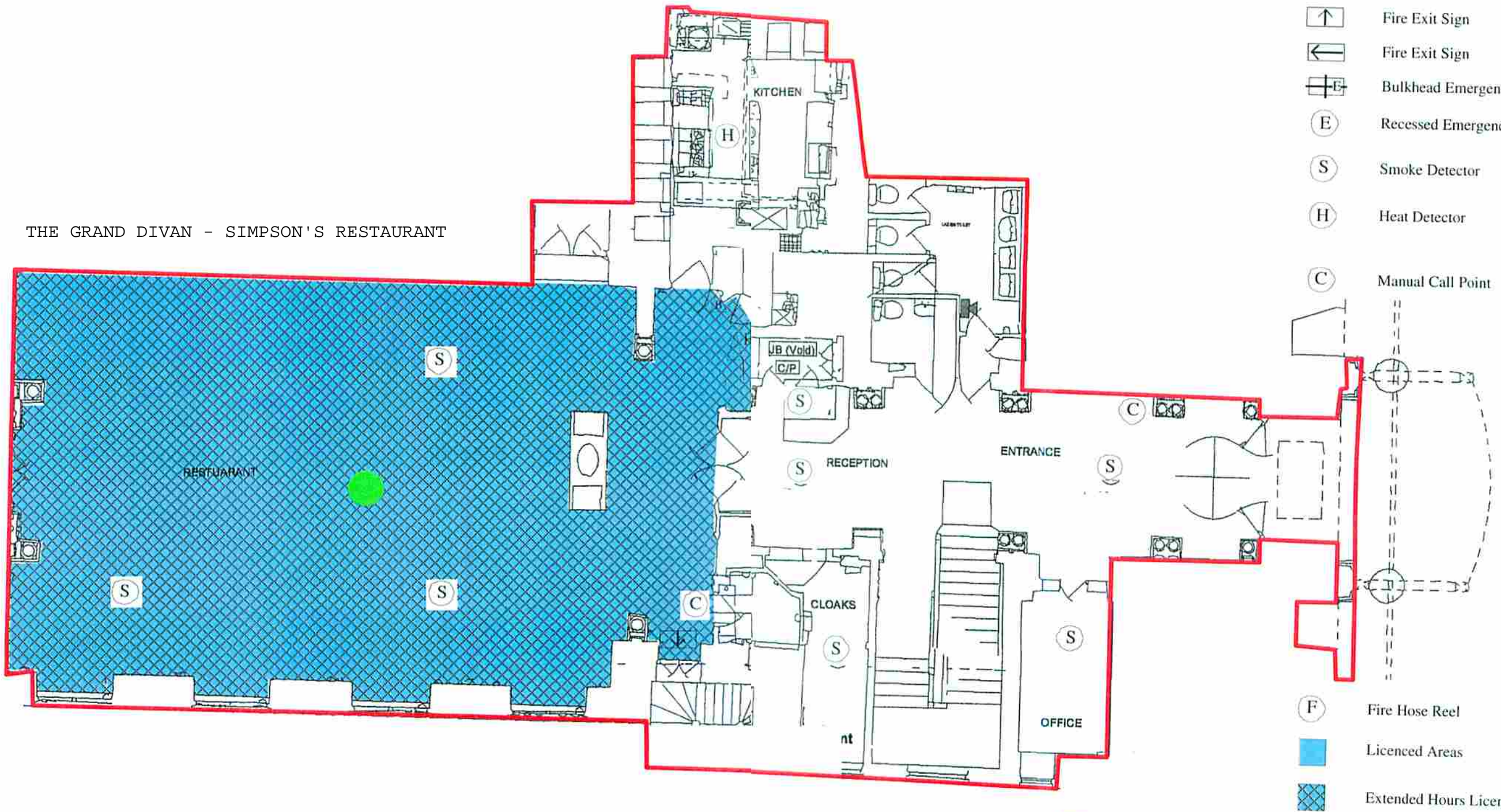
DRAWING
 1st Basement Plan
 (Lower Ground Floor)

DATE June 2005 SCALE 1:200

DRAWING NO
 1019/SK/21

THE GRAND DIVAN - SIMPSON'S RESTAURANT

-  Fire Extinguisher (Wall mounted)
-  Fire Extinguisher (Standing)
-  Fire Blanket
-  Fire Exit Sign
-  Fire Exit Sign
-  Bulkhead Emergency Light
-  Recessed Emergency Light
-  Smoke Detector
-  Heat Detector
-  Manual Call Point
-  Fire Hose Reel
-  Licenced Areas
-  Extended Hours Licence



CRANE & ASSOCIATES
 architecture • interiors • graphics
 52 High Street Esher Surrey KT10 9QY
 Tel 01372 470524 Fax 01372 470525

JOB
**Simpsons Restaurant
 Licence Drawing**

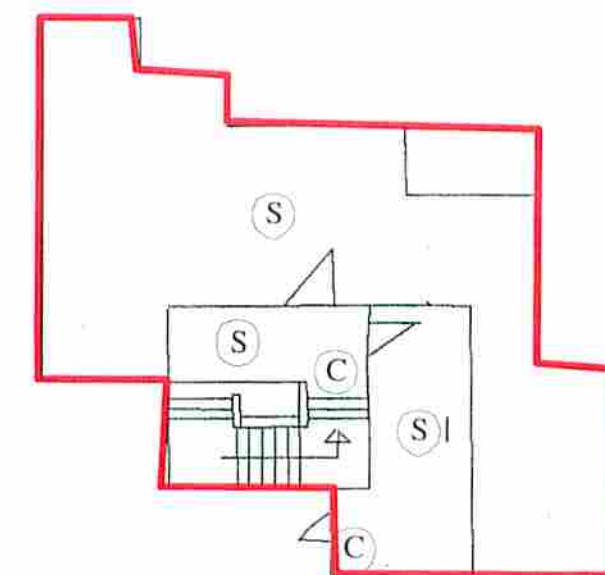
DRAWING
 Ground Floor

DATE June 2005 SCALE 1:200

DRAWING NO
1019/SK/22



-  Fire Extinguisher (Wall mounted)
-  Fire Extinguisher (Standing)
-  Fire Blanket
-  Fire Exit Sign
-  Fire Exit Sign
-  Bulkhead Emergency Light
-  Recessed Emergency Light
-  Smoke Detector
-  Heat Detector
-  Manual Call Point
-  Fire Hose Reel
-  Licenced Areas
-  Extended Hours Licence



UPPER STAFF AND PAYROLL (2nd Floor)

CRANE & ASSOCIATES
 architecture • interiors • graphics
 52 High Street Esher Surrey KT10 9QY
 Tel 01372 476524 Fax 01372 476525

JOB
**Simpsons Restaurant
 Licence Drawing**

DRAWING
 1st & 2nd floor

DATE: June 2005 SCALE: 1:200

DRAWING NO
1019/SK/23

TO Nick Nelson, Sandy Russell, Louise Joyce
REFERENCE 15/03287/LIPV

FROM BA LAW
BEING DEALT WITH BY Mark Browning
TELEPHONE 07956 415441
DATE 18 June 2015

The Licensing Act 2003

Re: Simpsons In the Strand, 100 - 102 Strand, London, WC2R 0EW

Police Proposed Conditions

- MC82 The variation of the Premises Licence 15/03287/LIPV to include the extension of regulated hours will have no effect until the two following conditions have been assessed as satisfactory by the Police Licensing Team and this condition has been removed from the Licence.
- The premises shall install and maintain a **comprehensive** CCTV system as per the **minimum requirements** of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
 - A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
-

Environmental Health Proposed Conditions

Conditions that relate to the premises as a whole

1. There shall be a personal licence holder on duty on the premises at all times when the premises are authorised to sell alcohol.
2. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
3. Loudspeakers shall not be located in the entrance lobby or outside the premises building
4. All windows and external doors shall be kept closed after 22.00 hours at any time when regulated entertainment takes place, except for the immediate access and egress of persons.
5. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and business and leave the area quietly.
6. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
7. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
8. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23.00 hours and 08.00 hours on the following day.
9. Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
10. There shall be no striptease or nudity, and all persons shall be decently attired at all times, except when the premises are operating under the authority of a Sexual Entertainment Venue licence.
11. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall not be permitted to take drinks or glass containers with them.
12. No deliveries shall be made to the front of the premises between 23.00 and 08.00 on the following day.
13. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
14. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
15. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
16. All emergency doors shall be maintained effectively self closing and not held open other than by an approved device.
17. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.

18. Curtains and hangings shall be arranged so as not to obstruct emergency safety signs or emergency equipment.
19. All fabrics, curtains, drapes and similar features including materials used in finishing and furnishing shall be either non-combustible or be durably or inherently flame-retarded fabric. Any fabrics used in escape routes (other than foyers), entertainment areas or function rooms, shall be non-combustible.

Conditions relating to the Grand Divan- Simpson's Restaurant

20. The premises shall only operate as a restaurant
 - (i) in which customers are shown to their table,
 - (ii) where the supply of alcohol is by waiter or waitress service only,
 - (iii) which provide food in the form of substantial table meals that are prepared on the premises and are served and consumed at the table using non disposable crockery,
 - (iv) which do not provide any take away service of food or drink for immediate consumption,
 - (v) which do not provide any take away service of food or drink after 23.00, and
 - (vi) where alcohol shall not be sold or supplied, otherwise than for consumption by persons who are seated in the premises and bona fide taking substantial table meals there, and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.
21. The number of persons permitted in the Grand Divan- Simpson's Restaurant at any one time (excluding staff) shall not exceed 110 persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team

Conditions relating to the Bishop's Room

22. The number of persons permitted in the Bishop's Room at any one time (excluding staff) shall not exceed 100 persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team.

Conditions relating to The West Room &The West room Ante Bar

23. All licensable activities after Midnight in the West Room &The West room Ante Bar shall only be during a private pre-booked event
24. The number of persons permitted in the West Room &The West room Ante Bar at any one time (excluding staff) shall not exceed 180 persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team.

Conditions relating to The Knight's Bar

25. The number of persons permitted in the Knight's Bar at any one time (excluding staff) shall not exceed 50 persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team.

Conditions relating to The Regency Room

26. All licensable activities after Midnight in the Regency Room shall only be during a private pre-booked event
27. The number of persons permitted in the Regency Room at any one time (excluding staff) shall not exceed 250 persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team.

TO Mr Nick Nelson
REFERENCE 15/03287/LIPV

FROM EH Consultation Team
BEING DEALT WITH BY Louise Joyce
EH REFERENCE 15/015357/EHCT
TELEPHONE 020 7641 1773
DATE 19th May 2015

The Licensing Act 2003

Re: Simpsons In the Strand, 100 - 102 Strand, London, WC2R 0EW

I refer to the application for variation of the Premises Licence 07/01317/WCCMAP. The applicant has submitted the following plans:

- 1st Basement plan, Lower ground floor, drawing number: 1019/SK/21
- 2nd Basement plan, drawing number: 1019/SK/20
- Ground Floor, drawing number: 1019/SK/22
- 1st & 2nd Floor, drawing number: 1019/SK/23

This representation is based on the plans and supportive operating schedule.

The applicant is seeking the following:

1. To extend regulated entertainment 'indoors' of live music Wednesday to Saturday to 03.00 hours and Sunday before a Bank Holiday to 01.00 hours.
2. To extend the provision of Late Night Refreshment 'Indoors' Wednesday to Saturday to 03.30 hours and Sunday before a Bank Holiday to 01.30 hours.
3. To extend the Supply of Alcohol 'On' the premises Wednesday to Saturday to 03.00 hours and Sunday before a Bank Holiday to 01.00 hours.

I wish to make the following representations:

1. The additional hours requested to permit the provision of live music will have the likely effect of causing an increase in Public Nuisance within the area.
2. The additional hours requested for Late Night Refreshment will have the likely effect of causing an increase in Public Nuisance within the area.
3. The additional hours requested for the Supply of Alcohol will have the likely effect of causing an increase in Public Nuisance within the area.

Additional conditions may be recommended by Environmental Health to support the licensing objectives Prevention of Public Nuisance and Public Safety.

Should you wish to discuss the matter further please do not hesitate to contact me.

