

Licensing Sub-Committee Report

Item No:	
Date:	21 st April 2016
Licensing Ref No:	16/01480/LIPN - New Premises Licence
Title of Report:	Private Members Club Basement To First Floor 1A Chesterfield Street London
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:	Mr Steve Rowe Senior Licensing Officer
Contact details	Telephone: 020 7641 7816 Email: srowe@westminster.gov.uk

1. Application

1-A Applicant and premises			
Application Type:	New Premises Licence, Licensing Act 2003		
Application received date:	5 February 2016		
Applicant:	Experimental Worldwide Limited		
Premises:	Private Members Club		
Premises address:	Basement To First Floor 1A Chesterfield Street London W1J 5JG	Ward:	West End
		Cumulative Impact Area:	None
Premises description:	The premises operated as a private members club under a Club Premises Certificate. The applicant has advised that the premises will now operate as a private proprietary members club on the basement, ground and first floor.		
Guidance on Proprietary Clubs:	Paragraph 6.5 of the Home Office Guidance gives a definition of a proprietary club as a club which is run commercially by individuals, partnerships or businesses for profit and therefore requires a premises licence under the LA2003.		
Premises licence history:	<p>The premises operated as a private members club under a Club Premises Certificate 06/06353/WCCMAC. The hours for Certificate are:</p> <p>Regulated Entertainment:</p> <ul style="list-style-type: none"> - Playing of Recorded Music: - Monday to Saturday - 11:00 to 01:00 - Playing of Recorded Music: - Sunday - 12:00 to 23:30 - Private Entertainment: - Monday to Saturday - 11:00 to 01:30 - Private Entertainment: - Sunday - 12:00 to 00:00 - Sale by Retail of Alcohol: - Monday to Saturday - 11:00 to 01:00 - Sale by Retail of Alcohol: - Sunday - 12:00 to 23:30 <p>As the annual fee was not paid in 2014 the Club Premises Certificate has been suspended.</p>		
Applicant submissions:	<p>The applicant has provided the following submissions and proposed conditions in support of their application:</p> <ul style="list-style-type: none"> • Consultation Letter • Applicant Presentation Pack • Sample Menu 		

	<ul style="list-style-type: none"> • Reviews • Pre App report • Appendix 11 Submission
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1-B Proposed licensable activities and hours							
Regulated Entertainment (Recorded Music):				Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	10:00	10:00	10:00	10:00	12:00
End:	01:00	01:00	01:00	01:00	01:00	01:00	23:30
Seasonal variations:		None					
Non-standard timings:		<ul style="list-style-type: none"> • From the end of permitted hours on New Years' Eve to the start of permitted hours on New Years' Day • Until 1am on Sundays immediately before bank holiday Mondays 					

Sale by retail of alcohol				On or off sales or both:			Both
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	10:00	10:00	10:00	10:00	12:00
End:	01:00	01:00	01:00	01:00	01:00	01:00	23:30
Seasonal variations:		None					
Non-standard timings:		<ul style="list-style-type: none"> • From the end of permitted hours on New Years' Eve to the start of permitted hours on New Years' Day • Until 1am on Sundays immediately before bank holiday Mondays 					

Late Night Refreshment:				Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	23:00	23:00	23:00	23:00	23:00	23:00	23:00
End:	01:00	01:00	01:00	01:00	01:00	01:00	23:30
Seasonal variations:		None					
Non-standard timings:		<ul style="list-style-type: none"> • From the end of permitted hours on New Years' Eve to the start of permitted hours on New Years' Day • Until 1am on Sundays immediately before bank holiday Mondays 					

Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	10:00	10:00	10:00	10:00	12:00
End:	01:30	01:30	01:30	01:30	01:30	01:30	00:00
Seasonal variations:		None					

Non-standard timings:	<ul style="list-style-type: none"> • From the end of permitted hours on New Years' Eve to the start of permitted hours on New Years' Day • Until 1am on Sundays immediately before bank holiday Mondays
Adult Entertainment:	None

2. Representations

2-A Responsible Authorities	
Responsible Authority:	Environmental Health Service
Representative:	Mr Dave Nevitt
Received:	4 th March 2016
Representation is made in relation to the application, as the proposals are likely to increase Public Nuisance and may impact upon Public Safety.	
Responsible Authority:	Metropolitan Police Service
Representative:	PC Bryan Lewis
Received:	19 th February 2016
With reference to the above application the Police, as a Responsible Authority, object to the application for a new Premises Licence as it is our belief that if granted the application may undermine the Licensing Objectives.	
Our objections relate to the following:	
There are insufficient conditions proposed by the applicant	

2-B Other Persons	
Name:	Sir Nicholas Goodison
Address and/or Residents Association:	14 Chesterfield Street London W1J 5JN
Received:	21 st February 2016
We have received your letter of 8 February about the application from Experimental Worldwide Ltd for a new premises license for a 'private members' club' at the above address. I have looked at the documents on your website.	
My wife and I are extremely concerned about this application. Chesterfield Street is a mostly residential street and, despite some war damage, is one of the best preserved Georgian residential streets in London. In our view it is wrong in principle to allow such	

public commerce to infiltrate it. It would spoil much of the character of one of Westminster's finest streetscapes.

The commercial nature of this license application is clear from the use of the word 'customer' instead of 'member' in the provisional 'Operational Management Statement' submitted by the applicant. Indeed the whole application implies a fairly public restaurant and bar – with apparently easy membership applications and access for the public

More specifically we are very concerned about the disturbance which the proposed 'private members' club' is likely to cause, both by day and particularly night. Our experiences of the Rags' Club and the Games Room, which successively operated at these premises until about 2005, were unacceptable and must not be repeated.

Any new license should respect the residential nature of the street and the rights of its residents' to undisturbed sleep during the night and peace and quiet on Sundays and special days of the year such as Christmas and Easter. It should also insist on a visually acceptable streetscape by day. Our detailed comments on the application therefore are:

1. The Club should not be permitted to operate on Sundays. The Rags Club and the Games Room when they operated in the premises until a decade ago did not open on Sundays and this new club, which has based its right to operate at 1a Chesterfield Street on those predecessors, should do the same. Sundays are days of rest and residents should not be subjected to noisy disturbance.
2. The Club should not operate on Christmas Day or Easter Day. To operate commercially in a street of this character on these special days of the year is both disrespectful of their meaning and an intolerable infringement of the rights of residents.
3. [Throughout the application] The extension of the proposed opening times for music, sale of alcohol etc. to 1am in the morning is too late. It is a serious threat to residents' quality of life. There should be no permissions after midnight.
4. [Throughout] Extension throughout the night of New Year's Eve will be intolerable and should not be permitted.
5. [Section J] The sale of alcohol for consumption off the premises implies drinking on the street and should not be allowed. Section 1.3.2.4 of the provisional 'Operational Management Statement and Appendix 1 Submission' speaks vaguely of 'restrictions on customers drinking on the street' without explaining what this means. Drinking on the street or on the pavement outside the club should not be permitted at all.
6. [Section L] Why does the application specify times of access for 'the public'? A 'Private Members' Club' by definition should not be open to the public. The aim seems to be to make it possible for the club to draw in non- members to its restaurant and bars, and to hire out its premises to public revels which are not consistent with being a private members' club. There should be no access for 'members of the public'.

7. There should be a clear framework of qualifications for membership and clear conditions, including rules of behavior, of membership.

Name:	Mrs Valentina Gupta
Address and/or Residents Association:	2 Chesterfield Street London W1J 5JF
Received:	29 th February 2016

Dear Sirs,

I am the owner of 2 Chesterfield Street London W1J 5JF. The property most likely to be adversely affected by this application if granted.

I wish to make the most strenuous objections to the licensing application for a club at 1A Chesterfield Street (No 16/01480) ("the Premises") made by Experimental Worldwide Limited.

As you will be aware Chesterfield Street is primarily a residential area. The history of No 1A is irrelevant to the present application. Its former history as a club prior to its lapse some years ago was in times when public behaviour was very different to that encountered today. There is a current lack of social awareness and social responsibility because this is the age of the individual feeling they have a right to do whatever they like irrespective of the effect on others.

I have noted the comments in the Operational Management Statement & Appendix 11 Submission about

(A) Preventing

- (i) Noisy or anti-social behaviour by customers leaving the Premises;
- (ii) Large numbers of people leaving the Premises at the same time;
- (iii) Loitering or any disturbance whatsoever outside the Premises.
- (iv) Restrictions on customers drinking on the street.

(B) Expecting customers to be welcomed straight into the Premises by members of staff to avoid queuing or loitering outside;

(C) Reminding customers when arriving by private car or taxi and their drivers not to leave engines running unnecessarily, to keep conversation to a minimum and avoid slamming car doors;

(D) That the unnecessary sounding of car horns will not be tolerated under any circumstances whatsoever;

(E) That black cabs are readily available right through the day and night in the area and that Customers will be encouraged to go directly into a waiting taxicab when leaving the

Premises and at if there are no available black cabs, customers will be asked to wait inside the Premises until a cab becomes available. This avoids customers waiting outside on Chesterfield Street unnecessarily.

The fact remains that these are merely statements of their wishes but in practice it will undoubtedly be difficult if not impossible to enforce. Staff have no power to make customers wait inside, to talk quietly etc. The staff certainly have no power to police outside the Premises to give effect to these aims if a customer leaves the Premises. There is no point in saying the errant customer will not be admitted to the Premises as the trouble is simply pushed outside the Premises and causes exactly the type of nuisance to the residential neighbours that they would wish will not happen.

In addition the Premises will be a non-smoking establishment which immediately leads to congregations of smokers outside the Premises and the inevitable nuisance of smokers' detritus littering the street.

