



City of Westminster

# Licensing Sub-Committee Report

Item No:	
Date:	12 November 2015
Licensing Ref No:	15/07959/LIPN - New Premises Licence
Title of Report:	Diageo Plc - 6th Floor Bar 12 Golden Square London W1F 9JE
Report of:	Director of Public Protection and Licensing
Wards involved:	West End
Policy context:	City of Westminster Statement of Licensing Policy
Financial summary:	None
Report Author:	Miss Heidi Lawrance Senior Licensing Officer
Contact details	Telephone: 020 7641 2751 Email: hlawrance@westminster.gov.uk

# 1. Application

1-A Applicant and premises			
<b>Application Type:</b>	New Premises Licence, Licensing Act 2003		
<b>Application received date:</b>	18 September 2015		
<b>Applicant:</b>	Diageo Plc		
<b>Premises:</b>	Diageo Plc - 6th Floor Bar		
<b>Premises address:</b>	12 Golden Square London W1F 9JE	<b>Ward:</b>	West End
		<b>Stress Area:</b>	West End
<b>Premises description:</b>	The premises are primarily office facilities that will include a bar on the 6 <sup>th</sup> floor which will be used for hospitality and guests. The bar will not be open to the general public.		
<b>Premises licence history:</b>	This is an application for a new Premises Licence and therefore no licence history exists.		
<b>Applicant submissions:</b>			

1-B Proposed licensable activities and hours							
<b>Plays:</b>				<b>Indoors, outdoors or both</b>			<b>Indoors</b>
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	09:00	09:00	09:00	09:00	09:00	09:00	09:00
<b>End:</b>	23:30	23:30	23:30	23:30	00:00	00:00	22:30
<b>Seasonal variations:</b>							
<b>Non-standard timings:</b>				Sundays immediately prior to Bank Holidays: 09:00 to midnight			

<b>Films:</b>				<b>Indoors, outdoors or both</b>			<b>Indoors</b>
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	09:00	09:00	09:00	09:00	09:00	09:00	09:00
<b>End:</b>	23:30	23:30	23:30	23:30	00:00	00:00	22:30
<b>Seasonal variations:</b>							
<b>Non-standard timings:</b>				Sundays immediately prior to Bank Holidays: 09:00 to midnight			

<b>Live Music:</b>				<b>Indoors, outdoors or both</b>			Indoors
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	09:00	09:00	09:00	09:00	09:00	09:00	09:00
<b>End:</b>	23:00	23:00	23:00	23:00	23:00	23:00	22:30
<b>Seasonal variations:</b>							
<b>Non-standard timings:</b>		Sundays immediately prior to Bank Holidays: 09:00 to midnight					

<b>Recorded Music:</b>				<b>Indoors, outdoors or both</b>			Indoors
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	09:00	09:00	09:00	09:00	09:00	09:00	09:00
<b>End:</b>	23:30	23:30	23:30	23:30	00:00	00:00	22:30
<b>Seasonal variations:</b>							
<b>Non-standard timings:</b>		Sundays immediately prior to Bank Holidays: 09:00 to midnight					

<b>Anything of a similar description:</b>				<b>Indoors, outdoors or both</b>			Indoors
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	10:00	10:00	10:00	10:00	10:00	10:00	10:00
<b>End:</b>	23:30	23:30	23:30	23:30	00:00	00:00	22:30
<b>Seasonal variations:</b>							
<b>Non-standard timings:</b>		Sundays immediately prior to Bank Holidays: 09:00 to midnight					

<b>Late Night Refreshment:</b>				<b>Indoors, outdoors or both</b>			Indoors
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	23:00	23:00	23:00	23:00	23:00	23:00	
<b>End:</b>	23:30	23:30	23:30	23:30	00:00	00:00	
<b>Seasonal variations:</b>							
<b>Non-standard timings:</b>		Sundays immediately prior to Bank Holidays: 09:00 to midnight					

<b>Sale by retail of alcohol</b>				<b>On or off sales or both:</b>			Both
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	10:00	10:00	10:00	10:00	10:00	10:00	12:00
<b>End:</b>	23:30	23:30	23:30	23:30	00:00	00:00	22:30
<b>Seasonal variations:</b>							
<b>Non-standard timings:</b>		Sundays immediately prior to Bank Holidays: 09:00 to midnight. Christmas Day, New Years Eve & New Years Day: midday to midnight					

Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
<b>Start:</b>	00:00	00:00	00:00	00:00	00:00	00:00	00:00
<b>End:</b>	00:00	00:00	00:00	00:00	00:00	00:00	00:00
<b>Seasonal variations:</b>							
<b>Non-standard timings:</b>							
<b>Adult Entertainment:</b>		No activities or entertainment (of an adult nature or otherwise) will be carried out on the premises that would give rise to concern in respect of children.					

## 2. Representations

2-A Responsible Authorities	
<b>Responsible Authority:</b>	Metropolitan Police Service
<b>Representative:</b>	Mr Chris Marriott
<b>Received:</b>	6 <sup>th</sup> October 2015
<p>With reference to the above application, I am writing to inform you that the Metropolitan Police, as a responsible authority, have representations to this application. It is our belief that if granted the application would undermine the Licensing Objectives.</p> <p>The venue is situated within the West End stress area where this is traditionally high crime and disorder. There are concerns that this application will cause further policing problems in an already demanding area and add to the cumulative impact.</p> <p>Police would be in a position to withdraw our representation if the following conditions could be agreed and added to any future operating schedule:</p> <ol style="list-style-type: none"> <li>1. All entrances and exits shall be monitored by CCTV and images shall be stored for 30 days.</li> <li>2. The licensee shall ensure that visitors leave the premises quietly.</li> <li>3. Intoxicating liquor should not be sold or supplied except: a) to directors and employees of Diageo PLC and their bona fide guests b) to persons having bona fide business with the company within the premises.</li> <li>4. The premises shall not be open to the general public.</li> <li>5. No external advertisement of licensable activities</li> <li>6. All staff involved in the sale of alcohol shall receive appropriate licensing</li> </ol>	

training and a log shall be kept.

