



City of Westminster

Licensing Sub-Committee Report

Item No:	
Date:	4 th May 2017
Licensing Ref No:	17/01564/LIPV - Premises Licence Variation
Title of Report:	Honest Burgers Ground Floor 4 Meard 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:	Miss Yolanda Wade Senior Licensing Officer
Contact details	Telephone: 020 7641 1872 Email: ywade@westminster.gov.uk

1. Application

1-A Applicant and premises			
Application Type:	Variation of a Premises Licence, Licensing Act 2003		
Application received date:	10 February 2017		
Applicant:	Honest Burgers Limited		
Premises:	Honest Burgers		
Premises address:	Ground Floor 4 Meard Street London	Ward:	West End
		Cumulative Impact Area:	West End
Premises description:	The premises is currently operating as a restaurant.		
Variation description:	<p>The applicant has applied to vary the layout of the premises to include the basement area. The ground floor layout will remain as existing.</p> <p>The applicant is also seeking to include the additional conditions to the premises licence:</p> <ol style="list-style-type: none"> 1. The number of persons permitted in the basement at any one time (excluding staff) shall not exceed 28 persons . 2. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance. 3. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business. 		
Premises licence history:	The premises benefits from a premises licence 15/06996/LIPCH		
Applicant submissions:	See Appendix 2		

1-B Current and proposed licensable activities, areas and hours

Regulated Entertainment

Playing of Recorded Music

	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
Monday	Unrestricted	Unrestricted	No Change	No Change	Ground Floor	Ground Floor Basement
Tuesday	Unrestricted	Unrestricted	No Change	No Change	Ground Floor	Ground Floor Basement
Wednesday	Unrestricted	Unrestricted	No Change	No Change	Ground Floor	Ground Floor Basement
Thursday	Unrestricted	Unrestricted	No Change	No Change	Ground Floor	Ground Floor Basement
Friday	Unrestricted	Unrestricted	No Change	No Change	Ground Floor	Ground Floor Basement
Saturday	Unrestricted	Unrestricted	No Change	No Change	Ground Floor	Ground Floor Basement
Sunday	Unrestricted	Unrestricted	No Change	No Change	Ground Floor	Ground Floor Basement

Late night refreshment						
Indoors, outdoors or both	Current :				Proposed:	
	Indoors				No change	
	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
Monday	23:00	00:30	No Change	No Change	Ground Floor	Ground Floor Basement
Tuesday	23:00	00:30	No Change	No Change	Ground Floor	Ground Floor Basement
Wednesday	23:00	00:30	No Change	No Change	Ground Floor	Ground Floor Basement
Thursday	23:00	00:30	No Change	No Change	Ground Floor	Ground Floor Basement
Friday	23:00	00:30	No Change	No Change	Ground Floor	Ground Floor Basement
Saturday	23:00	00:30	No Change	No Change	Ground Floor	Ground Floor Basement
Sunday	23:00	00:00	No Change	No Change	Ground Floor	Ground Floor Basement
Seasonal variations/ Non-standard timings:	Current:				Proposed:	
	The terminal hour for late night refreshment on New Year's Eve is extended to 05:00 on New Year's Day.				No change	

Sale by Retail of Alcohol			
On or off sales	Current :		Proposed:
		On	

	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
Monday	10:00	00:00	No change	No change	Ground Floor	Ground Floor Basement
Tuesday	10:00	00:00	No change	No change	Ground Floor	Ground Floor Basement
Wednesday	10:00	00:00	No change	No change	Ground Floor	Ground Floor Basement
Thursday	10:00	00:00	No change	No change	Ground Floor	Ground Floor Basement
Friday	10:00	00:00	No change	No change	Ground Floor	Ground Floor Basement
Saturday	10:00	00:00	No change	No change	Ground Floor	Ground Floor Basement
Sunday	12:00	23:30	No change	No change	Ground Floor	Ground Floor Basement
Seasonal variations/ Non-standard timings:	Current:				Proposed:	
	(a) On weekdays, other than Christmas Day, Good Friday or New Year's Eve from 10:00 to 00:00; (b) On Sundays, other than Christmas Day or New Year's Eve, and on Good Friday: 12:00 to 23:30; (c) On Christmas Day: 12:00 to 22:30; (d) On New Year's Eve, except on a Sunday, 11:00 to 23:00; (e) On New Year's Eve on a Sunday, 12:00 to 22:30; (f) On New Year's Eve from the end of permitted hours on New Year's Eve to the start of permitted hours on the following day (or, if there are no permitted hours on the following day, midnight on 31st December).				No change	

Hours premises are open to the public						
	Current Hours		Proposed Hours		Premises Area	
	Start:	End:	Start:	End:	Current:	Proposed:
Monday	10:00	00:30	No change	No change	Ground Floor	Ground Floor Basement

Tuesday	10:00	00:30	No change	No change	Ground Floor	Ground Floor Basement
Wednesday	10:00	00:30	No change	No change	Ground Floor	Ground Floor Basement
Thursday	10:00	00:30	No change	No change	Ground Floor	Ground Floor Basement
Friday	10:00	00:30	No change	No change	Ground Floor	Ground Floor Basement
Saturday	10:00	00:30	No change	No change	Ground Floor	Ground Floor Basement
Sunday	12:00	00:00	No change	No change	Ground Floor	Ground Floor Basement

1-C Layout alteration

The applicant has applied to vary the layout of the premises to include the basement area for licensable activities. The ground floor layout will remain as existing.

