



City of Westminster

# Licensing Sub-Committee Report

Item No:	
Date:	18 <sup>th</sup> May 2017
Licensing Ref No:	17/01159/LIPV - Premises Licence Variation
Title of Report:	"14" Basement Victory House 14 Leicester Square
Report of:	Director of Public Protection and Licensing
Wards involved:	St James's
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: <a href="mailto:ywade@westminster.gov.uk">ywade@westminster.gov.uk</a>

## 1. Application

1-A Applicant and premises			
<b>Application Type:</b>	Variation of a Premises Licence, Licensing Act 2003		
<b>Application received date:</b>	2 February 2017		
<b>Applicant:</b>	Number Fourteen (Management) Limited		
<b>Premises:</b>	"14"		
<b>Premises address:</b>	Basement Victory House 14 Leicester Square London	<b>Ward:</b>	St James's
		<b>Cumulative Impact Area:</b>	West End
<b>Premises description:</b>	The premises currently operate as a Sexual Entertainment Venue that provide various licensable actives.		
<b>Variation description:</b>	<p>According to the application the applicant is varying the permitted hours for the following licensable activities, namely,</p> <ul style="list-style-type: none"> <li>-performance of dance 17:00 to 06:00 Mon-Saturday, 17:00 to 03:00 Sunday and 17:00 to 06:00 Sundays before Bank Holiday</li> <li>-exhibition of film 17:00 to 06:00 Mon-Saturday, 17:00 to 03:00 Sunday and 17:00 to 06:00 Sundays before Bank Holiday</li> <li>-performance of live music 17:00 to 06:00 Mon-Saturday, 17:00 to 03:00 Sunday and 17:00 to 06:00 Sundays before Bank Holiday</li> <li>- playing of recorded music to 17:00 to 06:00 Mon-Saturday, 17:00 to 03:00 Sunday and 17:00 to 06:00 Sundays before Bank Holiday</li> <li>-Retail sale of alcohol: 17:00 to 05:30 Mon-Saturday, 17:00 to 03:00 Sunday and 17:00 to 05:30 Sundays before Bank Holiday</li> <li>-Late night refreshment: 23:00 to 05:00 Mon- Saturday, 23:00 to 03:00 Sunday and 23:00 to 05:00 Sundays before Bank Holiday</li> </ul> <p>Vary Condition 49</p> <p><b>so that it reads "There shall be no new admittance or re-admittance to the premises after (1) 02:30 hours Sunday and (2) 04:00 Monday- Saturday and bank holiday Sundays, save for persons temporarily leaving to smoke.</b></p> <p>Remove conditions 43 and 44 from the licence as requested previously.</p>		

	<p>The applicant is seeking to add a further restriction to the capacity breakdown within the premises- <b>Condition 48</b> (on the existing licence) so that it reads</p> <p>The maximum number of persons accommodated at any one time (excluding staff) shall not exceed the following:</p> <p>a) Capacity of 250 (customers) until 2.00am b) Capacity of 200 (customers) from 2.00am to 3.30am c) Capacity of 100 (customers) from 3.30am to 4.30am d) Capacity of 50 (customers) from 4.30am until closing time</p>
<b>Premises licence history:</b>	The premises benefits from the existing premises licence (16/03358/LIPCH)
<b>Applicant submissions:</b>	None received

<b>1-B Current and proposed licensable activities, areas and hours</b>						
<b>Regulated Entertainment</b>						
<b>Exhibition of films</b>						
	<b>Current Hours</b>		<b>Proposed Hours</b>		<b>Licensable Area</b>	
	<b>Start:</b>	<b>End:</b>	<b>Start:</b>	<b>End:</b>	<b>Current:</b>	<b>Proposed:</b>
<b>Monday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Tuesday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Wednesday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Thursday</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Friday</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Saturday</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Sunday</b>	20:00	03:00	17:00	03:00	Basement, Mezzanine	No change
<b>Sundays before Bank Holidays</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Seasonal variations:</b>	<b>Current:</b>				<b>Proposed:</b>	
	When the hours authorised by this licence extends beyond 1am, then in relation to the morning on which British Summer Time begins, the hours shall be extended by 1 hour after the authorised hour on the licence.				Sunday before Bank Holidays to 17:00 to 06:00	

<b>Performance of live music</b>			
	<b>Current</b>	<b>Proposed</b>	<b>Licensable Area</b>

	Hours		Hours		Current:	Proposed:
	Start:	End:	Start:	End:		
<b>Monday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Tuesday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Wednesday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Thursday</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Friday</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Saturday</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Sunday</b>	20:00	03:00	17:00	03:00	Basement, Mezzanine	No change
<b>Sundays before Bank Holidays</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Seasonal variations/ Non-standard timings:</b>	<b>Current:</b>				<b>Proposed:</b>	
	When the hours authorised by this licence extends beyond 1am, then in relation to the morning on which British Summer Time begins, the hours shall be extended by 1 hour after the authorised hour on the licence.				Sunday before Bank Holidays to 17:00 to 06:00	

<b>Performance of Dance</b>						
	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
<b>Monday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Tuesday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Wednesday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Thursday</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Friday</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Saturday</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Sunday</b>	20:00	03:00	17:00	03:00	Basement, Mezzanine	No change
<b>Sundays before Bank Holidays</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Seasonal variations/ Non-standard timings:</b>	<b>Current:</b>				<b>Proposed:</b>	
	When the hours authorised by this licence extends beyond 1am, then in relation to the morning on which British Summer Time begins, the hours shall be extended by 1 hour after the authorised hour on the				Sunday before Bank Holidays to 17:00 to 06:00	

	licence.	
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Playing of Recorded Music						
	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
<b>Monday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Tuesday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Wednesday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Thursday</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Friday</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Saturday</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Sunday</b>	20:00	03:00	17:00	03:00	Basement, Mezzanine	No change
<b>Sundays before Bank Holidays</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Seasonal variations/ Non-standard timings:</b>	<b>Current:</b>				<b>Proposed:</b>	
	When the hours authorised by this licence extends beyond 1am, then in relation to the morning on which British Summer Time begins, the hours shall be extended by 1 hour after the authorised hour on the licence.				Sunday before Bank Holidays to 17:00 to 06:00	

Late night refreshment						
Indoors, outdoors or both		Current :			Proposed:	
		Indoors			Indoors	
	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
<b>Monday</b>	23:00	03:00	23:00	05:00	Basement, Mezzanine	No change
<b>Tuesday</b>	23:00	03:00	23:00	05:00	Basement, Mezzanine	No change
<b>Wednesday</b>	23:00	03:00	23:00	05:00	Basement, Mezzanine	No change
<b>Thursday</b>	23:00	05:00	No change	No change	Basement, Mezzanine	No change
<b>Friday</b>	23:00	05:00	No change	No change	Basement, Mezzanine	No change
<b>Saturday</b>	23:00	05:00	No change	No change	Basement, Mezzanine	No change
<b>Sunday</b>	23:00	03:00	No change	No change	Basement, Mezzanine	No change
<b>Sundays</b>	23:00	05:00	No	No	Basement,	No change

<b>before Bank Holidays</b>			change	change	Mezzanine	
<b>Seasonal variations/ Non-standard timings:</b>	<b>Current:</b>				<b>Proposed:</b>	
	When the hours authorised by this licence extends beyond 1am, then in relation to the morning on which British Summer Time begins, the hours shall be extended by 1 hour after the authorised hour on the licence.				No change	

<b>Sale by Retail of Alcohol</b>						
<b>On or off sales</b>			<b>Current :</b>		<b>Proposed:</b>	
			On		On	
	<b>Current Hours</b>		<b>Proposed Hours</b>		<b>Licensable Area</b>	
	<b>Start:</b>	<b>End:</b>	<b>Start:</b>	<b>End:</b>	<b>Current:</b>	<b>Proposed:</b>
<b>Monday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Tuesday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Wednesday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Thursday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Friday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Saturday</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Sunday</b>	20:00	00:30	17:00	03:00	Basement, Mezzanine	No change
<b>Sundays before Bank Holidays</b>	20:00	03:00	17:00	06:00	Basement, Mezzanine	No change
<b>Seasonal variations/ Non-standard timings:</b>	<b>Current:</b>				<b>Proposed:</b>	
	When the hours authorised by this licence extends beyond 1am, then in relation to the morning on which British Summer Time begins, the hours shall be extended by 1 hour after the authorised hour on the licence.					

<b>Hours premises are open to the public</b>						
	<b>Current Hours</b>		<b>Proposed Hours</b>		<b>Premises Area</b>	
	<b>Start:</b>	<b>End:</b>	<b>Start:</b>	<b>End:</b>	<b>Current:</b>	<b>Proposed:</b>
<b>Monday</b>	20:00	03:30	17:00	06:00	Basement, Mezzanine	No change
<b>Tuesday</b>	20:00	03:30	17:00	06:00	Basement, Mezzanine	No change
<b>Wednesday</b>	20:00	03:30	17:00	06:00	Basement, Mezzanine	No change
<b>Thursday</b>	20:00	06:00	17:00	06:00	Basement,	No change

					Mezzanine	
<b>Friday</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Saturday</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change
<b>Sunday</b>	20:00	03:00	17:00	03:00	Basement, Mezzanine	No change
<b>Sundays before Bank Holidays</b>	20:00	06:00	17:00	06:00	Basement, Mezzanine	No change

<b>1-C Conditions being varied, added or removed</b>	
<b>Condition</b>	<b>Proposed variation</b>
<p><b>Condition 49</b></p> <p>There shall be no new admittance or re Admittance to the premises after 02.30 hours save for persons temporarily leaving to smoke.</p> <p><b>Condition 43</b></p> <p>The Licence will have no effect until the Licensing Authority are satisfied that the premises is constructed or altered in accordance with the appropriate provisions of the District Surveyor's Association – Technical Standards for Places of Entertainment and the reasonable requirements of Westminster Environmental Health Consultation Team, at which time this condition will be removed from the Licence.</p> <p><b>Condition 44</b></p> <p>Before the premises opens to the public, the plans as deposited will be checked by the Environmental Health Consultation Team to ensure they are an accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the LFEPA, Environmental Health Consultation Team, the Police and the Licensing Authority.</p> <p><b>Condition 48:</b></p> <p>“The maximum number of persons accommodated at any one time (excluding staff) shall not exceed the following:  a) Capacity of 250 (customers) until 2.00am  b) Capacity of 200 (customers) from 2.00am to 3.30am  c) Capacity of 100 (customers) from 3.30am</p>	<p><b>Vary Condition 49</b></p> <p>so that it reads "There shall be no new admittance or re-admittance to the premises after (1) 02:30 hours Sunday and (2) 04:00 Monday- Saturday and bank holiday Sundays, save for persons temporarily leaving to smoke.</p> <p><b>To proposed removal of Condition 43</b></p> <p><b>To proposed removal of Condition 44</b></p> <p><b>Vary Condition 48</b></p> <p>so that it reads:  The maximum number of persons accommodated at any one time (excluding staff) shall not exceed the following:  a) Capacity of 250 (customers) until 2.00am  b) Capacity of 200 (customers) from 2.00am to 3.30am  c) Capacity of 100 (customers) from 3.30am to</p>

until closing time”	4.30am d) Capacity of 50 (customers) from 4.30am until closing time
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## 2. Representations

2-A Responsible Authorities	
<b>Responsible Authority:</b>	The Environmental Health Service
<b>Representative:</b>	Mr Ian Watson
<b>Received:</b>	2 <sup>nd</sup> March 2017

I refer to the application for a variation of the Premises Licence.

**The premises are located within the West End Cumulative Impact Area as stated in the City of Westminster’s Statement of Licensing Policy.**

This representation is based on the operating schedule submitted.

The applicant is seeking the following

1. To extend the Supply of Alcohol ‘On’ the premises Monday to Saturday and Sunday before Bank holiday Monday between 17.00 and 06.00 hours, Sunday 17.00 to 03.00 hours.
2. To extend Late Night Refreshment ‘Indoors’ Monday to Wednesday between 23.00 and 05.00 hours.
3. To extend regulated entertainment ‘indoors’ comprising
  - Films
  - Live Music
  - Recorded Music
  - Performance of Dance
Monday to Wednesday between 17.00 and 06.00 hours, Thursday to Saturday between 17.00 and 06.00 hours and Sunday between 17.00 to 03.00 hours. Sunday before Bank Holiday Monday between 17.00 and 06.00 hours
4. Vary condition 49 relating to admittance or re-admittance to the premises.
5. Remove conditions 43 and 44.

I wish to make the following representation

1. The hours requested for the Supply of Alcohol will have the likely effect of causing an increase in Public Nuisance within the West End Cumulative Impact Area.
2. The hours requested for late night refreshment will have the likely effect of causing an increase in Public Nuisance within the West End Cumulative Impact Area.
3. The hours requested to permit the provision of regulated entertainment will have the likely effect of causing an increase in Public Nuisance within the West End Cumulative Impact Area.
4. Representation is made against the variation as the longer hours will have the likely effect of causing an increase in Public Nuisance within the West End Cumulative Impact Area.
5. No objection.

The granting of the application as presented would have the likely effect of causing an increase in Public Nuisance within the West End Cumulative Impact Area.