7. A Challenge 21 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.
8. 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.
9. 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

<b>Responsible Authority:</b>	Environmental Health Consultation Team
<b>Representative:</b>	Ms Nicola Curtis
<b>Received:</b>	14 <sup>th</sup> October 2015

**Licensing Act 2003**

**Diageo PLC, 6<sup>th</sup> Floor Bar, 12 Golden Square, London, W1F 9JE**

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

**The premises are located within the West End Stress Area as defined within the City of Westminster Statement of Licensing Policy.**

The applicant has submitted the following plans for the premises:

- ◆ Sixth Floor – Alcohol Licence Plan: drawing number DIA1182 470(06), Dated 11<sup>th</sup> August 2015

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

The applicant is seeking the following licensable activities:

1. The Provision of Regulated Entertainment 'indoors' comprising:

- a. Performance of Plays Monday to Thursday 0900 to 2330 hours, Friday and Saturday 0900 to 0000 hours and Sunday 0900 to 2230 hours
  - b. Exhibition of Films Monday to Thursday 0900 to 2330 hours, Friday and Saturday 0900 to 0000 hours and Sunday 0900 to 2230 hours
  - c. Performance of Live Music Monday to Thursday 0900 to 2330 hours, Friday and Saturday 0900 to 2300 hours and Sunday 0900 to 2230 hours
  - d. Playing of Recorded Music Monday to Thursday 0900 to 2330 hours, Friday and Saturday 0900 to 0000 hours and Sunday 0900 to 2230 hours
  - e. Anything of a Similar Description to Live or Recorded Music Monday to Thursday 1000 to 2330 hours, Friday and Saturday 1000 to 0000 hours and Sunday 1200 to 2230 hours
  - f. For all Regulated Entertainment activities - Sundays immediately prior to Bank Holidays 0900 to 0000 hours
2. The Provision of Late Night Refreshment 'indoors' Monday to Thursday 2300 to 2330 hours and Friday to Saturday 2300 to 0000 hours, and on Sundays immediately prior to Bank Holidays 2300 to 0000 hours
  3. The Supply of Alcohol both 'on' and 'off' the premises Monday to Thursday 1000 to 2330 hours, Friday and Saturday 1000 to 0000 hours and Sunday 1200 to 2230 hours and the following non-standard timings:
    - a. Sundays immediately prior to Bank Holidays 1200 to 0000 hours
    - b. Christmas Day 1200 to 0000 hours
    - c. 1200 on New Year's Eve until 0000 hours on New Year's Day

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

1. The Provision of Regulated Entertainment activities 'indoors' will have the likely effect of causing an increase in Public Nuisance in the West End Stress Area and may impact upon Public Safety.
2. The provision of Late Night Refreshment 'indoors' will have the likely effect of causing an increase in Public Nuisance in the West End Stress Area.
3. The Supply of Alcohol both 'on' and 'off' the premises will have the likely effect of causing an increase in Public Nuisance in the West End Stress Area and may impact upon Public Safety.

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 applicant is advised to contact the undersigned to arrange a suitable time for inspection of the premises.

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

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

2-B Other Persons	
<b>Name:</b>	Rita Stamatis
<b>Address and/or Residents Association:</b>	Flat D, 36 Great Pulteney Street London W1F 9NS
<b>Received:</b>	16 <sup>th</sup> October 2015
<p>I write to make a representation in respect of the above application for a new premises licence. The representation is made on the basis that the likely impact of the application, if granted, would be to harm the licensing objective of prevention of public nuisance.</p> <p>I also object on the basis of cumulative impact.</p> <p>Introduction: John Broadwood House on Bridal Lane and 35-40 Great Pulteney Street comprise 28 social housing flats owned by Soho Housing Association. They house 60 residents aged between two and eighty-five years old. These are long-term Soho residents, many having been born in the area and some are second/third generation Soho families.</p> <p>The distance from the east boundary wall of 12 Golden Square to the front wall of John Broadwood House in Bridal Lane is only 5 metres and the distance to the rear walls of 35-40 Great Pulteney Street is 15 metres (see attached map).</p> <p>I live at 36 Great Pulteney Street. My flat is on the top floor and my bedroom and bathroom are directly overlooked by the offices at 12 Golden Square. I can attest that noise from 12 Golden Square during the summer months was easily audible in my flat. Firstly from squatters and then from the 24-hour security guards.</p> <p>The application The hours proposed are late, and the proposed operation is 7-nights a week, Monday to Sunday inclusive, and the conditions proposed are not strict enough.</p> <p>There has never been a bar in this location in this office building and I cannot see the need for this new office to have a bar at all. If this new bar is created and the licence granted, it will be the closest licenced premises to our residences. Noise from nearby Mele e Pere, Bill's and the Glasshouse Pub to name but a few, already affects us on a daily basis and I fail to see how this new bar is necessary in an area which is saturated with them already.</p>	

My concerns are as follows:

#### Prevention of public nuisance

The proposed bar is an open plan space taking up the entire top 6th floor of this building plus terrace. Sound carries very clearly from that building into our buildings. A proposed bar operating at a capacity of 80 people, with access to a terrace, (which smokers and/or anyone wanting to be outside will use) plus loud music till 11.30 & midnight, 7 nights a week, 52 weeks of the year, with residents sleeping so close by, will absolutely become a public nuisance to me.

I am a senior trauma nurse and I work a rotation of 12-hour shifts and my sleep is vital to my work. In addition, the newly created terrace invades my privacy. Anyone standing on that terrace can look directly into my bedroom, meaning I will have to keep my blinds shut at all times.

#### Cumulative impact

Soho is included in the area designated "West End Stress Area" by Westminster Council. The application as presented is contrary to the Stress Area Policies STR1 and PB2 in the City Council's Statement of Licensing Policy.

I already experience noise nuisance from a range of other nearby licensed premises.

However, the new bar and terrace of this premises would be the closest, and so noise concerns are magnified.

#### Conclusion

For the reasons stated, we are opposed to the application being granted. I look forward to being kept informed of any developments, and would like to attend the hearing in due course.

<b>Name:</b>	Marina Tempia
<b>Address and/or Residents Association:</b>	Flat 4, John Broadwood House 1, Bridle Lane London W1F 9BT
<b>Received:</b>	20 <sup>th</sup> October 2015

I write to make representation in respect of the above application for a new premises licence. The representation is made on the basis that the likely impact of the application, if granted, would be to harm the licensing objectives of the prevention of public nuisance and the prevention of crime and disorder. I also object on the basis of cumulative impact.

#### Proximity of residents

John Broadwood House on Bridle Lane and 35-40 Gt Pulteney Street comprise of 28 social housing flats owned by Soho Housing Association. They house c.60 residents aged between 2 and 85 years of age. These are long term Soho residents, many having been born in the area and some second and third generation Soho families.

All residents live in very close proximity to these premises. Bridle Lane is extremely narrow, with the distance from the east boundary wall of 12 Golden Square to the front



wall of John Broadwood House is only 5 metres and the distance to the rear walls of 35-40 Gt Pulteney St is 15 metres.

I live on the top floor of John Broadwood House which is directly underneath the proposed bar and I will be directly affected by it. As stated above, Bridle Lane is narrow and residents already experience a range of anti-social behaviour during the day and night in the form of drug dealing and drug taking, street fouling and noise nuisance from people leaving other licensed premises in the area.

#### The application

I object to this licence being granted, this will be a new bar in the stress area and one which will be the closest licensed premises to my flat. I am concerned the application is for seven days a week, the lateness of the terminal hour and, that it comprises of multiple uses, this being the supply of alcohol, late night refreshment, recorded music, live music, plays, films and events. This is supposed to be a staff bar, however, it has the appearance of a commercial venture.

#### Prevention of public nuisance

I am concerned this bar will cause noise nuisance in the form of disturbance from live/recorded music and noise from people using the terrace. Although it is not clear from the application what use is to be made of the terrace, it is obvious that people will utilise this space for smoking and drinking especially in the summer. The noise from the terrace will without doubt cause a nuisance to residents in Bridle Lane and Gt. Pulteney Street.