1-D Conditions being added

Condition	Proposed variation
The number of persons permitted in the basement at any one time (excluding staff) shall not exceed 28 persons .	To be added to the premises licence
No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.	To be added to the premises licence
During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.	To be added to the premises licence
Adult entertainment:	Current position:
	None
	Proposed position:
	None

2. Representations

2-A Responsible Authorities

Responsible Authority:	The Licensing Authority
Representative:	Mr Steve Rowe
Received:	10 th March 2017

I write in relation to the application submitted for a new Premises Licence for the above premises.

As a responsible authority under section 13 (4) of the Licensing Act 2003 as amended under the Police and Social Responsibility Act 2011 the Licensing Authority have considered your application in full. The Licensing Authority has concerns in relation to this application and how the premises would promote the Licensing Objectives:

- Public Nuisance
- Prevention of Crime & Disorder
- Public Safety
- Protection of Children from Harm

As it stands the application does contravene Westminster's Statement of Licensing Policies CIP1, HRS1 and RNT2.

I note that you are not requesting to remove any of the conditions from your current premises licence which includes condition 9 'Intoxicating liquor shall not be sold or supplied on the premises otherwise than to persons taking table meals there and for consumption by such a person as an ancillary to his meal'.

Policy HRS1 states at paragraph 2.3.2: "It is the intention to generally grant licences... where the hours when customers are permitted to be on the premises are within the 'core hours' as set out in Policy HRS1. Further, Policy RNT2 which relates to restaurants within the CIA states 'Applications will be granted subject to other policies in this Statement and subject to the relevant criteria in Policies CD1, PS1, PN1 and CH1, provided it can be demonstrated that they will not add to cumulative impact in the Cumulative Impact Areas.

The premises is located inside the Cumulative Impact Area.

Policy CIP1 states (i) It is the Licensing Authority's policy to refuse applications in the Cumulative Impact Areas for: pubs and bars, fast food premises, and premises offering facilities for music and dancing; other than applications to vary hours within the Core Hours under Policy HRS1. However part (ii) states: Applications for other licensable activities in the Cumulative Impact Areas will be subject to other policies, and must demonstrate that they will not add to cumulative impact in the Cumulative Impact Areas.

I have not seen anywhere in your application that demonstrates that adding 28 people in the basement of the premises will not add to cumulative impact in the Cumulative Impact Area if the application were to be granted.

Please therefore accept this as a formal representation.

Responsible Authority:	The Metropolitan Police Service (withdrawn)
Representative:	Mr Toby Jane
Received:	28 th February 2017

With reference to the above application, I am writing to inform you that the Metropolitan Police, as a Responsible Authority, make a representation against the above application.

It is our belief that if granted the application would undermine the licensing objectives in relation to the prevention of crime and disorder as there are insufficient conditions within the operating schedule.

The venue is situated in the West End cumulative impact area, a locality where there is traditionally high crime and disorder. We have concerns that this application will cause further policing problems in an already demanding area.

Police propose the following conditions that we would like you to add to your operating schedule:

1. 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. It must be completed within 24 hours of the incident and will record the following: (a) all crimes reported to the venue (b) all ejections of patrons (c) any complaints received concerning crime and disorder (d) any incidents of disorder (e) any visit by a relevant authority or emergency service.

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 entire 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 is open. This staff member must be able to provide a Police or authorised council officer copies of recent

CCTV images or data with the absolute minimum of delay when requested.

The Police representation has been withdrawn as a result of agreed conditions with applicant.

3. Policy & Guidance

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

Policy CIA1 applies:	<ul style="list-style-type: none">(i) It is the Licensing Authoritys policy to refuse applications in the Cumulative Impact Areas for: pubs and bars, fast food premises, and premises offering facilities for music and dancing; other than applications to vary hours within the Core Hours under Policy HRS1.(ii) Applications for other licensable activities in the Cumulative Impact Areas will be subject to other policies, and must demonstrate that they will not add to cumulative impact in the Cumulative Impact Areas.
Policy HRS1 applies:	<ul style="list-style-type: none">(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 FFP2 applies:	It is the Licensing Authoritys 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
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Report author:	Miss Yolanda Wade Senior Licensing Officer
Contact:	Telephone: 020 7641 1872 Email: ywade@westminster.gov.uk