<b>Responsible Authority:</b>	The Licensing Authority
<b>Representative:</b>	Mr Steve Rowe
<b>Received:</b>	2 <sup>nd</sup> March 2017

I write in relation to the application submitted to vary the 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 contravenes Westminster's Statement of Licensing Policies CIP1, HRS1, MD2, PB2 and NS1. The premises is located inside the Cumulative Impact Area.

The applicant has applied to:

- Extend the terminal hour of the Performance of Dance, Exhibition of Film, Performance of Live Music and Recorded Music from 03:00 and each of the days Monday to Wednesday until 06:00. They have also applied to permit the commencement hour from 20:00 to 17:00 each day of the week.
- Extend the terminal hour for the provision of Late Night Refreshment from 03:00 on each of the days Monday to Wednesday to 05:00.
- Extend the terminal hour for the Supply of Alcohol from 03:00 on each of the days Monday to Saturday and Sundays before a bank holiday to 06:00 and to permit the commencement hour from 20:00 to 17:00 each day of the week.
- Remove condition 49 of the current premises licence relating to re-entry to the premises.

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. This is not a policy to refuse applications for longer hours than the core hours and consideration will in all cases be given to the individual merits of an application. Where a proposal is made to operate outside these core hours each application will be considered on its merits against the criteria as set out in paragraph (ii) (of Policy HRS1)".

The applicant is seeking to further depart from the Councils Core Hours by:

6 hours 30minutes on each of the days Monday to Thursday  
6 hours on each of the days Friday to Saturday  
4 hours 30minutes on Sundays

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.

Policy MD2 which relates to music and dance premises and similar entertainment states 'It is the Licensing Authority's policy to refuse applications in the CIA other than applications to vary the hours within the core hours under policy HRS1'.

Policy PB2 which relates to pubs and bars states 'It is the Licensing Authority's policy to refuse applications in the CIA other than applications to vary the hours within the core hours under policy HRS1'.

Policy NS1 states (i) Applications involving nudity or striptease or sex related entertainment will only be granted in exceptional circumstances and if the proposal meets the relevant criteria specified in Policies CD1, PS1, PN1, CH1 and HRS1. (ii) Applications will be subject to appropriate conditions which promote the licensing objectives. (iii) Applications will not be granted in proximity to: (a) residential accommodation (b) schools (c) places of worship (d) community facilities or public buildings. (iv) The Licensing Authority will have regard to the cumulative effect of the number of such premises, and sexual entertainment venues, in proximity to each other and in the vicinity.

Please therefore accept this as a formal representation, further details will be provided in due course including a discussion relating to conditions.

<b>Responsible Authority:</b>	The Metropolitan Police
<b>Representative:</b>	PC Paul Hoppe
<b>Received:</b>	16 <sup>th</sup> February 2017

Westminster Licensing Police as a responsible authority wish to object to the above application to vary the license at Basement 14 Leicester Square WC2 on the grounds of Prevention of Crime and Disorder.

The applicant is seeking to extend the hours of operation of this venue which is in the West End Cumulative Impact Zone without offering any new conditions to promote the licensing objectives.

A more detailed objection shall be forthcoming.

<b>2-B Other Persons</b>			
<b>Name:</b>	Mr Terry Price		
<b>Address and/or Residents Association:</b>	J D. Wetherspoon 28 Leicester Square London WC2H 7LE		
<b>Status:</b>		<b>In support or opposed:</b>	Support
<b>Received:</b>	01.03.2017		

To whom it may concern,

My name is Terry Price and I am writing this letter in support of the club named 14 LSQ for their application for a variation of the Premises Licence and SEV, 14 LSQ is located at 14 Leicester Square, London WC2H 7NG

-SEV reference is 17/01156/LISEVV  
-PL reference is 17/01159/LIPV

We have no objections to 14LSQ's application. There have been no concerns raised with its day to day trading. There is always a friendly, welcoming presence out front with the added support of security within our local area.

It is not unknown that security issues with previous venues trading in our area in the past, however, there has been a significant improvement on this since 14LSQ has become a part of the community. Safety in our area is of the utmost importance and ensuring all businesses have a positive influence on this. I am happy to say that 14 LSQ has had a positive impact on that and also secured a safety not just within its venue but as part of the community as well.

Since opening 14 LSQ has become a very established part of our community, we will endeavour to continue our growing relationship and support

<b>Name:</b>	ILIR RRoku
<b>Address and/or Residents Association:</b>	General Manager Chiquito 20-21 Leicester Square London WC2H 7LE
<b>Received:</b>	1.03.2017

My name is ILIR RRoku and I am writing this letter to state that I have no objections to the application for a variation of the Premises Licence and SEV for 14 LSQ located at 14 Leicester Square, London WC2H 7NG

-SEV reference is 17/01156/LISEVV

-PL reference is 17/01159/LIPV

Being in such close proximity we have a loose working relationship and we believe the venue has not got an effect on our custom neither positive nor negative.

The main operating hours do not affect or cause conflict with our usual trading hours, in fact they run in sync with us.

The security are always monitoring the area in front of their door and do a very good job stopping any trouble within their vicinity. Since they have traded the level of disturbances has been drastically reduced, in comparison to the nightclub that was previously in its place which caused various within the surrounding area.

<b>Name:</b>	Clare Wallace
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<b>Address and/or Residents Association</b>	The Nickelodeon Store 1 Leicester Square London WC2H 7NA
<b>Received:</b>	1.03.2017
<p>My name is Clare Wallace and I am the Store Director at The Nickelodeon Store and I write this letter for the club named 14LSQ in support of their application for a variation of the Premises Licence and SEV. 14 LSQ is located at 14 Leicester Square, London WC2H 7NG</p> <p>-SEV reference is 17/01156/LISEVV</p> <p>-PL reference is 17/01159/LIPV .</p> <p>Since 14LSQ has started trading they have become very much a part of the Leicester Square community, supporting all businesses and most importantly the safety of the area.</p> <p>14LSQ is an asset to the area and there are no concerns in a variation of their operating hours or them trading within the local vicinity.</p>	
<b>Name:</b>	Christine Yau
<b>Address and/or Residents Association</b>	2 Leicester Court London WC2H 7DW
<b>Received:</b>	01.03.2017
<p>I am writing in support of the applications for a variation of the Premises Licence and SEV for 14LSQ located at 14 Leicester Square, London WC2H 7NH</p> <p>SEV reference is 17/01156/LISEVV</p> <p>PL reference is 17/01159/LIPV</p> <p>I believe that 14LSQ is an entertainment club similar to the Stringfellows in St Martins Lane which attracts thousands of customers and visitors to the area. It is certainly beneficial to our night time economy. As I have met the manager and some of the ladies in the club when they helped us as volunteers at our fund raising event, I feel that it is a professionally run operation which causes no problems.</p> <p>The venue is non-threatening to the public and the entrance to the club is fairly anonymous.</p> <p>I understand that the club is keeping a good working relationship with the Police and the Council and I hope this letter will be taken into strong consideration for their application.</p>	
<b>Name:</b>	Mr Simon Thomas
<b>Address and/or Residents Association</b>	The Hippodrome Casino Leicester Square London WC2H 7JH
<b>Received:</b>	01.03.2017

I am the CEO of the Hippodrome Casino and I write this letter for the club named 14LSQ located at 14 Leicester Square, London WC2H 7NG, in support of their application for a variation of the Premises Licence and SEV

-SEV reference is 17/01156/LISEVV

-PL reference is 17/01159/LIPV

I have visited the club on a couple of occasions and was very impressed with the quality of the operation. It was clear to me how professionally run 14 LSQ was.

Their General Manager told me they were going to apply for longer opening hours, and asked me to write to you with my views on their proposal to change the opening hours to last admissions at 4am and closing the bar/club at 6 am (with the opening time of 5pm).

When they make this application, I will be very happy to support it.

I have observed their operation and its impact on the area since it opened 13 months ago and can confirm my views are wholly positive.

I have not experienced, or had reports of anything detrimental about the club, and have only heard positive things from my security, staff and customers. Despite their entrance being very low key, the extra overt security in the entrance is welcome, as is the CCTV coverage adding to the general feeling of security in the area. I often pass the club en route home in the early hours and have never seen an issue, but rather have been comforted by the extra activity and security from the club. It is a welcome contrast to the club that was there before.

I see their opening hours to be a positive for the square with their security enhancing the area and would not expect longer opening hours to have any negative effects.

<b>Name:</b>	Mr Fadil Maqedonci
<b>Address and/or Residents Association</b>	5 Irving Street Leicester Square London WC2H 7AT

<b>Received:</b>	01.03.2017
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I am writing this letter in support of the applications for variations for 14 LSQ (their SEV and premises licence).

As a resident in Leicester Square for the past 15 years, in my opinion 14 LSQ is now very much a part of the established responsible Leicester Square night life. It is a professionally run operation that causes no problem to us residents and it does not adversely affect the character of the area. There is no signage depicting the nature of the premises outside and the premises is extremely low key in terms of any impact in the area. There are no big queues like other clubs, there are no noise concerns and there are no crime and disorder concerns. The security men, lighting and having the operation running, in fact, provides added security and peace for the residents in the area, which is a big positive.

I am aware the premises currently trades to 6am Thursdays to Saturdays and they are seeking an extension until 6am, from 3am, Mondays to Wednesdays as part of their variations. Given the nature of their operation on Thursdays to Saturdays, which are the busier days of the week, and those days causing no issue at all for the residents, I have no concerns at all with the proposed extension of hours on Mondays to Wednesdays.

I believe the premises should be encouraged and have no objection whatsoever to 14 LSQ being granted its variations as applied for.

<b>Name:</b>	Michael Sanders
<b>Address and/or Residents Association</b>	London Theatre Bookings 1 Cranbourn Alley London WC2H 7AW
<b>Received:</b>	01.03.2017
<p>My name is Micheal Sanders and I am Shops Manager for London Theatre Bookings.</p> <p>I am writing this letter for the application for a variation for 14 LSQ located at 14 Leicester Square, London WC2H 7NG , in support of their application for a variation of the Premises Licence and SEV</p> <p>-SEV reference is 17/01156/LISEVV</p> <p>-PL reference is 17/01159/LIPV</p> <p>Since opening here have been no concerns raised with its day to day trading. It is a professionally run operation that causes no problems and does not adversely affect the character of the area. There is always a friendly, welcoming presence out front with the added support of security within our local area.</p> <p>It is not unknown that security issues with previous venues trading in our area in the past, however, there has been a significant improvement on this since 14LSQ has become a part of the community. Safety in our area is of the utmost importance and ensuring all business have a positive influence on this. I am happy to say that 14 LSQ has had a positive impact on that and also secured a safety not just within its venue but as part of the community as well.</p> <p>Since opening 14LSQ has become a very established part of our community and we hope to continue our growing relationship and support,</p> <p>I am writing this letter in support of the applications for variations for 14 LSQ (their SEV and premises licence).</p> <p>As a resident in Leicester Square for the past 15 years, in my opinion 14 LSQ is now very much a part of the established responsible Leicester Square night life. It is a professionally run operation that causes no problem to us residents and it does not adversely affect the character of the area. There is no signage depicting the nature of the premises outside and the premises is extremely low key in terms of any impact in the area. There are no big queues like other clubs, there are no noise concerns and there are no crime and disorder concerns. The security men, lighting and having the operation running, in fact, provides added security and peace for the residents in the area, which is a big positive.</p> <p>I am aware the premises currently trades to 6am Thursdays to Saturdays and they are seeking an extension until 6am, from 3am, Mondays to Wednesdays as part of their variations. Given the nature of their operation on Thursdays to Saturdays, which are the busier days of the week, and those days causing no issue at all for the residents, I have no concerns at all with the proposed extension of hours on Mondays to Wednesdays.</p> <p>I believe the premises should be encouraged and have no objection whatsoever to 14 LSQ being granted its variations as applied for.</p>	
<b>Name:</b>	Dale Perkins
<b>Address and/or Residents Association</b>	General Manager Zoo Bar & Club 13-17 Bear St London WC2H 7AQ
<b>Received:</b>	01.03.2017

My name is Dale Perkins and I am the General Manager at Zoo Bar & Club and I write this letter for the club named 14 LSQ in support of their application for a variation located at 14 Leicester Square, London WC2H 7NG.

14 LSQ has been trading for the last 13 months and I know from my customers, my staff that it is a professionally run operation and from my own personal experiences when I have frequented the club, the atmosphere and environment of the club has always seemed very warm, welcoming and friendly. It has always had a large cross section of patrons whenever I have visited the club consisting of males and females which I would say where of a profession manner.

I find the venue completely non-threatening and you would not know what activity takes place within these premises as its very low key. It is a vast improvement on the previous Night Club that was in operation before 14 LSQ took over the building.

I strongly believe that 14 LSQ does not adversely affect the character of the local area but actually helps by supplying a need that wasn't there before.

I very much hope this letter is taken strongly into consideration in support of the application.