Bridle Lane is very narrow and noise including loud and raised voices from people in high spirits is amplified by its narrowness. Residents frequently suffer from noise disturbance especially at night.

#### Prevention of crime and disorder

Bridle Lane is a place which suffers from frequent and significant anti-social behaviour by people vomiting, urinating and defecating in our doorways. Bridle Lane is also a magnet for drug dealers and it is not unusual to witness people shooting up during the day and night. A new bar in such close proximity will only increase rather than diminish the level of crime and disorder outside my front door.

#### Cumulative impact

The application as presented is contrary to the Stress Area Policies STR1 and PB2 in the City Council's Statement of Licensing Policy. I already experience noise nuisance and anti-social behaviour, a new bar with the associated increase in the numbers of people discharged onto the streets will only increase levels of existing disturbance.

#### Conclusion

For the reasons stated above, I am opposed to the application being granted.

<b>Name:</b>	Veronique Jack Residents Association
<b>Address and/or Residents Association:</b>	Great Pulteney Street And Bridle Lane Residents Association 40 Great Pulteney Street London W1F 9NY
<b>Received:</b>	16 <sup>th</sup> October 2015

The Great Pulteney Street and Bridle Lane Tenants' Association object to the application for a new premises licence. We object to all parts of the application, this being the supply of alcohol, late night refreshment, recorded music, live music, plays, films and other events.

Our representation is made on the likely basis that the application will fail to promote the licensing objectives of the prevention of public nuisance and the prevention of crime and disorder. We also object on the basis of cumulative impact.

#### The residents

John Broadwood House on Bridle Lane and 35-40 Great Pulteney Street comprise of 28 social housing flats owned by Soho Housing Association. They house c. 60 residents aged between two and eighty-five years of age. These are long term residents, many having been born in the area and some are second and third generation Soho families.

All residents live in very close proximity to these premises. The distance from the east boundary wall of 12, Golden Square to the front wall of John Broadwood House in Bridle Lane is only 5 metres and the distance to the rear walls of 35-40 Great Pulteney Street is 15 metres (see attached photos).

Soho being within the stress area has the highest number of late night establishments in Westminster. The council acknowledges in its Statement of Licensing Policy the impact of the night time economy in stress areas, and the cumulative effect of the concentration of such establishments which has led to serious problems of crime and disorder and public nuisance affecting residents. Residents in Great Pulteney Street and Bridle Lane currently experience noise nuisance by people talking in loud and raised voices, waste disposable collections during the night, and crime and disorder in the form of drug dealing and drug taking and coupled with significant anti-social behaviour of people fouling in our doorways.

#### The application

We object to this licence being granted, this will be a new licence for a bar in the stress area and one which will be the closest licensed premises to residents. We are concerned with all aspects of the application, in particular the lateness of the terminal hour, the seven days a week operation (including bank holidays), live and recorded music, events and the playing of films and plays. In our view this application is not consistent with a staff bar, it appears to be more aligned to a commercial venture. We therefore question its true function and the application should be treated as such.

The application fails to promote the licensing objectives and we object on the following grounds.

#### Prevention of public nuisance

This bar will cause significant noise nuisance to residents. Residents in Great Pulteney Street already experience noise disturbance from this 'vacant' building. They are woken by security guards using the terrace on the 6th floor, either speaking to each other or using their mobile phones. It is not clear from the application what use is to be made of the terrace, however, it is obvious it will be used for smoking and drinking. To demonstrate the close proximity of the flats to the 6th floor when squatters occupied the building during the summer residents were able to hold conversations with them from the terrace. Therefore our concerns of noise disturbance from a bar with live/recorded

music and a large number of people accessing the terrace are not unfounded.

Residents in Bridle Lane also suffer noise nuisance and disturbance especially at night time. Bridle Lane is extremely narrow and noise including loud and raised voices from people in high spirits is amplified by its narrowness this in turn frequently disturbs sleep.

#### Prevention of crime and disorder

It is well known that the consumption of alcohol increases the level of crime and disorder in Soho. Residents frequently experience crime and disorder in the form of drug taking and dealing and significant anti-social behaviour which includes vomiting, urinating and defecating in our doorways.

#### Cumulative impact

The application as presented is contrary to the Stress Area Policies STR1 and PB2 in the City Council's Statement of Licensing Policy. We already experience noise nuisance and anti-social behaviour. This new bar with its terrace and close proximity to 60 residents will only increase disturbance and nuisance.

#### Conclusion

We oppose this application on the basis that if it is granted it would fail to promote the licensing objectives. We therefore ask the Licensing Sub-Committee to reject this application. We look forward to being kept informed of developments and would like to attend the hearing.

<b>Name:</b>	Cllr Paul Church
<b>Address and/or Residents Association:</b>	City Hall
<b>Received:</b>	15 <sup>th</sup> October 2015

Dear Sir/Madam,

As the Ward Councillor for West End Ward, I firmly object to Application 15/07959/LIPN for premises located at 12 Golden Square, Soho.

At the time of the planning application for a new terrace, there was no indication that this would be used to add another bar to a stress area.

I fully support local residents in their objections on the ground of prevention of public nuisance.

Residents report that there is already an amplification effect emanating from the premises, so goodness knows the negative affect on residential amenity adding a bar will have - particularly one for up to 80 patrons. I do not believe there should be any alcohol or noise allowed on this terrace.

Furthermore, the building this terrace immediately overlooks has a lot of children, elderly and infirm residents with health issues, so I am particularly loathe for a licence to be granted at this particular premises.

<b>Name:</b>	Miss Isabel Anderton
<b>Address and/or Residents Association:</b>	
<b>Received:</b>	13 <sup>th</sup> October 2015
<b>Premises address: Diageo Plc, 12 Golden Square, London W1F 9JE</b>	
<b>Application for a new premises licence reference: 15/07959/LIPN (creation of a new bar)</b>	
<p>I write to make a representation in respect of the above application for a new premises licence. The representation is made on the basis that the likely impact of the application, if granted, would be to harm the licensing objective of prevention of public nuisance.</p> <p>I also object on the basis of cumulative impact.</p>	
<p><b>Introduction</b></p> <p>John Broadwood House on Bridal Lane and 35-40 Great Pulteney Street comprise 28 social housing flats owned by Soho Housing Association. They house c. 60 residents aged between two and eighty-five years old. These are long-term Soho residents, many having been born in the area and some are second/third generation Soho families. The distance from the east boundary wall of 12 Golden Square to the front wall of John Broadwood House in Bridal Lane is only 5 metres and the distance to the rear walls of 35-40 Great Pulteney Street is 15 metres (see attached map). My family's bedrooms at the back of our top floor flat, look directly onto the 4th-6th Floors of 12 Golden Square (see attached photos). The square mile of Soho has c. 4,000 residents. It is also one of the most densely 'licenced' areas in Europe. There are licenced premises everywhere, hence its designation by Westminster Council as a "stress area". Obviously, the combination of so much alcohol available to so many people creates a huge amount of public nuisance in the form of noise. In addition we have to endure noise from private waste disposal companies entering Soho in the early hours of the morning to collect all the empty bottles left out by these premises, plus other associated issues.</p>	
<p><b>The application</b></p> <p>The hours proposed are late, and the proposed operation is 7-nights a week, Monday to Sunday inclusive, and the conditions proposed are not strict enough. There has never been a bar in this location in this office building before. Prior to the two- year redevelopment of 12 Golden Square, it was occupied by Paramount Pictures for around 15 years. They had a small private screening room in the basement but there was no company bar. I know this as I attended screenings there. Paramount were very good neighbours. I cannot see the need for this new office to have a bar at all. If the office was out of town, then there would be a justification. However, as described above, there are several thousand licenced premises within a few minutes' walk of this location for the office employees to drink and relax in. If this new bar was created and a licence granted then it will become the closest licenced premises to our flat and the 27 flats occupied by our neighbours.</p>	