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

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

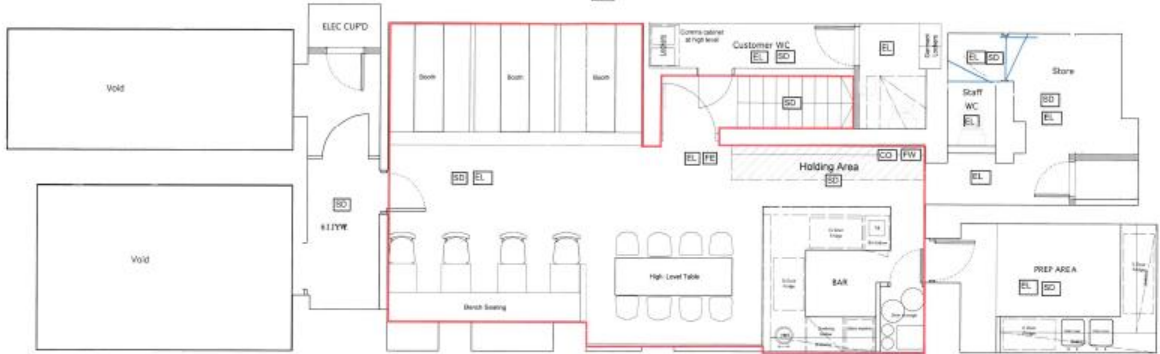
1	Licensing Act 2003	N/A
2	City of Westminster Statement of Licensing Policy	7 th January 2016
3	Amended Guidance issued under section 182 of the Licensing Act 2003	March 2015
4	Application Form	10 th February 2017
5	The Licensing Authority Representation	10 th March 2017
6	The Metropolitan Police Representation	28 th February 2017

Drawing A'

AREA: 102SQ M

Area where licensable activities will take place

- Fire Legend -
- SD Smoke Detector
 - EL Emergency Light
 - FE Directional Exit Sign
 - CO2 CO2 Fire Extinguisher
 - FW H2O Fire Extinguisher



0 5m 10m
Scale 1:50



Applicant Submissions

Email to Steve Rowe, dated 29th March 2017;

From: Lisa Inzani <L.Inzani@popall.co.uk>
Sent: 29 March 2017 14:22
To: Rowe, Steven: WCC
Cc: Licensing: WCC; Anand-Patel, Sumeet: WCC; Lawrance, Heidi: WCC; Kerry McGowan
Subject: RE: 17/01564/LIPV - Honest Burgers, 4 Meard Street, W1F 0EF

Dear Steve,

Further to your representation below I would make the following submissions which demonstrate that my application does not contravene Westminster's Licensing Policy and indeed falls squarely within the policy criteria as set out below :-

Policy HRS1

Policy HRS1 states that any applications that are outside Westminster's core hours may be granted if they demonstrate the relevant criteria in polices CD1, PN1 and PS1.

The premises have been operating with these current hours since the conversion of the premises licence in November 2005. Our application is to extend the licence to cover the basement not to extend our current hours.

In relation to CD1, our clients have been operating the premises since 2012 and within that time they have not received any complaints of crime and disorder. Furthermore, during the consultation period of our application to extend the licence to cover the basement we have also added the following conditions as requested by Toby Janes, Westminster Police Licensing Officer, on the grounds of preventing crime and disorder.

1. 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. It must be completed within 24 hours of the incident and will record the following: (a) all crimes reported to the venue (b) all ejections of patrons (c) any complaints received concerning crime and disorder (d) any incidents of disorder (e) any visit by a relevant authority or emergency service.

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 entire 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 is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.

These additional conditions do not appear upon the current premises licence and are offered in order to comply with a request from the Police to update the premises licence in line with the Police's current requirements.

In relation to PN1 since our clients have operated the premises (2012) we have not received any complaints of a noise nature. Before we submitted our application we arranged a pre-application meeting with Ian Watson, Senior Environmental Health Officer. During this meeting it was agreed that we would add the below condition to our premises licence to ensure that our licence would promote the licensing objective of public nuisance.

1. No noise generated on the premises, or by its association plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.

With regards to PS1, our proposed application is to allow 28 persons to be permitted in the basement at any one time. During our pre-application meeting with Ian Watson this was agreed as a safe number of persons. As stated in your email our premises licence is subject to the condition that 'all persons shall only be sold or supplied with alcohol if taking a table meal', therefore, no customers will be able to consume alcohol standing in the basement and therefore, our capacity of the basement will not exceed 28.

With specific reference to your statement of licensing policy, our client's application supports the cumulative impact policy (notwithstanding the increase in capacity) for the following evidential reasons :-

1. The provision of seating for every customer;
2. Alcohol is ancillary to a table meal;
3. The premises licence allows unrestricted recorded music, the premises have recorded music by way of background only and the primary purpose of the premises is the consumption of food to which alcohol and background music is ancillary.
4. In accordance with the evidence set out in your statement of licensing policy in relation to restaurants it is demonstrated that they are associated with a lower incidence of crime and disorder.

Policy RNT2

Policy RNT2 states that any premises licence for a restaurant within the cumulative impact area may be granted if the restaurant demonstrates the relevant criteria as set out in policies CD1, PN1, PS1 and CH1.

With regards to CH1, our clients operate the premises to the highest standard and ensure that no children under the age of 18 are sold alcohol. As our premises is a restaurant not a bar, in relation to CH1 paragraph (ii) this is satisfied as the supply of alcohol for consumption on the premises is **NOT** the exclusive or primary purpose of the service provided at our premises.

Policy CIP1

In relation to policy CIP1 our premises will not be adding to the cumulative impact area as the purpose of our premises is a restaurant and not a bar. As stated earlier, our premises licence is already subject to condition 9, 'intoxicating liquor shall not be sold or supplied on the premises otherwise than to persons taking table meals there and for consumption by such a person as an ancillary to his meal' this condition will extend to the basement if the application is granted. Therefore, the addition of 28 persons seated in the basement taking a table meal to which the sale of alcohol is ancillary does not add to cumulative impact in accordance with the definition of policy CIP1.