<b>Name:</b>	Colin M Bennett
<b>Address and/or Residents Association</b>	Chairman, Leicester Square Association 27-28 Charing Cross Road Leicester Square London WC2H
<b>Received:</b>	01.03.2017
<p><b>Re: Application for a variation of the Premises Licence and SEV, 14 LSQ is located at 14 Leicester Square, London WC2H 7NG</b></p> <p>-SEV reference is 17/01156/LISEVV -PL reference is 17/01159/LIPV</p> <p><b>14 LSQ has become a part of the Leicester Square night time economy, it is a professionally run operation that causes no problems and does not adversely affect the character of the area. Therefore I have no personal objection to the extension of its opening hours.</b></p>	
<b>Name:</b>	Fabrice Berenguer
<b>Address and/or Residents Association</b>	ATFC Ltd t/a Angus Steakhouse Operations Office 25 Albermarle Street London W1S 4HU
<b>Received:</b>	01.03.2017

My name is Fabrice Berenguer and I am the Manager at Angus Steak House Leicester Square and I write this letter for the club named 14 LSQ in support of their application for a variation located at 14 Leicester Square, London WC2H 7NG.

14 LSQ has been trading for the last 13 months and we know from customers, locals and our own staff experiences that it is a professionally run operation and from my own personal experiences when I have frequented the club, the atmosphere and environment of the club has always seemed very warm, welcoming and friendly.

I find the venue completely non-threatening and you would not know what activity takes place within these premises as it's so low key.

I strongly believe that 14 LSQ does not adversely affect the character of the local area.

SEV reference: 17/01156/LISEVV

PL reference : 17/01159/LIPV

I very much hope this letter is taken strongly into consideration in support of the application.

<b>Name:</b>	Rico Pieri
<b>Address and/or Residents Association</b>	Heart of London Business Alliance Sackville House 40 Piccadilly Mayfair London W1J 0DR
<b>Received:</b>	01.03.2017

I'm writing on behalf of Heart of London Business Alliance, which was established in 2001, becoming the first central London Business Improvement District (BID) in 2005. We operate a total of four BIDs; two which represent 500 businesses in the Piccadilly & St James's and Leicester Square to Piccadilly Circus areas.

This letter is to support the club named 14 LSQ in support of their application for a variation of both premises license and SEV, located at 14 Leicester Square, London WC2H 7NG.

14 LSQ engaged with us many months before they opened, and attended various meetings to introduce themselves to the local business and residential community. They have been trading for the last 13 months and in our experiences it is clear that they are a professionally run operation, with a responsible and approachable management team.

In my opinion 14 LSQ is very much a part of the established Leicester Square night time economy, it is a professionally run operation that causes no problems and does not adversely affect the character of the area, the entrance to the venue is fairly anonymous, and you would not know what activity takes place within the premises as it is very low key. They have never flagged on any crime statistics and I've not had any negative or crime related discussions with any Police or Council representatives about this venue.

I very much hope this letter is taken strongly into consideration in support of the application.

**Updated Letter of Support dated 7<sup>th</sup> April 2017**



**Re: SEV reference is 17/01156/LISEVV & PL reference is 17/01159/LIPV**

I'm writing on behalf of Heart of London Business Alliance, which was established in 2001, becoming the first central London Business Improvement District (BID) in 2005. We operate a total of four BIDs; two which represent 500 businesses in the Piccadilly & St James's and Leicester Square to Piccadilly Circus areas.

This letter is to support the club named 14 LSQ in support of their application for a variation of both premises license and SEV, located at 14 Leicester Square, London WC2H 7NG.

14 LSQ engaged with us many months before they opened, and attended various meetings to introduce themselves to the local business and residential community. They have been trading for the last 13 months and in our experiences it is clear that they are a professionally run operation, with a responsible and approachable management team.

In my opinion 14 LSQ is very much a part of the established Leicester Square night time economy, it is a professionally run operation that causes no problems and does not adversely affect the character of the area, the entrance to the venue is fairly anonymous, and you would not know what activity takes place within the premises as it is very low key. If they were to open earlier in the evening, from 5pm, I see no issues as there are families in the area up to and sometimes beyond midnight, especially in the summer months and Christmas due to the offerings in the area. Another venue that they operate, Platinum Lace, has in the past, operated from 3pm and has not caused any issues or concerns as they are a responsible operator. There is no material depicting nudity or relevant entertainment visible outside the premises.

Finally, they have never flagged on any crime statistics and I have not had any negative or crime related discussions with any Police or Council representatives about this venue.

I very much hope this letter is taken strongly into consideration in support of the application.

### 3. Policy & Guidance

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

Policy CIP1 applies:

(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.

(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:

(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 PVC2 applies:

Applications will be granted subject to other policies in this Statement, provided it is demonstrated that they will not add to

	cumulative impact in the Cumulative Impact Areas.
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#### 4. Appendices

<b>Appendix 1</b>	Premises plans
<b>Appendix 2</b>	Applicant supporting documents
<b>Appendix 3</b>	Premises history
<b>Appendix 4</b>	Proposed conditions
<b>Appendix 5</b>	Copy of Existing Premises Licence (16/03358/LIPCH)
<b>Appendix 6</b>	Licensing Sub Committee Decision dated Wednesday 24 April 2013
<b>Appendix 7</b>	Residential map

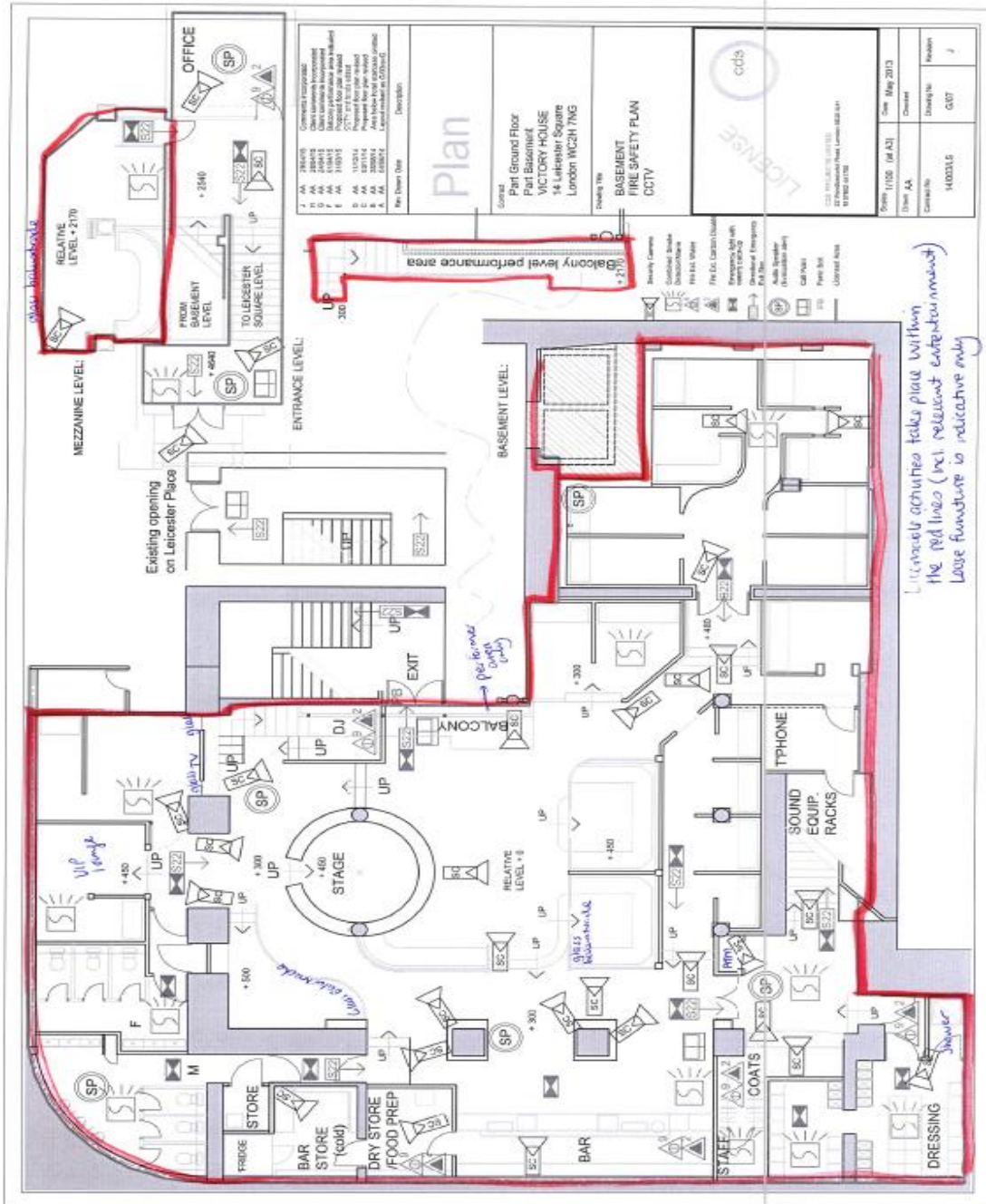
<b>Report author:</b>	Miss Yolanda Wade Senior Licensing Officer
<b>Contact:</b>	Telephone: 020 7641 1872 Email: ywade@westminster.gov.uk

**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**

<b>1</b>	Licensing Act 2003	N/A
<b>2</b>	City of Westminster Statement of Licensing Policy	7 <sup>th</sup> January 2016
<b>3</b>	Amended Guidance issued under section 182 of the Licensing Act 2003	March 2015
<b>4</b>	Application Form	2 <sup>nd</sup> February 2017
<b>5</b>	The Licensing Authority- Representation	2 <sup>nd</sup> March 2017
<b>6</b>	The Environmental Service- Representation	2 <sup>nd</sup> March 2017
<b>7</b>	The Metropolitan Police- Representation	16 <sup>th</sup> February 2017
<b>8</b>	Mr Terry Price (J.D.Wetherspoon)- Letter of Support	1 <sup>st</sup> March 2017
<b>9</b>	Colin Bennett (Chairman, Leicester Square Association)- Letter of Support	1 <sup>st</sup> March 2017
<b>10</b>	Dale Perkins (General Manager Zoo Bar & Club)- Letter of Support	1 <sup>st</sup> March 2017
<b>11</b>	Micheal Sanders ( London Theatre Bookings)- Letter of Support	1 <sup>st</sup> March 2017
<b>12</b>	Simon Thomas (The Hippodrome Casino)- Letter of Support	1 <sup>st</sup> March 2017
<b>13</b>	Fadil Maqedonci- Letter of Support	1 <sup>st</sup> March 2017
<b>14</b>	Christine Yau- Letter of Support	1 <sup>st</sup> March 2017
<b>15</b>	Clare Wallace (Nickelodeon)- Letter of Support	1 <sup>st</sup> March 2017
<b>16</b>	ILIR RRoku (Chiquito)- Letter of Support	1 <sup>st</sup> March 2017

<b>17</b>	Rico Pieri (Heart of London Business Alliance)- Letter of Support	1 <sup>st</sup> March 2017
<b>18</b>	Fabrice Berenguer (ATFC Angus Steakhouses)- Letter of Support	1 <sup>st</sup> March 2017





Licensing Service  
4th Floor  
Westminster City Hall  
64 Victoria Street  
London  
SW1E 6QP

28th February 2017

To whom it may concern,

My name is Terry Price and I am writing this letter in support of the club named 14 LSQ for their application for a variation of the Premises Licence and SEV, 14 LSQ is located at 14 Leicester Square, London WC2H 7NG

-SEV reference is 17/01156/LISEVV  
-PL reference is 17/01159/LIPV

We have no objections to 14LSQ's application. There have been no concerns raised with its day to day trading. There is always a friendly, welcoming presence out front with the added support of security within our local area.

It is not unknown that security issues with previous venues trading in our area in the past, however, there has been a significant improvement on this since 14LSQ has become a part of the community. Safety in our area is of the utmost importance and ensuring all businesses have a positive influence on this. I am happy to say that 14 LSQ has had a positive impact on that and also secured a safety not just within its venue but as part of the community as well.

Since opening 14 LSQ has become a very established part of our community, we will endeavour to continue our growing relationship and support

Yours sincerely,

T PRICE,

T PRICE



Licensing Service  
4<sup>th</sup> Floor  
Westminster City Hall  
64 Victoria Street  
London  
SW1E 6QP

22nd February 2017

Dear Sir/Madam,

I am the CEO of the Hippodrome Casino and I write this letter for the club named 14LSQ located at 14 Leicester Square, London WC2H 7NG, in support of their application for a variation of the Premises Licence and SEV

-SEV reference is 17/01156/LISEVV

-PL reference is 17/01159/LIPV

I have visited the club on a couple of occasions and was very impressed with the quality of the operation. It was clear to me how professionally run 14 LSQ was.

Their General Manager told me they were going to apply for longer opening hours, and asked me to write to you with my views on their proposal to change the opening hours to last admissions at 4am and closing the bar/club at 6 am (with the opening time of 5pm).

When they make this application, I will be very happy to support it.

I have observed their operation and its impact on the area since it opened 13 months ago and can confirm my views are wholly positive.

I have not experienced, or had reports of anything detrimental about the club, and have only heard positive things from my security, staff and customers. Despite their entrance being very low key, the extra overt security in the entrance is welcome, as is the CCTV coverage adding to the general feeling of security in the area. I often pass the club en route home in the early hours and have never seen an issue, but rather have been comforted by the extra activity and security from the club. It is a welcome contrast to the club that was there before.