TO Mr Nick Nelson
REFERENCE 15/03287/LIPV

FROM EH Consultation Team
BEING DEALT WITH BY Louise Joyce
EH REFERENCE 15/015357/EHCT
TELEPHONE 020 7641 1773
DATE 26th May 2015

The Licensing Act 2003

Re: Simpsons In the Strand, 100 - 102 Strand, London, WC2R 0EW

Environmental Health Proposed Conditions

Conditions that relate to the premises as a whole

1. There shall be a personal licence holder on duty on the premises at all times when the premises are authorised to sell alcohol.
2. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
3. Loudspeakers shall not be located in the entrance lobby or outside the premises building
4. All windows and external doors shall be kept closed after 21.00 hours, or at any time when regulated entertainment takes place, except for the immediate access and egress of persons.
5. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and business and leave the area quietly.
6. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
7. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
8. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23.00 hours and 08.00 hours on the following day.
9. Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
10. There shall be no striptease or nudity, and all persons shall be decently attired at all times, except when the premises are operating under the authority of a Sexual Entertainment Venue licence.
11. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall not be permitted to take drinks or glass containers with them.

12. No deliveries to the premises shall take place between 23.00 and 08.00 on the following day.
13. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
14. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
15. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
16. All emergency doors shall be maintained effectively self closing and not held open other than by an approved device.
17. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
18. Curtains and hangings shall be arranged so as not to obstruct emergency safety signs or emergency equipment.
19. All fabrics, curtains, drapes and similar features including materials used in finishing and furnishing shall be either non-combustible or be durably or inherently flame-retarded fabric. Any fabrics used in escape routes (other than foyers), entertainment areas or function rooms, shall be non-combustible.
20. The number of persons accommodated at the premises (excluding staff) shall not exceed 180 persons. Subject to the sanitary accommodation being improved to the satisfaction of the Council's Environmental Health Officer, the capacity may be increased to such number as may be agreed with the licence holder. The actual capacity will only increase when an appropriate condition to that effect has replaced this condition on the licence.

Conditions relating to the Grand Divan- Simpson's Restaurant

21. The premises shall only operate as a restaurant
 - (i) in which customers are shown to their table,
 - (ii) where the supply of alcohol is by waiter or waitress service only,
 - (iii) which provide food in the form of substantial table meals that are prepared on the premises and are served and consumed at the table using non disposable crockery,
 - (iv) which do not provide any take away service of food or drink for immediate consumption,
 - (v) which do not provide any take away service of food or drink after 23.00, and
 - (vi) where alcohol shall not be sold or supplied, otherwise than for consumption by persons who are seated in the premises and bona fide taking substantial table meals there, and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.

22. The number of persons permitted in the Grand Divan- Simpson's Restaurant at any one time (excluding staff) shall not exceed XXX persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team

Conditions relating to the Bishop's Room

23. All licensable activities in the Bishop's Room shall only be during a private pre-booked event
24. The number of persons permitted in the Bishop's Room at any one time (excluding staff) shall not exceed XXX persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team.

Conditions relating to The West Room &The West room Ante Bar

25. All licensable activities in the West Room &The West room Ante Bar shall only be during a private pre-booked event
26. The number of persons permitted in the West Room &The West room Ante Bar at any one time (excluding staff) shall not exceed XXX persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team.

Conditions relating to The Knight's Bar

27. All licensable activities in the Knight's Bar shall only be during a private pre-booked event
28. The number of persons permitted in the Knight's Bar at any one time (excluding staff) shall not exceed XXX persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team.

Conditions relating to The Regency Room

29. All licensable activities in the Regency Room shall only be during a private pre-booked event
30. The number of persons permitted in the Regency Room at any one time (excluding staff) shall not exceed XXX persons and is to be assessed by District Surveyor from the Environmental Health Consultation Team.

From: [Joyce, Louise](#)
To: [Mark Browning](#)
Cc: [Nelson, Nicholas](#); [Lynagh, Alan](#)
Subject: RE: Environmental Health Representation
Date: 19 June 2015 10:51:15
Attachments: [image001.jpg](#)

Mark,

Thank you for the attached conditions for our ease.

I agree to the conditions 1-21 that have been set out in the document which can be included in the report. However, I would also like to make reference to the commencement hours of 07:30 for the supply of alcohol that condition 7 annex 3 on the current licence 07/01317/WCCMAP will still apply to the variation application if the licence will be granted.

From the revised condition that I proposed, conditions in the Bishop's room and Knights bar relating to private pre-booked events has not been included, however may I suggest for the extended hours the following :

"All licensable activities in the Bishop's Room between the hours of 0100 hours and 0300hours shall only be during a private pre-booked event", and

"All licensable activities in the Knight's Bar between the hours of 0100 hours and 0300hours shall only be during a private pre-booked event".

I am maintaining my representation to the application as the application has requested hours beyond core hours and should be determined by the licensing sub-committee in line with the licensing policy and conditions may be proposed by the members.

If you have any further queries, please do not hesitate to contact me.

Kind Regards,

Louise Joyce

From: Mark Browning [mailto:mbrowning@balaw.co.uk]
Sent: 18 June 2015 14:48
To: Joyce, Louise
Cc: Nelson, Nicholas; Lynagh, Alan
Subject: Environmental Health Representation

Dear Louise

please find attached a consolidated list of proposed conditions following our telephone conversation. I have added the capacity figures for each room as provided by the Savoy.

If you could let me know whether you are in agreement, these should be able to get into the report which I think is being prepared tomorrow.

Many thanks

Mark

Mark Browning
BA LAW Limited
T: 0870 458 4600
M: 07956 415441

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Capture 456 J



From: [Russell, Sandy](#)
To: [BA LAW](#)
Cc: [Premises Licensing; Joyce, Louise](#)
Subject: 15/03287/LIPV (Simpsons in the Strand)
Date: 06 May 2015 16:20:16

Dear Mr Browning,

With reference to the above application, I am writing to inform you that the Metropolitan Police, as a responsible authority, will be objecting to this application to vary premises licence 07/01317/WCCMAP. It is our belief that if granted the application would undermine the Licensing Objectives.

I am aware that the premises are not situated within the Stress Area however, police do have concerns regarding the change in hours applied for. I would like to meet up with you and your client at the premises to discuss appropriate conditions to ensure the venue fully support the Licensing Objectives.

Please could this be arranged for one afternoon next week? I am working on Tuesday, Wednesday and Thursday up until 17.00hrs. I have cc'd in my WCC colleague, Miss Joyce (EH) in the hope we could combine this to make life easier.

I look forward to hearing from you.

Kind Regards,

Sandy Russell

[PC Sandy Russell 4167CW](#)
[Westminster Police Licensing Team](#)
[4th Floor, 64 Victoria Street,](#)
[LONDON, SW1E 6QP](#)
[Tel: 0207 641 3179](#)

From: [Russell, Sandy](#)
To: [BA LAW, Mark Browning](#)
Cc: [Premises Licensing; Joyce, Louise](#)
Subject: RE: 15/03287/LIPV (Simpsons in the Strand)
Date: 14 May 2015 11:39:33

Mark,

Good to see you yesterday, thank you for arranging and for the tea.

Below are the conditions police require:

1. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
2. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
3. A minimum of 2 SIA licensed door supervisors shall be on duty on the premises between 01.00hrs and 03.30hrs on Wednesday, Thursday, Friday and Saturday nights when the premises are trading.
4. A Challenge 21 or Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
5. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police, which will record the following:
 - (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received concerning crime and disorder
 - (d) any incidents of disorder
 - (e) all seizures of drugs or offensive weapons
 - (f) any faults in the CCTV system or searching equipment or scanning equipment
 - (g) any refusal of the sale of alcohol
 - (h) any visit by a relevant authority or emergency service.
6. Patrons permitted to temporarily leave and then re-enter the premises, eg to smoke, shall not be permitted to take drinks or glass containers with them.
7. The Licence will have no effect until the Police are satisfied that the premises have

upgraded the current CCTV system in accordance to the wording of condition 1 shown above.

As I explained, we would appreciate contact being made as soon as the upgrades to the current CCTV system have been completed so that we can arrange inspection.

Due to the hour applied for we feel it appropriate in the circumstances that a decision should be made at Sub-Committee. Please let me know your wishes regarding police conditions as it would be useful to provisionally agree them.

I look forward to hearing from you.

Kind Regards,

Sandy Russell

PC Sandy Russell 4167CW
Westminster Police Licensing Team
4th Floor, 64 Victoria Street,
LONDON, SW1E 6QP
Tel: 0207 641 1721

From: Russell, Sandy [mailto:srussell@westminster.gov.uk]
Sent: 06 May 2015 16:20
To: BA LAW
Cc: Premises Licensing; Joyce, Louise
Subject: 15/03287/LIPV (Simpsons in the Strand)

Dear Mr Browning,

With reference to the above application, I am writing to inform you that the Metropolitan Police, as a responsible authority, will be objecting to this application to vary premises licence 07/01317/WCCMAP. It is our belief that if granted the application would undermine the Licensing Objectives.

I am aware that the premises are not situated within the Stress Area however, police do have concerns regarding the change in hours applied for. I would like to meet up with you and your client at the premises to discuss appropriate conditions to ensure the venue fully support the Licensing Objectives.

Please could this be arranged for one afternoon next week? I am working on Tuesday, Wednesday and Thursday up until 17.00hrs. I have cc'd in my WCC colleague, Miss Joyce (EH) in the hope we could combine this to make life easier.

I look forward to hearing from you.

Kind Regards,

Sandy Russell

PC Sandy Russell 4167CW
Westminster Police Licensing Team
4th Floor, 64 Victoria Street,
LONDON, SW1E 6QP
Tel: 0207 641 3179

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Comments for Licensing Application 15/03287/LIPV

Application Summary

Application Number: 15/03287/LIPV

Address: 100 - 102 Strand London WC2R 0EW

Proposal: Premises Licence - Variation

Case Officer: Mr Nick Nelson

Customer Details

Name: Mr David Kaner

Address: 21 Mercer Street London

Comment Details

Commenter Type: Residents Association

Stance: Customer made comments neither objecting to or supporting the Licensing Application

Comment Reasons:

Comment:3:16 PM on 12 May 2015 This Representation is being made on behalf of the CGCA. The CGCA understands the desire of the Applicant to share the same times as the Savoy Hotel and agrees that whilst the premises remain part of the hotel it is unlikely to cause a public nuisance. However the fact of being connected to the Hotel and the nature of the premises would need to be fully conditioned within the licence. If they are not then the premises could, in the future, change its nature and a nuisance could arise without any requirement for a variation in the licence. being applied for. This is especially the case because the licence is a converted supper hours certificate from the period before LA2003.

The CGCA's view is that the licence conditions should be modified to include Model Conditions which mean that the premises can only operate as a table service restaurant with alcohol ancillary from 23:00 until close on any night and the physical connection with the Savoy Hotel and the ability of customers to move in both directions must remain open by condition.



City of Westminster

Licensing Sub-Committee Report

Item No:

Licensing Ref No:

15/03326/LIPN

Date:

25 June 2015

Classification:

For General Release

Title of Report:

**Aura
48-49 St James's Street
London
SW1A 1JT**

Report of:

Director of Public Protection and Licensing

Policy context:

City of Westminster Statement of Licensing Policy

Financial summary:

None

Report Author:

**Mr Nick Nelson
Senior Licensing Officer**

Contact Details:

**Telephone: 020 7641 3431
E-mail: nnelson@westminster.gov.uk**

APPLICATION DETAILS

Application Type:	A new (shadow) premises licence application under the Licensing Act 2003. This application is made by the landlord of the property. The applicant states it is seeking to protect its commercial interest in the property and seeks a new premises licence on identical terms to the licence currently in force at the premises (14/07530/LIPT). The licence currently in force at the premises (14/07530/LIPT) which this application seeks to shadow is currently suspended due to the failure of the licence holder to pay the annual fee.		
Applicant:	Vevil International Limited	Date Application Received:	1 May 2015
Premises Name and Address:	Aura 48-49 St James's Street London SW1A 1JT		
Ward Name:	St James's	Stress Area:	None
Description of Premises:	The premises operates as a nightclub on the lower ground floor and has done so under the Licensing Act 2003 since conversion in 2005.		

Note: Where the committee is minded to grant the licence it will be granted subject to the mandatory conditions and conditions consistent with the operating schedule modified to such extent as the authority considers appropriate for the promotion of the licensing objectives detailed in Appendix B to this report.