Honest Burgers

I attach the link to my clients website [here](#) where you will see that their ethos is 'to do one thing well, a simple burger menu inspired by great British produce, with our homemade rosemary chips'.

You will see on the website the extensive menu that is available and the drinks list which is limited. The price point in relation to the drinks is such that customers are not attending the premises for the purposes of consuming alcohol alone, nor would that be permitted by the premises licence as this could only be ancillary to food.

My clients have invested a significant amount of time and money in the refurbishment of the premises to an extremely high standard. They would not undertake such commitment if there was any concern that in doing so they would cause any problems. The fact that there are no representations from the Responsible Authorities nor any of my client's neighbours (there are residents close to the premises) demonstrates that the application has merit.

I hope the above resolves your concerns in relation to our application and that I have demonstrated that my application falls within Westminster's Licensing Policy criteria for all the reasons stated above.

Please do not hesitate to contact me should you wish to discuss further, please would you let me know if the application can now be dealt with by delegated authority without the requirement of a hearing.

Kind Regards

Lisa

From: Rowe, Steven: WCC [<mailto:srowe@westminster.gov.uk>]
Sent: 10 March 2017 14:17
To: Kerry McGowan
Cc: Licensing: WCC; Anand-Patel, Sumeet: WCC; Lawrance, Heidi: WCC
Subject: 17/01564/LIPV - Honest Burgers, 4 Meard Street, W1F 0EF

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I write in relation to the application submitted for a new Premises Licence for the above premises.

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I note that you are not requesting to remove any of the conditions from your current premises licence which includes condition 9 'Intoxicating liquor shall not be sold or supplied on the premises otherwise than to persons taking table meals there and for consumption by such a person as an ancillary to his meal'.

Policy HRS1 states at paragraph 2.3.2: "It is the intention to generally grant licences... where the hours when customers are permitted to be on the premises are within the 'core hours' as set out in Policy HRS1. Further, Policy RNT2 which relates to restaurants within the CIA states 'Applications will be granted subject to other policies in this Statement and subject to the relevant criteria in Policies CD1, PS1, PN1 and CH1, provided it can be demonstrated that they will not add to cumulative impact in the Cumulative Impact Areas.

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I have not seen anywhere in your application that demonstrates that adding 28 people in the basement of the premises will not add to cumulative impact in the Cumulative Impact Area if the application were to be granted.

Please therefore accept this as a formal representation.

I look forward to receiving your submissions.

Kind regards,
Steve

Mr Steve Rowe
Senior Licensing Officer

*Public Protection and Licensing
Westminster City Council
City Hall, Victoria Street, London, SW1E 6QP
Tel: 020 7641 7825*

*Email: srowe@westminster.gov.uk
Web: www.westminster.gov.uk*

HONEST BURGERS BROUCHER





THE STORY

2010-2016

Honest Burgers began when Tom and Phil met in 2010 whilst working at a restaurant in Brighton. After many long services and late nights they decided to go at it alone, focussing their efforts around the humble burger, they bought a marquee, a grill, a fryer and started serving burgers at festivals and events.

Dorian joined the team with plenty of restaurant experience in London, as Tom moved to Brighton in 2011 and within a few months they'd signed a lease on a 20sqm site in Hixton Village. After lots of DIY, furniture taking and decorating, the first Honest Burgers opened its doors to the public. With a simple, quality-focused menu the

company has not deviated from its original approach – to do one thing, and do it well.

The business has been able to grow using Santander's growth capital fund and in January 2015 it secured investment from Active Private Equity.

Honest now sells over 1.2 million burgers a year and operates out of 12 trading sites spread across London, with a head office based in London Bridge and a centralised kitchen in Sutton.



Mark Dorian, Phil and Tom outside their Brighton restaurant, 2011.

THE TEAM

DORIAN WAITE MANAGING DIRECTOR & CO-FOUNDER

With ten years experience in restaurant operations within the casual dining sector in London. This includes quality brands such as Strada, Bill's and Olive.

Key skills include strategic planning, commercial awareness, multi site management and human resources. A key member of the Strada management team that expanded the business from 8 to 50 restaurants.

PHILIP EELES OPERATIONS DIRECTOR & CO-FOUNDER

An experienced and successful restaurant manager with a proven track record in HR, management and sales growth while creating individual, personable and efficient front of house teams.

A founding member and a key influence in developing the core values of Honest Burgers, Phil is now responsible for putting in place operational systems to help scale the business at restaurant level.

THOMAS BARTON BRAND DIRECTOR & CO-FOUNDER

A graduate from Brighton University with a BA (Hons) in Business Marketing. This degree put him in good stead to spare his entrepreneurial talent to co-found Honest Burgers and develop it's concept.

Tom deals with all food menu development, oversees the marketing department, new site openings and new brand projects.