Our concerns are as follows:

### **Prevention of public nuisance**

Over the Summer, my family and my neighbours have been aware of late night noise coming from the "empty" offices at 12 Golden Square. Firstly from some squatters (whom we reported to the police and to the landlords), and subsequently from the security guards assigned by the landlords to the premises.

During the re-construction of 12 Golden Square an outdoor terrace was added at 6th Floor level. Previously there was no terrace. Late at night and in the early hours of the morning we were frequently woken by the security guards standing on this terrace and chatting to each other or into their mobile phones.

As I have described, this 6th Floor and new outdoor terrace are only a few metres away from residents' bedrooms. At this level, sound carries very clearly from that building into our buildings. If we were woken by only two men talking, then a full capacity bar with access to a terrace (which obviously smokers will use) will be intolerable. 80 people, plus loud music, till 11.30 & midnight, 7 nights a week, 52 weeks of the year, with residents sleeping so close by, will absolutely become a public nuisance to me, my family and our neighbours. Disturbed sleep and lack of sleep will impair our ability to work, our children to perform well at school and our general well-being.

### **Cumulative impact**

The application as presented is contrary to the Stress Area Policies STR1 and PB2 in the City Council's Statement of Licensing Policy.

We already experience noise nuisance from a range of other nearby licensed premises.

However, the new bar and terrace of this premises would be the closest, and so noise concerns are magnified.

### **Conclusion**

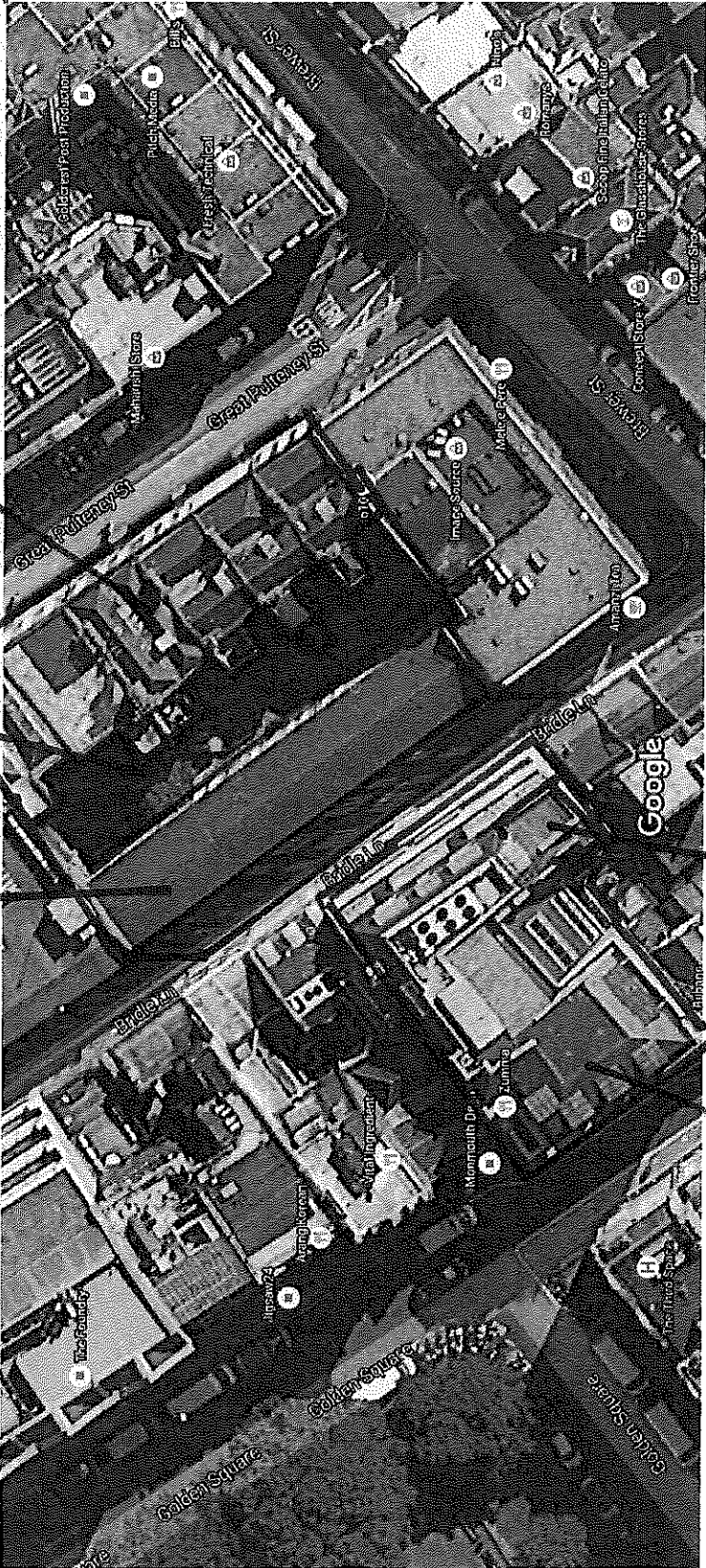
For the reasons stated, we are opposed to the application being granted. We look forward to being kept informed of any developments, and would like to attend the hearing in due course.

Google Maps Google Maps

**RESIDENTIAL FLATS (JOHN BRENDAHD)**

**INTERNAL COURTYARD**

**RESIDENTIAL FLATS (35-40 GREAT POTENEY ST.)**



**12 GOLDEN SQUARE (ENTIRE TOP FLOOR IS PROPOSED BAR)**

**NEW roof terrace**

Imagery ©2015 The GeoInformation Group, Map data ©2015 Google 10 m





<b>Name:</b>	Mr Paul Murray
<b>Address and/or Residents Association:</b>	39 Great Pulteney Street LONDON W1F 9NX
<b>Received:</b>	5 <sup>th</sup> October 2015

I would like to register an objection to this application for a drinks licence (with live music etc as part of the application) on the grounds of public nuisance.

I am a neighbour, the proposed drinks license (to 11.30 pm) covers the open air terrace overlooking our block.

Music and crowd noise will undoubtedly disturb our peace (and that of our children). I have previously attended (subsidised) drinks events at other Diageo bars in Henrietta Place and Park Royal offices - and know firsthand that they can get extremely noisy - and as such are not suitable for open air terraces overlooking residential buildings.