Proposed Licensable Activities:	Proposed Hours:
Performance of Dance Monday to Sunday:	09:00 to 03:00
Exhibition of a Film Monday to Sunday:	09:00 to 03:00
Performance of Live Music Monday to Sunday:	09:00 to 03:00
Playing of Recorded Music Monday to Sunday:	09:00 to 03:00
Anything of a similar description to Live Music or Recorded Music Monday to Sunday:	09:00 to 03:00
Late Night Refreshment Monday to Saturday: Sunday: Sundays before Bank Holidays:	23:00 to 03:30 23:00 to 03:00 23:00 to 03:30
Sale by Retail of Alcohol (On and Off) Monday: Tuesday to Saturday:	09:00 to 00:00 09:00 to 03:00

Sunday: 12:00 to 02:30
 Sundays before Bank Holidays: 12:00 to 03:00

Opening Hours

Monday to Saturday: 09:00 to 03:30
 Sunday: 09:00 to 03:00
 Sundays before Bank Holidays: 09:00 to 03:30

	Relevant representations and policies applicable:	References / Notes
1A	<p>On 14 May 2015, the Environmental Health Service initially made a representation against this application. However, following assurances that the application was for a “shadow” licence of the licence currently in force at the premises (14/07530/LIPT), the Environmental Health Service withdrew its representation on 11 June 2015.</p>	<p>Environmental Health Service comments</p>
1B	<p>On 22 May 2015, the Police Licensing Team confirmed they would not make a representation against this application on the basis that the conditions on the licence currently in force at the premises (14/07530/LIPT) would be mirrored on this “shadow” licence.</p>	<p>Metropolitan Police comments</p>
1C	<p>On 27 May 2015, the St James’s Conservation Trust made a representation against this application on the following grounds:</p> <ul style="list-style-type: none"> • The location of the premises is inappropriate for a nightclub given the constrained pedestrian and vehicular access, management, safety and anti-social behaviour risks and the character of the area. • The operational history of the premises gives rise to concerns that a premises licence, if granted, would return the premises to a rowdy nightclub and management would be unable to manage late night disturbance. 	<p>St James’s Conservation Trust representation</p>
1D	<p>On 27 May 2015, Mrs Virginia Chichester made a representation against this application on behalf of the St James’s Conservation Trust, the Mayfair and St James’s Safer Neighbourhood Panel and as a local resident. It states that the premises is the wrong location for a nightclub, that the operational history of the premises gives rise for concern and that the licensable hours do not conform with the area and will increase the burden on police resources.</p>	<p>Local resident / St James’s Conservation Trust / Mayfair and St James’s Safer Neighbourhood Panel representation</p>
1E	<p>On 19 May 2015, Mr Taimur Khan made a representation as a local resident on the following grounds:</p> <ul style="list-style-type: none"> • Historical noise levels at the premises which were reported to the premises but went unresolved give rise to concern; • Customers of the club frequently cause disturbance in the surrounding streets until an hour after the club closed at 3am; • Noise disturbances cause difficulty with sleep, particularly on Sundays. <p>Following correspondence with the applicant on 10 June 2015, Mr</p>	<p>Local resident representation</p>

	<p>Khan confirmed he did not wish to object to the licence, but rather wanted to raise noise issues created by previous management of the premises.</p>	
1F	<p>On 26 May 2015, Mr Nicholas Turner made a representation against this application on the grounds that historical problems with the premises give rise to concerns, particularly in regards to customers queuing outside the premises and associated disturbances this caused. He also states that the applicant is an overseas company and presents a risk of non-compliance with the law.</p>	Local resident representation
1G	<p>On 29 May 2015, Ms Carole Whittall and Mr James Whittall made a representation against the application as a local resident on the grounds that the operation of a nightclub at this location will have a detrimental impact on the welfare and amenity of residents, particularly given the historical operation of the premises and the external queuing area.</p>	Local resident representation
1H	<p>On 28 May 2015, Ms Dounia Nadar made a representation against this application as a local resident on the grounds that the previous operation of the premises was a menace and a danger to the neighbourhood, citing violence at the premises. Ms Nadar states that groups of customers of the premises overflow onto the pavement and street, creating an obstruction for passers-by, which was poorly managed by the premises.</p>	Local resident representation
1I	<p>On 29 May 2015, Mr David Anderson made a representation as a local business. Mr Anderson states he does not wish the nightclub to reopen and cites issues of disturbance by groups leaving the premises, fighting in the queue to enter the premises and damage to their property.</p>	Local resident representation
1J	<p>The applicant has contacted the parties making representations via email and confirmed the intention to apply for a "shadow" licence as set out below:</p> <p><i>I would be happy to help you with any information to clarify what the application is about and why it is being made. It is not replacing the existing licence which remains in force. It is an application by the freehold landlord for a "shadow" licence, which will never come into force all the time the current licence is still in place, which it currently is. The landlord is simply seeking to preserve a licence on the building from an investment perspective.</i></p> <p><i>Shadow licences are often applied for by landlords in these circumstances and they place no additional risk on the property or to the residents because the current licence remains in place. This is the reason that the Police do not object to these types of applications.</i></p>	Applicant submissions
1K	<p>The following policies within the City Of Westminster Statement of Licensing Policy apply:</p> <p>Policy HRS1(ii) Applications for hours outside the core hours set out below in this policy will be considered on their merits, subject to other relevant policies and with particular regard to the specified criteria.</p>	Policies applicable

1L	<p>Policy MD1 It is the Licensing Authority's policy that applications will only be granted if the proposal meets the relevant criteria in Policies CD1, PS1, PN1 and CH1.</p> <p>The Licensing Sub-committee may refuse, grant in full or grant in part this proposal, having taken into account the representations received and Westminster's Statement of Licensing Policy. The decision taken should promote the licensing objectives of:</p> <ul style="list-style-type: none"> • prevention of public nuisance, • prevention of crime & disorder, • public safety and • protection of children from harm. 	Summary
Current Licensing Position	The licence currently in force at the premises (14/07530/LIPT) which this application seeks to shadow is currently suspended due to the failure of the licence holder to pay the annual fee. The premises has held a premises licence under the Licensing Act 2003 since conversion in 2005 (see Appendix A).	
Residential Density:	26 units within a 75m radius of the premises are residential or proposed residential, refer to Appendix C .	
Planning Position:	Licensing cannot confirm the planning usage of this premises.	
List of Appendices:	A – Premises Licence History B - Conditions C – Residential Map and list of premises in the vicinity	

Background Documents – Local Government (Access to Information) Act 1972

- Licensing Act 2003
- City of Westminster Statement of Licensing Policy (7th January 2011)
- Amended Guidance issued under section 182 of the Licensing Act 2003 (March 2015)
- Application form
- Application cover letter confirming intent to apply for a “shadow” licence
- Premises licence 14/07530/LIPT
- Plans
- Representations received
- Photos

Licence & Appeal History

Whilst this is a new application for a “shadow” licence and as such has no history, the premises has an existing licence in force at the premises (14/07530/LIPT), the licence history for which is provided below.

Application	Details of Application	Date Determined	Decision
Transfer application 14/07530/LIPT	Application to transfer the premises licence to Chesnut Management Limited.	03.11.2014	Granted Under Delegated Authority
Transfer application 14/06628/LIPT	Application to transfer the premises licence to St James's Prospects Limited.	01.09.2014	Granted Under Delegated Authority
Review application 12/05180/LIREVP	Application to review the premises licence by the police.	08.11.2012	Review determined by Licensing Sub-Committee
Transfer application 09/04429/LIPT	Application to transfer the premises licence to Merlot 73 Limited.	13.08.2009	Granted Under Delegated Authority
Conversion application 05/06830/LIPCV	Application to convert the Justices licence.	20.09.2005	Granted by Licensing Sub-Committee

There is no appeal history for this application, however the licence currently in force at the premises does have an appeal history, set out below:

The licence held by Merlot 37 Ltd (since transferred to St James's Prospects Ltd on 01.09.2014 and then Chesnut Management Ltd on 03.11.2014) was the subject of a review brought by the police. The Licensing Sub-Committee decided to add a number of conditions to the licence on 22nd August 2012. An appeal against that decision was dismissed in April 2013. The license sought permission to JR that decision by the District Judge but the application was refused by the High Court on 31st October 2013.

CONDITIONS CONSISTENT WITH THE OPERATING SCHEDULE AND CONDITIONS PROPOSED BY A PARTY TO THE HEARING

When determining an application for a new premises licence under the provisions of the Licensing Act 2003, the licensing authority must, unless it decides to reject the application, grant the licence subject to the conditions which are indicated as mandatory in this schedule.

At a hearing the licensing authority may, in addition, and having regard to any representations received, grant the licence subject to such conditions which are consistent with the operating schedule submitted by the applicant as part of their application, or alter or omit these conditions, or add any new condition to such extent as the licensing authority considers necessary for the promotion of the licensing objectives.

This schedule lists those conditions which are consistent with the operating schedule, or proposed as necessary for the promotion of the licensing objectives by a responsible authority or an interested party as indicated. These conditions have not been submitted by the licensing service but reflect the positions of the applicant, responsible authority or interested party and have not necessarily been agreed

Mandatory Conditions

1. No supply of alcohol may be made at a time when there is no designated premises supervisor in respect of this licence.
2. No supply of alcohol may be made at a time when the designated premises supervisor does not hold a personal licence or the personal licence is suspended.
3. Every supply of alcohol under this licence must be made or authorised by a person who holds a personal licence.
4. (1) The responsible person shall take all reasonable steps to ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises in a manner which carries a significant risk of leading or contributing to crime and disorder, prejudice to public safety, public nuisance, or harm to children;
 - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to;
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
 - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic (other than any promotion or discount available to an individual in respect of alcohol for consumption at a table meal, as defined in section 159 of the Act);

- (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less;
 - (d) provision of free or discounted alcohol in relation to the viewing on the premises of a sporting event, where that provision is dependent on;
 - (i) the outcome of a race, competition or other event or process, or
 - (ii) the likelihood of anything occurring or not occurring;
 - (e) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner.
5. The responsible person shall ensure that no alcohol is dispensed directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
 6. The responsible person shall ensure that free tap water is provided on request to customers where it is reasonably available.
 7. (1) The premises licence holder or club premises certificate holder shall ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol.

(2) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and a holographic mark.
 8. The responsible person shall ensure that;
 - (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures;
 - (i) beer or cider: ½ pint;
 - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
 - (iii) still wine in a glass: 125 ml; and
 - (b) customers are made aware of the availability of these measures.

A responsible person in relation to a licensed premises means the holder of the premise licence in respect of the premises, the designated premises supervisor (if any) or any individual aged 18 or over who is authorised by either the licence holder or designated premises supervisor. For premises with a club premises certificate, any member or officer of the club present on the premises in a capacity that which enables him to prevent the supply of alcohol.

9(i) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

9(ii) For the purposes of the condition set out in paragraph 9(i) above –

(a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) "permitted price" is the price found by applying the formula –

$$P = D+(D \times V)$$

Where –

- (i) P is the permitted price,
 - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
 - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
- (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence –
- (i) the holder of the premises licence,
 - (ii) the designated premises supervisor (if any) in respect of such a licence, or
 - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
- (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
- (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

9(iii). Where the permitted price given by Paragraph 9(ii)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

9(iv). (1) Sub-paragraph 9(iv)(2) below applies where the permitted price given by Paragraph 9(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

10. All persons guarding premises against unauthorised access or occupation or against outbreaks of disorder or against damage (door supervisors) must be licensed by the Security Industry Authority.

11. Admission of children to the premises must be restricted in accordance with the film classification recommended by the British Board of Film Classification or recommended by this licensing authority as appropriate.

Conditions reproducing the effect of conditions subject to which relevant existing licences have effect

Conditions relating to Regulated Entertainment

Lower Ground and Part-Basement:

12. This licence is subject to all the former Rules of Management for Places of Public Entertainment licensed by Westminster City Council, in force from 4 September 1998 and incorporating amendments agreed by the Council on 25 October 1999, 30 June 2000, 16 January 2001 and 1 October 2001.
13. On New Year's Eve the premises can remain open for the purpose of providing regulated entertainment from the time when the provision of regulated entertainment must otherwise cease on New Year's Eve to the time when regulated entertainment can commence on New Year's Day (or until midnight on New Year's Eve where no regulated entertainment takes place on New Year's Day).
14. Notwithstanding the provisions of Rule of Management No 6 the premises may remain open for the purposes of this licence from 11pm on each of the days Sunday to Saturday to 3am on the day following.
15. The provision of public entertainment under this licence shall remain as an ancillary part of the lawful Class A3 use of the premises.
16. Licensable entertainment shall not be provided in the entrance lobby.
17. At least two registered door supervisors shall be stationed at the entrance to the premises from 11pm on each night when the premises remain open beyond 11pm, so as to ensure that customers enter and exit the premises in a quiet and orderly manner.
18. No external doors or windows shall be fixed open after 11pm on any day of the week.
19. A sound limiter device shall be fitted to the sound system and shall be set and maintained at levels agreed by the Environmental Health Officer. The operational panel shall then be secured and the system will not be altered without the approval of the Environmental Health Officer.
20. The sound system shall not be altered or modified without the approval of the Environmental Health Officer.
21. No additional sound generation equipment shall be used on the premises without being routed through the sound limiter device.
22. Notices shall be provided at the premises requesting patrons to leave quietly. Similar reminders shall be made over the loud speakers and by door supervisors at the door.
23. The CCTV system shall be maintained and operated correctly to the satisfaction of the Metropolitan Police Crime Prevention Officer. The tapes from the system shall be retained for a period of 28 days.
24. The iron gate at the foot of the external entrance staircase shall be locked back in an open position while the premises are in use under this licence.
25. The final double leaf wooden doors on the alternative escape route shall be locked back in an open position while the premises are in use under this licence.
26. No unauthorised advertisements of any kind (including placard, poster, sticker, flyer, picture, letter, sign or other mark) is inscribed or affixed upon the surface of the highway, or upon any building, structure, works, street furniture, tree, or any other property, or is distributed on street to the public, that advertises or promotes the establishment, its premises, or any of its events, facilities, goods or services.