SPENCER SKINNER CHAIRMAN

Spencer Skinner is a founding Partner of Active Private Equity Advisory LLP. In 1996 Spencer joined the management team of CMI, an IT market research and information provider. In 1998 he led a buy-out of CMI which he led to profitability. In 2000 he joined INPOWER, an e-governmental start-up, as a Founder Director. In 2002 he became CEO of INPOWER. In 2004 Spencer set up Active Private Equity Advisory LLP with Gavin Davies. Spencer and Gavin set up INPOWER, where Gavin was a Non-Executive Director.

Spencer led the investment into, and exit from, Sobo House. Spencer is currently Executive Chairman at Deliveroo, and is also Non-Executive Director at Jaxon, INPOWER and Future Fibres.

THE CONCEPT

HONEST BURGERS
IS A RESTAURANT INSPIRED BY
GREAT BRITISH PRODUCE

FIELD, KITCHEN, PLATE
NO COMPLICATIONS AND A SIMPLE
FOOD AND SERVICE PHILOSOPHY
ENSURE THAT A QUALITY LEAD CONCEPT
CAN SUCCEED.

FIELD
—
KITCHEN
—
PLATE



THE MEAT

THE QUALITY OF THE MEAT IN OUR BURGER PATTIES IS WHAT DISTINGUISHES US FROM OUR COMPETITORS.




SUPPLIED BY **TURNER & GEORGE** BUTCHERS, THE MEAT IS FULL OF FLAVOUR, IS RENOWNED FOR ITS QUALITY, FLAVOUR, TRACEABILITY, BRITISH STANDARDS AND FITS OUR FIELD, KITCHEN, PLATE CONCEPT.



THE FOOD



HONEST

 FREE RANGE CHICKEN CHICKEN FREE RANGE CHICKEN BAKED LETTUCE, TOMATO AND MUSTARD MAYONNAISE \$8.5	 DRY AID BEEF BEEF BEEF RED ONION RELISH AND LETTUCE \$8.5	 MARKET VEGETABLES FRITTER CAULIFLOWER, TOMATO, SPINACH, SHALLOTS, SPICE, CORIANDER AND CUCUMBER YOGHURT \$7.5
SIDE ORDERS ONION RINGS \$3.5 APPLE, BEETROOT AND RED CABBAGE COLSLAW \$3 HOUSE DRESSING GREEN SALAD \$3	CHEESE BEEF RED ONION RELISH AND LETTUCE WITH MATURE CHEDDAR, RED LICESTER OR STILTON \$9	TRIBUTE BEEF BACON, AMERICAN CHEESE, BURGER SAUCE, FRENCH'S MUSTARD, PICKLES, ONION AND LETTUCE \$10.5
SAUCES CHIPOTLE MAYONNAISE CURRY SAUCE BACON KETCHUP \$1	HONEST BEEF RED ONION RELISH, SPICED BACON, MATURE CHEDDAR, PICKLED CUCUMBER AND LETTUCE \$10.5	SPECIAL BEEF THICK-CUT BOKED BACON, BACON KETCHUP, SPICED CHEDDAR, PICKLE, LETTUCE AND A BACON GRAY \$12.5

ALL BURGERS SERVED WITH ROSEMARY SALTED CHIPS
 BUNDS SERVED WITH FRIES UNLESS OTHERWISE REQUESTED
 GLUTEN FREE BUNS AVAILABLE (ADD \$1 PLEASE ASK FOR DETAILS)
 FOR ALLergy INFORMATION PLEASE ASK A MEMBER OF OUR TEAM

THE DRINKS

HONEST	
'TIN CUP' COCKTAILS	
THE HONEST CUP ARTISANAL QUINCE VODKA, APPLE, CUCUMBER PUREE	£4
Booze & Garden	£4
LOOSE SINK APPLE BUBBLESOME LIQUEUR	£4
Kentucky Tin Star	£4
BUFFALO TRACE BOURBON, HONEY, SCOTCH LIQUOR	£4
Polona	£4
CAROL TOSHIBA, TING, GARDENFUT	£4
Pink Jeep	£4
BUFFALO TRACE BOURBON, PEACH LIQUOR	£4
Karma Libra	£4
COOL BOTTLED UP, MARIJUANA, COCAINE LIQUEUR	£4
Murgatta	£4
CAROL TOSHIBA, MARIJUANA LIQUEUR	£4
BEER & CIDER	
LAGER Pilsener 100% Lager MORCK VALLEY LAGER	£3.85/£3.95
DRAFTY QUINN GLUTEN FREE 100% LAGER	£4.5
BEERS Honest Pils Ale 100% LAGER OUR OWN BEER FROM BLANCKENCOMB	£4.5
Kona Big Wave HAWAIIAN GOLDEN ALE 100% LAGER	£4.75
Seasick ISLANDIC WESTLAW ALE 100% LAGER	£4.6
Gemma Ray Pale Ale 100% LAGER, CIDER	£5.35
LOCAL BEER FROM THE DISTRICTS TO OWN BEER FROM A LOCAL INCUBATOR TO THE RESTAURANT. SEE BLACKBOARD OR A&E STAFF FOR DETAILS.	
CIDER Urban Orchard Cider HIDDEBY LONDON CIDER 100% LAGER	£4.75
SOFT DRINKS	
HOMENADE Lemonade	£1.5
Pink Lemonade	£2.75
Icee Tea	£2.75
CLASSICS Karma Cola can	£2
Grainola Ginger Ale can	£2
Orange or Apple Juice 20oz	£2.75
Coke or Diet Coke can	£1.5
Selt or Sparkling Water BOTTLE (UNHEATED ALE)	£1