As said above this is a primarily residential street. The Club will be open from 10:00 to 01:00 Monday to Saturday and 12:00 to 23:30 on Sundays. Why is there a need for another club this time in a quiet residential street when in the surrounding area there are numerous existing clubs (let alone restaurants and hotels) For example

Arts Club - 10 Dover Street, Mayfair

Bucks Club - 18 Clifford Street, Mayfair

Eccentric Club - 69 Brook Street, Mayfair

Savile Club - 69 Brook Street, Mayfair

Flyfishers' Club - 69 Brook Street, Mayfair

Lansdowne Club - 9 Fitzmaurice Place, Mayfair

Naval Club - 38 Hill Street, Mayfair

Morton's - 28 Berkeley Square, Mayfair

Annabel's - 44 Berkeley Square, Mayfair

George - 77-78 Mount Street, Mayfair

Harry's Bar - 26 South Audley Street, Mayfair

Mark's Club - 46 Charles Street, Mayfair

5 Hertford Street - 2-5 Hertford Street, Mayfair

Aspinall's - 27-28 Curzon Street, Mayfair

The Colony Club - 24 Hertford Street, Mayfair

Coya - 118 Picadilly, Mayfair

Playboy Club, 14 Old Park Lane, Mayfair

KPMG Private Members Club - 19-20 Grosvenor Street, Mayfair

Sketch - 9 Conduit Street, Mayfair

In addition to problems with customers the issue of deliveries also needs to be considered. The Operational Management Statement & Appendix 11 Submission claims "Deliveries and collections will be arranged carefully and sympathetically to the local amenity. Where possible, multiple deliveries and/or collections will be combined to avoid high numbers of vehicles servicing the Premises. Delivery and collection times will not be scheduled late at night or early in the morning to avoid disturbing local residents. Refuse and recyclable waste will be stored in a designated refuse storage area until it is due to be collected. Immediately prior to collection, refuse will be taken outside ready for collection." This is simply the statement of an aim not something which can be guaranteed. The important words are "where possible" not that it will happen. How will the club know when refuse collections will occur? Inevitably there will be a period when refuse will be left outside (piled up?) prior to collection. This is unhygienic and there is a risk that rubbish is scattered around in the street leading to danger and unsanitary conditions to pedestrians on the street let alone worries about rats and disease etc. Why does the application specify times of access for "the public"? A private members club by definition should not be open to the public. The aim seems to be to make it possible for the club to draw in non-members to its restaurant and bars, and to hire out its premises to public revels which are not consistent with being a private members club, effectively making it a bar and a restaurant in a largely residential street.

I strongly urge a rejection of this application.

Mrs. Valentina Gupta

Name:	Mr Naeem Tyab
Address and/or Residents Association:	4 Chesterfield Street London W1J 5JF
Received:	3 rd March 2016

In response to your letter on February 8th, I would like to voice my concerns about license application reference 16/01480/LIPN.

Currently, Chesterfield Street is a beautifully well-preserved and historic residential street. Opening a 'members club' on the street would, without doubt, ruin its charm.

As a recent resident to this street, the attraction is location and proximity to central London with a prestigious address while affording a quiet and personal neighbourhood. This would be totally disrupted if these plans move forward.

Establishing a club at 1a Chesterfield Street would be a nuisance to its neighbours in terms of traffic and noise. Residents have a right to secure, quiet and relaxing times in their homes; especially on the weekends and holidays. A club at this location with such lax membership requirements could easily attract the wrong crowd and pose a security threat.

Chesterfield Street is a one way street, therefore the proximity of the club would add the traffic of its members and staff coming from the north. There would also be an issue of parking.

Additionally there should be a rule that prohibits members from drinking outside of the venue. If there is not something in place to prevent this, the excess of pollution by way of noise and garbage would be a further threat to the residents quality of life.

In terms of noise, the club should not be open for music or liquor sales after midnight. Prior to midnight, the club shall hold a reasonable threshold of music levels such as no louder than 60 decibels measured from the edge of the property line.

I've noticed within the application there are opening hours listed for 'the public'. As a 'private club' there should be no access to 'members of the public'.

Sincerely,

Naeem Tyab

Name:	Mr Naim Gov
Address and/or Residents Association:	14 Manchester Square London W1
Received:	4 th March 2016

Historically, this building was used as a social club but has been out of use for many years. More recently the nature of the properties and their use on Chesterfield Street has changed. The property in question is now flanked by 2 residential properties (single family homes) and their use has changed recently. The hours in which the club is seeking to operate are unsociable for a residential street and the closing time raucous will negatively affect the surrounding residents.

Name:	Elizabeth Phillion
Address and/or Residents Association:	14 Chesterfield Street London W1
Received:	4 th March 2016

I live in 14 Chesterfield Street and I object to a premises license being granted for 1a Chesterfield Street under application no 16/01480/LIPN on the following grounds as applicable to two out of four of Westminster's licencing objectives:

- Public Nuisance
- Public Safety

The proposed premises license will be at cross purposes with the objectives for the following reasons:

Opening times

Chesterfield Street is a quiet residential street inhabited by families

The proposed opening times until 1.30 MONDAY to SATURDAY and 23.30 on SUNDAY are excessively too extensive for a narrow listed residential street and will cause great disturbance and upset to the occupants of the street.

As council tax payers and permanent residents, we are owed a duty of care by our local authority.

Noise/pollution nuisance

Chesterfield Street is a quiet very narrow grade 2 listed street. The listed nature of the street means that residents are by law not allowed to install double glazing or take any measures to reduce exposure to noise or its impacts. The extreme narrowness of the street and the solid nature of the construction creates an enclosed area that traps sound-waves and car and taxi pollution which further exacerbates the effects that noise will have on the local residents.

As such the noise created by recorded music, entrance and exit to the proposed venue, pavement smoking and drunken conversation, increased taxis and motor vehicles, late night rubbish disposal, opening and closing of car doors will be of greatly considerable impact both to the residents of Chesterfield Street but also to the Embassy of Saudi Arabia whose garden 1a Chesterfield Street backs onto.

The OMS & Appendix 11 states that the proposed venue will ensure no noise or vibrations will emanate from the building - given the nature of the 17th Century construction how is this possible?

Further, given the excessively late hours of the proposed closing times, how will the operators ensure that no noise nuisance will be made during dispersal? Clearly given the observations above this is impossible and calls into question the rest of the logic behind the OMS & Appendix 11 submission.

Increased Traffic

Chesterfield Street is a narrow one-way street with parking on both sides of the street.

Charles Street and in particular Chesterfield Street are already extremely busy and suffer traffic jams frequently. Increased traffic caused by taxis and delivery vehicles creates not only a noise nuisance but also an access nuisance to the residents and any drivers. Additional traffic may also threaten public safety in the following ways:

Crossing the road (especially to customers of the proposed establishment who may be intoxicated)

Parking in residential bays (which is very hard and dangerous on a very busy street).
Parking for residents will be prohibited by waiting cars and taxi's.

The transit of any emergency vehicles attending a medical or fire emergency. This is of special importance given that number of embassies clustered around Charles Street and Chesterfield Street and the frequency of public protests outside of those buildings.

Pollution. Cars/taxi's parked whilst waiting for customers in this narrow street will create further air pollution

Traffic congestion in Chesterfield Street is already a problem. This is going to make it yet worse

Rubbish Disposal

Unlike offices or residential buildings, entertainment venues generate very large amounts of rubbish. Chesterfield Street being very narrow already has an issue with excess rubbish being piled high in the evenings. Any addition to this is a further nuisance to the residents, and eyesore in a street that is listed for its charm and by further inviting pests and impeding progress along the street by foot and frequently by car (trash bags in the road) is a threat to public safety.

Other observations:

All of the points above need to be considered in the light of how the area is already serviced by entertainment venues, the noise and traffic nuisance impact that those venues currently have on the lives of residents and local stake-holders and the great impact that another venue will have.

Charles Street has at least four busy licensed venues. Queen Street also has at least three. Curzon Street on the corner with Chesterfield Street has numerous and is greatly impacted by Mamounia and the entrance to 5 Hertford Street. In the evenings, Chesterfield Street and surrounding streets, are plagued by taxi's and drivers waiting for their employers. Frequently residents will have to cajole idling taxis and drivers to vacate the resident parking spaces in which they are waiting and at closing time the sound of high performance sports cars revving their engines is already a great nuisance. This is a real noise and traffic nuisance and in such a confined environment a public health risk due to the potential for accidents. To allow the licensing of yet another venue will greatly add to the nuisance caused in an area that is already over capacity.

I would like to further add that whilst the applicants of the license are using the past history of the building as precedent to obtain a license it is clear that the at the time this building previously held a license the number of licensed establishments in the directly surrounding area were greatly fewer meaning that the amalgamated impact was less than what is being proposed so the use of precedence will I hope have a lower weighting in any decision than it otherwise would be.

There is no limit proposed on the number of bona fide guests of a member.
There is no limit proposed on the numbers attending/frequency of private functions.
Kind regards,

Elizabeth Philion

3. Policy & Guidance

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

Policy HRS1 applies:	(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. (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 MD1 applies:	Applications will only be granted if it can be demonstrated that the proposal meets the relevant criteria in Policies CD1, PS1, PN1 and CH1.
Policy PB2 applies:	It is the Licensing Authority's policy to refuse applications in the Cumulative Impact Areas other than applications to vary hours within the Core Hours under Policy HRS1.

4. Appendices

Appendix 1	Premises plans
Appendix 2	Applicant supporting documents
Appendix 3	Premises history
Appendix 4	Proposed conditions
Appendix 5	Residential map and list of premises in the vicinity

Report author:	Mr Steve Rowe Senior Licensing Officer
Contact:	Telephone: 020 7641 7825 Email: srowe@westminster.gov.uk



Experimental Worldwide Ltd
14 David Mews
London
W1U 6EQ

16 February 2016

Dear Sir or Madam

**Application for a Premises Licence
1a Chesterfield Street, London**

We are writing to let you know about our plans for the above Premises, and as you may have already seen, a new Premises Licence. The Premises, albeit already licensed, has been empty for some time and is in need of urgent renovation and improvement.

The Premises is currently licensed under Club Premises Certificates by Westminster Council and has been so for many years. The Certificates allow licensable activities until 1.00 am. Following pre-application discussions with Westminster, we have recently applied for a Premises Licence for a private members' club, with the same hours as the historical Certificates. The Licence would replace the existing Certificates with updated and tighter conditions in line with Westminster's licensing policy. We enclose a summary of the proposed licensable activities, hours and conditions. You will note that licensable activities are only provided to members of the club and their bona fide guests.

Our company is called Experimental Group. We are a global hospitality collective with sixteen establishments in London, Paris, New York and Ibiza. We aim to bring unparalleled expertise in running high class licensed premises around the world, built on a foundation of exceptional service and professional management. We enclose some images of our proposals at the Premises and our existing premises for your reference. For more information about our business, please visit our hotel's website: <http://www.grandpigalle.com/en>.