Conditions for sale of alcohol

27. Substantial food and non-intoxicating beverages (including drinking water) shall be available during the whole of the permitted hours in all parts of the premises where intoxicants are provided.
28. On any evening where the premises or part of the premises are open for the purpose of music, dance and entertainment, intoxicating liquor may not be sold or supplied to persons admitted to the premises after 11pm other than to:
 - (a) Persons who have paid a minimum admission fee of at least £5 Monday to Thursday and £7 Friday and Saturday for music, dance and entertainment. (Not to be credited against consumables).
 - (b) Any person attending a private function at the premises, details of the type of function, host and list of persons attending having been provided to police at least 24 hours previously.
 - (c) Artistes or persons employed on the premises.
 - (d) Bona fide guests of the proprietor, a list of whom shall be kept at reception for inspection by appropriate authorities.
 - (e) Persons taking a full table meal.
 - (f) Members of the proprietary club operating at these premises.
29. No striptease, no nudity and all persons to be decently attired at all times.
30. There shall be no gaming on the premises other than by machines authorised by Part III (Section 34) of the Gaming Act 1968
31. The terminal hour for late night refreshment on New Year's Eve is extended to 05:00 on New Year's Day.

Conditions consistent with the operating Schedule

32. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
33. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open to the public. This staff member shall be able to show Police recent data or footage with the absolute minimum of delay when requested.

Conditions attached after a hearing by the licensing authority

34. The hours permitted for the sale of alcohol are:
 - (a) Monday 09:00 to 00:00
 - (b) Tuesday to Saturday 09:00 to 03:00

- (c) Sunday 12:00 to 02:30
 - (d) Sunday before Bank Holiday 12:00 to 03:00
 - (e) In relation to the morning on which summer time begins, paragraph (b) of this condition shall have effect with the substitution of references to 04.00 for references to 03.00
 - (f) The permitted hours for the sale of alcohol on New Year's Eve are from the end of permitted hours on New Year's Eve to the start of permitted hours on the following day (or, if there are no permitted hours on the following day, 00.00 midnight on 31st December
- 35. No payment shall be made by or on behalf of the licensee to any person for bringing customers onto the premises directly from the street.
 - 36. When a customer chooses to pay by credit card, he/she will be presented with an itemised bill on final payment, showing details of all drinks and food purchased.
 - 37. Where the sale of alcohol takes place after 00:30 on the day following Sundays (other than the Sundays before Bank Holidays) this will be only to persons attending private pre-booked functions at the premises or to members of the private club operating at the premises and their guests.
 - 38. No external promoters will be used to organise the private functions on Sundays referred to in condition 37 above, such private functions to be organised by the premises licence holder/designated premises supervisor.
 - 39. Where a private function takes place at the premises on Sundays (other than Sundays before Bank Holidays) where alcohol is to be sold after 00:30 the following day, a full guest list must be produced by the premises at least 24 hours prior to the function together with a booking sheet for each function regarding the following information as a minimum - name of the individual who has hired the premises together with contact details; date of hiring and purpose of event. The guest list and booking sheet will be made available to the police or an authorised officer of the Council upon request at the premises on the night of the function and for a period of 14 days thereafter.
 - 40. Where alcohol is being sold on Sundays (other than Sundays before Bank Holidays) after 00:30 the day following to members of the private club operating at the premises, members shall be permitted to have no more than 4 guests accompanying them, and all members must have been accepted as members of the private club no later than 24 hours beforehand.
 - 41. The number of persons accommodated at the premises shall not exceed 210 persons (exclusive of staff).
 - 42. There shall be no admittance to the premises after 00:00.
 - 43. Patrons permitted to temporarily leave and then re-enter the premises, eg to smoke, shall not be permitted to take drinks or glass containers with them.
 - 44. Every member of staff will undergo documented responsible server training within a month of the decision and (for new staff) within 3 months of starting employment.
 - 45. All staff will receive refresher responsible server training once per year.
 - 46. The licensee shall maintain further CCTV cameras outside the premises so as to both south and north in St James's Street.
 - 47. All staff engaged outside the entrance to the premises, or supervising or controlling queues shall wear high visibility yellow jackets or vests.

48. There shall be a personal licence holder on duty on the premises at all times when the premises are authorised to sell alcohol.
49. The licence holder shall ensure that any queue to enter the premises which forms outside the premises is orderly and supervised by door staff so as to ensure that there is no public nuisance or obstruction to the public highway.
50. No drinks shall be served in glass containers at any time.
51. Exterior door staff shall be equipped with "body cams".
52. Should the CCTV system develop a significant fault, the premises licence holder will inform the Police of the fault and of the proposed time for rectification.
53. The premises licence holder shall install and use a clubscan or similar device at the entrance to the premises.
54. All door staff shall work for a contractor who is a member of the Security Industry Authority's Approved Contractor Scheme.
55. There shall be one door supervisor for every thirty customers, with a number of four door supervisors at all times.
56. All door staff shall wear distinctive clothing so that they can be readily identified at the premises.
57. A member of the door staff shall patrol on both sides of St James' Street between Piccadilly and Jermyn Street.
58. The Licensee will give local residents who want it a dedicated hotline telephone number which will always be manned during trading hours and for 30 minutes thereafter.
59. That a Management Plan requiring the Licensee to use their best endeavours to manage customers, external to the premises, including arrival, departure and dispersal of customers quickly, quietly and towards Piccadilly shall be submitted to Environmental Health for approval and the Licensee shall thereafter implement and maintain the said Plan.



Aura, 48-49 St James's Street



Residential / Proposed Residential	26
Under Construction	Not known
Other Uses	Not known
Proportion Residential of all Uses	Not known

10
 Meters

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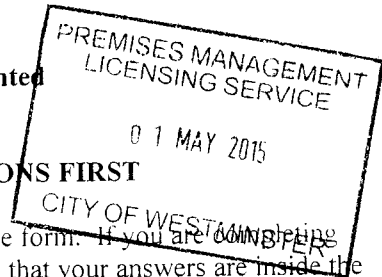
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Premises within 75 metres of: Aura, 48 - 49 St James's Street			
p / n	Name of Premises	Premises Address	Opening Hours
13/10221/LIPV	Fifty St James	50 St James's Street London SW1A 1JT	Monday to Sunday 00:00 - 00:00
14/03657/LIPDPS	The Wolseley	Basement And Ground Floor 157 - 160 Piccadilly London W1J 9EA	Monday to Sunday 09:00 - 01:30
12/09555/LIPDPS	Caviar House Restaurant	Ground Floor 161 Piccadilly London W1J 9EA	Sunday 10:00 - 23:00 Monday to Saturday 10:00 - 23:30
15/03264/LIPVM	Blue Posts Public House	6 Bennet Street London SW1A 1RE	Friday to Saturday 10:00 - 00:00 Monday to Thursday 10:00 - 23:30 Sundays before Bank Holidays 12:00 - 00:00 Sunday 12:00 - 22:30
14/09521/LIPVM	Mayfair Club	Basement 49-50 Dover Street London W1J 8DJ	Sunday 09:00 - 05:00 Monday to Saturday 09:00 - 06:00
15/00816/LIPDPS	The Ritz Hotel	The Ritz Hotel 150 - 156 Piccadilly London W1J 9BT	Monday to Sunday 00:00 - 00:00
15/00536/LIPDPS	The Ritz Club Casino	150 Piccadilly London W1J 9BT	Monday to Sunday 00:00 - 00:00
12/09326/LIPVM	Whisky Shop	70 Piccadilly London W1J 8HP	Monday to Saturday 08:00 - 23:00 Sunday 10:00 - 22:30
12/03962/LIPN	Caffe Concerto	61 Piccadilly London W1J 0DY	Monday to Sunday 07:00 - 23:30
07/00273/WCCMAC	White's Club	37 St James's Street London SW1A 1JG	Monday to Saturday 10:00 - 23:30 Sunday 12:00 - 23:00
07/00183/WCCMAP	Davidoff Of London	35 St James's Street London SW1A 1HD	Monday to Saturday 08:00 - 23:00 Sunday 10:00 - 22:30
15/00844/LIPDPS	Mahiki	1 Dover Street London W1S 4LA	Sunday 09:00 - 00:30 Monday to Saturday 09:00 - 03:30
14/09776/LIPVM	The Clarence Public House	4 Dover Street London W1S 4LD	Monday to Saturday 07:00 - 00:30 Sunday 07:00 - 23:30
07/00217/WCCMAP	Franco's	61-63 Jermyn Street London SW1Y 6LX	Monday to Saturday 07:30 - 00:30

Background Documents

[Insert name and address of relevant licensing authority and its reference number (optional).]

Application for a premises licence to be granted under the Licensing Act 2003



PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We Vevil International Ltd
(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description			
Aura 48-49 St James's Street			
Post town	London	Postcode	SW1A 1JT
Telephone number at premises (if any)			
Non-domestic rateable value of premises		£132,000	

Part 2 - Applicant Details

Please state whether you are applying for a premises licence as

Please tick as appropriate

- a) an individual or individuals * please complete section (A)
- b) a person other than an individual *
 - i. as a limited company please complete section (B)
 - ii. as a partnership please complete section (B)
 - iii. as an unincorporated association or please complete section (B)
 - iv. other (for example a statutory corporation) please complete section (B)

- c) a recognised club please complete section (B)
- d) a charity please complete section (B)
- e) the proprietor of an educational establishment please complete section (B)
- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm:

Please tick yes

I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or

I am making the application pursuant to a statutory function or
 a function discharged by virtue of Her Majesty's prerogative

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over				<input type="checkbox"/> Please tick yes	
Current postal address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over				<input type="checkbox"/> Please tick yes	
Current postal address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name Vevil International Ltd
Address Elian Fiduciary Services (BVI) Limited, Nemours Chambers, Road Town, Tortola VG 1110, BVI
Registered number (where applicable) 1821231
Description of applicant (for example, partnership, company, unincorporated association etc.) Company
Telephone number (if any)
E-mail address (optional)

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
01	06	2015

If you wish the licence to be valid only for a limited period, when do you want it to end?

D	MM	YYYY

Please give a general description of the premises (please read guidance note 1)

Nightclub

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

What licensable activities do you intend to carry on from the premises?

(Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment

Please tick any that apply

- a) plays (if ticking yes, fill in box A)
- b) films (if ticking yes, fill in box B)
- c) indoor sporting events (if ticking yes, fill in box C)
- d) boxing or wrestling entertainment (if ticking yes, fill in box D)
- e) live music (if ticking yes, fill in box E)
- f) recorded music (if ticking yes, fill in box F)
- g) performances of dance (if ticking yes, fill in box G)
- h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)

Provision of late night refreshment (if ticking yes, fill in box I)

Supply of alcohol (if ticking yes, fill in box J)

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 6)			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)		
Mon					
Tue					
Wed			State any seasonal variations for performing plays (please read guidance note 4)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list (please read guidance note 5)		
Sat					
Sun					

B

Films Standard days and timings (please read guidance note 6)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)		
Mon	09.00	03.00			
Tue	09.00	03.00	State any seasonal variations for the exhibition of films (please read guidance note 4)		
Wed	09.00	03.00			
Thur	09.00	03.00	Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list (please read guidance note 5)		
Fri	09.00	03.00			
Sat	09.00	03.00			
Sun	09.00	03.00			

C

Indoor sporting events Standard days and timings (please read guidance note 6)			<u>Please give further details</u> (please read guidance note 3)
Day	Start	Finish	
Mon			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 4)
Tue			
Wed			
Thur			<u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u> (please read guidance note 5)
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 6)			<u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
Both	<input type="checkbox"/>				
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon					
Tue			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 4)		
Wed					
Thur			<u>Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Fri					
Sat					
Sun					

E

Live music Standard days and timings (please read guidance note 6)			Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>			
				Outdoors	<input type="checkbox"/>			
				Both	<input type="checkbox"/>			
Day	Start	Finish	Please give further details here (please read guidance note 3)					
Mon	09.00	03.00						
Tue	09.00	03.00						
Wed	09.00	03.00				State any seasonal variations for the performance of live music (please read guidance note 4)		
Thur	09.00	03.00						
Fri	09.00	03.00				Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list (please read guidance note 5)		
Sat	09.00	03.00						
Sun	09.00	03.00						

F

Recorded music Standard days and timings (please read guidance note 6)			Will the playing of recorded music take place <u>indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon	09.00	03.00			
Tue	09.00	03.00			
Wed	09.00	03.00	<u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 4)		
Thur	09.00	03.00			
Fri	09.00	03.00	<u>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Sat	09.00	03.00			
Sun	09.00	03.00			

G

Performances of dance Standard days and timings (please read guidance note 6)			<u>Will the performance of dance take place indoors or outdoors or both – please tick</u> (please read guidance note 2)		Indoors	<input checked="" type="checkbox"/>
					Outdoors	<input type="checkbox"/>
					Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)			
Mon	09.00	03.00				
Tue	09.00	03.00				
Wed	09.00	03.00				
Thur	09.00	03.00				
Fri	09.00	03.00				
Sat	09.00	03.00				
Sun	09.00	03.00				
			<u>State any seasonal variations for the performance of dance</u> (please read guidance note 4)			
			<u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u> (please read guidance note 5)			

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 6)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	Will this entertainment take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
Mon	09.00	03.00		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue	09.00	03.00	Please give further details here (please read guidance note 3)		
Wed	09.00	03.00			
Thur	09.00	03.00	State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 4)		
Fri	09.00	03.00			
Sat	09.00	03.00	Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list (please read guidance note 5)		
Sun	09.00	03.00			

J

Supply of alcohol Standard days and timings (please read guidance note 6)			Will the supply of alcohol be for consumption – please tick (please read guidance note 7)	On the premises	<input type="checkbox"/>
				Off the premises	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 4) From the start time on New Year’s Eve to the finish time on New Year’s Day Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 5) Sundays before Bank Holidays 12.00 to 03.00		
Mon	09.00	00.00			
Tue	09.00	03.00			
Wed	09.00	03.00			
Thur	09.00	03.00			
Fri	09.00	03.00			
Sat	09.00	03.00			
Sun	12.00	02.30			

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor:

Name Jane Beels	
Address	
Postcode	
Personal licence number (if known)	
Issuing licensing authority (if known)	

I

Late night refreshment Standard days and timings (please read guidance note 6)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon	23.00	03.30	<u>Please give further details here</u> (please read guidance note 3)		
Tue	23.00	03.30			
Wed	23.00	03.30	<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 4) On New Year’s Eve from 23.00 until 05.00 on New Year’s Day		
Thur	23.00	03.30			
Fri	23.00	03.30	<u>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</u> (please read guidance note 5) Sundays before Bank Holidays 23.00 to 03.30		
Sat	23.00	03.30			
Sun	23.00	03.00			

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 8).

None

L

Hours premises are open to the public Standard days and timings (please read guidance note 6)			<u>State any seasonal variations</u> (please read guidance note 4)
Day	Start	Finish	
Mon	09.00	03.30	
Tue	09.00	03.30	
Wed	09.00	03.30	
Thur	09.00	03.30	
Fri	09.00	03.30	
Sat	09.00	03.30	
Sun	09.00	03.00	

Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 5)

Sundays before Bank Holidays 09.00 to 03.30

M Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 9)

See attached schedule

b) The prevention of crime and disorder

See box a

c) Public safety

See box a

d) The prevention of public nuisance

See box a

e) The protection of children from harm

See box a

Checklist:


Please tick to indicate agreement

- I have made or enclosed payment of the fee. [✓]
- I have enclosed the plan of the premises. [✓]
- I have sent copies of this application and the plan to responsible authorities and others where applicable. [✓]
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable. [✓]
- I understand that I must now advertise my application. [✓]
- I understand that if I do not comply with the above requirements my application will be rejected. [✓]

IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION.

Part 4 – Signatures (please read guidance note 10)

Signature of applicant or applicant’s solicitor or other duly authorised agent (see guidance note 11).
If signing on behalf of the applicant, please state in what capacity.

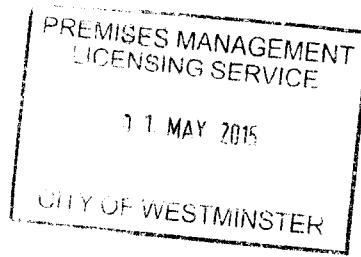
Signature	
Date	1 st May 2015
Capacity	Solicitors for Applicant

For joint applications, signature of 2nd applicant or 2nd applicant’s solicitor or other authorised agent (please read guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 13)			
Craig Baylis BLP Adelaide House London Bridge			
Post town	London	Postcode	EC4R 9HA
Telephone number (if any)	0203 400 2326		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) craig.baylis@blplaw.com			

Date: 1st May 2015
Our ref: CAB/35155.00001
Your ref:
DDI: 020 3400 2326
e-mail: craig.baylis@blplaw.com



BY COURIER

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

Dear Sir

Aura, 48/49 St James's Street, London SW1A 1JT

We act on behalf of the landlord of this property who is concerned to protect their commercial interest in this property

We are instructed to make application for a shadow licence in identical terms to that which is currently in force for these premises (14/07530/LIPT).

We enclose application together with DPS consent, plan of the premises as currently approved under licence number 14/07530/LIPT and our cheque for £635.

Yours faithfully

BERWIN LEIGHTON PAISNER LLP

- cc: Westminster Police, City Hall, Westminster City Council, 4th Floor, 64 Victoria Street, London SW1E 6QP
- London Fire & Emergency Planning Authority, 156 Harrow Road, London W2 6NL
- Development Planning Services, Westminster City Council, 64 Victoria Street, London SW1E 6QP
- Health & Safety, Community Protection Team, Westminster City Council, Environmental Health Consultation Team, 64 Victoria Street, London SW1E 6QP
- Community Protection Team, Westminster City Council, Environmental Health Consultation Team, 64 Victoria Street, London SW1E 6QP
- Head of Commissioning, Child Protection & Quality, Social and Community Services, Children & Families, 4 Frampton Street, London NW8 8LF
- Community Protection Team, Westminster City Council, Environmental Health, Trading Standards, 5th Floor, 64 Victoria Street, London SW1E 6QP
- Director of Public Health, Inner North West London Primary Care Trusts, (Hammersmith and Fulham, Kensington and Chelsea, Westminster), 15 Marylebone Road, London NW1 5JD

dfen\41437837.1



City of Westminster
64 Victoria Street, London, SW1E 6QP

Premises licence

Regulation 33, 34

Premises licence number:

14/07530/LIPT

Original Reference:

05/06830/LIPCV

Part 1 – Premises details

Postal address of premises:

Aura
48-49 St James's Street
London
SW1A 1JT

Telephone Number: Not Supplied

Where the licence is time limited, the dates:

Not applicable

Licensable activities authorised by the licence:

Performance of Dance
Exhibition of a Film
Performance of Live Music
Playing of Recorded Music
Anything of a similar description to Live Music, Recorded Music or Performance of Dance
Late Night Refreshment
Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit
Sale by Retail of Alcohol

The times the licence authorises the carrying out of licensable activities:

Performance of Dance

Monday to Sunday: 09:00 to 03:00

Exhibition of a Film

Monday to Sunday: 09:00 to 03:00

Performance of Live Music

Monday to Sunday: 09:00 to 03:00

Playing of Recorded Music

Monday to Sunday: 09:00 to 03:00

Anything of a similar description to Live Music, Recorded Music or Performance of Dance

Monday to Sunday: 09:00 to 03:00

Late Night Refreshment

Monday to Saturday: 23:00 to 03:30
Sunday: 23:00 to 03:00
Sundays before Bank Holidays: 23:00 to 03:30

Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit Unrestricted

Sale by Retail of Alcohol

Tuesday to Saturday: 09:00 to 03:00
Monday: 09:00 to 00:00
Sunday: 12:00 to 02:30
Sundays before Bank Holidays: 12:00 to 03:00

For times authorised for New Year see conditions at Annex 1 & 3

The opening hours of the premises:

Monday to Saturday: 09:00 to 03:30
Sunday: 09:00 to 03:00
Sundays before Bank Holidays: 09:00 to 03:30

Where the licence authorises supplies of alcohol, whether these are on and/or off supplies:

Alcohol is supplied for consumption both on and off the Premises.

Part 2**Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:**

Chesnut Management Limited
3rd Floor
Heritage House
235 Main Street
Gibraltar

Registered number of holder, for example company number, charity number (where applicable)

08663114

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol:

Name: Not Specified

Please note: It is the policy of the Licensing Authority not to display the address details of a designated premises supervisor.

Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol:

Not Applicable

Date: 10th June 2015

**This licence has been authorised by Mrs Sumeet Anand-Patel on behalf of the Director
- Public Protection and Licensing.**

Annex 1 – Mandatory conditions

1. No supply of alcohol may be made at a time when there is no designated premises supervisor in respect of this licence.
2. No supply of alcohol may be made at a time when the designated premises supervisor does not hold a personal licence or the personal licence is suspended.
3. Every supply of alcohol under this licence must be made or authorised by a person who holds a personal licence.
4.
 - (1) The responsible person shall take all reasonable steps to ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
 - (2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises in a manner which carries a significant risk of leading or contributing to crime and disorder, prejudice to public safety, public nuisance, or harm to children;
 - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to;
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
 - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic (other than any promotion or discount available to an individual in respect of alcohol for consumption at a table meal, as defined in section 159 of the Act);
 - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less;
 - (d) provision of free or discounted alcohol in relation to the viewing on the premises of a sporting event, where that provision is dependent on;
 - (i) the outcome of a race, competition or other event or process, or
 - (ii) the likelihood of anything occurring or not occurring;
 - (e) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner.
5. The responsible person shall ensure that no alcohol is dispensed directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
6. The responsible person shall ensure that free tap water is provided on request to customers where it is reasonably available.

7. (1) The premises licence holder or club premises certificate holder shall ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol.
- (2) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and a holographic mark.
8. The responsible person shall ensure that;
 - (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures;
 - (i) beer or cider: ½ pint;
 - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
 - (iii) still wine in a glass: 125 ml; and
 - (b) customers are made aware of the availability of these measures.

A responsible person in relation to a licensed premises means the holder of the premise licence in respect of the premises, the designated premises supervisor (if any) or any individual aged 18 or over who is authorised by either the licence holder or designated premises supervisor. For premises with a club premises certificate, any member or officer of the club present on the premises in a capacity that which enables him to prevent the supply of alcohol.

- 9(i) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
- 9(ii) For the purposes of the condition set out in paragraph 9(i) above -
 - (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
 - (b) "permitted price" is the price found by applying the formula -

$$P = D + (D \times V)$$
 Where -
 - (i) P is the permitted price,
 - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
 - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
 - (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -
 - (i) the holder of the premises licence,
 - (ii) the designated premises supervisor (if any) in respect of such a licence, or
 - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

- (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
 - (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.
- 9(iii). Where the permitted price given by Paragraph 9(ii)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
- 9(iv). (1) Sub-paragraph 9(iv)(2) below applies where the permitted price given by Paragraph 9(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
- (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.
10. All persons guarding premises against unauthorised access or occupation or against outbreaks of disorder or against damage (door supervisors) must be licensed by the Security Industry Authority.
11. Admission of children to the premises must be restricted in accordance with the film classification recommended by the British Board of Film Classification or recommended by this licensing authority as appropriate.