BRUNCH



26

BRUNCH

ON TOAST	FULL RANGE PORK	VEGETARIAN	KIDNI
<p>MUSHROOM SMOKED BACON, GARLIC MUSHROOMS, FRIED EGG ON SOURDOUGH \$5</p> <p>AVOCADO BANDIJA CHORIZO, GUACAMOLE AND FRIED EGG ON SOURDOUGH \$6.5</p>	<p>HONEST BRUNCH SMOKED BACON, CUMBERLAND SAUSAGE, BLACK PUDDING, FRIED EGG, GARLIC MUSHROOMS, BURBLE & SOURAK, HONEST BEANS AND SOURDOUGH \$6.5</p>	<p>BACON SANDWICH THICK CUT SMOKED STEAK BACON AND FRIED EGG SANDWICH WITH BURGERS QUAY \$6.5</p> <p>BUBBLE & SOURAK BURBLE & SOURAK, FRIED EGG, TOMATO, AMERICAN CHEESE, BUTCHUP \$6.5</p>	<p>BRUNCH BURGER BEEF PATTY, CHEESE, SMOKED BACON, RED ONION, GARLIC MUSHROOMS, BURBLE & SOURAK AND BUTCHUP SANDWICH WITH ROSEMARY SALTED CHIPS \$6.5</p>
<p>PORK & EGG PORK STEAK, HONEST BEANS, BURBLE & SOURAK, FRIED EGG AND BREAKFAST QUAY \$6.5</p> <p>GRANOLA SEASONAL FRUIT, GRANOLA, HONEYED YOGHURT AND MIXED BERRY COUSIS \$4.5</p>	<p><small>GLUTEN FREE ONLY OPTIONS ARE ALSO AVAILABLE FOR ALLERGY INFORMATION, PLEASE ASK A MEMBER OF OUR TEAM</small></p> <p><small>ALL MEALS ARE SERVED IN A BOWL, UNLESS SPECIFIED OTHERWISE AND WE WELCOME YOUR FEEDBACK. PLEASE CONTACT US AT 01203 251111 FOR MORE INFORMATION. PLEASE NOTE WE ARE OPEN 11-11 EVERY DAY, INCLUDING THE HOLIDAYS AND THANKS TO OUR FANTASTIC TEAM OF STAFF.</small></p>		



**01 BRIXTON VILLAGE
OPENED JULY 2011
400 SQ. FT.**



02 SOHO
OPENED SEPTEMBER 2012
700 SQ FT



05 KINGS CROSS
OPENED DECEMBER 2013
1400 SQ FT



PRESS

AL HORN, *SPORTS ILLUSTRATED* *****
"AN EPIC POEM OF BEAUTY IN BEEF & BUN"

JAY BYNUM, *The Observer*
"A SERIOUS RIVAL FOR THE BEST
REASONABLY PRICED BURGER IN LONDON"

Alice Audley, *The Telegraph*
"HOLY COW THAT IS A GOOD BURGER"

Grace Dent, *ES* *MAGAZINE*
"ONE OF THE MOST DELICIOUS BURGERS
I HAVE EATEN FOR A LONG TIME"

Andrew Weather, *EVERING STRENGTH*
"HONEST BURGERS GIVE THIS HUMBLE
STAPLE THE REVERENCE IT DESERVES"

Markus of *Laughlin, MANS*
"A CULT DESTINATION"
TIMEOUT *****

"FAST FOOD AT THE TOP OF ITS GAME"



THE FINANCIALS

Y/E JANUARY 2015
GROSS TURNOVER £6.9M &
PRE TAX NET PROFIT OF \$1.1M

MID 2015
ACTIVE PRIVATE EQUITY

In mid-2015 Active Private Equity group purchased a 50% equity stake in Honest Burgers. Active who have invested in some of the UK's most exciting companies including Bobo House, Nappa, Leon and Evans Cycles bring their considerable experience to partner with Honest's innovative entrepreneurs to provide intellectual and financial capital, operational expertise and a rich network of contacts to help build a scalable, successful business.

ESTIMATED Y/E
JANUARY 2016
GROSS TURNOVER £10.3M &
PRE TAX NET PROFIT OF 2.1M

12 TRADING SITES
PLUS TWO SITES BEING
FITTED OUT IN PADDINGTON
AND THE CITY AND FOUR
MORE IN LEGALS.





HONEST BURGERS MENU



HONEST

'TIN CUP' COCKTAILS

THE HONEST CUP	£6
AYLESBURY DUCK VODKA, APPLE, CUCUMBER PUREE	
Botanic Garden	£6
FORD'S GIN, APPLE, ELDERFLOWER, LIME	
Kentucky Tea Sour	£6
BUFFALO TRACE BOURBON, HONEST ICED TEA, LEMON	
Paloma	£6
CABESA TEQUILA, TINGI, GRAPEFRUIT	
Mint Julep	£6
BUFFALO TRACE BOURBON, MINT, LEMON	
Karma Libre	£6
CANA BRAVA RUM, KARMA COLA, LIME	
Margarita	£6
CABESA TEQUILA, AGAVE, LIME	