We aim to sympathetically refurbish the Premises into one of London's finest private members' clubs, sympathetic in both appearance and use. In particular, we are committed to operating responsibly alongside local residents and businesses.

We hope we meet to discuss this in more detail. Could you let us know when might be convenient please.

Yours faithfully

Romée de Goriainoff, Pierre-Charles Cros, Olivier Bon, and Xavier Padovani

Encl.

1a Chesterfield Street London W1J 5JG
Application for a Premises Licence

Proposed Licensable Activities:

	Alcohol & Recorded Music	Late Night Refreshment
Monday – Saturday	10.00 – 01.00	23.00 – 01.00
Sunday	12.00 – 23.30	23.00 – 23.30

Proposed Conditions:

1. Licensable activities may only be provided to:

a) Members of the private members' club and their bona fide guests. No person shall be admitted to membership of the said club without an interval of at least 24 hours between application and admission

b) Persons attending a pre- booked and bona fide private function or event to which members of the public are not admitted. A register of persons attending the event shall be kept at the premises and made available for immediate inspection by police or an authorised officer of the Council.

2. 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.

3. 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 are 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.

4. 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.

5. A Challenge 21 or Challenge 25 scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as driving licence, passport or proof of age card with the PASS Hologram.
6. 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 regarding crime disorder
 - (d) any incidents of disorder
 - (e) any faults in the CCTV system
 - (f) any refusal of the sale of alcohol
 - (g) any visit by a relevant authority or emergency service.
7. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which give rise to a nuisance
8. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of the local residents and businesses and leave the area quietly.
9. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the need of local residents and use the area quietly.
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. The pavement from the building line to the kerb edge immediately outside the premises, including gutter/channel; at its junction with the kerb edge, is swept and or washed and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements.
12. No collection of waste or recycling materials (including bottle) from the premises shall take place between 23:00 and 07:00 on the following day.
13. No deliveries to the premises shall take place between 23:00 and 07:00 on the following day.
14. All waste if to be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.

15. The licence shall have no effect until the works as set out in drawings appended to the application have been assessed as satisfactory by the Environmental Health Consultation Team, and this condition has been removed from the licence.

Indicative images of the new private members' club:



Compagnie des Vins Surnaturels Covent Garden:



La Grand Pigalle Hotel Paris:



EXPERIMENTAL
group

Experimental Group

April 2016

Our Team

Romée de Goriainoff, Olivier Bon and Pierre-Charles Cros are the young entrepreneurs and restaurateurs who co-founded some of the most influential cocktail bars, wine bars & restaurant establishments in Paris, London, Ibiza and New York. A friendship rooted in childhood, the group decided eight years ago to hatch the concept for the Experimental Cocktail Club in Paris, an establishment that has since become a legend on the global cocktail bar scene.

Romée de Goriainoff, equipped with a dual masters degree in Finance and Economics (Paris Dauphine and Bocconi School of Management, Milan) and Pierre-Charles Cros, with a masters in International Commerce (Concordia University, Montreal) bring business acumen to the group. Olivier Bon, with a background in styling and design, brings a keen eye into the restaurant and service industry, having gained invaluable field experience from Paris' top restaurants.

In 2010, the group added a fourth partner, Xavier Padovani, with the addition of London's Experimental Cocktail Club Chinatown. Xavier's education is founded in travel & hospitality. Xavier has partnered with the likes of Philippe Starck & the Trigano Family on various projects including Paris' Mama Shelter. Until 2012 Xavier served as the Hendrick's Gin Global Brand Ambassador. Most recently he launched the London based agency Orfeus.



Over the years, through new contacts and travels around the world, the founders have diversified the group going beyond just the original cocktail bar concept. The latest openings for the group include Experimental Beach Ibiza - the first beach bar & restaurant for the French collective and Compagnie des Vins Surnaturels in London and New York. In 2015, Experimental Group expands beyond bars and restaurants to open its first hotel in Paris, a concept noted by *Bloomberg* as a new category: Bed & Beverage.

Dorothee Meilichzon, now a well-established bar, restaurant and hotel designer, joined the team as Director of Interior Architecture and Graphic Design. Julie Padovani acts as the Director of Communications and Events looking after the global marketing for the group, and Madeleine Grötsch oversees marketing & events for the group's Paris operations. The newest additions to the team are Nic Smith, Sommelier & Wine Director overseeing the wine selection Paris, Julia Oudill, sommelier at London's Compagnie des Vins Surnaturels Seven Dials and Caleb Ganzer alongside Fabien Suquet overseeing the wine selection in New York's Compagnie des Vins Surnaturels.

EXPERIMENTAL group

Our Awards & Press

Over the years, Experimental Cocktail Club in Paris and Experimental Cocktail Club in London were placed in the top ten bars in Europe (Cocktail & Spirits Awards, June 2012). Experimental Cocktail Club New York was listed as one of the World's 50 Best Bars (Drinks International, October 2012, October 2013) and shortlisted for the Paper Magazine Nightlife Awards (October 2012). It has also been shortlisted to win Best New Bar at Tales of the Cocktail's Spirited Awards in July 2013. In 2014, Fay Maschler put Compagnie des Vins Surnaturels Seven Dials in her Top 10 Restaurants of the year.

The group has also been featured in *Financial Times' How to Spend It*, *New York Times' T Magazine*, *Wall Street Journal*, *GQ*, *Vogue*, *Elle*, *Condé Nast Traveller* and *Wallpaper**



EXPERIMENTAL

group

PARIS

EXPERIMENTAL COCKTAIL CLUB

The start of an era in Paris. Opened at the end of the summer of 2007, hidden off a tiny street, barely perceptible, the Experimental Cocktail Club is where the start of the New-Parisian Cocktail scene began. The bar has since been cited as one of the World's Top 20 Bars by Bartender Magazine (UK), has often been featured in the New York Times and has been seen in prestigious publications including Vogue, Elle, Travel + Leisure, GQ and Condé Nast Traveller.



PRESCRIPTION COCKTAIL CLUB

The Prescription Cocktail Club, or Px as it's affectionately referred to, is located on the bustling rue Mazarine, at the epicenter of the hip left bank. The Px, after a smashing debut, has become the darling of Parisian cocktail aficionados, foodies and journalists. The press coverage has been enormous with the bar featured in the Wall Street Journal, Financial Times, New York Times, GQ and Elle. Here, the management team ensure the space exudes effortless perfection, true elegance and a touch of eccentricity.

LE BALLROOM DU BEEF CLUB

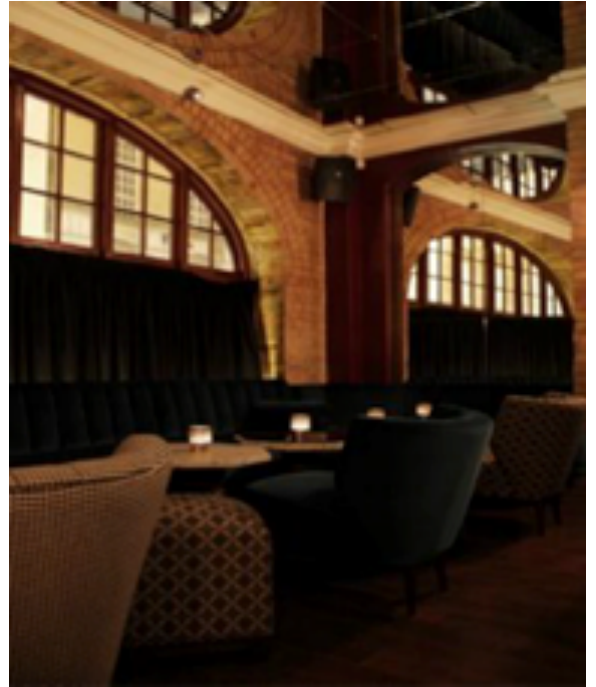
Settled just below The Beef Club with an entrance all its own is Le Ballroom du Beef Club featuring amazing cocktails in the continuum of our cocktail savoir-faire. The room is designed by the one and only Dorothée Meilichzon. Cocktails here are enjoyed surrounded by rich reds, mahogany and bordeaux - a reminder of the steakhouse above. Frequently graces the pages of New York Times, Elle, Vogue and Wallpaper, Ballroom plays host to some of Paris' best parties.



LONDON

EXPERIMENTAL COCKTAIL CLUB CHINATOWN

In December 2010, The New York Times asked “Where do you go when you’ve opened what has been called the best bar not only in Paris, but also the world?” For Experimental Group, the answer was London. Hidden in the depths of Chinatown, the venture is a collaborative effort with business partner Xavier Padovani, former Hendrick’s Gin Global Brand Ambassador. Mere weeks after opening, the press file boasted top publications including New York Times, Wallpaper* & The Guardian. Four years old, the bar hasn’t stopped since and is often noted as one of the best bars to visit in London.



JOYEUX BORDEL

Opened in April 2015, Joyeux Bordel is in the heart of Shoreditch. The focus will once again be cocktails with an emphasis on music. The Clove Club’s Daniel Willis will consult on the music and the sound system will be a custom designed vintage analogue system designed to play primarily vinyl. The cocktail menu will focus on the best ingredients and spirits, and guests will sip drinks into the wee hours. Early press reviews from Time Out, ES and Urban Junkies promise its the place to be in East London.

PARIS

RESTAURANT BACHAUMONT

The ground floor restaurant has been restored to its former glory with large spaces, an open kitchen and large glass roof. Harking back to the main door, the large arches play on perspectives to bring the spaces together with comfortable seating and a large backgammon-inspired dining table forming the nerve centre of the restaurant. Moody walls play on black and white with extensive carpentry and countless wooden mouldings and tilted mirrors.

True to her style, Dorothée Meilichzon has used countless patterns and fabrics on the chairs and seating. Handmade designs adorn the marble mosaic floor around the counter with the same pattern as the Montorgueil cobbles and gold tiles to catch the light.

The effortlessly simple menu with seemingly “standard” dishes (devilled eggs, leeks vinaigrette etc.) and a new take on brasserie style put a fresh and modern spin on the most iconic and classic dishes in the French repertoire. Simple dishes made with a passionate, clear and modern touch with a signature dish of the day on a weekly menu. A selection of prime French produce, Maine-Anjou cattle, suckling lamb and more showcase the beautiful meat cooked in the *rôtisserie*.