Other offices with drinks/ music licences in the area are enclosed and generally on lower floors, and this application will undoubtedly result in unnecessary nuisance to us. It is not as if there are not hundreds of local bars to choose from as alternatives if employees want to have a drink after work!



<b>Name:</b>	Mr & Mrs Leslie And Wendy Hardcastle
<b>Address and/or Residents Association:</b>	37C Great Pulteney Street London W1F 9NT
<b>Received:</b>	16 <sup>th</sup> October 2015
<p><b>Reference : 15/07959/LIPN - New Premises Licence</b>  <b>Diageo Plc, 6th Floor Bar, 12, Golden Square, London W1F 9JE</b></p> <p>We object to this application for the supply of alcohol, late night refreshment, recorded music, live music, plays, films and other events.</p> <p>We believe that if granted the licensing objectives of the prevention of public nuisance and the prevention of crime and disorder will not be upheld. We also object on the basis of cumulative impact if the licence is granted.</p> <p>We and our neighbours are all tenants of the Soho Housing Association and a number of us are elderly and/or infirm. There are also a number of small children and teenagers. Most of us have lived here for many years.</p> <p>The planned bar would overlook our homes and in particular our bedrooms. The attached photos, taken from a neighbours window, and the arial view show how close to our homes the proposed bar would be. Security personnel etc. on the 6<sup>th</sup> floor and on the terrace are clearly visible to us (in fact we are often the subject of much – probably bored! – scrutiny. Our lives, and in particular our sleep, and the affects of sleep deprivation and attached health issues, would be severely compromised if this licence is awarded.</p> <p>Soho is within a stress area and has the highest number of late night establishments in Westminster.</p> <p>The council acknowledges in its Statement of Licensing Policy the impact of the night time economy in stress areas, and the cumulative effect of the concentration of such establishments which has led to serious problems of crime and disorder and public nuisance affecting residents. We currently experience noise nuisance by people talking in loud and raised voices, waste disposable collections during the night, and crime and disorder in the form of drug dealing and drug taking and coupled with significant anti-social behaviour of people fouling in our doorways.</p> <p><b>The application</b></p> <p>We object to this licence being granted. This would be a new licence for a bar in the stress area and one which will be the closest licensed premises to ourselves and our neighbours. We are concerned with all aspects of the application, in particular the lateness of the terminal hour, the seven days a week operation (including bank holidays), live and recorded music, events and the playing of films and plays.</p> <p>The application fails to promote the licensing objectives and we object on the following grounds.</p> <p><b>Prevention of public nuisance</b></p> <p>This bar will cause significant noise nuisance to ourselves and our neighbours. The Great Pulteney Street tenants live in converted (listed) Georgian buildings. We have</p>	

sash windows which because of their age would permit high levels of sound penetration.

We are only 15 meters from the Bridle Lane elevation of 12 Golden Square. For Bridle Lane residents the distance is only 5 meters.

The sixth floor of the building where the planned bar would be located overlooks the rear of the Great Pulteney Street buildings – people on this floor (security etc.), are clearly visible. We also have experience of communicating across the roof of John Broadwood House and Bridle Lane with an individual climbing the Bridle St. elevation when we were able to hold a conversation with him as if he was a few feet away – for some reason there is sound magnification going on. This sound magnification is also experienced when we hear security guards having conversations with each other or on their mobiles from the terrace. I repeat, Our lives, and in particular our sleep, and the affects of sleep deprivation and attached health issues, would be severely compromised if this licence is awarded.

So it will be appreciated we hope that our worries of noise disturbance from a bar with live/recorded music and a large number of people are very real.

We believe that with the bar being run by one of the biggest purveyors of alcoholic drinks in the country, albeit for staff and clients) this would be a recipe for the creation of a great deal of noise. We know people who have been guests in Diageo bars and they report that they are very noisy and lively.

It is well known that the consumption of alcohol raises noise levels.

There has also been a problem with light penetration from the 6<sup>th</sup> floor since the renovations of the building were completed and which we have previously complained of. If disco lights etc. were used this light penetration could be a serious problem.

**The worst noise would come from the open-air terrace, if used for smoking etc. and we draw your attention to item 11 of the delegated report/decision letter on the planning application, case no. 14/02968/FULL (variation of Condition 1 of planning permission dated 11 February 2014 RN:13/11837)** which reads “No music shall be played (whether amplified or not) in association with the terraces hereby approved. Reason: To protect neighbouring residents from noise nuisance .....)

We would argue that neighbouring residents should be protected from any noise nuisance of any kind from the terrace or from a bar. It would not make sense to have no noise nuisance from music, but noise nuisance from raised and magnified voices! (See Westminster’s City Plan: Strategic Policies, November 2013 and ENV 6 and ENV7 of the Unitary Development Plan January 2007. ) We believe that if the licence is granted it would be very difficult to prevent noise nuisance in particular from the terrace.

#### **Prevention of crime and disorder**

It is well known that the consumption of alcohol increases the level of crime and disorder in Soho. Residents frequently experience crime and disorder in the form of drug taking and dealing and significant anti-social behaviour which includes vomiting, urinating and defecating in our doorways.

#### **Cumulative impact**

The application as presented is contrary to the Stress Area Policies STR1 and PB2 in

the City Council's Statement of Licensing Policy. We already experience noise nuisance and anti-social behaviour. This new bar with its terrace and close proximity will only increase disturbance and nuisance for us all.

**Conclusion**

We oppose this application on the basis that if it is granted it would fail to promote the licensing objectives. We therefore ask the Licensing Sub-Committee to reject this application. We look forward to being kept informed of developments and would like to attend the hearing.

**3. Policy & Guidance**

The following policies within the City Of Westminster Statement of Licensing Policy apply:	
Policy HRS1 applies:	<p>(i) Applications for hours within the core hours set out below in this policy will generally be granted, subject to not being contrary to other policies in the Statement of Licensing Policy.</p> <p>(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. Policy MD2 applies:</p> <p>It is the Licensing Authority's policy to refuse applications in the Stress Areas, other than applications to vary hours within the Core Hours, under Policy HRS1.</p>
Policy PB2 applies:	<p>It is the Licensing Authority's policy to refuse applications in the Stress Areas other than applications to vary hours within the Core Hours under Policy HRS1.</p>
Policy STR1 applies:	<p>(i) It is the Licensing Authority's policy to refuse applications in the Stress Areas for: pubs and bars; fast food premises, and premises offering facilities for music and dancing; other than applications to vary hours within the Core Hours under Policy HRS1.</p> <p>(ii) Applications for other licensable activities in the Stress Areas will be subject to other policies and must demonstrate that they will not add to cumulative impact in the Stress Areas.</p>