I see their opening hours to be a positive for the square with their security enhancing the area and would not expect longer opening hours to have any negative effects.

Your sincerely,

Simon Thomas

Chief Executive  
The Hippodrome Casino

LEICESTER SQUARE, LONDON WC2H 7JH  
**HIPPODROMECASINO.COM**

Registered in England and Wales: Hippodrome Casino Limited, Cranbourn Street, Leicester Square, London, WC2H 7JH.  
Reg. No: 05497987 VAT No: 924 3616 30

**Mr Fadil Maqedonci**  
**5 Irving Street**  
**Leicester Square**  
**London**  
**WC2H 7AT**

Licensing Services  
4th Floor  
Westminster City Hall  
64 Victoria Street  
London  
SW1E 6QP

4th February 2017

Dear Sir/Madam

RE: 14 Leicester Square, London WC2H 7NG- 17/01156/LISEVV and 17/01159/LIPV

I am writing this letter in support of the applications for variations for 14 LSQ (their SEV and premises licence).

As a resident in Leicester Square for the past 15 years, in my opinion 14 LSQ is now very much a part of the established responsible Leicester Square night life. It is a professionally run operation that causes no problem to us residents and it does not adversely affect the character of the area. There is no signage depicting the nature of the premises outside and the premises is extremely low key in terms of any impact in the area. There are no big queues like other clubs, there are no noise concerns and there are no crime and disorder concerns. The security men, lighting and having the operation running, in fact, provides added security and peace for the residents in the area, which is a big positive.

I am aware the premises currently trades to 6am Thursdays to Saturdays and they are seeking an extension until 6am, from 3am, Mondays to Wednesdays as part of their variations. Given the nature of their operation on Thursdays to Saturdays, which are the busier days of the week, and those days causing no issue at all for the residents, I have no concerns at all with the proposed extension of hours on Mondays to Wednesdays.

I believe the premises should be encouraged and have no objection whatsoever to 14 LSQ being granted its variations as applied for.

Fadil Maqedonci





T: 020 7439 3822  
E: [info@ccc.org.uk](mailto:info@ccc.org.uk) W: [www.ccc.org.uk](http://www.ccc.org.uk)  
A: 2 Leicester Court, London WC2H 7DW



Licensing Services

4th Floor  
Westminster City Hall  
64 Victoria Street  
SW1E 6QP

22nd February 2017

Dear Sir/Madam

I am writing in support of the applications for a variation of the Premises Licence and SEV

for 14LSQ located at 14 Leicester Square, London WC2H 7NH

SEV reference is 17/01156/LISEVV

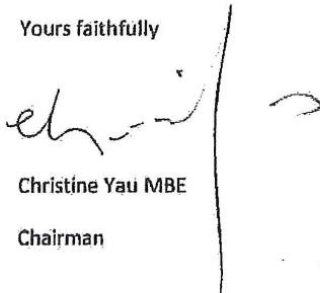
PL reference is 17/01159/LIPV

I believe that 14LSQ is an entertainment club similar to the Stringfellows in St Martins Lane which attracts thousands of customers and visitors to the area. It is certainly beneficial to our night time economy. As I have met the manager and some of the ladies in the club when they helped us as volunteers at our fund raising event, I feel that it is a professionally run operation which causes no problems.

The venue is non-threatening to the public and the entrance to the club is fairly anonymous.

I understand that the club is keeping a good working relationship with the Police and the Council and I hope this letter will be taken into strong consideration for their application.

Yours faithfully



Christine Yau MBE

Chairman

Patron: Lady YOUDE  
Chairman: Christine YAU MBE  
Vice Chairman & Hon. Secretary: Hanue CHAN

Registered Charity Number: 297742  
Company Limited by Guarantee  
Registration Number: 2149909



Licensing Service  
4<sup>th</sup> Floor  
Westminster City Hall  
64 Victoria Street  
London  
SW1E 6QP

the nickelodeon STORE

CLARE WALLACE  
Store Director

11 Leicester Square London WC2H 7NA  
cwallace@ere-srl.com

T - 020 3 805 3460  
M - 07760 800628

22nd February 2017

To whom It may concern,

My name is Clare Wallace and I am the Store Director at The Nickelodeon Store and I write this letter for the club named 14LSQ in support of their application for a variation of the Premises Licence and SEV. 14 LSQ is located at 14 Leicester Square, London WC2H 7NG

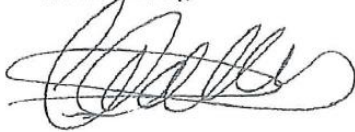
-SEV reference is 17/01156/LISEVV

-PL reference is 17/01159/LIPV.

Since 14LSQ has started trading they have become very much a part of the Leicester Square community, supporting all businesses and most importantly the safety of the area.

14LSQ is an asset to the area and there are no concerns in a variation of their operating hours or them trading within the local vicinity.

Yours sincerely,



Clare Wallace



LEICESTER SQUARE  
ASSOCIATION

67-71 Old King Cross Road, London, WC2H 7NG  
0207 463 1414

Westminster City Council  
Licensing Services  
4th Floor  
Westminster City Hall  
64 Victoria Street  
SW1E 6QP

**28th February 2017**

Dear Sirs

**Re: Application for a variation of the Premises Licence and SEV, 14 LSQ is located at 14 Leicester Square, London WC2H 7NG**

-SEV reference is 17/01156/LISEVV  
-PL reference is 17/01159/LIPV

**14 LSQ has become a part of the Leicester Square night time economy, it is a professionally run operation that causes no problems and does not adversely affect the character of the area. Therefore I have no personal objection to the extension of its opening hours.**

Yours sincerely

A handwritten signature in black ink, appearing to read 'Colin M Bennett', written in a cursive style.

Colin M Bennett

Chairman, Leicester Square Association

Licensing Service  
4<sup>th</sup> Floor  
Westminster City Hall  
64 Victoria Street  
London  
SW1E 6QP

Dear Sir/Madam,

My name is Dale Perkins and I am the General Manager at Zoo Bar & Club and I write this letter for the club named 14 LSQ in support of their application for a variation located at 14 Leicester Square, London WC2H 7NG.

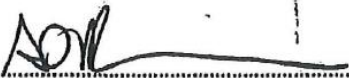
14 LSQ has been trading for the last 13 months and I know from my customers, my staff that it is a professionally run operation and from my own personal experiences when I have frequented the club, the atmosphere and environment of the club has always seemed very warm, welcoming and friendly. It has always had a large cross section of patrons whenever I have visited the club consisting of males and females which I would say where of a profession manner.

I find the venue completely non-threatening and you would not know what activity takes place within these premises as its very low key. It is a vast improvement on the previous Night Club that was in operation before 14 LSQ took over the building.

I strongly believe that 14 LSQ does not adversely affect the character of the local area but actually helps by supplying a need that wasn't there before.

I very much hope this letter is taken strongly into consideration in support of the application.

Yours sincerely,

 - 22/2/2017

Dale Perkins

22nd February 2017



To whom it may concern,

My name is ILIR RROKU and I am writing this letter to state that I have no objections to the application for a variation of the Premises Licence and SEV for 14 LSQ located at 14 Leicester Square, London WC2H 7NG

-SEV reference is 17/01156/LISEVV

-PL reference is 17/01159/LIPV

Being in such close proximity we have a loose working relationship and we believe the venue has not got an effect on our custom neither positive nor negative.

The main operating hours do not affect or cause conflict with our usual trading hours, in fact they run in sync with us.

The security are always monitoring the area in front of their door and do a very good job stopping any trouble within their vicinity. Since they have traded the level of disturbances has been drastically reduced, in comparison to the nightclub that was previously in its place which caused various within the surrounding area.

Yours sincerely,

ILIR RROKU  
General Manager  
Chiquito  
20-21 Leicester Square  
London

WC2H 7LE

24<sup>th</sup> February 2017

Licensing Services  
4th Floor  
Westminster City Hall  
64 Victoria Street  
SW1E 6QP

Dear Sir/Madam,

**Re: SEV reference is 17/01156/LISEVV & PL reference is 17/01159/LIPV**

I'm writing on behalf of Heart of London Business Alliance, which was established in 2001, becoming the first central London Business Improvement District (BID) in 2005. We operate a total of four BIDs; two which represent 500 businesses in the Piccadilly & St James's and Leicester Square to Piccadilly Circus areas.

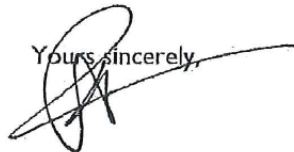
This letter is to support the club named 14 LSQ in support of their application for a variation of both premises license and SEV, located at 14 Leicester Square, London WC2H 7NG.

14 LSQ engaged with us many months before they opened, and attended various meetings to introduce themselves to the local business and residential community. They have been trading for the last 13 months and in our experiences it is clear that they are a professionally run operation, with a responsible and approachable management team.

In my opinion 14 LSQ is very much a part of the established Leicester Square night time economy, it is a professionally run operation that causes no problems and does not adversely affect the character of the area, the entrance to the venue is fairly anonymous, and you would not know what activity takes place within the premises as it is very low key. They have never flagged on any crime statistics and I've not had any negative or crime related discussions with any Police or Council representatives about this venue.

I very much hope this letter is taken strongly into consideration in support of the application.

Yours sincerely,



Rico Pieri  
Business Resilience & Night Time Management  
Heart of London Business Alliance

Heart of London Business Alliance  
3, Gherkin, London  
EC3A 3DF  
London WC2E 9DT

020 7734 4007  
info@heartoflondonbid.co.uk

[www.heartoflondonbid.co.uk](http://www.heartoflondonbid.co.uk)  
[www.picadillystjames.london](http://www.picadillystjames.london)  
[www.leicestersquare.london](http://www.leicestersquare.london)

**Updated Letter of Support from Heart of London Business Alliance (dated 7<sup>th</sup> April 2017)**

**Heart of  
LONDON**  
Business Alliance  
West End Business Improvement Districts

7<sup>th</sup> April 2017

Licensing Services  
4th Floor  
Westminster City Hall  
64 Victoria Street  
SW1E 6QP

Dear Sir/Madam,

**Re: SEV reference is 17/01156/LISEVV & PL reference is 17/01159/LIPV**

I'm writing on behalf of Heart of London Business Alliance, which was established in 2001, becoming the first central London Business Improvement District (BID) in 2005. We operate a total of four BIDs; two which represent 500 businesses in the Piccadilly & St James's and Leicester Square to Piccadilly Circus areas.

This letter is to support the club named 14 LSQ in support of their application for a variation of both premises license and SEV, located at 14 Leicester Square, London WC2H 7NG.

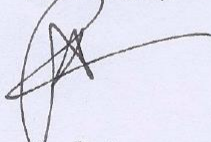
14 LSQ engaged with us many months before they opened, and attended various meetings to introduce themselves to the local business and residential community. They have been trading for the last 13 months and in our experiences it is clear that they are a professionally run operation, with a responsible and approachable management team.

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Finally, they have never flagged on any crime statistics and I have not had any negative or crime related discussions with any Police or Council representatives about this venue.

I very much hope this letter is taken strongly into consideration in support of the application.

Yours sincerely,



Nico Pieri  
Business Resilience & Night Time Management  
Heart of London Business Alliance



Operations Office  
25 Albermarle Street- London W1S 4HU  
Email info@restaurantdivision.co.uk

Licensing Service  
4<sup>th</sup> Floor  
Westminster City Hall  
64 Victoria Street  
London  
SW1E 6QP

25/02/2017

Dear Sir/Madam,

My name is Fabrice Berenguer and I am the Manager at Angus Steak House Leicester Square and I write this letter for the club named 14 LSQ in support of their application for a variation located at 14 Leicester Square, London WC2H 7NG.

14 LSQ has been trading for the last 13 months and we know from customers, locals and our own staff experiences that it is a professionally run operation and from my own personal experiences when I have frequented the club, the atmosphere and environment of the club has always seemed very warm, welcoming and friendly.

I find the venue completely non-threatening and you would not know what activity takes place within these premises as it's so low key.

I strongly believe that 14 LSQ does not adversely affect the character of the local area.

SEV reference: 17/01156/LISEVV

PL reference : 17/01159/LIPV

I very much hope this letter is taken strongly into consideration in support of the application.

Yours sincerely,

Fabrice Berenguer  
Manager

A handwritten signature in black ink, consisting of a large, stylized 'A' followed by a series of loops and a long horizontal stroke that extends to the right.

London Theatre Bookings  
1, Cranbourn Alley  
London  
WC2H 7AW

22nd February 2017

Licensing Service  
4<sup>th</sup> Floor  
Westminster City Hall  
64 Victoria Street  
London  
SW1E 6QP

Dear Sir/Madam,

My name is Micheal Sanders and I am Shops Manager for London Theatre Bookings.

I am writing this letter for the application for a variation for 14 LSQ located at 14 Leicester Square, London WC2H 7NG , in support of their application for a variation of the Premises Licence and SEV

-SEV reference is 17/01156/LISEVV

-PL reference is 17/01159/LIPV

Since opening here have been no concerns raised with its day to day trading. It is a professionally run operation that causes no problems and does not adversely affect the character of the area. There is always a friendly, welcoming presence out front with the added support of security within our local area.