Conditions reproducing the effect of conditions subject to which relevant existing licences have effect

Conditions relating to Regulated Entertainment

Lower Ground and Part-Basement:

- 12. This licence is subject to all the former Rules of Management for Places of Public Entertainment licensed by Westminster City Council, in force from 4 September 1998 and incorporating amendments agreed by the Council on 25 October 1999, 30 June 2000, 16 January 2001 and 1 October 2001.
- 13. On New Year's Eve the premises can remain open for the purpose of providing regulated entertainment from the time when the provision of regulated entertainment must otherwise cease on New Year's Eve to the time when regulated entertainment can commence on New Year's Day (or until midnight on New Year's Eve where no regulated entertainment takes place on New Year's Day).
- 14. Notwithstanding the provisions of Rule of Management No 6 the premises may remain open for the purposes of this licence from 11pm on each of the days Sunday to Saturday to 3am on the day following.
- 15. The provision of public entertainment under this licence shall remain as an ancillary part of the lawful Class A3 use of the premises.
- 16. Licensable entertainment shall not be provided in the entrance lobby.
- 17. At least two registered door supervisors shall be stationed at the entrance to the premises from 11pm on each night when the premises remain open beyond 11pm, so

as to ensure that customers enter and exit the premises in a quiet and orderly manner.

18. No external doors or windows shall be fixed open after 11pm on any day of the week.
19. A sound limiter device shall be fitted to the sound system and shall be set and maintained at levels agreed by the Environmental Health Officer. The operational panel shall then be secured and the system will not be altered without the approval of the Environmental Health Officer.
20. The sound system shall not be altered or modified without the approval of the Environmental Health Officer.
21. No additional sound generation equipment shall be used on the premises without being routed through the sound limiter device.
22. Notices shall be provided at the premises requesting patrons to leave quietly. Similar reminders shall be made over the loud speakers and by door supervisors at the door.
23. The CCTV system shall be maintained and operated correctly to the satisfaction of the Metropolitan Police Crime Prevention Officer. The tapes from the system shall be retained for a period of 28 days.
24. The iron gate at the foot of the external entrance staircase shall be locked back in an open position while the premises are in use under this licence.
25. The final double leaf wooden doors on the alternative escape route shall be locked back in an open position while the premises are in use under this licence.
26. No unauthorised advertisements of any kind (including placard, poster, sticker, flyer, picture, letter, sign or other mark) is inscribed or affixed upon the surface of the highway, or upon any building, structure, works, street furniture, tree, or any other property, or is distributed on street to the public, that advertises or promotes the establishment, its premises, or any of its events, facilities, goods or services.

Conditions for sale of alcohol

27. Substantial food and non-intoxicating beverages (including drinking water) shall be available during the whole of the permitted hours in all parts of the premises where intoxicants are provided.
28. On any evening where the premises or part of the premises are open for the purpose of music, dance and entertainment, intoxicating liquor may not be sold or supplied to persons admitted to the premises after 11pm other than to:
 - (a) Persons who have paid a minimum admission fee of at least £5 Monday to Thursday and £7 Friday and Saturday for music, dance and entertainment. (Not to be credited against consumables).
 - (b) Any person attending a private function at the premises, details of the type of function, host and list of persons attending having been provided to police at least 24 hours previously.
 - (c) Artistes or persons employed on the premises.
 - (d) Bona fide guests of the proprietor, a list of whom shall be kept at reception for inspection by appropriate authorities.
 - (e) Persons taking a full table meal.
 - (f) Members of the proprietary club operating at these premises.
29. No striptease, no nudity and all persons to be decently attired at all times.

30. There shall be no gaming on the premises other than by machines authorised by Part III (Section 34) of the Gaming Act 1968
31. The terminal hour for late night refreshment on New Year's Eve is extended to 05:00 on New Year's Day.

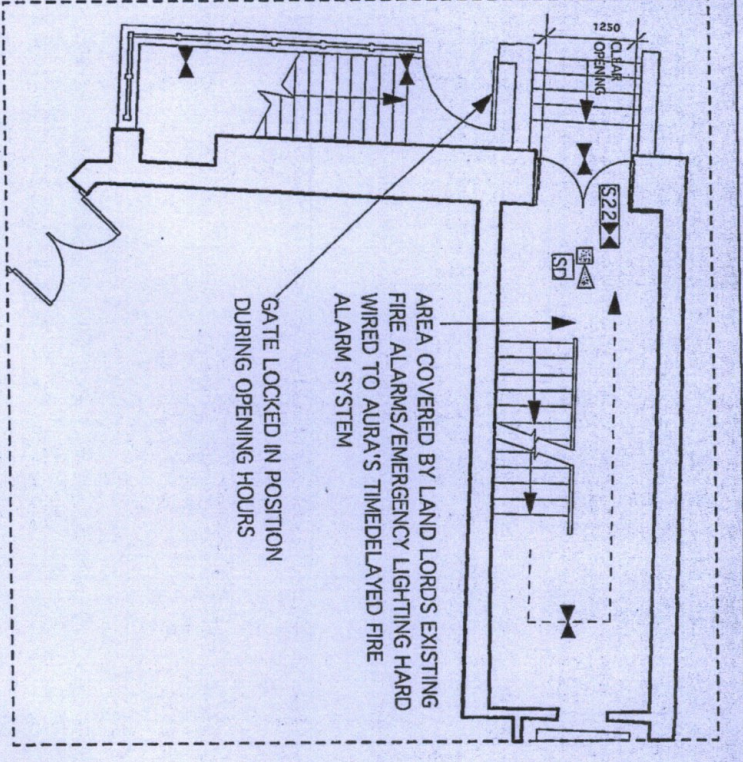
Annex 2 – Conditions consistent with the operating Schedule

32. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
33. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open to the public. This staff member shall be able to show Police recent data or footage with the absolute minimum of delay when requested.

Annex 3 – Conditions attached after a hearing by the licensing authority

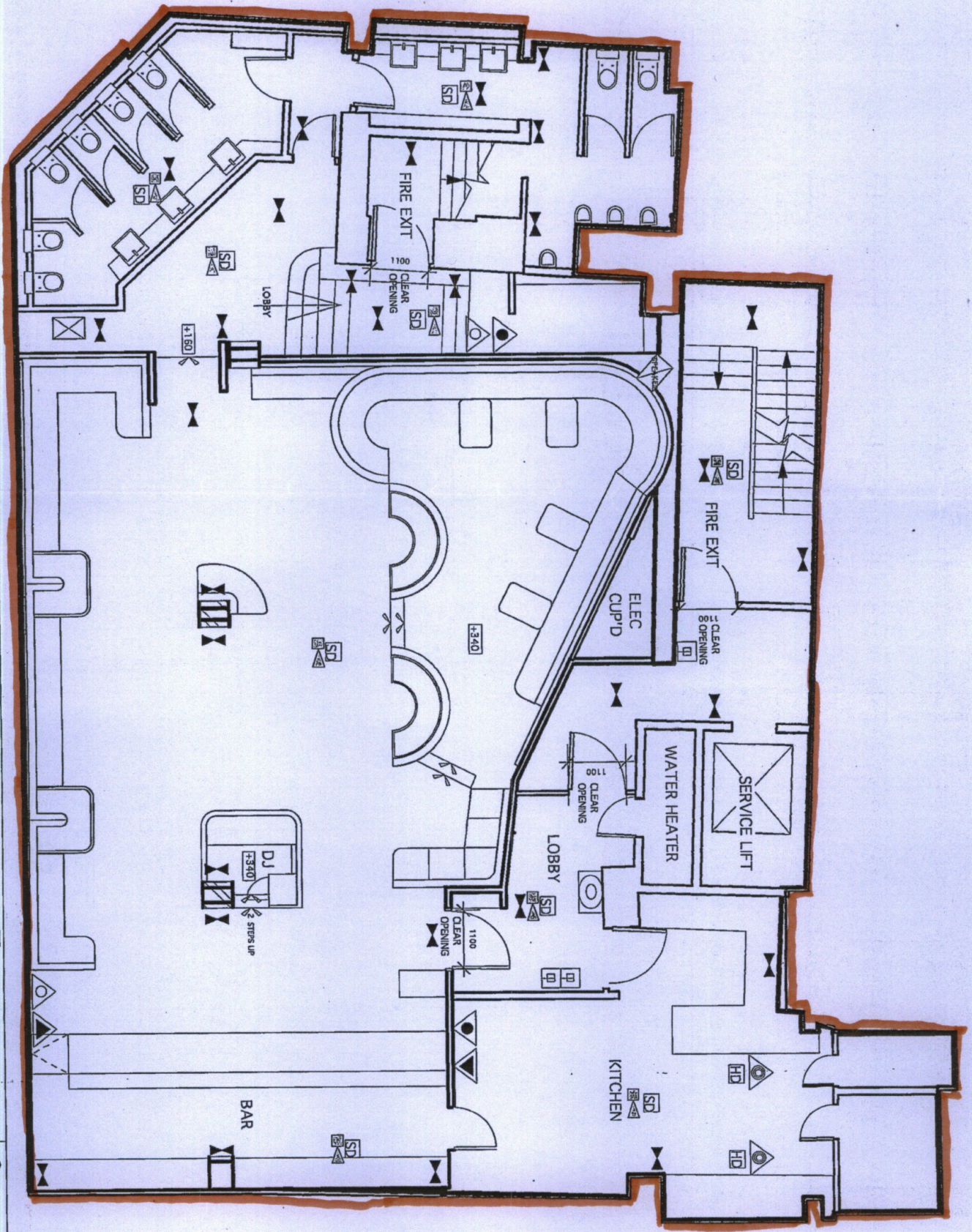
34. The hours permitted for the sale of alcohol are:
 - (a) Monday 09:00 to 00:00
 - (b) Tuesday to Saturday 09:00 to 03:00
 - (c) Sunday 12:00 to 02:30
 - (d) Sunday before Bank Holiday 12:00 to 03:00
 - (e) In relation to the morning on which summer time begins, paragraph (b) of this condition shall have effect with the substitution of references to 04.00 for references to 03.00
 - (f) The permitted hours for the sale of alcohol on New Year's Eve are from the end of permitted hours on New Year's Eve to the start of permitted hours on the following day (or, if there are no permitted hours on the following day, 00.00 midnight on 31st December)
35. No payment shall be made by or on behalf of the licensee to any person for bringing customers onto the premises directly from the street.
36. When a customer chooses to pay by credit card, he/she will be presented with an itemised bill on final payment, showing details of all drinks and food purchased.
37. Where the sale of alcohol takes place after 00:30 on the day following Sundays (other than the Sundays before Bank Holidays) this will be only to persons attending private pre-booked functions at the premises or to members of the private club operating at the premises and their guests.
38. No external promoters will be used to organise the private functions on Sundays referred to in condition 37 above, such private functions to be organised by the premises licence holder/designated premises supervisor.
39. Where a private function takes place at the premises on Sundays (other than Sundays before Bank Holidays) where alcohol is to be sold after 00:30 the following day, a full guest list must be produced by the premises at least 24 hours prior to the function together with a booking sheet for each function regarding the following information as a minimum - name of the individual who has hired the premises together with contact details; date of hiring and purpose of event. The guest list and booking sheet will be made available to the police or an authorised officer of the Council upon request at the premises on the night of the function and for a period of 14 days thereafter.
40. Where alcohol is being sold on Sundays (other than Sundays before Bank Holidays) after 00:30 the day following to members of the private club operating at the premises, members shall be permitted to have no more than 4 guests accompanying them, and all members must have been accepted as members of the private club no later than 24 hours beforehand.
41. The number of persons accommodated at the premises shall not exceed 210 persons (exclusive of staff).
42. There shall be no admittance to the premises after 00:00.
43. Patrons permitted to temporarily leave and then re-enter the premises, eg to smoke, shall not be permitted to take drinks or glass containers with them.
44. Every member of staff will undergo documented responsible server training within a month of the decision and (for new staff) within 3 months of starting employment.
45. All staff will receive refresher responsible server training once per year.

46. The licensee shall maintain further CCTV cameras outside the premises so as to both south and north in St James's Street.
47. All staff engaged outside the entrance to the premises, or supervising or controlling queues shall wear high visibility yellow jackets or vests.
48. There shall be a personal licence holder on duty on the premises at all times when the premises are authorised to sell alcohol.
49. The licence holder shall ensure that any queue to enter the premises which forms outside the premises is orderly and supervised by door staff so as to ensure that there is no public nuisance or obstruction to the public highway.
50. No drinks shall be served in glass containers at any time.
51. Exterior door staff shall be equipped with "body cams".
52. Should the CCTV system develop a significant fault, the premises licence holder will inform the Police of the fault and of the proposed time for rectification.
53. The premises licence holder shall install and use a clubscan or similar device at the entrance to the premises.
54. All door staff shall work for a contractor who is a member of the Security Industry Authority's Approved Contractor Scheme.
55. There shall be one door supervisor for every thirty customers, with a number of four door supervisors at all times.
56. All door staff shall wear distinctive clothing so that they can be readily identified at the premises.
57. A member of the door staff shall patrol on both sides of St James' Street between Piccadilly and Jermyn Street.
58. The Licensee will give local residents who want it a dedicated hotline telephone number which will always be manned during trading hours and for 30 minutes thereafter.
59. That a Management Plan requiring the Licensee to use their best endeavours to manage customers, external to the premises, including arrival, departure and dispersal of customers quickly, quietly and towards Piccadilly shall be submitted to Environmental Health for approval and the Licensee shall thereafter implement and maintain the said Plan.