Behind the large copper door to the wine cellar next to the dining room lies a selection of very reasonable French wines and the best Grands Crus for amateurs and connoisseurs to sip and try new flavours. The idea is to be able to choose your wine “just like at home”.



EXPERIMENTAL

group

PARIS

BEEF CLUB

The Beef Club & Ballroom opened its doors at the end of March 2012 on rue Jean Jacques Rousseau in Paris' first arrondissement. The restaurant is an authentic Anglo-Saxon inspired steakhouse that steers away from they typical 'restaurant de viande' found in the French capital. Everything, from the cattle to the oven, is the result of the a laborious effort to find the best on every level. The star of the show is the beef, sourced from Tim Wilson's farm in Yorkshire, just south of Scotland. Wilson is the man behind UK's famed 'Ginger Pig' and has since become a household name. The wine list boasts 200 references.



EXPERIMENTAL

group

IBIZA

EXPERIMENTAL BEACH

Experimental Beach Ibiza is situated in southern Ibiza's Las Salinas national reserve. The new venue brings a youthful nostalgia mixed with the innocence of summer love to Ibiza. From the golden, hazy sunrise to the striking beachfront sunset, Experimental Beach is the place to escape to for fresh local food, marvellous cocktails and sumptuous sunbeds. The new location pays homage to Baudelaire's *Invitation au Voyage* with an air of luxe, calme and volupte, or luxury, peace and pleasure.

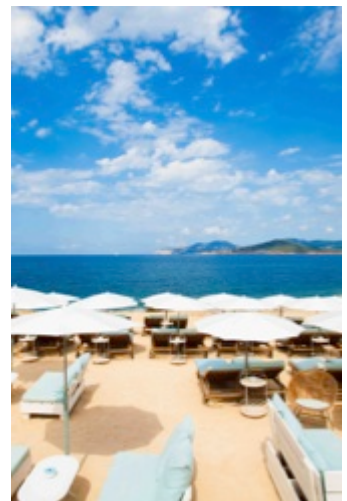
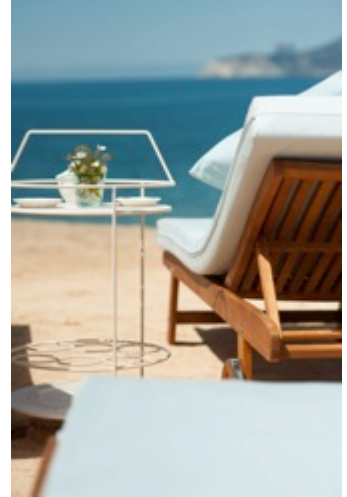
The restaurant features locally sourced ingredients with a nod to the group's French roots. The menu is unique to the island featuring a combination of local wisdom with Spanish and Mediterranean undertones. The wine list is extensive yet accessible, boasting 200 references with many from Spain. The list is hand selected by the sommelier of Compagnie des vins Surnaturels and is the product of extensive research into local Spanish wines.

The cocktail menu is the creation of the ECC bartenders and combines our signature style with a twist. The cocktails are inspired by the groups' travels and experiences behind bars all over the world. Expect beautifully giant conch shell punch bowls perfect for sharing with friends as the sun sinks into the horizon.

The interior & exterior is an inspiration of bohemian vibes with a return to the understated '60s Ibiza bursting with hippy chic and hedonistic undertones. A blend of pastel and muted hues envelops the location with warmth.

The entertainment at Experimental Beach is a twist on electro vibes with undertones of rock, jazz, bossa nova and reggae. Sets play for the incredible sunset every evening while guests lounge at Experimental Beach enjoying the best view on the island, punch bowl at hand and rosé flowing.

Experimental Beach opened in May 2013.





NEW YORK

LA COMPAGNIE DES VINS SURNATURELS

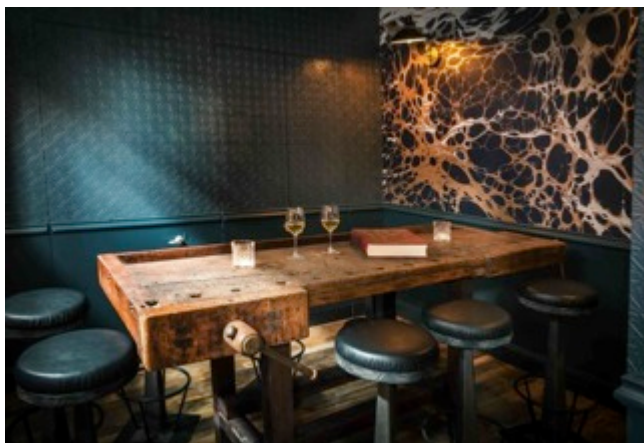
La Compagnie des Vins Surnaturels Centre Street is nestled between Nolita, Soho and Little Italy. The third iteration of the iconic Parisian wine bar, features 600+ wines from around the world plus 30 wines by the glass.

Sommeliers Caleb Ganzer (formerly of Eleven Madison Park & Daniel) Fabien Suquet (formerly of the three Michelin Star-awarded Auberge Du Vieux Puits) have compiled a wine list culled from their favorite producers around the world. Nearly 70 percent of the list is French in origin Suquet also includes many of his favourite small growers from more unheralded regions such as Lebanon, Israel, Greece, Hungary, and Brazil.

A menu of small plates complement Suquet & Ganzer's wine choices. Dishes such as *Marinated Seabream with orange citrus*; a *Beef Tartare with tomato confit and Savora mustard*; *Braised Octopus with pickled pearl onions and pink peppercorn*; *Toad in a hole with truffle butter, mushrooms and cured ham*; and a *Shellfish & Parsley Royale* provide a savory balance to the menu.

The design is an inspiration from the original Paris location. Vibrant blues, reds, and whites, complemented by brass fixtures fill the room with New York and Italian-inspired elements. Marble-printed wallpapers from Brooklyn, Blanca Carrera marble tables, and rich, dark greens provide a subtle tribute to Rome, while the piano, so emblematic of La Compagnie experience, is highlighted in marble at the front of the bar. A large selection of wall sconces provide the room with a warm, amber glow, while an antique finished ceiling, brass cart, and classic ceiling crowns round out the room.

Compagnie des Vins Surnaturels has been noted as one of the most anticipated spring / summer openings for 2014 (Eater) and opened to rave reviews from Eater, Grub Street, Time Out and Zagat.



LONDON

LA COMPAGNIE DES VINS SURNATURELS

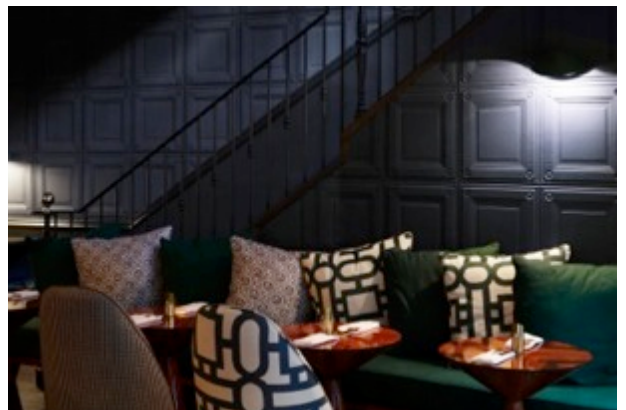
Compagnie des Vins Surnaturels Seven Dials is the latest opening from Experimental Group, the collective minds behind iconic cocktail bars, wine and restaurant establishments in New York, Paris, London and Ibiza, including Experimental Cocktail Club, Experimental Beach and Beef Club & Ballroom. The new location opened in December 2013 and is situated in the heart of London's Covent Garden. In addition to a stunning wine list, the new location will also serve a breakfast, lunch and dinner menu.



The idea behind the wine bar follows the same ideology that has brought much success to Experimental Group's other establishments. Staying away from mainstream wines, the team, led by sommelier Julia Oudill, has selected and continues to scour the globe for original wines made by small producers. The wines on the menu work in harmony with nature to bring clean and tantalising wines from hand laboured vineyards to the glass. The dynamic wine list offered at Compagnie des Vins Surnaturels will change frequently due to the limited supply from small producers. One can expect new and interesting references on a weekly basis, sufficient to keep even the most discriminating wine aficionados curious and asking for more.



Shortly after opening, Evening Standard's Fay Maschler gave the bar & restaurant four stars, and by the end of 2014, Fay had noted Compagnie des Vins was noted as one of her top 10 openings of the year. It has also been featured in the Guardian Weekend Magazine, Conde Nast Traveller, Wallpaper, ES Magazine and many more.



EXPERIMENTAL
group

PARIS



LA COMPAGNIE DES VINS SURNATURELS

Opened in September 2011, La Compagnie des Vins Surnaturels is a wine bar very different from those in Paris' Saint Germain area. Located at 7, rue Lobineau, the wine bar has become an address for foodies, epicureans and wine enthusiasts. 400 references of wine from Bordeaux, other regions in France and abroad, the menu boasts a selection of grand crus by the glass and top wines from small producers. A scrupulously sourced menu of small plates includes truffle ham, foie-gras pâté, truffle steak tartare, fresh burrata and bread from Poujauron. The press coverage has been a global success with features in Wallpaper*, Condé Nast Traveller and L'Express among others.

GRAND angle Paris, capitale des cocktails ?

De quoi se servir
 La Compagnie des Vins Surnaturels est un bar à vin parisien qui propose une sélection de vins de Bordeaux, de France et d'étranger. Le bar est situé à 7, rue Lobineau, dans le quartier de Saint-Germain-des-Près. Le bar est ouvert de 18h à 2h. Le bar est dirigé par Olivier et Pierre-Charles. Le bar est connu pour ses cocktails et ses vins de Bordeaux.

Circulez, y'a tout à boire
 Une bar à vin très différent de Paris. Une sélection de vins de Bordeaux, de France et d'étranger. Le bar est situé à 7, rue Lobineau, dans le quartier de Saint-Germain-des-Près. Le bar est ouvert de 18h à 2h. Le bar est dirigé par Olivier et Pierre-Charles. Le bar est connu pour ses cocktails et ses vins de Bordeaux.

Paris de la nuit
 Le quartier de Saint-Germain-des-Près est un quartier très agréable. Le bar est situé à 7, rue Lobineau, dans le quartier de Saint-Germain-des-Près. Le bar est ouvert de 18h à 2h. Le bar est dirigé par Olivier et Pierre-Charles. Le bar est connu pour ses cocktails et ses vins de Bordeaux.