It is not unknown that security issues with previous venues trading in our area in the past, however, there has been a significant improvement on this since 14LSQ has become a part of the community. Safety in our area is of the utmost importance and ensuring all business have a positive influence on this. I am happy to say that 14 LSQ has had a positive impact on that and also secured a safety not just within its venue but as part of the community as well.

Since opening 14LSQ has become a very established part of our community and we hope to continue our growing relationship and support,

Yours sincerely,

  
Micheal Sanders



### Licence & Appeal History

<b>Application</b>	<b>Details of Application</b>	<b>Date Determined</b>	<b>Decision</b>
13/01385/LIPN	New Premises Application	24.04.2013	Granted by Licensing Sub- Committee
15/02485/LIPV	Variation Application	11.05.2015	Granted Under Delegated Authority
16/03358/LIPCH	Change of Details	05.04.2016	Granted Under Delegated Authority
16/08087/LITENP	Temporary Event Notice	08.08.2016	Notice Granted
16/08361/LITENP	Temporary Event Notice	15.08.2016	Notice Granted
16/08367/LITENP	Temporary Event Notice	15.08.2016	Notice Granted
16/08380/LITENP	Temporary Event Notice	15.08.2016	Notice Granted
16/08409/LITENP	Temporary Event Notice	16.08.2016	Notice Granted
16/09223/LITENP	Temporary Event Notice	12.09.2016	Notice Granted
16/09227/LITENP	Temporary Event Notice	26.09.2016	Notice Granted
16/12086/LITENP	Temporary Event Notice	20.12.2016	Notice Granted
16/12124/LITENP	Temporary Event Notice	18.11.2016	Notice Granted
16/12196/LITENP	Temporary Event Notice	21.11.2016	Notice Granted

16/13201/LITENP	Temporary Event Notice	29.12.2016	Notice Granted
17/01552/LITENP	Temporary Event Notice	01.03.2017	Notice Granted
17/01738/LITENP	Temporary Event Notice	23.03.2017	Notice Granted
17/01746/LITENP	Temporary Event Notice	23.02.2017	Notice Granted

**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 variation of the premises licence under the provisions of the Licensing Act 2003, the licensing authority must, unless it decides to reject the application, grant the licence subject to the conditions which are indicated as mandatory in this schedule.

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

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

**Conditions: On Current Licence -**

**Mandatory:**

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

less in a manner which carries a significant risk of undermining a licensing objective;

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

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

- 8(i) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
- 8(ii) For the purposes of the condition set out in paragraph 8(i) above -
- (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
- (b) "permitted price" is the price found by applying the formula -
- $$P = D + (D \times V)$$
- Where -
- (i) P is the permitted price,
- (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
- (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -
- (i) the holder of the premises licence,
- (ii) the designated premises supervisor (if any) in respect of such a licence, or
- (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
- (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
- (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.
- 8(iii). Where the permitted price given by Paragraph 8(ii)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
- 8(iv). (1) Sub-paragraph 8(iv)(2) below applies where the permitted price given by Paragraph 8(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
- (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.
9. Admission of children to the premises must be restricted in accordance with the film classification recommended by the British Board of Film Classification or recommended by this licensing authority as appropriate.
10. All persons guarding premises against unauthorised access or occupation or against outbreaks of disorder or against damage (door supervisors) must be licensed by the Security Industry Authority.

**Annex 2 – Conditions consistent with the operating Schedule**

None

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

11. The sale of intoxicating liquor shall be ancillary to the provision of striptease entertainment.
12. Any person permitted to temporarily leave and then re-enter the premises, eg to smoke, shall not be permitted to take drinks or glass containers with them
13. There shall be a personal licence holder on duty on the premises at all times when the premises are authorised to sell alcohol.
14. The premises are not be used by any outside promoters save those that give the Metropolitan Police 14 days notice and the Police to have absolute veto.
15. Alcohol shall not be sold for consumption off the premises.
16. The supply of alcohol at tables shall be by waiter/waitress service only.
17. There shall be no draught beers sold at the premises.
18. All seating shall consist of tables and chairs arrangement and there shall be no cinema style seating.
19. Door staff shall be employed at all times when the premises are open for licensable activity. There shall be a minimum of two door supervisors to be employed at the entrance of the premises from 8pm. All door supervisors at the entrance to wear high visibility jackets.
20. All public areas of the premises shall be sufficiently illuminated to afford SIA registered supervisors a clear view of the dancers.
21. The premises management will become members and actively participate in a pub watch scheme (or similar) if one is operating in the area of the premises.
22. There shall be no dancing by customers.
23. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of Police or authorised officer of the City Council throughout the preceding 31 day period.
24. 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 to the public. This staff member shall be able to show Police recent data or footage with the absolute minimum of delay when requested.
25. A sound limiting device located in a separate and remote lockable cabinet from the volume control shall be fitted to any musical amplification system and set at a level determined by and to the satisfaction of an authorised officer of the Environmental Health Service to ensure that no noise nuisance is caused to local residents. The operational panel of the noise limiter shall then be secured to the satisfaction of officer from the Environmental Health Service. The keys securing the noise limiter cabinet shall be held by the licence holder or authorised manager only, and shall not be accessed by

any other person. The limiter shall not be altered without prior agreement with the Environmental Health Service.

26. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
27. Loudspeakers shall not be located in the entrance lobby or outside the premises building.
28. All external doors shall be kept closed after (21:00) hours, or at any time when regulated entertainment takes place, except for the immediate access and egress of persons.
29. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly
30. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
31. No waste or recyclable materials, including bottles, shall be moved, removed or placed in outside areas between (23.00) hours and (08.00) hours.
32. The highway and public spaces in the vicinity of the premises shall be kept free of litter from the premises at all material times to the satisfaction of the Council. All litter and sweepings shall be collected and stored in accordance with the approved refuse storage arrangements.
33. A log shall be kept detailing all refused sales of alcohol. The log should include the date and time of the refused sale and the name of the member of staff who refused the sale. The log shall be available for inspection at the premises by the police or an authorised officer of the City Council at all times whilst the premises is open.
34. 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
  - (d) any incidents of disorder
  - (e) all seizures of drugs or offensive weapons
  - (f) any faults in the CCTV system or searching equipment or scanning equipment
  - (g) any refusal of the sale of alcohol
  - (h) any visit by a relevant authority or emergency service.
35. Any special effects or mechanical installations shall be arranged and stored so as to minimise any risk to the safety of those using the premises. The following special effects will only be used on 10 days prior notice being given to the Licensing Authority where consent has not previously been given.
  - o dry ice and cryogenic fog
  - o smoke machines and fog generators
  - o pyrotechnics including fire works
  - o firearms
  - o lasers
  - o explosives and highly flammable substances.
  - o real flame.
  - o strobe lighting.



36. The licence holder shall enter into an agreement with a hackney carriage and/or private hire firm to provide transport for customers, with contact numbers made readily available to customers who will be encouraged to use such services.
37. All emergency doors shall be maintained effectively self closing and not held open other than by an approved device.
38. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
39. Curtains and hangings shall be arranged so as not to obstruct emergency signs.
40. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
41. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
42. All exit doors shall be available at all material times without the use of a key, code, card or similar means.
43. The Licence will have no effect until the Licensing Authority are satisfied that the premises is constructed or altered in accordance with the appropriate provisions of the District Surveyor's Association - Technical Standards for Places of Entertainment and the reasonable requirements of Westminster Environmental Health Consultation Team, at which time this condition will be removed from the Licence. **(Proposed to be removed)**
44. Before the premises opens to the public, the plans as deposited will be checked by the Environmental Health Consultation Team to ensure they are an accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the LFEPA, Environmental Health Consultation Team, the Police and the Licensing Authority. **(Proposed to be removed)**
45. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall be limited to five (5) persons at any one time.
46. Performers/Dancers permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall be limited to two (2) persons at any one time.
47. An attendant shall be on duty in the cloakroom during the whole time that it is in use.
48. The maximum number of persons accommodated at any one time (excluding staff) shall not exceed the following:
  - a) Capacity of 250 (customers) until 2.00am
  - b) Capacity of 200 (customers) from 2.00am to 3.30am
  - c) Capacity of 100 (customers) from 3.30am until closing time

**Proposed to be amended to:**

**The maximum number of persons accommodated at any one time (excluding staff) shall not exceed the following:**

- a) Capacity of 250 (customers) until 2.00am**
- b) Capacity of 200 (customers) from 2.00am to 3.30am**

- c) Capacity of 100 (customers) from 3.30am to 4.30am
- d) Capacity of 50 (customers) from 4.30am until closing time

49. There shall be no new admittance or re-admittance to the premises after 02.30 hours save for persons temporarily leaving to smoke.

**Proposed to be amended to:**

***There shall be no new admittance or re-admittance to the premises after (1) 02:30 hours Sunday and (2) 04:00 Monday- Saturday & bank holiday Sundays, save for persons temporarily leaving to smoke.***

50. After 21.00 hours a log shall be maintained to ensure that the capacity limit set for the premises is recorded hourly and can be properly monitored. Information regarding the capacity will be given to an authorised officer or Police Officer on request.

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

52. Substantial food and non-intoxicating beverages, including drinking water, shall be available during the whole of the permitted hours in all parts of the premises where intoxicants are provided.

53. No additional sound generating equipment shall be used on the premises without being routed through the sound limiter device.

54. All external doors shall be kept closed after 21.00 hours, or at any time when regulated entertainment takes place, except for the immediate access and egress of persons.

55. The certificates listed below shall be submitted to the Licensing Authority upon written request.

- a) Any emergency lighting battery or system
- b) Any electrical installation
- c) Any emergency warning system

56. Flashing or particularly bright lights on or outside the premises shall not cause a nuisance to nearby properties (save insofar as they are necessary for the prevention of crime).

57. No person shall give at the premises any exhibition, demonstration or performance of hypnotism, mesmerism or any similar act or process which produces or is intended to produce in any other person any form of induced sleep or trance in which susceptibility of the mind of that person to suggestion or direction is increased or intended to be increased.

NOTE: (1) This rule does not apply to exhibitions given under the provisions of Section 2(1A) and 5 of the Hypnotism Act 1952.

58. All staff engaged outside the entrance to the premises, or supervising or controlling queues, shall wear high visibility yellow jackets or vests.

59. No advertisements of any kind (including placard, poster, sticker, flyer, picture, letter, sign or other mark) that advertises or promotes the establishment, its premises, or any of its highway, or upon any building, structure, works, street furniture, tree, or any other property, or be distributed to the public.

60. There shall be no payment made by or on behalf of the licence holder to any person for bringing customers to the premises.
61. No person on behalf of the premises or on behalf of a person carrying or attempting to carry on a licensable activity at the premises shall cause, permit, employ or allow, directly or indirectly through a third party, whether on payment or otherwise, any person(s) to importune, solicit or tout members of the public on any public highway within the specified area outlined below for the purpose of bringing customers to the premises.

For the purposes of this condition, 'Specified Area' means the area encompassed within Shaftesbury Avenue, Piccadilly Circus, Regent Street up to the junction with Pall Mall, Cockspur Street, Trafalgar Square, Strand up to the junction with Bedford Street, Garrick Street, Great Newport Street and Charing Cross Road to the junction of Shaftesbury Avenue.

62. Tea and coffee to be provided without charge for patrons (on request) between 03:00 and closing time.
63. SIA security shall monitor/supervise all areas of the premises where striptease/table/lap dancing is taking place
64. In addition to conditions [45] above, patrons will have a designated smoking area, which shall be supervised by a SIA door supervisor
65. The premises shall become members of and participate in the Safer West End Business Crime Reduction Partnership/ radio scheme, or such similar scheme that may be operating at any time
66. Door supervisors shall remain on duty to supervise the area immediately outside the premises until at least 15 minutes after the last patron has left the premises
67. When the hours authorised by this licence extends beyond 1am, then in relation to the morning on which British Summer Time begins, the hours shall be extended by 1 hour after the authorised hour on the licence.