PROPOSED GROUND FLOOR PART PLAN
SCALE 1:100

*Ambit
of licensed premises*



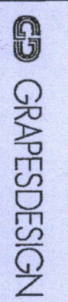
PROPOSED LOWER GROUND FLOOR PLAN
SCALE 1:100

CONSUMPTION OF ALCOHOL AND LICENSABLE ACTIVITIES TAKE PLACE ANYWHERE WITHIN THE RED LINE. THE POSITION OF ANY FURNITURE IS FOR DIAGRAMMATIC PURPOSES ONLY.

LEGEND	
	EMERGENCY LIGHTING
	SMOKE DETECTOR
	FIRE EXIT KEEP CLEAR SIGN
	DIRECTIONAL FIRE EXIT SIGN MAINTAINED
	ILLUMINATED FIRE EXIT SIGN MAINTAINED
	NO SMOKING SIGN
	FIRE DOOR KEEP LOCKED
	FIRE DOOR KEEP SHUT
	FIRE ALARM CALL POINT
	FIRE ALARM SOUNDER
	FIRE ALARM CONTROL PANEL
	VISION PANEL
	H2O FIRE EXTINGUISHER
	CO2 FIRE EXTINGUISHER
	FIRE BLANKET
	DRY POWDER
	FOAM EXTINGUISHER
	CCTV CAMERA
	CONTACT
	PR KEYPAD
	EXTERNAL BELL BOX
	INTERNAL SOUNDER
	EXTERNAL DUMMY BELL BOX
	PANIC BUTTON CONTROL PANEL

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Rev	Description	Date of Issue
A	DOOR OPENING WIDTHS ADDED	20.08.05



Client	AURA NIGHTCLUB, 48-49 ST. JAMES ST. MANCHESTER, SW1
Project	PROPOSED PLAN
Scale	1:100 @ A3 (Scale 29.07.09)
Drawing No	940/06
Author	A
File ref	DESIGN CONSULTANTS 51 HOXTON SQ LONDON W1A 6BB T: 0207 6132288

From: [Anand-Patel, Sumeet](#)
To: d.dennis-betts@pplaw.co.uk
Cc: [Nelson, Nicholas](#)
Subject: 14/07530/LIPT - Aura, 48-49 St James's Street, London SW1A 1JT
Date: 10 June 2015 14:38:01
Attachments: [Aura Licence.pdf](#)
[Aura Plans.pdf](#)

Dear Ms Dennis-Betts,

The Council has agreed to grant the application to transfer the Premises Licence in respect of the above premises. The Premises Licence is enclosed.

Your attention is drawn to the conditions **(including new mandatory conditions in effect from 28th May 2014 and amendment coming into force 1st October 2014)** attached in the Annexes of the licence. You are advised that, under the Licensing Act 2003, carrying on or knowingly allowing a licensable activity to be carried on otherwise than under and in accordance with an authorisation is an offence and may result in prosecution or review of the licence.

The Licensing Act 2003 (Fees) Regulations 2005 require the holder of a Premises Licence to pay an annual fee to the licensing authority. Payment of the annual fee will fall due every twelve months from the date of grant of the original licence.

It is the Council's intention to send reminder letters, however you are advised that it is the licence holder's responsibility to ensure that annual fees are paid on time.

Please note, the annual fee due on 20th September 2014 still remains outstanding and therefore the licence is currently suspended. You are not permitted to trade until the fee has been paid and the suspension lifted.

Whenever a licensed premises is being used for one or more of the licensable activities authorised by that licence, the following will apply.

It is the responsibility of the holder of the Premises Licence to ensure that the following requirements are complied with;

- (1) The Premises Licence is kept at the premises in the custody or under the control of either the licence holder or a person who works at the premises and whom the holder of the licence has nominated in writing to have custody/control of the licence.
- (2) The licence summary or certified copy of the summary (Part B) and a notice specifying the name and position of the person having custody of the full Premises Licence are to be prominently displayed at the premises.

The holder of the licence commits an offence if he/she fails, without reasonable excuse, to comply with (1) and/or (2) above.

A constable or an authorised person, may require the nominated person, having custody or control of the full licence, to produce the licence for examination and that person commits an offence if, without reasonable excuse, the licence (or certified copy) is not produced for examination.

If you have any questions relating to this matter, please do not hesitate to contact the Licensing Service on 020 7641 8549 or alternatively e-mail premiseslicensing@westminster.gov.uk

Kind Regards,

Mrs Sumeet K Anand-Patel

Senior Licensing Officer

Licensing Team

Public Protection and Licensing Department

**TO
REFERENCE**

**Nick Nelson, Licensing Officer
15/03326/LIPN**

FROM

**Environmental Health Consultation Team
4th Floor West, City Hall**

TELEPHONE

0207 641 3187

**BEING DEALT WITH BY
DATE**

**Nicola Curtis (ncurtis@westminster.gov.uk)
14th May 2015**

Licensing Act 2003

Aura, 48-49 St James's Street, London, SW1A 1JT

I refer to the application for a new Premises Licence for the above premises.

The applicant has submitted the following plans for the premises:

- ◆ Proposed Plan: drawing number 940/06, Rev A, Dated 29.07.09

This representation is based on the plans and Operating Schedule submitted.

The applicant is seeking the following licensable activities:

1. Regulated Entertainment 'indoors' Monday to Sunday 0900 to 0300 hours comprising:
 - a. The Exhibition of Films
 - b. The Performance of Live Music
 - c. The Playing of Recorded Music
 - d. The Performance of Dance
 - e. Anything Similar to the Performance of Live Music, the Playing of Recorded Music and the Performance of Dance
2. The Provision of Late Night Refreshment 'indoors' Monday to Saturday 2300 to 0330 hours and Sunday 2300 to 0300 hours
3. The Supply of Alcohol both 'on' and 'off' the premises Monday to Saturday 0900 to 0300 hours and Sunday 1200 to 0230 hours
4. The following seasonal timings are applied for:
 - a. For Provision of Late Night Refreshment On New Year's Eve from 2300 until 0500 on New Year's Day
 - b. For the Supply of Alcohol from the start time on New Year's Eve to the finish time on New Year's Day
5. For the Provision of Late Night Refreshment and the Supply of Alcohol the following non-standard timing is applied for:
 - a. Sundays before Bank Holidays 1200 to 0300 hours

I wish to make the following representations in relation to the above application:

1. The Regulated Entertainment applied for and the hours requested for these activities will have the likely effect of causing an increase in Public Nuisance in the area and may impact upon Public Safety.
2. The provision of Late Night Refreshment 'indoors' and the hours requested for this activity will have the likely effect of causing an increase in Public Nuisance in the area.
3. The Supply of Alcohol 'on' the premises and the hours requested for this activity will have the likely effect of causing an increase in Public Nuisance in the area and may impact upon Public Safety.
4. The seasonal timings applied for will have the likely effect of causing an increase in Public Nuisance in the area.
5. The non-standard timing applied for will have the likely effect of causing an increase in Public Nuisance in the area.

The applicant has provided additional information and conditions with the operating schedule which is being considered but does not fully address the concerns of Environmental Health.

The application mentions a shadow licence to licence number 14/07530/LIPT, however this licence has never been issued. Additionally, the submitted plans are 6 years old; for these reasons the applicant is advised to contact the undersigned to arrange a suitable time for inspection of the premises and to discuss the application.

The granting of the new Premises Licence as presented would have the likely effect of causing an increase in Public Nuisance in the area and may impact on Public Safety.

Should you wish to discuss the matter further please do not hesitate to contact me.

Nicola Curtis
Environmental Health Enforcement Officer

From: [Curtis, Nicola](#)
To: [Nelson, Nicholas](#)
Cc: [Craig Baylis](#)
Subject: RE: Notice of hearing for Aura, 48-49 St James's Street (15/03326/LIPN)
Date: 11 June 2015 16:02:31
Attachments: [image009.png](#)

Dear Nick,

Based on the fact that this is the landlord applying for a shadow licence of 14/07530/LIPT then I am happy to withdraw my Representation.

Regards

Nicola Curtis GradCIEH

Environmental Health Enforcement Officer
Environmental Health Consultation Team
Working days - Tuesday, Wednesday, Thursday
Westminster City Council
4th Floor (South)
City Hall
64 Victoria Street
London SW1E 6QP
Tel: 020 7641 3187
ncurtis@westminster.gov.uk
westminster.gov.uk



ASPIRATION

CHOICE

HERITAGE



From: Nelson, Nicholas
Sent: 10 June 2015 11:29
To: Curtis, Nicola
Subject: Notice of hearing for Aura, 48-49 St James's Street (15/03326/LIPN)

Dear Nicola,

Please find attached the notice of hearing for the above application.

Kind regards,

Nick

From: [Sollars, Jim](#)
To: [Craig Baylis](#)
Cc: [Nelson, Nicholas](#); [Premises Licensing](#)
Subject: RE: 15/03326/LIPN AURA
Date: 22 May 2015 16:21:42

Craig,

Thanks

Police have no representation against the above application

Jim Sollars PC 2142CW

**Westminster Police Licensing Team
4th Floor Westminster City Hall,
64, Victoria Street,
LONDON
SW1E 6QP**

Tel: 0207 641 3179

From: Craig Baylis [mailto:Craig.Baylis@bplaw.com]
Sent: 22 May 2015 16:19
To: Sollars, Jim
Cc: Nelson, Nicholas; Premises Licensing
Subject: Re: 15/03326/LIPN

Confirmed. I copied them across from the original licence

Sent from my iPhone

On 22 May 2015, at 16:18, Sollars, Jim <jsollars@westminster.gov.uk> wrote:

Craig,

Please can you confirm that your 'shadow' licence contains all of the conditions currently imposed on 14/07530/LIPT.

So long as there are no other proposed conditions and the conditions on the 14/ 07530/LIPT are replicated, Police will have no rep against the application.

Jim

From: [Heath, Peter J](#)
To: [Premises Licensing](#)
Subject: FW: St. James's Conservation Trust - Draft Objection to Aura New Premises License Application Ref : 15/03326/LIPN
Date: 27 May 2015 08:33:54

Dear Premises Licensing,

Ref : Aura : 48 – 49 St. James's Street, SW1 1JT: New Premises License Application Ref : 15/03326/LIPN

I am objecting to the above application on behalf of the St. James's Conservation Trust, Chairman and Trustees, on two principal, new grounds, for this new premises (and applicant) license but, consistently with a long history of continuing concerns that :

- The existing site and outdoor space has in the past proved to be, and remains, functionally and socially, inadequate for a well-managed night-club in this increasingly sensitive location in terms of :

Constrained pedestrian (queuing/gathering/road crossing and as in City Council Inspectors' Report, 17/04/2012 : "...monitoring of smokers/mobile phone users, especially with...busy [future] months...") and vehicle access (set, down and pick up and service and delivery and as in City Council Premises Licensing Inspector Team manager letter dated 17 April 2012 : "...I was unimpressed to find 2 minicabs waiting for customers which were parked illegally i.e. on double yellow lines and substantially on the pavement...") management, safety and antisocial behaviour risks, based on previous experience and is not appropriate for the now designated, multiple protected status of a St. James's Special Policy Area, Conservation Area and Neighbourhood Planning Forum Area, in addition to the important heritage character of the street and its many Listed Buildings and structures of international, national and local importance, as well as substantial and growing residential character, within a 75 m catchment of the site.

The site and local area has changed since the last licenses were granted. The improvement strategies of the City Council and local Trust have since 2001 - 12, now been successfully increasing the local residential community and the quality of streetscape and street operations (with restored 2-way traffic operation on St. James's Street in 2012 and further improvements programmed for Arlington/Bennet Street as well as Jermyn Street, aimed at accommodating high levels of pedestrian movement and road crossing and reducing unnecessary vehicle congestion (especially at or on approach, northbound, to the St. James's Street/Piccadilly junction), and in addition major restoration and improvement of adjacent Listed Buildings, including the neighbouring 50 St. James's Street as a high quality, traditional St. James's membership club, complementing the adjacent historic clubs : Brookes', Whites and Boodles.