“ On travaille comme des œufs. Si on continue comme ça on est morts dans 5 ans. ”
 (Olivier, Pierre-Charles et Roméo)





EXPERIMENTAL
group

PARIS

GRAND PIGALLE HOTEL

South Pigalle, SoPi, a neighborhood in full metamorphosis, now has a hotel in its image. Although their windows open onto the trees of the Villa Frochot, the private residence where Toulouse-Lautrec lived, the 37 rooms of the Grand Pigalle Hotel are not encumbered by the mythology of this Parisian icon. Rather, the focus is on the contemporary history evoked by the decor created by Dorothee Meilichzon. From the beautiful eaves suites to the ground floor, the harmonies of deep colors conjure the Experimental Group's unique style. The same goes for every detail considered for the guest's comfort, details that illustrate the knowledge gained by seven years of hospitality dedicated to quality service and the client's pleasure. A Parisian address par excellence, the Grand Pigalle Hotel seeks to open itself to the city. This is why the ground level, a space for reception, taking a drink, transforms throughout the day to capture the city's moods, desires, incomparable energy, and cosmopolitanism; its unrivaled hedonism. Each guest, either businessmen or romantic traveler, is at the center of attention and becomes the hero of a story lived and constructed in real time.

A unique concept of bed & beverage





Our Global Network

PARIS

Experimental Cocktail Club

Prescription Cocktail Club

Beef Club

Le Ballroom du Beef Club

La Compagnie des Vins Surnaturels

Grand Pigalle Hotel

Restaurant Bachaumont

Night Flight

Le Mathis

NEW YORK

La Compagnie des Vins Surnaturels

LONDON

Experimental Cocktail Club Chinatown

La Compagnie des Vins Surnaturels

Joyeux Bordel

SPAIN

Experimental Beach Ibiza

Treasure Chest at Experimental Beach

BOOKS

The Beef Club (*English & French*)

Experimental Cocktail Club (*October 2015*)

COMPAGNIE DES VINS SURNATURELS

CENTRE

ST

SNACKS

FRESH POPCORN
Toasted Milk, Lime, Espelette 6.

•••

MARINATED OLIVES
Castelvetrano & Niçoise
with citrus & herbs 7.

•••

SPICED MARCONA
ALMONDS
Szechuan Peppercorn,
Coriander, Aleppo 7.

•••

WATERMELON RADISH
Black & Bolyard Brown Butter 8.

•••

PORK FRITES
Balsamic Vinegar,
Calabrian Chile 10.

GREENS

TUSCAN KALE
Shaved Beets, Pistachio,
Raisin Aigre-Douce 14.

•••

CHARRED BRUSSELS
Sauce Verte & Cured Egg Yolk 11.

APPS & MAINS



BURRATA

Roasted Grape, Treviso, Hazelnut 14.



BUFFALO CHICKEN RILLETTES

Schmaltz Baguette 11.



SCALLOP CRUDO

Blood Orange, Pickled Fennel,
Brown Butter 15.



COD BRANDADE

Whipped Local Potato 13.



RAW HUDSON VALLEY BEEF

Spicy Basque Relish 15.



CASSOULET

Boudin Noir & Lapin Confit 19.



SALT-BAKED PARSNIP

Almond Milk
& Green Apple 14. / 20.



BRAISED OCTOPUS

Polenta & Sauce Noire 17. / 24.



LAMB SHANK

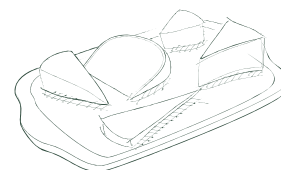
Toasted Couscous, Pistachio,
Ras El Hanout 26.

CHEESE &
MEAT BOARD
CHEF'S SELECTION 40.

•••

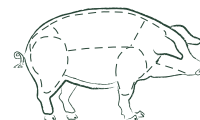
CHEESE PLATE

selection of 1 (7.), 3 (18.)
or 5 cheeses (29.)



Mothais sur Feuille
Ekiola Pyrénées Brebis
Boerenkaas Grand Cru
Charmoix
Blue d'Auvergne

CHARCUTERIE



Soppressata Piccante 9.
Black Truffle Saucisson 10.
Petit Jesu 10.
Bresaola 10.
Wild Boar Cacciatorini 11.
Duck Prosciutto Fait Maison 11.
Iberico Jamón de Bellota 36.



CHICKEN LIVER
MOUSSE Quince
Marmalade 12.

•••

DESSERT

MORGENSTERN'S
BOURBON VANILLA
ICE CREAM
Cold-brew Reduction,
Smoked Chocolate 9.

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172	THE IVY
177	BARRAFINA
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178	THE DELAUNAY
215	HAWKSMOOR SEVEN DIALS
168	J SHEEKEY
170	L'ATELIER DE JOËL ROBUCHON
167	RULES
179	SMOKING GOAT
172	SPRING

SQUARE MEAL STARS

★ GOOD ★★ VERY GOOD ★★★ EXCELLENT
★★★★ OUTSTANDING

British

GREAT QUEEN STREET ★

32 Great Queen Street WC2B 5AA ☎ 020 7242 0622

££

Mon-Sat 12N-2.30pm 5.30-10.30pm Sun 1-4pm

Part of a notable gastropub stable (The Anchor & Hope, Canton Arms, etc), Great Queen Street is a cosy evening bolthole, with a "very down-to-earth" feel aided by bare wooden tables, wine in tumblers and chalkboard specials. The menu goes back to basics too, showcasing carefully sourced British ingredients in a twice-daily selection of seasonal dishes – expect memorable flavours to match the list of well-priced wines, craft brews and cordials. Sharing feasts such as seven-hour lamb shoulder with gratin dauphinoise are a real highlight, alongside "lovely pies", roasts and other hearty choices ranging from rich pigeon and foie gras pasty to a beautifully seasoned seafood and saffron risotto. Lighter options could include a textured salad of pomegranate, pistachio and pecorino, while crispy beignets with crab apple jelly and clotted cream make a decent finale. The Cellar Bar dispenses decent cocktails too.

HAWKSMOOR SEVEN DIALS ★★★

11 Langley Street WC2H 9JG ☎ 020 3589 3951

££££

Mon-Sat 12N-3pm 5-10.30pm (Fri-Sat -11pm) Sun 12N-9.30pm

There may be a few lone dissenters, but most readers agree that Hawksmoor "lives up to its billing as the steak venue" while many rate the Seven Dials site as "best of the whole chain for

atmosphere". With branches across London (plus one in Manchester), Hawksmoor has certainly found a recipe for success. A key element is "great cuts of meat" from The Ginger Pig, aged for 35 days, cooked to order and served with a range of tempting sides, from mash and gravy to huge roast field mushrooms with a dollop of Stilton hollandaise. Bookend the beef with Brixham crab on toast and sinful peanut butter shortbread for the full Hawksmoor experience. As well as the handsome brick-vaulted dining room, Seven Dials boasts a buzzy bar with a separate menu of lobster rolls and burgers, plus "fabulous cocktails" – we can never resist the gin-beer mix of Shaky Pete's Ginger Brew. "Excellent service" is always on the money too.

HOLBORN DINING ROOM ★

Rosewood London, 252 High Holborn WC1V 7EN

☎ 020 3747 8633

£££

Mon-Sat 7am-11.30pm (Sat 8am-) Sun 8am-10.30pm

Boasting an all-day menu that stretches from filling hot breakfasts to late-night suppers, this versatile brasserie within the smart Rosewood London receives generous praise for "amazing ambience, very good food and great service" – although we'd expect nothing less from Des McDonald, former CEO of Caprice Holdings. The grand, marble-pillared room previously housed the underwriters at Pearl Assurance, and Martin Brudnizki's makeover captures that sense of

heritage with a clubby look both traditional and on-trend: warm russet leather, reclaimed oak, antique mirrors and plenty of cosy booths. Recent highlights from a crowd-pleasing menu included a juicy shrimp burger lifted with zesty jalapeño tartare, rich short-rib cottage pie and indulgent sticky toffee pudding, all preceded by exemplary White Negronis. Elsewhere, you'll find classic seafood dishes, steaks and burgers, and a decent wine list to boot.

RULES

★★

35 Maiden Lane WC2E 7LB ☎ 020 7836 5314

££££ Private Room 10,18

Mon-Sun 12N-11.45pm (Sun-10.45pm)

TV viewers lamenting the end of period drama *Downton Abbey* can console themselves with a visit to Rules: several scenes were filmed here and the setting transports diners back in time with its "old school elegance". Established by Thomas Rule in 1798, London's oldest restaurant has a splendidly antiquated dining room, all wood panels and plush carpets, and a resolutely traditional menu of "really good and classic food". Autumn is our favourite time of year to visit, when seasonal game from the restaurant's Lartington Estate in Yorkshire features in many dishes – from a robust broth with duck rilette on toast to partridge with bread sauce or hare with celeriac and chestnuts. Delectable puds (spiced sponge with fig compote) and a cracking selection



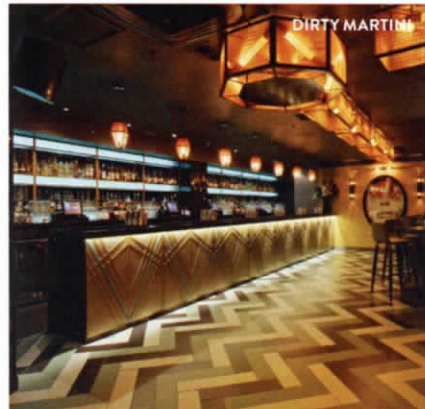
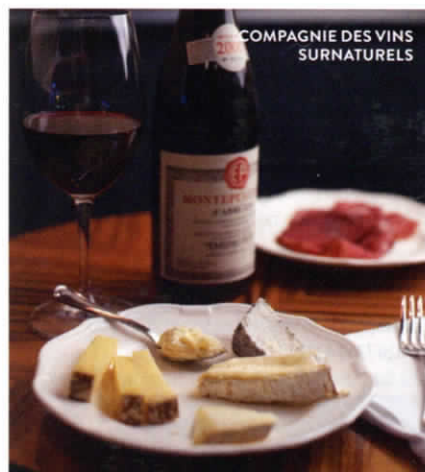
HAWKSMOOR SEVEN DIALS

and the bar itself stands on The Savoy's former cabaret stage where George Gershwin once sang 'I Got Rhythm' – the tradition of live music continues every evening, and there are monthly cabaret and burlesque nights. We adore the pop-up cocktail book, a list of sophisticated sips ranging from the spiced rum-based Rhyme & Reason to fruitier La Fée Anglais (Grey Goose vodka, rhubarb, raspberry and citrus). At the top end, cocktails inspired by some of the hotel's most famous guests are served from the trolley in vintage glassware. Our pick is Blue Angel – a homage to Marlene Dietrich (Bombay Sapphire gin, vermouth, homemade botanical cordial, lemon sorbet and Dom Pérignon) presented on a laminated copy of Dietrich's original check-in card. Simply impeccable.