#### 4. Appendices

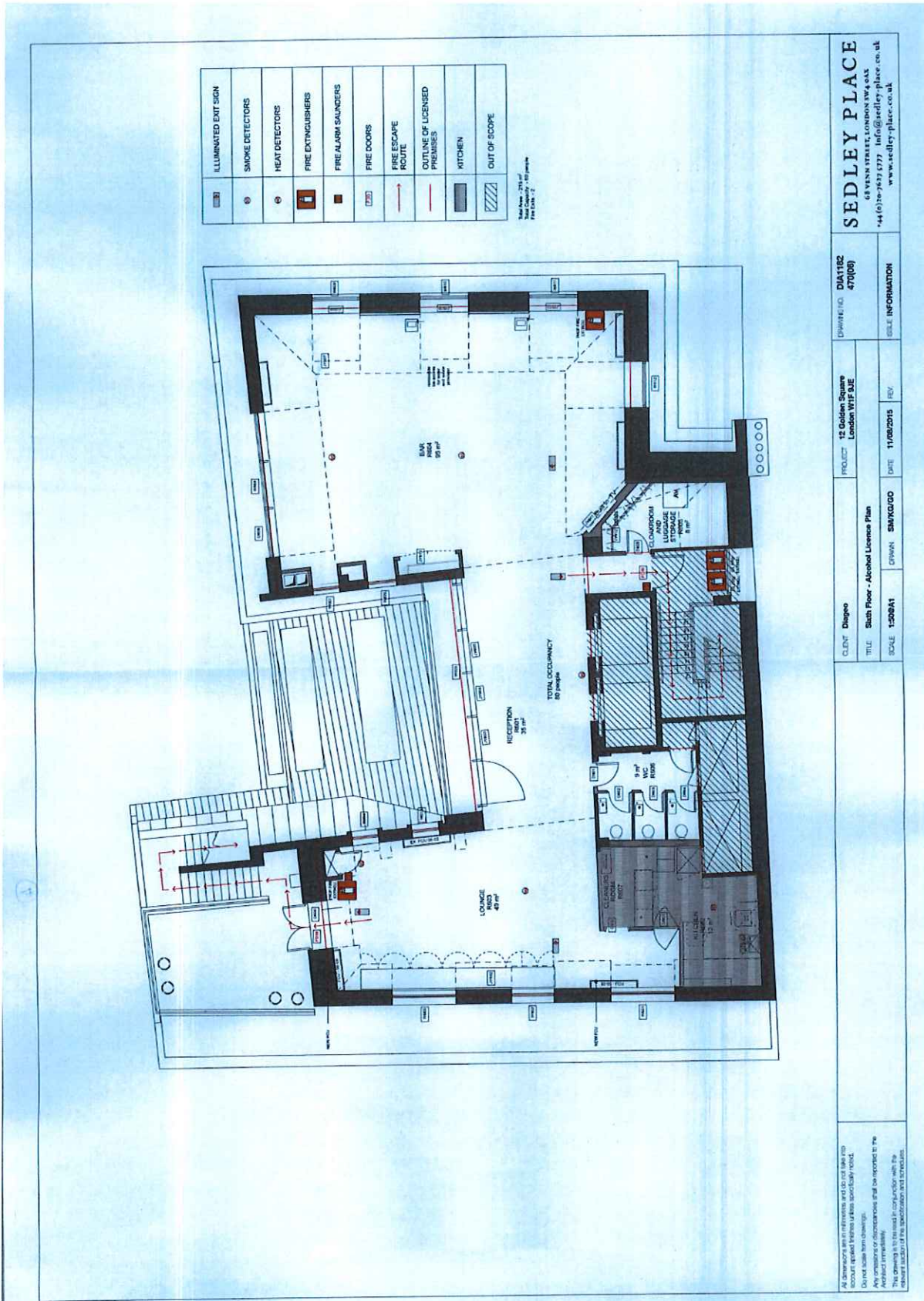
<b>Appendix 1</b>	Premises plans
<b>Appendix 2</b>	Applicant supporting documents – Not applicable
<b>Appendix 3</b>	Premises history – Not applicable
<b>Appendix 4</b>	Proposed conditions
<b>Appendix 5</b>	Residential map and list of premises in the vicinity

<b>Report author:</b>	Miss Heidi Lawrance Senior Licensing Officer
<b>Contact:</b>	Telephone: 020 7641 2751 Email: hlawrance@westminster.gov.uk

**If you have any queries about this report or wish to inspect one of the background papers please contact the report author.**

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

<b>1</b>	Licensing Act 2003	N/A
<b>2</b>	City of Westminster Statement of Licensing Policy	7 <sup>th</sup> January 2011
<b>3</b>	Amended Guidance issued under section 182 of the Licensing Act 2003	March 2015
<b>4</b>		
<b>5</b>		
<b>6</b>		
<b>7</b>		
<b>8</b>		
<b>9</b>		
<b>10</b>		



	ILLUMINATED EXIT SIGN
	SMOKE DETECTORS
	HEAT DETECTORS
	FIRE EXTINGUISHERS
	FIRE ALARM SOUNDERS
	FIRE DOORS
	FIRE ESCAPE ROUTE
	OUTLINE OF LICENSED PREMISES
	KITCHEN
	OUT OF SCOPE

Scale Area: 275 sq ft  
Per 1:100 = 7

All dimensions are in millimetres and do not take into account tapered heights unless specifically noted. Do not scale from drawings. Any omissions or discrepancies shall be reported to the Architect immediately. The Architect shall not be liable for any errors or omissions in the drawings or structures.

**SEDLEY PLACE**  
68 KINGS STREET, LONDON W1A 0AS  
+44 (0) 20 4632 1777 info@sedley-place.co.uk  
www.sedley-place.co.uk

CLIENT	Diageo	PROJECT	12 Golden Square London W1F 3JF	DRAWING NO.	DIA1192 470(00)	SELL INFORMATION
TITLE	6th Floor - Alcohol License Plan	DATE	11/02/2015	REV		
SCALE	1:200&A1	DRAWN	SM/KG/JO			

## Appendix 2

No supporting documents submitted

## Appendix 3

No supporting documents submitted

## Appendix 4

### *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:**

#### **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 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 currently under discussions with Environmental Health and the Applicant (comments in red highlight those agreed by all parties and those in green contain EH amendments):**

9. The licensable activities authorised by this licence and provided at the premises shall be ancillary to the main function of the premises/building as offices. **AGREED**
10. The sale of alcohol for consumption off the premises shall be restricted to sealed containers at product launch events. Such sales shall not be consumed on the premises, including the terrace. **AGREED**
11. Alcohol shall only be supplied to employees and officers of Diageo, bona fide guests and persons attending a private pre-booked function or event to which members of the public are not admitted. **AGREED**
12. A register of any private pre-booked functions or events shall be kept at the premises and made available for immediate inspection by police or an authorised officer of the Council. **AGREED**
13. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a public nuisance. **Amended to include 'public'**
14. Loudspeakers shall not be located outside the premises building including on the terrace. **AGREED**
15. All external doors of the licensed area shall be kept closed during licensed hours except for the immediate access and egress of persons. **Amended to remove 'windows'**
16. The terrace shall not be used in connection with any licensable activity at any time.
17. 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, including on to the terrace.
18. The premises licence holder shall ensure that any patrons smoking outside the premises, including on the terrace, do so in an orderly manner and are supervised by staff so as to ensure that there is no public nuisance caused.
19. A Challenge 21 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. **Amended to 21**