WINE

WHITE SAUVIGNON BLANC	
125ML / 175ML GLASS	£4.5 / £5.5
500ML CARAFE	£15
BOTTLE	£20
RED MALBEC	
125ML / 175ML GLASS	£4.5 / £5.5
500ML CARAFE	£15
BOTTLE	£20
ROSÉ	
125ML / 175ML GLASS	£4.5 / £5.5
500ML CARAFE	£15
BOTTLE	£20

BEER & CIDER

LAGER

Paulaner 330ML / 500ML £3.95/5.25
MUNICH 'HELLES' LAGER

Daura Damm GLUTEN-FREE 330ML £4.6

BEERS

Wild Beer Co Bible £4.95
PALE ALE 330ML

Kona Big Wave £5
HAWAIIAN GOLDEN ALE 355ML

Einstok £4.6
ICELANDIC WHITE ALE 330ML

Beavertown Gamma Ray £5.25
PALE ALE 330ML

LOCAL BEER

EVERY HB SOURCES ITS OWN BEER FROM A LOCAL MICROBREWERY TO THE RESTAURANT. SEE BLACKBOARD OR ASK STAFF FOR DETAILS.

CIDER

Urban Orchard Cider
MEDI DRY LONDON CIDER 330ML £4.75

SOFT DRINKS

HOMEMADE

Lemonade £3

Mint Lemonade £3

Iced Tea £3

CLASSICS

Karma Cola 330ML £2.5

Gingerella Ginger Ale 330ML £2.5

Orange or Apple Juice 250ML £2.75

Coke or Diet Coke CAN £1.75

Still or Sparkling Water
BOTTLE UNLIMITED REFILL £1

BRUNCH



ON TOAST

MUSHROOM

SMOKED BACON, GARLIC MUSHROOMS, FRIED EGG ON SOURDOUGH

V OPTION AVAILABLE £5

AVOCADO

BRINDISA CHORIZO, GUACAMOLE AND FRIED EGG ON SOURDOUGH

V OPTION AVAILABLE £6.5

GRANOLA

SEASONAL FRUIT GRANOLA, HONEYED YOGHURT AND MIXED BERRY COULIS

£4.5



FREE RANGE PORK

HONEST BRUNCH

SMOKED BACON, CUMBERLAND SAUSAGE, BLACK PUDDING, FRIED EGG, GARLIC MUSHROOMS, BUBBLE AND SQUEAK, HONEST BEANS AND SOURDOUGH

£9.5

PORK & EGG

PORK STEAK, HONEST BEANS, BUBBLE & SQUEAK, FRIED EGG AND BREAKFAST GRAVY

£8.5



BUNS

BACON SANDWICH

BRAISED BACON, SMOKED STREAKY BACON, BACON GRAVY AND KETCHUP/ BROWN SAUCE

£5.5

BUBBLE & SQUEAK

BUBBLE & SQUEAK, FRIED EGG, TOMATO, AMERICAN CHEESE, KETCHUP

£3.5

BRUNCH BURGER

BEEF PATTY 120G, SMOKED BACON, RED LEICESTER, GARLIC MUSHROOMS, BUBBLE & SQUEAK AND KETCHUP SERVED WITH ROSEMARY SALTED CHIPS

155G BEEF PATTY OPTION AVAILABLE ON REQUEST

£8.5

GLUTEN FRIENDLY OPTIONS ARE ALSO AVAILABLE. FOR ALLERGY INFORMATION, PLEASE ASK A MEMBER OF OUR TEAM.

ALL BURGERS ARE COOKED TO ORDER. CONSUMING RAW OR UNDERCOOKED MEATS MAY INCREASE YOUR RISK OF FOODBORNE ILLNESS, AND EFFECTS MAY BE MORE SEVERE IN CHILDREN, THE ELDERLY AND THOSE WITH WEAKENED IMMUNE SYSTEMS.

BRUNCH

BOOZE

BEER

Paulaner 330ML / 500ML £3.95/5.25
MUNICH 'HELLES' LAGER

FIZZ

Prosecco
125ML / BTL £5/20

BUCK'S FIZZ

Prosecco and orange juice
GLASS / BTL £5/20

PICKLE HOUSE BLOODY MARY

Aylesbury Duck vodka, tomato juice,
Pickle House pickle juice, horseradish,
Honest pickled cucumber and
#1 Hot Sauce
GLASS / JUG £6/20

BOTANIC GARDEN

Fords Gin, apple,
elderflower and lime
GLASS / JUG £6/20

HOT DRINKS

CLIFTON COFFEE

Espresso
SINGLE / DOUBLE £1.5/2
Cappuccino £2.5
Latte £2.5
Flat White £2.5
Americano £2
EXTRA COFFEE SHOT OR SOY MILK 50P

HOT CHOCOLATE

Honest Hot Chocolate £2

TEA IN A POT

English Breakfast Tea £1.5
Earl Grey Tea £1.5

JUICES

285ML

Red
MANGO, RASPBERRY AND PEACH £3.5

Amber
ORANGE, CARROT AND GINGER £3.5

Green
PINEAPPLE, APPLE AND SPINACH £3.5

HONEST BURGERS PREMISES

Premises in London:

1. Honest Burgers, 12-6 Blenheim Grove, London, SE15 4QL;
2. Honest Burgers, 14/16 Bradbury Street, London, N16 8JN;
3. Honest Burgers, Camden Lock Market, Camden Lock Place, London, NW1;
4. Honest Burgers, 4 Change Alley, London, EC3V 9AZ;
5. Honest Burgers, 148 Chiswick High Road, London, W4 1PR;
6. Honest Burgers, 10-12 Granville Arcade, Coldharbour Lane, London, SW9 8PR;
7. Honest Burgers, 24 Fulham Palace Road, London, W6 9PH;
8. Honest Burgers, 122 Kingsland High Street, Hackney, London, E8 2NS;
9. Honest Burgers, 67 Lombard Street, London, EC3P 6DL;
10. Honest Burgers, 4 Market Place, London, W1W 8AD;
11. Honest Burgers, 4 Meard Street, London, W1F 0EF;
12. Honest Burgers, 8 Nelson Road, London, SE10 9JB;
13. Honest Burgers, 211 Old Street, London, EC1;
14. Honest Burgers, 31 Paddington Street, London, W1U 4HD;
15. Honest Burgers, 251-255 Pentonville Road, Islington, London;
16. Honest Burgers, 189 Portobello Road, London, W11 2ED;
17. Honest Burgers, 33 Southampton Street, London, WC2E 7HE;
18. Honest Burgers, 5-7 Southwark Street; London; SE1 1RQ;
19. Honest Burgers, 72 Tooting High Street, London, SW17 0RN;
20. Honest Burgers, 117 Tottenham Court Road, London, W1T 5AL;
21. Honest Burgers, 24 Thurloe Street, London, SW7 2LT;

Premises outside of London

1. Honest Burgers, 1-6 Corn Exchange Street, Cambridge, CB2 3QF
2. Honest Burgers, 1-5 King Street, Reading, RG1 2HE

Photos of the ground floor and basement of Honest Burgers, 4 Meard Street









Licence & Appeal History

Application	Details of Application	Date Determined	Decision
06/06258/WCCMAP	Application for a new premises licence	17.07.2005	Granted under Delegated Authority
12/05836/LIPT	Application to transfer the premises licence from Mrs Marie-Jeanne Collins & Mr Eugene Dias to Honest Burgers Limited	26.07.2012	Granted under Delegated Authority
12/05841/LIPDPS	Application to Vary the Designated Premises Supervisor	26.07.2012	Granted under Delegated Authority
12/06117/LIPVM	Application for a Minor Variation to vary the layout of the premises in accordance with plans attached to this application (See full detail on page inserted into the application). The addition of a works condition.	30.07.2012	Granted under Delegated Authority
15/06996/LIPCH	Change of details	14.08.2015	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 variation of a premises licence under the provisions of the Licensing Act 2003, the licensing authority must, unless it decides to reject the application, grant the licence subject to the conditions which are indicated as mandatory in this schedule.

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

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

Conditions: On Current Licence -

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

Conditions related to the Sale of Alcohol

9. Intoxicating liquor shall not be sold or supplied on the premises otherwise than to persons taking table meals there and for consumption by such a person as an ancillary to his meal.
10. Suitable beverages other than intoxicating liquor (including drinking water) shall be equally available with or otherwise as an ancillary to meals served in the licensed premises.

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

Conditions related to the Sale of Alcohol

11. Alcohol may be sold or supplied:
 - (a) On weekdays, other than Christmas Day, Good Friday or New Year's Eve from 10:00 to 00:00;
 - (b) On Sundays, other than Christmas Day or New Year's Eve, and on Good Friday: 12:00 to 23:30;
 - (c) On Christmas Day: 12:00 to 22:30;
 - (d) On New Year's Eve, except on a Sunday, 11:00 to 23:00;
 - (e) On New Year's Eve on a Sunday, 12:00 to 22:30;
 - (f) On New Year's Eve from the end of permitted hours on New Year's Eve to the start of permitted hours on the following day (or, if there are no permitted hours on the following day, midnight on 31st December).

NOTE - The above restrictions do not prohibit:

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

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

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

12. Alcohol shall not be sold or supplied unless the premises have been structurally and bona fide used, or intended to be used, for the purposes of habitually providing the customary main meal at midday or in the evening, or both, for the accommodation of persons frequenting the premises.
13. The terminal hour for late night refreshment on New Year's Eve is extended to 05:00 on New Year's Day.

Annex 2 – Conditions consistent with the operating Schedule

None

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

Proposed Conditions by Police and agreed with applicant

14. 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. It must be completed within 24 hours of the incident and will record the following: (a) all crimes reported to the venue (b) all ejections of patrons (c) any complaints received concerning crime and disorder (d) any incidents of disorder (e) any visit by a relevant authority or emergency service.

15. 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 entire 31 day period.

16. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.

Proposed Conditions by applicant:

17. The number of persons permitted in the basement at any one time (excluding staff) shall not exceed 28 persons .
18. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
19. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.