BYOC ★

28 Bedfordbury WC2N 4BJ ☎ 020 3441 2424
Mon-Sat 6-11pm

It's a juice bar by day and a cocktail den by night, but don't descend the stairs of this bijou bar without some hooch in hand: BYOC stands for 'bring your own cocktails' and you'll need to contribute a bottle of spirits to this particular party. £25 per person buys two hours' drinking time, and there's something deliciously illicit about taking your own booze. The Prohibition vibe is reinforced by the bare-brick decor in this tiny, candlelit cellar, where a vintage drinks trolley is loaded up with cordials, syrups, bitters and tinctures. Whether you're a Negroni nerd



or prefer to keep things fun and fruity, just tell your friendly bartender who will then use his expertise to conjure up as many tailor-made cocktails as you can decently down in two hours. A "fantastic time" is had by all.

COMPAGNIE DES VINS SURNATURELS ★

8-10 Neal's Yard WC2H 9DP ☎ 020 7734 7737
Mon-Sun 12N-12M

From the team behind Soho's Experimental Cocktail Club, this chic little wine bar boasts a Parisian sibling in St-Germain-des-Près – and its brilliant list is a love song to regional French oenology (with a few detours to Spain and Italy). We have fond memories of a textured Sardinian white from Cantina Poderosa and a rustic Côtes du Roussillon – made even better with charcuterie and a bowl of perfectly crisp baby squid with zingy espelette pepper from the pitch-perfect menu. Elsewhere, the drinks list features a mystery glass (guess the wine and win a bottle) as well as interesting grower Champagnes, wild cards from Corsica and the Jura, plus big-hitting Bordeaux and Burgundies. The cosy interior is spread over two floors (upstairs is more airy) with plump cushions, divans, low tables and sparkling candlelight conjuring the feel of an elegant modern salon.

DIRTY MARTINI ★

The Piazza, 11-12 Russell Street WC2B 5HZ
☎ 020 7632 2088
Mon-Sat 5pm-1am (Thurs-Sat -3am)

With daily happy hours running until 10pm during the week (and 8pm at weekends), the original branch of the Dirty Martini mini chain has become a magnet for birthday bashes and hen parties wanting a rocket-fuelled night out. Whether you like it dirty, classic or modern, the Martini menu aims to please. Choices run from strawberry and black pepper to exotic dragon fruit and pomegranate via chocolate, espresso and French. Classic Mojitos, Mai Tais and Bellinis are also on offer, plus original mixes such as a pistachio and toasted pineapple sour – a *Pirates of the Caribbean*-meets-Mexico bandito mix of mezcal, vodka, coconut water, caramel and pineapple syrup. Platters, skewers and hot dogs act as sustenance. On the downside, this tiny basement can get unpleasantly rammed and service is often variable.

THE DIVE BAR ★

POLPO at Ape & Bird, 142 Shaftesbury Avenue WC2H 8HJ
☎ 020 7836 3119
Mon-Sun 12N-11.30pm (Sun-10.30pm)

Hidden away beneath one of Russell Norman's many branches of Polpo, this dark drinking den lives up to its name – though the unremarkable setting hides a secret. Back in the 1970s, this site was The Marquis of Granby pub and played host to iconic bands such as The Sex Pistols and

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EveningStandard.

29/02/2016

8 must-stay design hotels that make city breaks affordable

Planning a city break? Alice Tate rounds up the most stylish options for design-conscious travellers without cash to burn



12/12 Grand Pigalle in Paris

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Grand Pigalle, Paris

Once upon a time scoffed at for its seedy goings-on, Pigalle is now one of the trendiest districts in Paris, and home to a characterful new boutique hotel-come-bar-come-restaurant, Grand Pigalle. It's the sister hotel to the Experimental Cocktail Club bars in London, Paris, and New York, which goes some way to explain the appeal and undoubtedly helps to attract the suave, sophisticated crowd. The 37-rooms guestrooms ooze bohemian Parisian flair, from the use of traditional door keys to the boldly printed geometric wallpapers and rich mahogany furniture. Downstairs, fine martinis flow in well into the early hours in the rez-de-chaussée, and nearby, there are plenty of independent bookstores and bakeries to pick up your artisan croissant come breakfast.

From £117/night; grandpigalle.com/en

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EveningStandard.

22/10/2015

The best French restaurants in London: crème de la crème

Ben Norum finds the capital's crème de la crème when it comes to French fancies



French food might not dominate the capital's dining scene to the extent it once did but it's still going strong, both in its traditional form - in excellent brasseries and bistros - and as the backbone of almost every other cuisine du jour.

Ben Norum picks out the capital's finest French fancies - from le cordon bleu to the casual - to make you go ooh la la.

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Compagnie Des Vins Surnaturels

Occupying an idyllic spot in picturesque Neal's Yard and with a luxuriously wallpapered boudoir interior, Compagnie Des Vins Surnaturels couldn't feel much more Parisian. While it's the plentiful and excellent wine that is the biggest draw, the food carries just as much appeal. Tuck into cheeses, cured meats and crispy squid along with gutsier mains such as hearty cassoulet and – quite possibly best of all – the Posh Madame: a croque madame with truffle ham and a quail egg.

Find it: 8-10 Neal's Yard, WC2H 9DP; cvssevendials.com

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City of Westminster

Office Name: Dave Nevitt
 Designation: EHO
 Date: 14.4.2015
 Contact number: 020 7641 3188
 Email: dnevitt@westminster.gov.uk
 Uniform Reference: 15/03522/ECPALM

Trading name of business and Address: The Games Club 1A Chesterfield Street		
Reference Number if Applicable: 15/03522/ECPALM		
Licence: 06/06353/WCCMAC	Applicant: Jack Spiegler JSpiegler@tandtp.com	Stress Area: NO
Type of Business: Members Club		
<p>Current timings: NOT OPERATING AT PRESENT</p> <p>Current areas: BMT, GF, FF</p> <p>Current activities: AS PER CURRENT CLUB PREMISES CERTIFICATE 06/06353/WCCMAC (EXPIRED/SUSPENDED)</p> <p><u>PROPOSED:</u> The premises formerly operated as the 'Rags Club' under a Club Premises Certificate.</p> <p>The applicant provisionally proposes to reopen a private members club and restaurant at the Premises under a <u>Premises Licence</u>.</p> <p><u>EH COMMENTS:</u></p> <p>THE PREMISES OPERATED AS A MEMBERS CLUB FOR MANY YEARS BUT HAS NOT TRADED FOR SOME CONSIDERABLE TIME. THE BUILDING IS IN NEED OF REPAIR AND WOULD BENEFIT FROM SIGNIFICANT REFURBISHMENT AND MODERNISATION. THIS IS LIKELY TO INCLUDE SIGNIFICANT CONSTRUCTION WORKS, E.G. NEW STAIRCASES.</p> <p>THE APPLICANT SEEKS TO UPGRADE THE FACILITIES AND SAFETY FEATURES TO MODERN STANDARDS AND APPLY FOR A PREMISES LICENCE. THE MAIN BUSINESS IS TO BE THAT OF A 'MEMBERS CLUB'. THE SCHEME MAY INCLUDE MAKING USE OF THE CURRENTLY DISUSED UPPER FLOORS. THE APPLICANT IS ADVISED TO SEEK ADVICE FROM THE PLANNING DEPARTMENT PRIOR TO COMMENCEMENT OF WORKS.</p> <p>THERE ARE LOCAL RESIDENTS AND BUSINESSES IN THE VICINITY AND THE APPLICANT WILL NEED TO DEMONSTRATE THAT THEY HAVE ARRANGEMENTS IN PLACE IN ORDER TO MINIMISE PUBLIC NUISANCE, ESPECIALLY LATE AT NIGHT.</p> <p>THE APPLICATION IS LIKELY TO SEEK HOURS WHICH ARE BEYOND THE 'CORE HOURS' AS DEFINED BY THE CITY COUNCIL'S LICENSING POLICY. THIS WILL INEVITABLY BE THE SUBJECT OF AN EH REPRESENTATION (AND PROBABLY THE POLICE). AS SUCH, THE</p>		

APPLICATION WILL NEED TO BE DETERMINED AT A HEARING OF THE LICENSING SUB-COMMITTEE. THE PREMISES IS NOT IN A STRESS AREA AND THE APPLICANT WILL NEED TO DEMONSTRATE THAT SUITABLE CONTROLS WILL BE IN PLACE TO ENSURE THAT THE LICENSING OBJECTIVES ARE PROMOTED. THE APPLICATION WILL BE JUDGED AT COMMITTEE ON ITS MERITS. THIS IS ESPECIALLY IMPORTANT IN RELATION TO DISPERSAL OF PATRONS LATE AT NIGHT. ONE OF THE CHALLENGES WITH THIS PROPOSAL IS THAT LOCAL RESIDENTS HAVE BECOME ACCUSTOMED TO THE PREMISES BEING CLOSED (AND THEREFORE VERY QUIET) FOR SOME CONSIDERABLE TIME.

THE BEST APPROACH IS TO OPERATE THE PREMISES WITH A DETAILED AND RESTRICTIVE MEMBERSHIP SCHEME IN PLACE IN ORDER TO LIMIT THE PROVISION OF LICENSABLE ACTIVITIES, ESPECIALLY IF THE OPERATORS INTEND TO ALLOW NON-MEMBERS TO ATTEND THE PREMISES FROM TIME TO TIME OR IF THERE ARE PRIVATE PARTIES OR EVENTS HELD AT THE PREMISES. I RECOMMEND THAT THE APPLICANT SEEKS HOURS THAT ARE BROADLY SIMILAR TO THE EXISTING CLUB PREMISES CERTIFICATE.