20. There shall be no self-service of alcohol on the premises. **AGREED**
21. There shall be no external advertisement of the licensed premises. **AGREED**
22. The number of persons permitted in the licensed premises at any one time (excluding staff) shall not exceed 55 persons. **Capacity included**
23. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents and businesses in the vicinity.
24. 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. **AGREED**
25. Flashing or particularly bright lights on or outside the premises shall not cause a nuisance to nearby properties, save insofar as they are necessary for the prevention of crime. **AGREED**
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. **AGREED**
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. **AGREED**
28. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means. **AGREED**
29. All emergency doors shall be maintained effectively self-closing and not held open other than by an approved device. **AGREED**
30. Curtains and hangings shall be arranged so as not to obstruct emergency safety signs or emergency equipment **AGREED**
31. 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. **AGREED**
32. No licensable activities shall take place at the premises until the licensing authority are satisfied that the premises is constructed or altered in accordance with the appropriate provisions of the District Surveyor's Association – Technical Standards for Places of Entertainment and the reasonable requirements of Westminster Environmental Health Consultation Team, at which time this condition shall be removed from the licence by the licensing authority. **AGREED**

**Conditions consistent with the operating Schedule contained within the application which may be considered:**

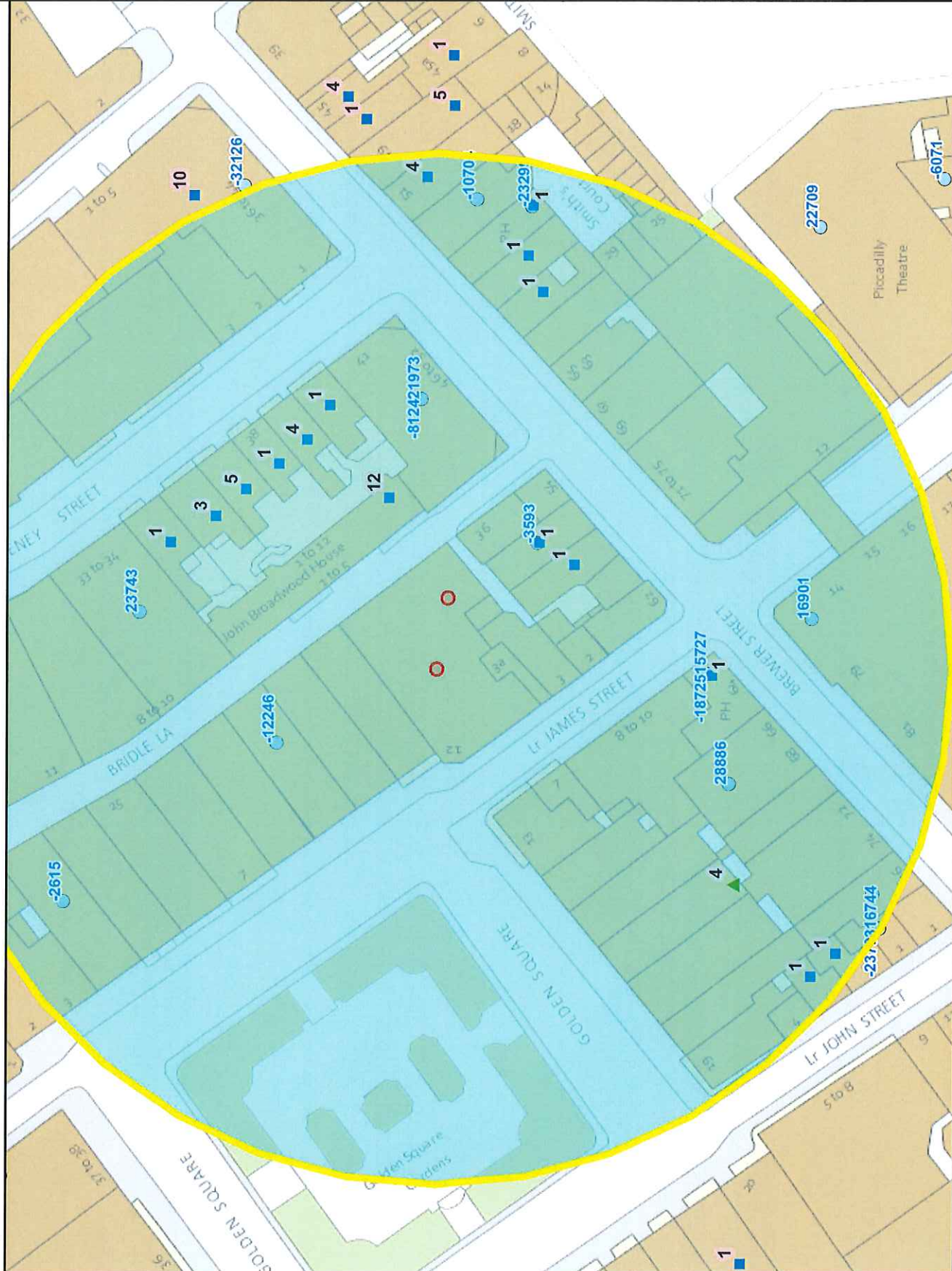
33. The reception in the ground floor lobby will be manned 24/7.

34. The main building entry and exit points will be controlled and a visitor sign-in system will be operated.
35. The entrances and common areas of the building are covered by CCTV.
36. Access to the 4<sup>th</sup> and 5<sup>th</sup> floors will be by card reader system activated by Diageo ID swipe cards only.
37. A concierge will be present at the 5<sup>th</sup> Floor to provide access to guests.
38. All staff involved in the sale of alcohol will be trained in licensing laws.
39. There will be full compliance with Health & Safety legislation. Staff will be trained in company-wide Health and Safety procedure. Including evacuation procedure.
40. First Aid boxes will be available at the premises.
41. Entrances & Exits will be monitored by CCTV.
42. 24 hour security will ensure that visitors leave quietly.



# Diageo, 6th Floor, 12 Golden Square, London W1F 9JE

City of Westminster



9

Meters

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# APPENDIX 5

Residential/ Proposed Residential	43
Under Construction	Not known
Other Uses	Not known
Proportion Residential of all Uses	Not known

Data Source: Uniform Database

Date: 27/10/2015

**Premises within 75 metres of: Diageo, 12 Golden Square, London, W1F 9JE**

<b>p / n</b>	<b>Name of Premises</b>	<b>Premises Address</b>
23743	Urban Golf	33-34 Great Pulteney Street London W1F 9NT
28886	HIX	66-68 Brewer Street London W1F 9TP
-10704	Scoop Fine Italian Gelato	53 Brewer Street London W1F 9UD
-8124	Vabene	46-52 Brewer Street London W1F 9TF
16901	Mash	77 Brewer Street London W1F 9ZN
21973	Arigato	48-50 Brewer Street London W1F 9TG
-23703	One Stop Food & Wine	Ground Floor 1 Lower John Street, W1F 9DT
-23299	Glasshouse Stores Public House	55 Brewer Street London W1F 9UJ
-22827	Kulu Kulu Sushi	76 Brewer Street London W1F 9TX
-18725	Crown Public House	64 Brewer Street London W1F 9TP
-12246	Nine Golden Square Restaurant	Basement And Ground Floor 9 Golden Square, W1F 9HZ
-3593	Ten Ten Tei Restaurant	Ground Floor 56 Brewer Street London W1F 9TJ
-2615	Graphic Bar	Ground Floor 4 Golden Square London W1F 9HT
15727	Crown Public House	64 Brewer Street London W1F 9TP
16744	Lingo Japanese Restaurant	Basement North And Ground Floor North 1 Lower John Street W1F 9DT