## Copy of Existing Premises Licence (16/03358/LIPCH)



**City of Westminster**

64 Victoria Street, London, SW1E 6QP

Schedule 12  
Part A

WARD: St James's  
UPRN: 010033537371

Premises licence

Regulation 33, 34

Premises licence number:

16/03358/LIPCH

Original Reference:

13/01385/LIPN

**Part 1 – Premises details**

**Postal address of premises:**

14  
Basement  
Victory House  
14 Leicester Square  
London  
WC2H 7NG

**Telephone Number:** Not Supplied

**Where the licence is time limited, the dates:**

Not applicable

**Licensable activities authorised by the licence:**

Performance of Dance  
Exhibition of a Film  
Performance of Live Music  
Playing of Recorded Music  
Late Night Refreshment  
Sale by Retail of Alcohol

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

**Performance of Dance**

Sunday to Wednesday: 20:00 to 03:00  
Thursday to Saturday: 20:00 to 06:00  
Sundays before Bank Holidays: 20:00 to 06:00  
Non-standard Timings: See condition 67

**Exhibition of a Film**

Sunday to Wednesday: 20:00 to 03:00  
Thursday to Saturday: 20:00 to 06:00  
Sundays before Bank Holidays: 20:00 to 06:00  
Non-standard Timings: See condition 67

**Performance of Live Music**

Sunday to Wednesday: 20:00 to 03:00  
Thursday to Saturday: 20:00 to 06:00  
Sundays before Bank Holidays: 20:00 to 06:00  
Non-standard Timings: See condition 67

**Playing of Recorded Music**

Sunday to Wednesday:	20:00 to 03:00
Thursday to Saturday:	20:00 to 06:00
Sundays before Bank Holidays:	20:00 to 06:00

Non-standard Timings: See condition 67

**Late Night Refreshment**

Sunday to Wednesday:	23:00 to 03:00
Thursday to Saturday:	23:00 to 05:00
Sundays before Bank Holidays:	23:00 to 05:00

Non-standard Timings: See condition 67

**Sale by Retail of Alcohol**

Monday to Saturday:	20:00 to 03:00
Sunday:	20:00 to 00:30
Sundays before Bank Holidays:	20:00 to 03:00

Non-standard Timings: See condition 67

**The opening hours of the premises:**

Monday to Wednesday:	20:00 to 03:30
Thursday to Saturday:	20:00 to 06:00
Sunday:	20:00 to 03:00
Sundays before Bank Holidays:	20:00 to 06:00

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

Alcohol is supplied for consumption on the Premises.

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

Number Fourteen (Management) Limited  
Clarendon House  
Shenley Road  
Borehamwood  
Hertfordshire  
England  
WD6 1AG  
*Telephone Number : 020 7025 8332 (LT Law)*

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

08412058

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

**Name:** Mr Kenneth Ralph Favel

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

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

**Licence Number:** 00719

**Licensing Authority:** London Borough Of Ealing

**Date:** 05.04.2016

**This licence has been authorised by David Sycamore on behalf of the Director - Public Protection and Licensing.**

## Annex 1 – Mandatory conditions

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

- (3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—
  - (a) a holographic mark, or
  - (b) an ultraviolet feature.

7. The responsible person must ensure that—

- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
  - (i) beer or cider: ½ pint;
  - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
  - (iii) still wine in a glass: 125 ml;
- (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
- (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

A responsible person in relation to a licensed premises means the holder of the 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.
9. Admission of children to the premises must be restricted in accordance with the film classification recommended by the British Board of Film Classification or recommended by this licensing authority as appropriate.
10. All persons guarding premises against unauthorised access or occupation or against outbreaks of disorder or against damage (door supervisors) must be licensed by the Security Industry Authority.

**Annex 2 – Conditions consistent with the operating Schedule**

None

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

11. The sale of intoxicating liquor shall be ancillary to the provision of striptease entertainment.
12. Any person permitted to temporarily leave and then re-enter the premises, eg to smoke, shall not be permitted to take drinks or glass containers with them
13. There shall be a personal licence holder on duty on the premises at all times when the premises are authorised to sell alcohol.
14. The premises are not be used by any outside promoters save those that give the Metropolitan Police 14 days notice and the Police to have absolute veto.
15. Alcohol shall not be sold for consumption off the premises.
16. The supply of alcohol at tables shall be by waiter/waitress service only.
17. There shall be no draught beers sold at the premises.
18. All seating shall consist of tables and chairs arrangement and there shall be no cinema style seating.
19. Door staff shall be employed at all times when the premises are open for licensable activity. There shall be a minimum of two door supervisors to be employed at the entrance of the premises from 8pm. All door supervisors at the entrance to wear high visibility jackets.
20. All public areas of the premises shall be sufficiently illuminated to afford SIA registered supervisors a clear view of the dancers.
21. The premises management will become members and actively participate in a pub watch scheme (or similar) if one is operating in the area of the premises.
22. There shall be no dancing by customers.
23. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of Police or authorised officer of the City Council throughout the preceding 31 day period.
24. 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 to the public. This staff member shall be able to show Police recent data or footage with the absolute minimum of delay when requested.
25. A sound limiting device located in a separate and remote lockable cabinet from the volume control shall be fitted to any musical amplification system and set at a level determined by and to the satisfaction of an authorised officer of the Environmental Health Service to ensure that no noise nuisance is caused to local residents. The operational panel of the noise limiter shall then be secured to the satisfaction of officer from the Environmental Health Service. The keys securing the noise limiter cabinet shall be held by the licence holder or authorised manager only, and shall not be accessed by any other person. The limiter shall not be altered without prior agreement with the Environmental Health Service.

26. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
27. Loudspeakers shall not be located in the entrance lobby or outside the premises building.
28. All external doors shall be kept closed after (21:00) hours, or at any time when regulated entertainment takes place, except for the immediate access and egress of persons.
29. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly
30. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
31. No waste or recyclable materials, including bottles, shall be moved, removed or placed in outside areas between (23.00) hours and (08.00) hours.
32. The highway and public spaces in the vicinity of the premises shall be kept free of litter from the premises at all material times to the satisfaction of the Council. All litter and sweepings shall be collected and stored in accordance with the approved refuse storage arrangements.
33. A log shall be kept detailing all refused sales of alcohol. The log should include the date and time of the refused sale and the name of the member of staff who refused the sale. The log shall be available for inspection at the premises by the police or an authorised officer of the City Council at all times whilst the premises is open.
34. 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
  - (d) any incidents of disorder
  - (e) all seizures of drugs or offensive weapons
  - (f) any faults in the CCTV system or searching equipment or scanning equipment
  - (g) any refusal of the sale of alcohol
  - (h) any visit by a relevant authority or emergency service.
35. Any special effects or mechanical installations shall be arranged and stored so as to minimise any risk to the safety of those using the premises. The following special effects will only be used on 10 days prior notice being given to the Licensing Authority where consent has not previously been given.
  - o dry ice and cryogenic fog
  - o smoke machines and fog generators
  - o pyrotechnics including fire works
  - o firearms
  - o lasers
  - o explosives and highly flammable substances.
  - o real flame.
  - o strobe lighting.
36. The licence holder shall enter into an agreement with a hackney carriage and/or private hire firm to provide transport for customers, with contact numbers made readily available to customers who will be encouraged to use such services.

37. All emergency doors shall be maintained effectively self closing and not held open other than by an approved device.
38. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
39. Curtains and hangings shall be arranged so as not to obstruct emergency signs.
40. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
41. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
42. All exit doors shall be available at all material times without the use of a key, code, card or similar means.
43. The Licence will have no effect until the Licensing Authority are satisfied that the premises is constructed or altered in accordance with the appropriate provisions of the District Surveyor's Association - Technical Standards for Places of Entertainment and the reasonable requirements of Westminster Environmental Health Consultation Team, at which time this condition will be removed from the Licence.
44. Before the premises opens to the public, the plans as deposited will be checked by the Environmental Health Consultation Team to ensure they are an accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the LFEPA, Environmental Health Consultation Team, the Police and the Licensing Authority.
45. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall be limited to five (5) persons at any one time.
46. Performers/Dancers permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall be limited to two (2) persons at any one time.
47. An attendant shall be on duty in the cloakroom during the whole time that it is in use.
48. The maximum number of persons accommodated at any one time (excluding staff) shall not exceed the following:
  - a) Capacity of 250 (customers) until 2.00am
  - b) Capacity of 200 (customers) from 2.00am to 3.30am
  - c) Capacity of 100 (customers) from 3.30am until closing time
49. There shall be no new admittance or re-admittance to the premises after 02.30 hours save for persons temporarily leaving to smoke.
50. After 21.00 hours a log shall be maintained to ensure that the capacity limit set for the premises is recorded hourly and can be properly monitored. Information regarding the capacity will be given to an authorised officer or Police Officer on request.
51. A challenge 21 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.

52. Substantial food and non-intoxicating beverages, including drinking water, shall be available during the whole of the permitted hours in all parts of the premises where intoxicants are provided.
53. No additional sound generating equipment shall be used on the premises without being routed through the sound limiter device.
54. All external doors shall be kept closed after 21.00 hours, or at any time when regulated entertainment takes place, except for the immediate access and egress of persons.
55. The certificates listed below shall be submitted to the Licensing Authority upon written request.
- a) Any emergency lighting battery or system
  - b) Any electrical installation
  - c) Any emergency warning system
56. Flashing or particularly bright lights on or outside the premises shall not cause a nuisance to nearby properties (save insofar as they are necessary for the prevention of crime).
57. No person shall give at the premises any exhibition, demonstration or performance of hypnotism, mesmerism or any similar act or process which produces or is intended to produce in any other person any form of induced sleep or trance in which susceptibility of the mind of that person to suggestion or direction is increased or intended to be increased.
- NOTE: (1) This rule does not apply to exhibitions given under the provisions of Section 2(1A) and 5 of the Hypnotism Act 1952.
58. All staff engaged outside the entrance to the premises, or supervising or controlling queues, shall wear high visibility yellow jackets or vests.
59. No advertisements of any kind (including placard, poster, sticker, flyer, picture, letter, sign or other mark) that advertises or promotes the establishment, its premises, or any of its highway, or upon any building, structure, works, street furniture, tree, or any other property, or be distributed to the public.
60. There shall be no payment made by or on behalf of the licence holder to any person for bringing customers to the premises.
61. No person on behalf of the premises or on behalf of a person carrying or attempting to carry on a licensable activity at the premises shall cause, permit, employ or allow, directly or indirectly through a third party, whether on payment or otherwise, any person(s) to importune, solicit or tout members of the public on any public highway within the specified area outlined below for the purpose of bringing customers to the premises.
- For the purposes of this condition, 'Specified Area' means the area encompassed within Shaftesbury Avenue, Piccadilly Circus, Regent Street up to the junction with Pall Mall, Cockspur Street, Trafalgar Square, Strand up to the junction with Bedford Street, Garrick Street, Great Newport Street and Charing Cross Road to the junction of Shaftesbury Avenue.
62. Tea and coffee to be provided without charge for patrons (on request) between 03:00 and closing time.
63. SIA security shall monitor/supervise all areas of the premises where striptease/table/lap dancing is taking place

64. In addition to conditions [45] above, patrons will have a designated smoking area, which shall be supervised by a SIA door supervisor
65. The premises shall become members of and participate in the Safer West End Business Crime Reduction Partnership/ radio scheme, or such similar scheme that may be operating at any time
66. Door supervisors shall remain on duty to supervise the area immediately outside the premises until at least 15 minutes after the last patron has left the premises
67. When the hours authorised by this licence extends beyond 1am, then in relation to the morning on which British Summer Time begins, the hours shall be extended by 1 hour after the authorised hour on the licence.

**Annex 4 – Plans**

Attached





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

Schedule 12  
Part B

WARD: St James's  
UPRN: 010033537371

Premises licence  
summary

Regulation 33, 34

Premises licence number:

16/03358/LIPCH

#### Part 1 – Premises details

##### Postal address of premises:

14  
Basement  
Victory House  
14 Leicester Square  
London  
WC2H 7NG

Telephone Number: Not Supplied

##### Where the licence is time limited, the dates:

Not applicable

##### Licensable activities authorised by the licence:

Performance of Dance  
Exhibition of a Film  
Performance of Live Music  
Playing of Recorded Music  
Late Night Refreshment  
Sale by Retail of Alcohol

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

###### Performance of Dance

Sunday to Wednesday:	20:00 to 03:00
Thursday to Saturday:	20:00 to 06:00
Sundays before Bank Holidays:	20:00 to 06:00

Non-standard Timings: See condition 67

###### Exhibition of a Film

Sunday to Wednesday:	20:00 to 03:00
Thursday to Saturday:	20:00 to 06:00
Sundays before Bank Holidays:	20:00 to 06:00

Non-standard Timings: See condition 67

###### Performance of Live Music

Sunday to Wednesday:	20:00 to 03:00
Thursday to Saturday:	20:00 to 06:00
Sundays before Bank Holidays:	20:00 to 06:00

Non-standard Timings: See condition 67

**Playing of Recorded Music**

Sunday to Wednesday:	20:00 to 03:00
Thursday to Saturday:	20:00 to 06:00
Sundays before Bank Holidays:	20:00 to 06:00

Non-standard Timings: See condition 67

**Late Night Refreshment**

Sunday to Wednesday:	23:00 to 03:00
Thursday to Saturday:	23:00 to 05:00
Sundays before Bank Holidays:	23:00 to 05:00

Non-standard Timings: See condition 67

**Sale by Retail of Alcohol**

Monday to Saturday:	20:00 to 03:00
Sunday:	20:00 to 00:30
Sundays before Bank Holidays:	20:00 to 03:00

Non-standard Timings: See condition 67

**The opening hours of the premises:**

Monday to Wednesday:	20:00 to 03:30
Thursday to Saturday:	20:00 to 06:00
Sunday:	20:00 to 03:00
Sundays before Bank Holidays:	20:00 to 06:00

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

Alcohol is supplied for consumption on the Premises.