THE APPLICANT IS ADVISED TO INCLUDE SOME APPROPRIATE CONDITIONS FROM THE CITY COUNCIL'S LIST OF 'MODEL CONDITIONS' AS PART OF THE OPERATING SCHEDULE AND DETAILS OF THE PROPOSED MEMBERSHIP SCHEME. THE APPLICANT SHOULD BE AWARE THAT THE POLICE AND EH WILL BE SEEKING TO PROPOSE A NUMBER OF CONDITIONS IN ORDER TO ENSURE THAT LICENSING OBJECTIVES ARE PROMOTED.

IN TERMS OF THE LAYOUT AND ARRANGEMENT OF THE PREMISES THE APPLICANT IS ADVISED THAT EH WILL ASSESS THE TOILET PROVISION FOR PATRONS USING BS6465. THE APPLICANT IS ALSO ADVISED THAT FOOD HANDLING/CATERING STAFF SHOULD BE PROVIDED WITH THEIR OWN SEPARATE/ADDITIONAL TOILET FACILITIES AND CHANGING FACILITIES. THE APPLICANT SHOULD, IF POSSIBLE, SEEK TO DESIGN THE LAYOUT OF THE PREMISES SO THAT TOILETS ARE NO MORE THAN ONE FLOOR DISTANT FROM WHERE PATRONS ARE ACCOMMODATED.

THE APPLICANT IS ADVISED TO DISCUSS DETAILS FLOOR PLANS, FIRE STRATEGIES, AND MEANS OF ESCAPE ARRANGEMENTS WITH ALAN LYNAGH (DISTRICT SURVEYOR) AND THE LONDON FIRE BRIGADE (DAVID DOYLE) AT AN EARLY STAGE.

FINAL CAPACITY FIGURES WILL BE DETERMINED ON COMPLETION OF THE WORKS BUT A REASONABLY RELIABLE INDICATION OF CAPACITY CAN BE ASCERTAINED WHEN A SET OF AGREED FLOOR PLANS ARE FINALISED FOLLOWING DISCUSSIONS WITH EH AND DISTRICT SURVEYOR.

THE APPLICANT SHOULD OBTAIN SPECIALIST ADVICE ABOUT NOISE CONTROL MEASURES FOR ANY NEW MECHANICAL PLANT (ESPECIALLY KITCHEN EXTRACT VENTILATION SYSTEMS) IN ORDER TO AVOID CAUSING NUISANCE TO NEARBY RESIDENTS.

Please note that any advice given will not guarantee that your application will be granted by the Licensing Service and the Environmental Health Consultation Team may still choose to make a representation to the application submitted.

1a Chesterfield Street

London

W1J 5JG



Operational Management Statement

&

Appendix 11 Submission

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Introduction and Purpose of Statement

The premises will operate as a private proprietary members' club at 1a Chesterfield Street (the "Premises"). The application is consistent with the recently granted planning consent reference: 15/11026/CLEUD and pre application advice reference: 15/03522/ECPALM.

The Premises has a long history of private members' club use. There are two Club Premises Certificates in place with reference: 06/06353/WCCMAC and 05/11394/LICC. The Premises is best known for operating as the 'Rags Club'. Ringo Starr and actress Barbara Bach held their wedding reception at the Premises on 27 April 1981.



The current application seeks a premises licence to regularise the proposed proprietary club. The proposed hours and licensable activities are:

	Alcohol & Recorded Music	Late Night Refreshment	Opening Hours
Monday – Saturday	10.00 – 01.00	23.00 – 01.00	10.00 – 01.30
Sunday	12.00 – 23.30	23.00 – 23.30	12.0 – 00.00

The premises licence application proposes the same terminal hours for licensable activities as historically authorised by the Club Premises Certificates. In addition, a comprehensive schedule of model licence conditions is appended to the application. The conditions restrict the provision of licensable activities to members of the club and their bona fide guests.

The provisional layout and use of the Premises is as follows:

- Basement: kitchen, toilets, back of house areas
- Ground floor: entrance, dining room and bar
- First floor: bar and dining area

This Operational Management Statement (“OMS”) is submitted in support of the application for a premises licence. The OMS sets out a number of controls to ensure the Premises provides a valuable asset to the local area, with a commitment to a high standard of professional and responsible management. The implemented management systems will ensure that the Premises is operated successfully, sympathetically and without adversely affecting the local amenity.

The Premises will be operated by the Experimental Worldwide Group. The company is a global hospitality collective with sixteen establishments in London, Paris, New York and Ibiza. The group was founded in 2007 by Romée de Goriainoff, Pierre-Charles Cros and Olivier Bon, with a fourth partner, Xavier Padovani, joining in 2010. Together, the collective brings unparalleled expertise in running highly acclaimed Premises, bars and restaurants around the world with a foundation rooted in exceptional service and quality products.

The Premises is located outside the City Council's Cumulative Impact Areas on Chesterfield Street in Mayfair. There are mixed and wide ranging commercial uses including numerous offices, retail uses and licensed premises in the area. In addition, residential units are located within the vicinity of the Premises. The primary objective of this OMS is to protect the amenity of the Premises' local residents and address Appendix 11 of the City of Westminster Statement of Licensing Policy 2016.

Please note that at the date of drafting this OMS the proposed controls are provisional and indicative only. Amendments may be made in due course. Proposed licence conditions are included in the operating schedule appended to the application.

1 General Operational Controls

1.1 The Premises' management takes their responsibilities as a neighbour very seriously. This is demonstrated by the company's proven complaint free trading record at its existing licensed premises, including:

1.1.1 Experimental Cocktail Club – 13a Gerrard Street, Chinatown, London W1D 5PS (licensed by Westminster City Council until 3am).

1.1.2 Compagnie des Vins Surnaturels (wine bar, bistro and delicatessen) – Neals Yard, Covent Garden London WC2H 9DP.

1.3 The Premises' management controls include:

1.3.1 Extensive employee induction and on-going refresher training, covering inter alia:

1.3.1.1 The rules of the club and requirements of entry to the Premises.

1.3.1.2 Responsibilities in the local area and towards local residents.

1.3.1.3 Customer care and hospitality.

1.3.1.4 Complaint handling.

1.3.1.5 Food Safety.

1.3.1.6 Health & Safety.

1.3.1.7 Fire Safety.

1.3.1.8 Team working skills and regular team meetings.

1.3.1.9 Obligations under the Licensing Act 2003.

1.3.2 Operational procedures to prevent any sources of nuisance whatsoever in the local area, covering inter alia:

1.3.2.1 Responsible management of customers in and outside the Premises.

1.3.2.2 Controlled management of the arrival of customers.

1.3.2.3 Preventing loitering or any disturbance whatsoever outside the Premises.

1.3.2.4 Restrictions on customers drinking on the street.

1.3.2.5 Controlling and supervising customer smoking. The following controls will be in place:

1.3.2.5.1 Smokers not permitted to take drinks outside at any time.

1.3.2.5.2 Smokers monitored at all times by front of house staff.

1.3.2.6 Sympathetic servicing of the Premises, including quiet and minimal waste refuse and deliveries (see below).

1.3.2.7 Private car/taxi service (see below).

1.4 The above operational controls are maintained to ensure all employees understand and promote a responsibility to ensure the operation of the Premises has no adverse affect on local residents.

Operating Hours

1.5 The proposed hours are consistent with the historical operation of the Premises and other similar uses in Westminster. The proposed hours for licensable activities are as follows:

1.5.1 10.00 to 01:00 (the following day) on Monday to Saturday;

1.5.2 12:00 to 23.30 on Sunday;

Capacity

1.6 The capacity limits will be regulated by the relevant regulations following a fire risk assessment and agreed with the Environmental Health Consultation Team and the District Surveyor.

2 Dispersal Policy

- 2.1 The objective of the Dispersal Policy is to ensure a quiet, controlled and swift dispersal of the Premises' customers, particularly at night.
- 2.2 The Dispersal Policy promotes a professional and responsible management of customers as they leave the Premises. This is to ensure customers make their journey home without any adverse impact on local residents.
- 2.3 The Policy prevents nuisance caused to local residents from the following risks:
- 2.3.1 Noisy or anti-social behaviour by customers leaving the Premises.
 - 2.3.2 Large numbers of people leaving the Premises at the same time.
- 2.4 Despite the Premises' central London location, employees will be made aware that local residents live close by.

Hours of Operation

- 2.5 The proposed hours for licensable activities are as follows:
- 2.5.1 10.00 to 01:00 (the following day) on Monday to Saturday;
 - 2.5.2 12:00 to 23.30 on Sunday;
- 2.6 This OMS and Dispersal Policy will be followed throughout the opening hours, although particular attention will be paid to customers leaving at night.

Entrances and Exits

- 2.7 The entrance and exit of the Premises is on Chesterfield Street. This entrance is monitored by staff at all times with entry restricted to members and their bona fide guests.

Dispersal

- 2.8 The point of dispersal is the main Chesterfield Street exit. From this exit customers will disperse directly to the local area's numerous transport links, or straight into a waiting car (see below).
- 2.9 Towards closing time, the following measures will be taken to ensure a gradual and quiet closure of these areas:
- 2.9.2 Raised lighting levels.
 - 2.9.3 Music levels lowered.
 - 2.9.4 Politely reminding customers the Premises is about to close.

Transport

- 2.10 Customers will be expected to arrive and depart by various modes of transport. Customers will be welcomed straight into the Premises by members of staff to avoid queuing or loitering outside.
- 2.11 When arriving by private car or taxi, customers and drivers will be reminded not to leave engines running unnecessarily, to keep conversation to a minimum and avoid slamming car doors. Unnecessary sounding of car horns will not be tolerated under any circumstances whatsoever.
- 2.12 The Premises is also well serviced by public transport links, as set out below. Staff will be familiar with the transport links so they can advise customers where required.

Tube

- 2.12.1 The following tube stations are located within walking distance of the Premises:
- a. Green Park Underground Station.
 - b. Hyde Park Corner Underground Station.
 - c. Piccadilly Circus Underground Station.

2.12.2 Where necessary customers will be given directions to the relevant station and reminded to reach the station as quietly and as quickly as possible when they leave.