**Licensed Hours**

**Monday to Saturday 10:00 - 23:30 Sunday 12:00 - 23:00**

**Monday to Sunday 07:00 - 01:00**

**Monday to Sunday 10:00 - 02:00 Monday to Sunday 11:00 - 22:00**

**Monday to Saturday 08:00 - 00:00 Sunday 12:00 - 22:30**

**Monday to Sunday 11:30 - 01:30**

**Monday to Saturday 08:00 - 23:00 Sunday 10:00 - 22:30**

**Monday to Saturday 08:00 - 23:00 Sunday 10:00 - 22:30**

**Monday to Saturday 10:00 - 23:30 Sunday 12:00 - 23:00**

**Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00**

**Friday to Saturday 07:00 - 00:00 Sundays before Bank Holidays 07:00 - 00:00 Sunday 07:00 - 23:00 Monday to Thursday 07:00 - 23:30**

**Monday to Saturday 10:00 - 01:30 Sunday 12:00 - 00:00**

**Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00**

**Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00**

**Friday to Saturday 07:00 - 00:00 Sundays before Bank Holidays 07:00 - 00:00 Sunday 07:00 - 23:00 Monday to Thursday 07:00 - 23:30**

**Monday to Sunday 08:00 - 23:00**



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GOLDEN SQUARE W1  
CITY OF WESTMINSTER

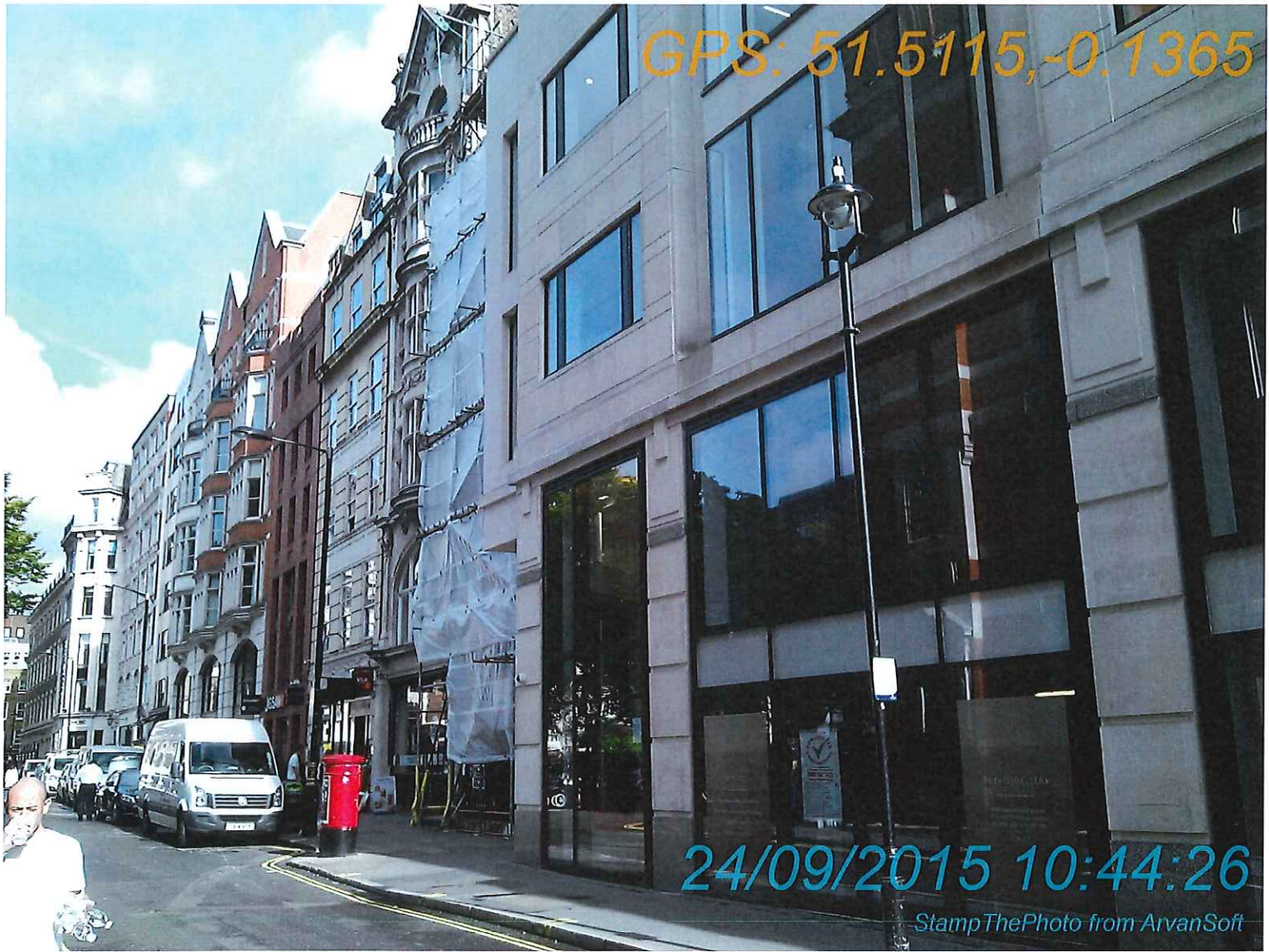
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**Section 17 Licensing Act 2003**

**Licensing Act 2003: Application for a new Premises Licence**

Notice is hereby given that *DIAGEO PLC* has applied to the City of Westminster on **18 September 2015** for a new premises licence for **6TH FLOOR, 12 GOLDEN SQUARE, LONDON, W1F 9JE**

*The proposed application is to permit the provision of regulated entertainment, late night refreshment and the sale by retail of alcohol.*

Any person who wishes to make a representation in relation to this application must give notice in writing of his/her representation by **15 October 2015** stating the grounds for making said representation to: Licensing Service, 14th Floor, City Hall, 64 Victoria Street, London, SW1

The public register where applications are available to be viewed by members of the public can be accessed online by visiting at [www.westminster.gov.uk/Licensing](http://www.westminster.gov.uk/Licensing) and following the link to the public register.

The Licensing Authority must receive representations by the date given above. The Licensing Authority will have regard to any such representation in considering the application. It is an offence, under section 158 of the Licensing Act 2003, to knowingly or recklessly make a false statement in or in connection with an application for premises licence and the maximum fine on being convicted of such an offence is £5000.

24/09/2015 10:42:26

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