**Name and (registered) address of holder of premises licence:**

Number Fourteen (Management) Limited  
Clarendon House  
Shenley Road  
Borehamwood  
Hertfordshire  
England  
WD6 1AG

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

08412058

**Name of designated premises supervisor where the premises licence authorises for the supply of alcohol:**

**Name:** Mr Kenneth Ralph Favel

**State whether access to the premises by children is restricted or prohibited:**

Prohibited

**Date:** 05.04.2016

**This licence has been authorised by Mr David Sycamore on behalf of the Director -  
Public Protection and Licensing.**

**LICENSING SUB-COMMITTEE No. 1***Wednesday 24 April 2013*

Membership: Councillor Audrey Lewis (Chairman), Councillor Nicholas Evans and Councillor Andrew Havery

Legal and Policy Adviser: Harjinder Bhela

Committee Officer: Jonathan Deacon

Relevant Representations: Environmental Health Service, Metropolitan Police Service, Licensing Authority. Letters of support from 22 individual and a local business.

Present: Mr Philip Kolvin QC (representing the Applicant), Ms Lana Tricker (on behalf of Applicant), Mr Simon Warr (Director, Applicant Company), Mr Les Pierce (Operations Manager) and Mr Kenny Favel (Designated Premises Supervisor and Manager at Platinum Lace), Mr David Matthias QC (representing the Licensing Service), Mr Kerry Simpkin (Licensing Service), Mr James Rankin (Barrister, representing Metropolitan Police), PC Sandy Russell (Metropolitan Police) and Mr Ian Watson (Environmental Health).

**Koru, Victory House, 14 Leicester Square, WC2**

**13/01385/LIPN**

**1. Regulated Entertainment: (Indoors)**

<b>Exhibition of Films</b>	Sunday to Wednesday 20:00 to 03:00 Thursday to Saturday 20:00 to 06:00 Sunday before Bank Holidays 20:00 to 06:00
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<b>Performance of Live Music</b> amplified & unamplified	Sunday to Wednesday 20:00 to 03:00 Thursday to Saturday 20:00 to 06:00 Sunday before Bank Holidays 20:00 to 06:00
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<b>Playing of Recorded Music</b> amplified & unamplified	Sunday to Wednesday 20:00 to 03:00 Thursday to Saturday 20:00 to 06:00 Sunday before Bank Holidays 20:00 to 06:00
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<b>Performance of Dance</b> Throughout premises on stages, podiums, floors and booths	Sunday to Wednesday 20:00 to 03:00 Thursday to Saturday 20:00 to 06:00 Sunday before Bank Holidays 20:00
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	to 06:00.
	<p>Amendments to application advised at hearing:</p> <p>None.</p>
	<p>Decision (including reasons if different from those set out in report):</p> <p>The Chairman of the Sub – Committee announced her intention to hear the Sexual Entertainment Venues ('SEV') and Premises Licence applications separately, as they raise different legal and policy considerations. Mr Kolvin however made the submission that both applications be heard together, and in the absence of objection from any other party, Members of the Sub Committee agreed this approach, and decided to defer the decision making process until after the hearing had concluded. The decision and reasons of the decision would be provided to the relevant parties within 5 working days.</p> <p>The Members of the Sub-Committee gave careful consideration to the application and granted the application as an exception to policy in the West End Stress Area, subject to conditions as set out below. Members considered that exceptional circumstances had been provided to warrant granting the application given the nature of the operation exclusively as a sexual entertainment venue and that the conditions offered by the Applicant would promote the licensing objectives at the premises. These included a condition restricting the sale of alcohol to be ancillary to striptease entertainment, and with the venue only intended to operate as an SEV and the sale of alcohol only being permissible at the time it is operating as an SEV. Also a 'no entry or re-entry' condition and a reduction in capacity compared with the existing licence. The capacity would reduce further during the later hours the venue was operating. The Sub-Committee heard from Mr Kolvin, representing the Applicant that in his view the application in order to be granted should not be required to be considered as an exception to policy. He would be providing evidence to justify this view. However, in the event that Members did decide that a case needed to be made for the application to be considered as an exception to policy, he believed he was able to provide evidence for this.</p> <p>Mr Kolvin in putting forward his client's case for an exception to the policy provided a brief history of the premises now known as Platinum Lace in Coventry Street which was operated by his clients. It had formerly been known as CC Club and following serious crime at the venue, the terminal hour had been reduced to 01:00 hours as was the case with Metra at 14 Leicester Square. For Your Eyes Only then took ownership of the premises and applied until 03:00 hours Monday to Saturday for lapdancing at the venue. This application was originally refused by the Licensing Sub-Committee. The matter was appealed and the Appellant's argument was that the case was exceptional for two main reasons. Firstly, the proposed operation would significantly reduce capacity in comparison with the existing licence and secondly it was 'Movida' exceptional. This referred to a previous appeal case brought by Movida against the Council which was allowed by the District Judge on the basis of a</p>

combination of factors and circumstances. These included alcohol not being the primary commercial objective, the provision of seating, the high ratio of security staff to customers, CCTV and the provision of taxi transport.

Mr Kolvin asserted that the arguments for For Your Eyes Only strongly mirrored those put forward for the current application, Koru as they had Platinum Lace. These included a reduced capacity in comparison with the existing licence and the capacity steadily decreasing during the early hours of the morning, alcohol being served by waiter or waitress, no complaints from the Council in relation to the operator, a last entry time (this had been 04:00 hours in comparison to the Applicant's proposed 02:45 hours at Koru) and that the premises would be well run and totally trouble free. The Sub-Committee's decision had referred to cumulative impact and the potential for customers leaving the premises becoming victims of crime. Mr Kolvin added that the Council had agreed to concede the appeal brought by For Your Eyes Only on the first day that evidence was due to be heard.

Mr Kolvin stated that Platinum Lace had been considered as an exception to policy by the Sub-Committee in 2011. There had been an extension of hours until 06:00 hours and a key aspect of the exception found by the Sub-Committee was the reduction in capacity from the existing licence for the venue in Coventry Street. The capacity reduced further during the later hours the venue was operating.

A key element of Mr Kolvin's submissions was that Mr Warr and the proposed management for Koru were also responsible for operating Platinum Lace in Coventry Street. He stated that the Sub-Committee had proof that the Applicant could operate in a similar environment without causing any public harm. The proposed operation at Koru would lessen considerably any potential for crime and disorder in comparison with its predecessor Metra nightclub which had created significant issues for the Responsible Authorities. It was proposed that the capacity would be 250 customers until 02:00 hours which compared with Metra's capacity of 400 customers until 01:00 hours. The Koru capacity would then be reduced to 200 from 02:00 to 03:30 hours and reduced again to 100 from 03:30 hours until closing time. The last entry condition would come into effect from 02:45 hours. A record had been kept of the low numbers that were remaining at the end of the evening at Platinum Lace which demonstrated that there would not be a mass exodus of customers. There was also a proposed taxi policy in place. Staff at Koru would book taxis for customers when they wished to leave the premises, providing a discount service. Staff would direct customers to the NCP car park in Newport Street where the taxis would be waiting.

Mr Kolvin in making the case that the application should not need to be considered an exception to policy in the West End Stress Area, referred to the fact that since 2011 when the Sub-Committee had determined the Platinum Lace application, the legislation governing sexual entertainment venues had come into effect in the Policing and Crime Act 2009, amending the Local Government (Miscellaneous Provisions Act) 1982 rather than under the Licensing Act 2003. He therefore asserted that an exception did not need to be proved under Policy NS1 of the Council's Statement of Licensing Policy 2011. He also made the case that the Council's policies STR1, PB2 and MD2 were not applicable. PB2 was not relevant because alcohol was ancillary to

entertainment and there were no off-sales. MD2 was not applicable because the entertainment would only be provided by the performers at Koru whilst the customers were passive spectators. Policy PVC2 was more applicable as it was intended that Koru would be a performance venue. He referred to paragraph 2.5.31 of the Council's Policy which he said demonstrated that the PVC policy applied in instances other than in 'venues where facilities are included for enabling persons to take part in entertainment'.

The Sub-Committee considered that there were aspects of Mr Kolvin's submissions to warrant the application being granted as an exception to policy. Members did not, however, accept Mr Kolvin's case that the application should be granted without the requirement for it to be an exception to policy. Members were of the view that similar to the Platinum Lace hearing in 2011 (the decision sheet having been included in the papers) , the venue was covered by Policy MD2 in the West End Stress Area and also STR1 given its location. There were elements that may have been applicable to policy PVC but this did not mutually exclude it from policy MD. There was an overlap with the Applicant applying for both music and dancing and Policy MD did apply.

Mr Matthias, representing the Licensing Service, made a submission on the point that the application should not be considered as an exception to policy. He stated that the venue was located in the heart of the West End Stress Area. The Council's policy was to refuse applications in the Stress Areas for premises offering facilities for music and dancing other than applications to vary hours within the Council's Core Hours policy. This was not an application to vary hours within Core Hours. The Applicant sought Performance of Live Music, the Playing of Recorded Music and Performance of Dance from Sunday to Wednesday until 03:00 hours and Thursday to Saturday until 06:00 hours.

Mr Matthias advised that the Council's policy applied and there was no exception. There was an existing premises licence but there was no existing licensing activity at the venue. The licence permitted a terminal hour of 01:00 hours. The Applicant sought a terminal hour on Thursday to Saturday of 06:00 hours. Mr Matthias made the case that if the Sub-Committee granted the application as an exception based on the conditions the policy would be in tatters and Koru would be used as a precedent. It was not the case that because Platinum Lace had been granted, this application should also be granted. He commented that Coventry Street was a thoroughfare and the location of the premises in Leicester Square was entirely different from Coventry Street.

Mr Matthias stated that in the event the Sub-Committee was of the view that the venue was covered by Policy PVC2 and not MD2 the Applicant then needed to demonstrate that the application would not add to cumulative impact. He asked how this could not be the case if the capacity was up to 250, alcohol was being provided and customers were able to disperse into Leicester Square until 06:00 hours. There would be an increase in public nuisance as a result of more people being on the street.

The Sub-Committee accepted a point made in response by Mr Kolvin that conditions can provide the basis for an exception to policy if they are able to constrain licensable activity and minimise cumulative impact as in the case of the proposed capacity.

Mr Matthias received instructions during the hearing from officers for the Licensing Service that contested Mr Kolvin's point that there were no issues whatsoever at Platinum Lace. It was suggested by Mr Matthias that the venue was believed by licensing inspectors to be linked to touting and prostitution. The Sub-Committee took advice from the Legal Adviser, Ms Bhela as the evidence had not been supplied to the relevant parties prior to the hearing and Mr Kolvin objected to the point being taken further when he had had no opportunity to prepare a response to it. Following a brief adjournment, the Chairman advised that under the Hearing Regulations the evidence could not be admissible given that the information had not been provided prior to the hearing and the Applicant was objecting to it being taken further. It would have been fair and reasonable to expect such allegations to have been set out in the papers provided. Mr Warr stated that the allegations were untrue.

Mr Matthias also made the point that the Applicant Company, Simowa Limited, had only been incorporated on 20 February 2013 and had no track record. The share register had indicated that there were two issued shares which had not been paid for. The Applicant's Representatives responded to the points raised by Mr Matthias. Ms Tricker stated that no indication had been given at pre-meetings with officers that there were any issues or doubts whatsoever about the involvement of Platinum Lace management in these premises. She also had evidence of the share certificates. Platinum Lace Trading had an agreement for the lease and Mr Warr was the owner of both Platinum Lace and Koru. The Sub-Committee took the view that whilst the name of the Applicant company for the Koru venue may have been different to that of Platinum Lace, it had been the same owner and many of the members of the management team were the same.

Mr Watson for Environmental Health informed Members that the evidence he had available to him was that there had been no recently reported incidents or complaints at Platinum Lace. Environmental Health's representation had been maintained in particular due to the hours being beyond the Council's Core Hours policy. Mr Watson advised that there was no change to the licensed area. There were more private cubicles or booths with CCTV there. There was a VIP seating area like Platinum Lace and the proposed maximum capacity of 250 was now proposed rather than the 300 originally applied for. The capacity would reduce to 100 during the later hours of trading.

The Sub-Committee noted that the Police had no objections to the previous extension of hours at Platinum Lace which was permitted to open until 06:00 hours. PC Russell stated the Police did however have concerns in respect of the application at Leicester Square as there were higher crime figures in Leicester Square than Coventry Street. She was requesting a terminal hour of 01:00, consistent with the licence there at present. However, she commented that if the Members of the Sub-Committee were minded to grant beyond 01:00 hours then this should be considerably beyond 03:00 hours as this was when the nightclubs tended to close and patrons dispersed into the Stress Area. Mr Rankin and PC Russell made a similar point to Mr Matthias that Leicester Square was more of a destination than Coventry Street's thoroughfare. There were approximately twice as many crimes a year in Leicester Square (1000) as there were in Coventry Street (500). Mr Rankin and PC Russell referred to casinos being tightly regulated like sexual entertainment venues and yet there



was more crime in relation to The Hippodrome Casino in Leicester Square than the Golden Nugget in Shaftesbury Avenue. The Sub-Committee did note that there was a bar at The Hippodrome unlike the Golden Nugget. The Police had concerns about people remaining in the West End Stress Area and becoming victims of crime and it was questioned whether staff would be able to lead customers to waiting taxis in Newport Street car park if customers were leaving at a similar time.