2.13 Rail

2.13.1 The Premises is within walking distance to Victoria rail station.

2.13.2 Other rail stations, for example Charing Cross, Waterloo, Paddington, Liverpool Street, Euston and Kings Cross St Pancras are easily reached by tube or taxi.

2.14 Buses

2.14.1 The Premises is well serviced by public buses. TFL bus services, including night buses, are accessible by bus stops on Piccadilly or Park Lane, which go to a variety of destinations throughout London.

2.14.2 Bus routes include: C2, 2, 9, 14, 19, 22, 38, 74, 137, N19, and N22 and N38.

2.14.3 Staff will be familiar with the local bus services and will advise customers accordingly.

2.15 Taxi

2.15.1 Black cabs are readily available right through the day and night in the area. Customers will be encouraged to go directly into a waiting cab when leaving the Premises.

2.15.2 If there are no available black cabs, customers will be asked to wait inside the Premises until a cab becomes available. This avoids customers waiting outside on Chesterfield Street unnecessarily.

2.15.3 Staff will assist customers calling a taxi if required.

Private Car/Taxi Service

2.15 The Premises will operate a private car/taxi booking service. In the event a customer wants to book a car home, they must wait inside the Premises until their car has arrived to ensure a quick and quiet exit.

2.16 Staff will remind drivers to keep noise to a minimum and avoid waiting with engines running.

3 Closing Procedure

- 3.1 Management controls will be implemented to ensure that the closing procedure of the Premises has no adverse impact on local residents. The procedure promotes a quick and quiet closure of the Premises.
- 3.2 Management controls include:
 - 3.2.1 Ensuring all customers will be off the premises by the authorised closing times. There are no exceptions to this rule whatsoever.
 - 3.2.2 A prompt clean and clear up of the Premises as soon as possible after closure.
 - 3.2.3 Employees must leave the Premises quickly and quietly, at all times following the Dispersal Policy set out above.
 - 3.2.4 Employees are not permitted to loiter outside the Premises or smoke on Chesterfield Street after closing.

4 Servicing and Deliveries

- 4.1 Deliveries and collections will be arranged carefully and sympathetically to the local amenity. Where possible, multiple deliveries and/or collections will be combined to avoid high numbers of vehicles servicing the Premises. Delivery and collection times will not be scheduled late at night or early in the morning to avoid disturbing local residents.
- 4.2 Refuse and recyclable waste will be stored in a designated refuse storage area until it is due to be collected. Immediately prior to collection, refuse will be taken outside ready for collection.

5 OMS Summary & Effect

- 5.1 The applicant seeks to revitalise the historical club use to an otherwise derelict building. The proposed members' club use is appropriate to the local area, which is outside the City Council's Cumulative Impact Areas.
- 5.2 The applicant hopes the high class members' club use will provide a valuable asset to Mayfair and the City of Westminster. The management controls will safeguard a sympathetic operation of the Premises alongside Mayfair's residents and businesses. The measures set out in this OMS will supplement the premises licence conditions to ensure the promotion of all Four Licensing Objectives.

Licence & Appeal History

The premises were licensed under the LA 2003 by a Club Premises Certificate (06/06353/WCCMAC)

Application	Details of Application	Date Determined	Decision
Club Premises Certificate (05/11394/LICC)	Conversion of Club Premises Certificate	02.09.2005	Granted under Delegated Authority

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 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 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 consistent with the operating schedule

1. Licensable activities may only be provided to:

a) Members of the private members' club and their bona fide guests. No person shall be admitted to membership of the said club without an interval of at least 24 hours between application and admission

b) Persons attending a pre- booked and bona fide private function or event to which members of the public are not admitted. A register of persons attending the event shall be kept at the premises and made available for immediate inspection by police or an authorised officer of the Council.

2. 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.

3. 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 are 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.

4. 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.

5. A Challenge 21 or Challenge 25 scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as driving licence, passport or proof of age card with the PASS Hologram.

6. 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 regarding crime disorder
- (d) any incidents of disorder
- (e) any faults in the CCTV system
- (f) any refusal of the sale of alcohol
- (g) any visit by a relevant authority or emergency service.

7. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which give rise to a nuisance

8. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of the local residents and businesses and leave the area quietly.

9. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the need of local residents and use the area quietly.

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. The pavement from the building line to the kerb edge immediately outside the premises, including gutter/channel; at its junction with the kerb edge, is swept and or washed and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements.

12. No collection of waste or recycling materials (including bottle) from the premises shall take place between 23:00 and 07:00 on the following day.

13. No deliveries to the premises shall take place between 23:00 and 07:00 on the following day.

14. All waste if to be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.

15. The licence shall have no effect until the works as set out in drawings appended to the application have been assessed as satisfactory by the Environmental Health Consultation Team, and this condition has been removed from the licence.

Conditions proposed by the Environmental Health

None

Conditions proposed by the Police

None

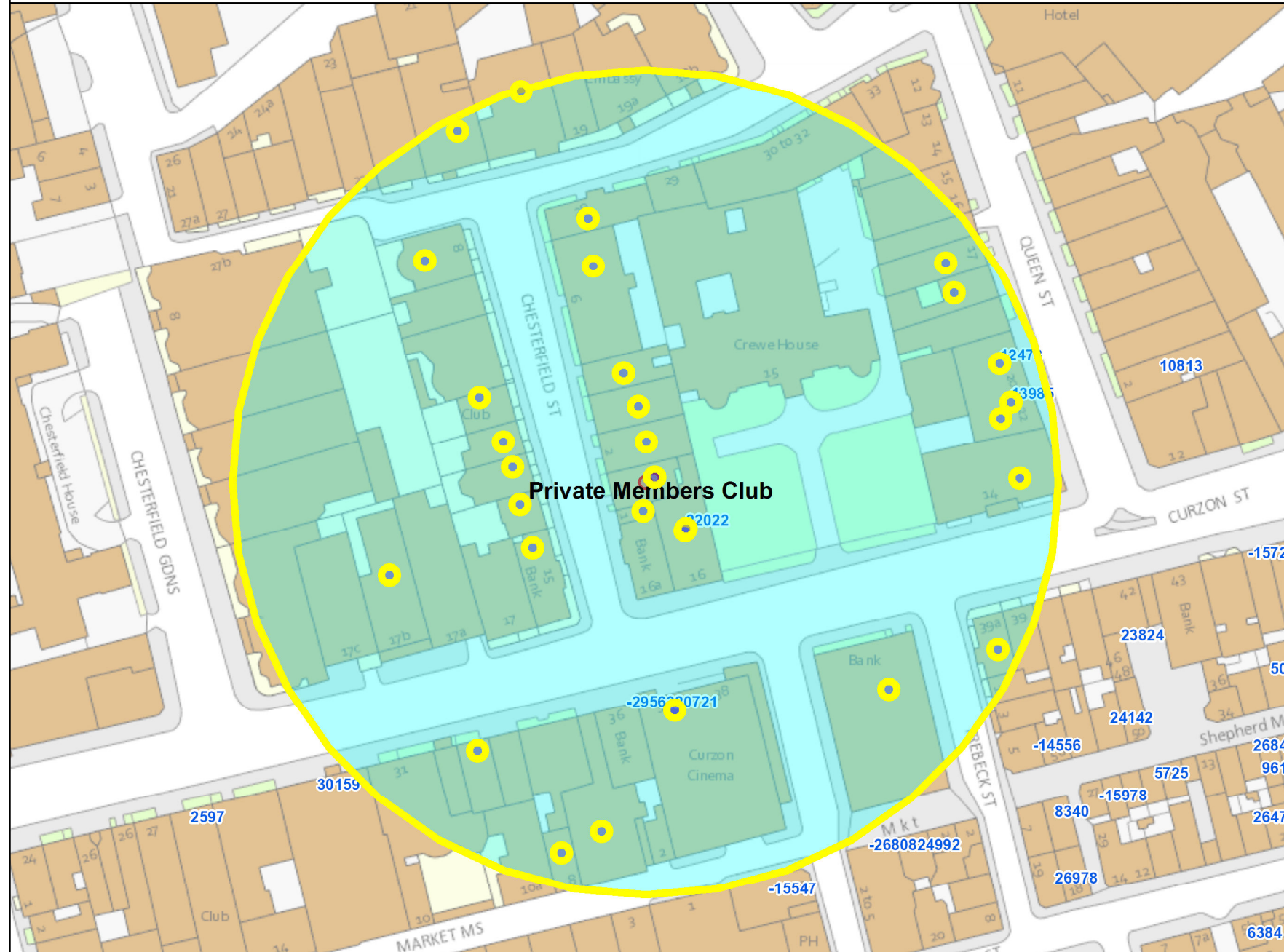
If you have any queries about this report or wish to inspect one of the background papers please contact the report author.

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

1	Licensing Act 2003	N/A
2	City of Westminster Statement of Licensing Policy	7 th January 2016
3	Amended Guidance issued under section 182 of the Licensing Act 2003	March 2015
4	EH Representation	
5	Police Representation	
6	Sir Goodison Representation	
7	Mr Gov Representation	
8	Mr Tyab Representation	
9	Mrs Gupta Representation	
10	Mrs Philion Representation	
11	Application Form	



Private Members Club, 1A Chesterfield Street, W1J 5JG



Residential / Proposed Residential	84
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: 05/04/2016

Premises within 75 metres of: Private Members Club, 1A Chesterfield Street, London, W1J 5JG

p / n	Name of Premises	Premises Address	Licensed Hours
13985	Tamarind Restaurant	Basement And Ground Floor South Meadows House 20 - 22 Queen Street London W1J 5PR	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
-29563	Mamounia Lounge	37A Curzon Street London W1J 7TX	Monday to Saturday 10:00 - 01:30 Sunday 12:00 - 00:00
12473	Murano	Ground Floor North Meadows House 20 - 22 Queen Street London W1J 5PR	Monday to Saturday 10:00 - 01:30 Sunday 12:00 - 00:00
20721	Curzon Mayfair Cinema	Basement And Ground Floor 38 Curzon Street London W1J 7TU	Monday to Saturday 09:00 - 02:30 Sunday 10:00 - 02:30
22022	Noura	Basement And Ground Floor 16 Curzon Street London W1J 5HP	Monday to Friday 10:00 - 00:30 Saturday 10:00 - 01:30 Sunday 12:00 - 00:00