- The existing site and operational history of managers and management/owners does not give confidence that the local Mayfair and West End night club uses in combination, if restored to the past situation of the Aura site, reinstated as a rowdy nightclub, whereby customers move from premises to premises, (which in the past has given rise to police and public safety, as well as local residential concerns of local residents and

neighbouring commercial users), would return to the area.

It seems clear from local and professional, expert opinion, that any operators/managers would be unable and/or unwilling to comply consistently, with a license and licensed premises conditions aimed at adequate management of any late night disturbance and risk, in the current nightclub cluster of Mayfair and West End night-time entertainment uses and evidence of poor and declining, customer behaviours.

The Trust (and also, independently, via the past Chairman, Mr Beveridge Q.C., since 2001) and current Trustee, Mr Nicholas Turner (resident of 42 years at 73, St. James's Street), since 2005, in addition, via Mr Brian Woodham (former Trust Administrator) and with past Chairman and Trustees' support, has been a third party objector and most recently a supporter of City Council and Police objections, of cases and actions taken against bad practices of previous Aura Club licensed operators, since 18 August 2005 - 2007, including, St James's Prospects Limited, and most clearly, echoing the local concerns, in formal file records of :

"The premises license for Aura, 48 – 49 St. James's Street" of the past :
2011/12 witness evidence of "Aura Response to allegations, Draft 1 9 July 2012" as :
38 No. listed allegations and dates against the operators/managers/customers etc. (and variously unsatisfactory responses to crimes, antisocial behaviours etc.).

For the above reasons the Trust objects to the new premises licence and urges the City Council to take action to prevent the re-commencement of a place of known damage to the nature of St. James's Street and the whole St. James's Neighbourhood and adjacent areas.

Yours faithfully, **on behalf of the Chairman and Trustees of the St. James's Conservation Trust,**

**Peter Heath RIBA MRTPI – Architect and Town Planner Advisor and Administrative Services to :
The St. James's Conservation Trust**

Design Director, Atkins Public Realm

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Comments for Licensing Application 15/03326/LIPN

Application Summary

Application Number: 15/03326/LIPN

Address: 48-49 St James's Street London SW1A 1JT

Proposal: Premises Licence - New

Case Officer: Mr Nick Nelson

Customer Details

Name: Mrs Virginia Chichester

Address: 9 St. James's Place London

Comment Details

Commenter Type: Interested Party

Stance: Customer objects to the Licensing Application

Comment Reasons:

Comment:9:47 AM on 27 May 2015 I am objecting to this application both as a resident, as a Trustee of the St James's Conservation Trust and as the Chairman of the Mayfair and St James's Safer Neighbourhood Panel.

This club had an extremely bad reputation under its previous owners and badly disrupted the area with anti-social behaviour which quite frequently resulted in violence. Eventually the club was closed down by the Council and fined a substantial amount.

The club is situated in a bad location being a basement and on the corner of St James's Street and Piccadilly where the traffic lights create queues. In the past this was exacerbated by taxis and minicabs parking on the double yellow lines to pick up custom. In addition, guests would queue on the pavement late at night to be admitted thereby causing other pedestrians to have to step into the road. According to my children these people could be intimidating and fights were not unknown.

My particular objections are, not only that the position of the club is unsuitable but the licensing hours requested do not conform with this special area. The Trust has consistently objected to the attempted creep of the West End club culture into this area as it is not in keeping with the historical ambience. Apart from which there are many more residents living here than are thought to be.

As Chairman of the Safer Neighbourhood Panel I am concerned about the potential burden on the stretched resources of the police. And as a resident I am concerned about the impact of the club on the area.

From: [Taimur Khan](#)
To: [Premises Licensing](#)
Subject: Ref 15/03326/LIPN
Date: 19 May 2015 18:57:28

Hi,

I'm trying to leave some comments regarding the above license for Aura at 48-49 St James's Street SW1A 1JT but I keep getting an error message using your website. I've also tried registering and submitting the comments but still get the same error message:

Error while submitting your comments

- Your comments could not be submitted due to an error in the system.

Would it be possible for you to do this for me if I paste the comments below?
Here they are:

I have some concerns about the noise levels going up if Aura re-opens and operates as before. Since they have been closed the noise levels at night have significantly decreased despite the presence of other clubs in the area.

I was in contact with them regularly by email and phone and although they were quick and polite in dealing with my issues they did not seem able to stop them recurring.

So my concerns are that the same issues will reoccur if and when they reopen. These are as follows:

(1) People attending the club would frequently park their cars in or near Jermyn Street or St James's Street and be noisy in either arriving or leaving the club. They would frequently either play music loudly in their cars, sometimes leaving the windows or doors open. Or have very loud conversations or shout loudly. On a number of occasions I had to ring them up early in the morning to complain about this. Although they dealt with the complaint quickly and effectively this happened a number of times despite them supposedly patrolling the area to stop it happening in the first place.

(2) People leaving the club - mainly on weekends - would blow their car horns loudly for a very long time and this would go on for sometimes up to an hour after the club had closed at 3am. I mentioned this to them frequently but they seemed unwilling or unable to stop this happening.

(3) On Sundays there seemed to be a more rowdy crowd attending the club resulting in more noise disturbances. I had asked them to treat this as a priority since like many people I struggle to sleep well on a Sunday and noise makes this harder. Again there wasn't much progress in tackling this. I would prefer the club to either close earlier on a Sunday or not open at all if they cannot keep the noise down.

So I hope all these issues I've raised get addressed by the licensing committee and the club before the club opens and they make a concerted effort to ensure that noise levels do not go up afterwards.

Thanks,

Mr Taimur Khan
Flat 7,
59-60 Jermyn Street
London SW1Y 6LX

From: [Craig Baylis](#)
To: [Nelson, Nicholas](#)
Subject: Fwd: New premises licence - Aura, St James"s Street
Date: 11 June 2015 09:05:02

Hi Nicola
Another response

Sent from my iPad

Begin forwarded message:

From: Taimur Khan <khanth@sky.com>
Date: 10 June 2015 21:04:01 BST
To: Craig Baylis <Craig.Baylis@blplaw.com>
Subject: Re: New premises licence - Aura, St James's Street

Hi Craig,

Thanks for clarifying the nature of the license. I didn't actually object against the license merely wanted to raise the noise issues I had with the previous management which did not get resolved. If the club is not going to open again in the foreseeable future then I don't have any objection to a new shadow license being granted.

Regards

Taimur Khan

On 10/06/15 16:38, Craig Baylis wrote:

Dear Mr Khan
I am the solicitor who has lodged the application and I have been passed your contact details by Westminster City Council regarding your objections to the application.
I would be happy to help you with any information to clarify what the application is about and why it is being made.
It is not replacing the existing licence which remains in force.
It is an application by the freehold landlord for a "shadow" licence, which will never come into force all the time the current licence is still in place, which it currently is.
The landlord is simply seeking to preserve a licence on the building from an investment perspective.

Shadow licences are often applied for by landlords in these circumstances and they place no additional risk on the property or to the residents because the current licence remains in place. This is the reason that the Police do not object to these types of applications.
Please don't hesitate to contact me for further clarification.

Craig Baylis | Berwin Leighton Paisner LLP
Partner

Direct Dial: +44 (0)20 3400 2326
Main: +44 (0)20 3400 1000
Mobile: +44 (0)7738-037319
Email: Craig.Baylis@blplaw.com

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From: [Nick Turner](#)
To: [Premises Licensing](#)
Subject: FW: Aura New Premises License Application Ref 15/03326/LIPN
Date: 26 May 2015 19:13:12

FAO
Nick Nelson Esq
Premises Licensing

Sir

I am writing to object to the application to reopen the old Aura nightclub site on the corner of St James's Street and Piccadilly. This site has proved in the past not to be suitable for a late closing night club and is no more suited now than it was when it lost the case in the appeal procedure against Westminster 3 years ago.

The behaviour of the staff and more importantly the guests was appalling and CCTV coverage was extensive. This coverage showed the court at the time how impractical it was to have potential guests queuing to enter the premises on a busy and narrow footpath. The tapes showed fights, the occasional riot on St James's Street and much involvement by the police. Westminster has the court reports and they do not make attractive reading.

I represent the residents of 73 St James's Street of which there are 30 residents who do not wish this licence to be granted.

I also find it most unattractive that a British Virgin Islands company (Vevil International Ltd) should be granted a licence for this site. Such a company is beyond the reach of the law in the United Kingdom and will flaunt the law as on previous occasions.

It is a violation of the integrity of St James's and as such the application should be refused.

I understand that Mr Peter Heath acting on behalf of the St James Conservation Trust has written giving technical reasons why the application should NOT be granted in the St James's Special Policy Area, Conservation Area and the Neighbourhood Planning Forum Area

I only hope you can refuse this application for the sake of the residents, club members, tourists and non-resident office workers in St James's.

With Best Wishes
NICHOLAS TURNER
+44 (0) 7770 586236
+44 (0) 1476 585 244

Proud to support St James's Conservation Trust:
www.stjamestrust.london

Comments for Licensing Application 15/03326/LIPN

Application Summary

Application Number: 15/03326/LIPN

Address: 48-49 St James's Street London SW1A 1JT

Proposal: Premises Licence - New

Case Officer: Mr Nick Nelson

Customer Details

Name: Ms Carole Whittall

Address: Flat 12A, 14 Pall Mall London

Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Comment Reasons:

Comment:5:41 PM on 29 May 2015 Dear Sir/ Madam,

Ref : Aura New Premises License Application Ref : 15/03326/LIPN

As residents of St James's, we are objecting to the above application for the following reasons.

We have serious concerns regarding the very adverse impact that a nightclub operation at this venue, licensed to host music / dance performances and serve alcohol, will have on the welfare and amenity of residents.

There is a history of extensive antisocial and criminal behaviour associated with this venue when it was previously operated as a night club. The venue is ill suited to running a night club in a responsible manner. The narrow footway used for queue management at the site entrance basement steps is incapable of safe and orderly management. The lack of space means that patrons of this venue and those moving from surrounding establishments will gather on the footway resulting in antisocial behaviour, noise and disturbance.

We are also concerned about the very adverse impact that the proposed operations will have on the character of this important location within the St James's Conservation Area.

In view of the above, we respectfully request that the Council refuses the application.

Yours sincerely,

Carole and James Whittall

From: [d.nadar](#)
To: [Premises Licensing](#)
Subject: Objects to Aura new premises licence application
Date: 28 May 2015 23:39:06

To Whom It May Concern,

As a long time resident of St. James's I am writing to object to the Aura license application. the last premise was a menace and a danger to the neighbourhood. I have 3 children living with me and Many a late night when we would be walking home there would be patrons of the premise overflowing on the sidewalk and street. It was impossible to pass and you had to either push your way through drunkards or risk walking on the street. It was very badly managed and the overspill of young people all around st. James's street and Piccadilly was not just a nuisance but a serious hazard to them and to anyone walking or driving. On these grounds and the violence that would at times erupt make it a danger to the residents.

Regards,

Dounia Nadar

From: [David Anderson](#)
To: [Premises Licensing](#)
Subject: FW: Aura New Premises Licence Application Ref 15/03326/LIPN
Date: 29 May 2015 15:00:33

FAO: Nick Nelson Esq., Premises Licensing
Subject: Aura New Premises Licence Application Ref 15/03326/LIPN

We wish to object to the licensing application relating to the reopening of the nightclub in the basement site of 48-49 St James's Street on the corner of Piccadilly. We are situated opposite this building and during the time that this site was previously occupied by Aura nightclub, we suffered the following on a regular basis:

- 1 In the early hours of the morning their customers, both men and women, regularly used our front doorstep and basement area as a lavatory so we had to clear away faeces and urine before we opened up in the morning.
- 2 We were often disturbed by rowdy, drunken groups leaving the nightclub and congregating outside our building.
- 3 Fights in the long queues which snaked down St James's Street were quite common. These fights regularly spilled out into the road itself.
- 4 At one time we had planters outside the entrance to the building but had to remove these as the plants were regularly uprooted or damaged.

I sincerely hope you will refuse this application.

David Anderson
Secretary
White's
37 St James's Street
London
SW1A 1JG

Telephone: 020 7493 6671

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CAVIAR HOUSE

10/05/2015 11:29:13

StampThePhoto from ArvanSoft



49

BELUGA

CAVIAR HOUSE
Restaurant & Lounge

10/05/2015 11:28:17

StampThePhoto from ArvanSoft



10/05/2015 11:27:38

StampThePhoto from ArvanSoft



49

CAVIAR HOUSE
RESTAURANT & SHOP

CAVIAR HOUSE
PRUNIER

10/05/2015 11:23:17

StampThePhoto from ArvanSoft

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