Mr Rankin in his submission on behalf of the Police emphasized that Leicester Square and Coventry Street were entirely separate and distinct. He put forward a similar case to Mr Matthias that the Metra licence was inoperative. Members, however, believed that it was likely, as was suggested by Mr Warr who now owned the premises, that if Koru did not become a sexual entertainment venue, it was likely to have to operate as a nightclub as Metra had been with a licence until 01:00 hours. This would add to the potential for the licensing objectives to be undermined. Mr Warr commented that a terminal hour of 01:00 hours for a sexual entertainment venue was not financially viable as the performers would work elsewhere due to the limited hours available for employment. There were limited options for a basement premises including a lack of interest from restaurant chains. The frontage was 16 metres. Members of the Sub-Committee considered that just because the Metra nightclub licence was not currently being operated, it was not the case that it could not be operated in the future with a capacity on the licence of 400. It was also the case that whilst the Police had found that there were higher crime levels in Leicester Square than Coventry Street, no evidence was provided to the Sub-Committee that could demonstrate that the proposed operation at Koru in Leicester Square would generate crime or undermine the prevention of crime and disorder licensing objective. The evidence received to date by the Council showed that there were not significant levels of crime and disorder at sexual entertainment venues. There were also not significant issues in respect of public nuisance.

The Sub-Committee had some concerns regarding the potential for patrons of nightclubs attempting to enter the venue after the nightclubs had closed. Mr Warr had stated that he did not wish patrons of the nightclubs to move on to Koru, and a 2.30 last entry time would be acceptable to him. The Sub-Committee decided that it was appropriate to amend the last entry or re-entry time to 02:30 hours rather than the 02:45 hours proposed by the Applicant.

The Police requested that polycarbonate vessels were provided at the premises. PC Russell stated that she did not specifically believe there would be incidents involving glass at the premises but that the vessels should be introduced in the event of any issues arising. The Police anticipated that polycarbonate glasses would be adopted throughout licensed premises in Westminster. The Applicant was seeking the use of glasses that were not polycarbonate for serving champagne. Mr Kolvin gave a commitment that his client would look at possible solutions and commented that there would be room for dialogue between the operator and the Police. However, he believed that there was no evidence to support polycarbonate vessels as Koru, like Platinum Lace, would not be the type of premises where there would be incidents of disorder. The Sub-Committee did not consider that there were grounds to impose a condition that polycarbonate vessels should be used at the premises.

This decision should be read in conjunction with the decision for the SEV licence

	taken today.
<b>2.</b>	<b>Late Night Refreshment: (Indoors)</b>
	Sunday to Wednesday 23:00 to 03:00 Thursday to Saturday 23:00 to 05:00 Sunday before Bank Holidays 23:00 to 05:00.
	Amendments to application advised at hearing:  None.
	Decision (including reasons if different from those set out in report):  Granted as an exception to policy, subject to conditions as set out below (see reasons for decision in Section 1).
<b>3.</b>	<b>Sale of Alcohol: On the Premises</b>
	Monday to Saturday 20:00 to 03:00 Sunday 20:00 to 00:30 Sunday before Bank Holidays 20:00 to 03:00.
	Amendments to application advised at hearing:  None.
	Decision (including reasons if different from those set out in report):  Granted as an exception to policy, subject to conditions as set out below (see reasons for decision in Section 1).
<b>4.</b>	<b>Non Standard Timings &amp; Seasonal Variations</b>
	<b>Regulated Entertainment (as detailed in proposal 1 above), Late night Refreshment and Sales of Alcohol for consumption on the premises</b>  When the hours on this licence extend beyond 1am, then in relation to the morning on which British Summer Time begins, the hours shall be extended by 1 hour after the authorised hour on the licence.
	Amendments to application advised at hearing:  None.
	Decision (including reasons if different from those set out in report):

	Granted as an exception to policy, subject to conditions as set out below (see reasons for decision in Section 1).
<b>5.</b>	<b>Opening Hours:</b>
	Monday to Saturday 20:00 to 03:30 Thursday to Saturday 20:00 to 06:00 Sunday 20:00 to 03:00 Sunday before Bank Holidays 20:00 to 06:00.
	Amendments to application advised at hearing:  None.
	Decision (including reasons if different from those set out in report):  Granted as an exception to policy, subject to conditions as set out below (see reasons for decision in Section 1).

## Conditions attached to the 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 shall take all reasonable steps to ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
  - (2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises in a manner which carries a significant risk of leading or contributing to crime and disorder, prejudice to public safety, public nuisance, or harm to children;
    - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to;
      - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
      - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
    - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic (other than any promotion or discount available to an individual in respect of alcohol for consumption at a table meal, as defined in section 159 of the Act);
    - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less;
    - (d) provision of free or discounted alcohol in relation to the viewing on the premises of a sporting event, where that provision is dependent on;
      - (i) the outcome of a race, competition or other event or process, or

(ii) the likelihood of anything occurring or not occurring;

(e) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner.

5. The responsible person shall ensure that no alcohol is dispensed directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).

6. The responsible person shall ensure that free tap water is provided on request to customers where it is reasonably available.

7. (1) The premises licence holder or club premises certificate holder shall ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol.

(2) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and a holographic mark.

8. The responsible person shall ensure that;

(a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures;

(i) beer or cider: ½ pint;

(ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and

(iii) still wine in a glass: 125 ml; and

(b) customers are made aware of the availability of these measures.

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

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

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

### **Additional conditions**

11. The sale of intoxicating liquor shall be ancillary to the provision of striptease entertainment.
12. Any person permitted to temporarily leave and then re-enter the premises, eg to smoke, shall not be permitted to take drinks or glass containers with them
13. There shall be a personal licence holder on duty on the premises at all times when the premises are authorised to sell alcohol.
14. The premises are not be used by any outside promoters save those that give the Metropolitan Police 14 days notice and the Police to have absolute veto.
15. Alcohol shall not be sold for consumption off the premises.
16. The supply of alcohol at tables shall be by waiter/waitress service only.
17. There shall be no draught beers sold at the premises.
18. All seating shall consist of tables and chairs arrangement and there shall be no cinema style seating.
19. Door staff shall be employed at all times when the premises are open for licensable activity. There shall be a minimum of two door supervisors to be employed at the entrance of the premises from 8pm. All door supervisors at the entrance to wear high visibility jackets.
20. All public areas of the premises shall be sufficiently illuminated to afford SIA registered supervisors a clear view of the dancers.
21. The premises management will become members and actively participate in a pub watch scheme (or similar) if one is operating in the area of the premises.
22. There shall be no dancing by customers.
23. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of Police or authorised officer of the City Council throughout the preceding 31 day period.
24. 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 to the public. This staff member shall be able to show Police recent data or footage with the absolute minimum of delay when requested.
25. A sound limiting device located in a separate and remote lockable cabinet from

the volume control shall be fitted to any musical amplification system and set at a level determined by and to the satisfaction of an authorised officer of the Environmental Health Service to ensure that no noise nuisance is caused to local residents. The operational panel of the noise limiter shall then be secured to the satisfaction of officer from the Environmental Health Service. The keys securing the noise limiter cabinet shall be held by the licence holder or authorised manager only, and shall not be accessed by any other person. The limiter shall not be altered without prior agreement with the Environmental Health Service.

26. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
27. Loudspeakers shall not be located in the entrance lobby or outside the premises building.
28. All external doors shall be kept closed after (21:00) hours, or at any time when regulated entertainment takes place, except for the immediate access and egress of persons.
29. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly
30. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
31. No waste or recyclable materials, including bottles, shall be moved, removed or placed in outside areas between (23.00) hours and (08.00) hours.
32. The highway and public spaces in the vicinity of the premises shall be kept free of litter from the premises at all material times to the satisfaction of the Council. All litter and sweepings shall be collected and stored in accordance with the approved refuse storage arrangements.
33. A log shall be kept detailing all refused sales of alcohol. The log should include the date and time of the refused sale and the name of the member of staff who refused the sale. The log shall be available for inspection at the premises by the police or an authorised officer of the City Council at all times whilst the premises is open.
34. 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
  - (d) any incidents of disorder
  - (e) all seizures of drugs or offensive weapons
  - (f) any faults in the CCTV system or searching equipment or scanning equipment
  - (g) any refusal of the sale of alcohol

(h) any visit by a relevant authority or emergency service.

35. Any special effects or mechanical installations shall be arranged and stored so as to minimise any risk to the safety of those using the premises. The following special effects will only be used on 10 days prior notice being given to the Licensing Authority where consent has not previously been given.
- dry ice and cryogenic fog
  - smoke machines and fog generators
  - pyrotechnics including fire works
  - firearms
  - lasers
  - explosives and highly flammable substances.
  - real flame.
  - strobe lighting.
36. The licence holder shall enter into an agreement with a hackney carriage and/or private hire firm to provide transport for customers, with contact numbers made readily available to customers who will be encouraged to use such services.
37. All emergency doors shall be maintained effectively self closing and not held open other than by an approved device.
38. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
39. Curtains and hangings shall be arranged so as not to obstruct emergency signs.
40. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
41. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
42. All exit doors shall be available at all material times without the use of a key, code, card or similar means.
43. The Licence will have no effect until the Licensing Authority are satisfied that the premises is constructed or altered in accordance with the appropriate provisions of the District Surveyor's Association – Technical Standards for Places of Entertainment and the reasonable requirements of Westminster Environmental Health Consultation Team, at which time this condition will be removed from the Licence.
44. Before the premises opens to the public, the plans as deposited will be checked by the Environmental Health Consultation Team to ensure they are an accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the



LFEPA, Environmental Health Consultation Team, the Police and the Licensing Authority.

45. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall be limited to five (5) persons at any one time.
46. Performers/Dancers permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall be limited to two (2) persons at any one time.
47. An attendant shall be on duty in the cloakroom during the whole time that it is in use.
48. The maximum number of persons accommodated at any one time (excluding staff) shall not exceed the following:
  - a) Capacity of 250 (customers) until 2.00am
  - b) Capacity of 200 (customers) from 2.00am to 3.30am
  - c) Capacity of 100 (customers) from 3.30am until closing time
49. There shall be no new admittance or re-admittance to the premises after 02.30 hours save for persons temporarily leaving to smoke
50. After 21.00 hours a log shall be maintained to ensure that the capacity limit set for the premises is recorded hourly and can be properly monitored. Information regarding the capacity will be given to an authorised officer or Police Officer on request.
51. A challenge 21 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
52. Substantial food and non-intoxicating beverages, including drinking water, shall be available during the whole of the permitted hours in all parts of the premises where intoxicants are provided.
53. No additional sound generating equipment shall be used on the premises without being routed through the sound limiter device.
54. All external doors shall be kept closed after 21.00 hours, or at any time when regulated entertainment takes place, except for the immediate access and egress of persons.
55. The certificates listed below shall be submitted to the Licensing Authority upon written request.
  - a) Any emergency lighting battery or system
  - b) Any electrical installation
  - c) Any emergency warning system
56. Flashing or particularly bright lights on or outside the premises shall not cause a nuisance to nearby properties (save insofar as they are necessary for the

prevention of crime).

57. No person shall give at the *premises* any exhibition, demonstration or performance of hypnotism, mesmerism or any similar act or process which produces or is intended to produce in any other person any form of induced sleep or trance in which susceptibility of the mind of that person to suggestion or direction is increased or intended to be increased.

a. NOTE: (1) This rule does not apply to exhibitions given under the provisions of Section 2(1A) and 5 of the Hypnotism Act 1952.

58. All staff engaged outside the entrance to the premises, or supervising or controlling queues, shall wear high visibility yellow jackets or vests.

59. No advertisements of any kind (including placard, poster, sticker, flyer, picture, letter, sign or other mark) that advertises or promotes the establishment, its premises, or any of its events, facilities, goods or services shall be inscribed or affixed upon the surface of the highway, or upon any building, structure, works, street furniture, tree, or any other property, or be distributed to the public.

60. There shall be no payment made by or on behalf of the licence holder to any person for bringing customers to the premises.

61. No person on behalf of the premises or on behalf of a person carrying or attempting to carry on a licensable activity at the premises shall cause, permit, employ or allow, directly or indirectly through a third party, whether on payment or otherwise, any person(s) to importune, solicit or tout members of the public on any public highway within the specified area outlined below for the purpose of bringing customers to the premises.

For the purposes of this condition, 'Specified Area' means the area encompassed within Shaftesbury Avenue, Piccadilly Circus, Regent Street up to the junction with Pall Mall, Cockspur Street, Trafalgar Square, Strand up to the junction with Bedford Street, Garrick Street, Great Newport Street and Charing Cross Road to the junction of Shaftesbury Avenue.

62. Tea and coffee to be provided without charge for patrons (on request) between 03:00 and closing time.

63. SIA security shall monitor/supervise all areas of the premises where striptease/table/lap dancing is taking place

64. In addition to conditions [45] above, patrons will have a designated smoking area, which shall be supervised by a SIA door supervisor

65. The premises shall become members of and participate in the Safer West End Business Crime Reduction Partnership/ radio scheme, or such similar scheme that may be operating at any time

66. Door supervisors shall remain on duty to supervise the area immediately outside the premises until at least 15 minutes after the last patron has left the premises

