

# Licensing Sub-Committee Report

Item No:	
Date:	13 July 2017
Licensing Ref No:	17/05581/LIPN - New Premises Licence
Title of Report:	Restaurant Ground Floor Strand Palace Hotel 372 Strand London WC2R 0JJ
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 Heidi Lawrance Senior Licensing Officer
Contact details	Telephone: 020 7641 2751 Email: hlawrance@westminster.gov.uk

## 1. Application

<b>1-A Applicant and premises</b>			
<b>Application Type:</b>	New Premises Licence, Licensing Act 2003		
<b>Application received date:</b>	23 May 2017		
<b>Applicant:</b>	Finlaw 652 Limited		
<b>Premises:</b>	Restaurant		
<b>Premises address:</b>	Ground Floor Strand Palace Hotel 372 Strand London WC2R 0JJ	<b>Ward:</b>	St James's
		<b>Cumulative Impact Area:</b>	West End.
<b>Premises description:</b>	The premises intends to operate as a restaurant		
<b>Premises licence history:</b>	<p>This is an application for a new premises licence.</p> <p>The premises does currently have the benefit of a premises licence (16/04629/LIPVM) and a copy of this can be found at Appendix 6.</p> <p>This application is being made in conjunction with a new premises application for a restaurant situated on the ground floor of 372 Strand (17/05624/LIPN).</p>		
<b>Applicant submissions:</b>	See Appendix 2		

<b>1-B Proposed licensable activities and hours</b>							
<b>Late Night Refreshment:</b>				<b>Indoors, outdoors or both</b>			<b>Both</b>
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	23:00	23:00	23:00	23:00	23:00	23:00	23:00
<b>End:</b>	00:30	00:30	00:30	00:30	00:30	00:30	00:00
<b>Seasonal variations/ Non-standard timings:</b>			Sunday before a Bank Holiday 23:00 until 00:30 hours.				

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<b>Seasonal variations/ Non-standard timings:</b>	Bank Holiday Sunday 09:00 until 00:30 hours.  From the end of permitted hours on New Year's Eve to the start of the permitted hours on New Year's Day.
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Sale by retail of alcohol				On or off sales or both:			Both
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
<b>Start:</b>	10:00	10:00	10:00	10:00	10:00	10:00	10:00
<b>End:</b>	00:00	00:00	00:00	00:00	00:00	00:00	23:30
<b>Seasonal variations/ Non-standard timings:</b>	Sunday before a Bank Holiday 10:00 hours to 00:00 hours.  From the end of permitted hours on New Year's Eve to the start of the permitted hours on New Year's Day.						

Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
<b>Start:</b>	09:00	09:00	09:00	09:00	09:00	09:00	09:00
<b>End:</b>	00:30	00:30	00:30	00:30	00:30	00:30	00:00
<b>Seasonal variations/ Non-standard timings:</b>	Sunday before a Bank Holiday 09:00 hours to 00:30 hours.  From the end of permitted hours on New Year's Eve to the start of the permitted hours on New Year's Day.						
<b>Adult Entertainment:</b>	Not applicable.						

## 2. Representations

2-A Responsible Authorities	
<b>Responsible Authority:</b>	Licensing Authority
<b>Representative:</b>	Mr David Sycamore
<b>Received:</b>	15 <sup>th</sup> June 2017
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

The premises is located in the West End Cumulative Impact Area as defined by the Westminster Statement of Licensing Policy and as such the applicants must show how they will not add to cumulative impact. The capacity is for 150 people and whilst we accept MC 66 goes some way to address our concerns, it is still a large number of additional people in the CIA.

The hours sought (HRS1) go beyond the core hours as defined in the policy and no reason or rational is given as to why they should have additional hours granted.

We would expect to see the hours brought in line with core hours, for licensable activities and when the public are permitted to be on the premises.

Please accept this as a formal representation to the application

<b>Responsible Authority:</b>	Environmental Health Consultation Team
<b>Representative:</b>	Mr Ian Watson
<b>Received:</b>	19 <sup>th</sup> June 2017

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

The applicant has submitted floor plans of the premises dated March 2017.

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

The applicant is seeking the following

1. To provide for the Supply of Alcohol 'On' and 'Off' the premises Monday to Saturday between 10.00 and 00.00 hours and Sunday between 10.00 to 23.30 hours. Bank Holiday Sunday 10.00 to 00.00 hours.
2. To provide Late Night Refreshment 'Indoors' and 'Outdoors' Monday to Saturday between 23.00 and 00.30 hours and Sunday between 23.00 to 00.00 hours. Bank Holiday Sunday 23.00 to 00.30 hours.
3. To provide regulated entertainment 'indoors' comprising
  - Recorded Music
 Monday to Saturday between 09.00 and 00.30 hours and Sunday between 09.00 to 00.00 hours. Bank Holiday Sunday 09.00 to 00.30 hours.

4. On New Year's Eve to provide regulated entertainment, late night refreshment and Supply of Alcohol from the end of authorised hours to commencement of authorised hours on New Year's Day.

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 to permit the provision of late night refreshment will have the likely effect of causing an increase in Public Nuisance and impact on Public Safety 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. The hours requested to permit regulated entertainment, late night refreshment and supply of alcohol on New Year's Eve will have the likely effect of causing an increase in Public Nuisance within the West End Cumulative Impact Area.

The applicant has provided additional information with the application which is being addressed.

### 3. Policy & Guidance

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

<b>Policy HRS1 applies</b>	<p>(i) Applications for hours within the core hours set out below in this policy will generally be granted, subject to not being contrary to other policies in the Statement of Licensing Policy.</p> <p>(ii) Applications for hours outside the core hours set out below in this policy will be considered on their merits, subject to other relevant policies.</p>
<b>Policy HOT1 applies:</b>	<p>Subject to the effect on the promotion of the licensing objectives and other relevant policies in this Statement, premises licences for hotels will generally be granted so that:</p> <p>(a) Alcohol is permitted to be sold at any time to people staying in hotel rooms for consumption on the premises.</p> <p>(b) The hours of serving of alcohol to the general public will be subject to conditions limiting the sale of alcohol after a specified time to those attending pre-booked events held at the hotel,</p>

	(c) The exhibition of film, in the form of recordings or non-broadcast television programmes to be viewed in hotel bedrooms, will generally be permitted.
<b>Policy CIA1 applies:</b>	<p>(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.</p> <p>(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.</p>
<b>Policy RNT2 applies:</b>	Applications will be granted subject to other policies in this Statement and subject to the relevant criteria in Policies CD1, PS1, PN1 and CH1, provided it can be demonstrated that they will not add to cumulative impact in the Cumulative Impact Areas.

## 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>	Residential map and list of premises in the vicinity
<b>Appendix 6</b>	Premises Licence – 16/04629/LIPVM

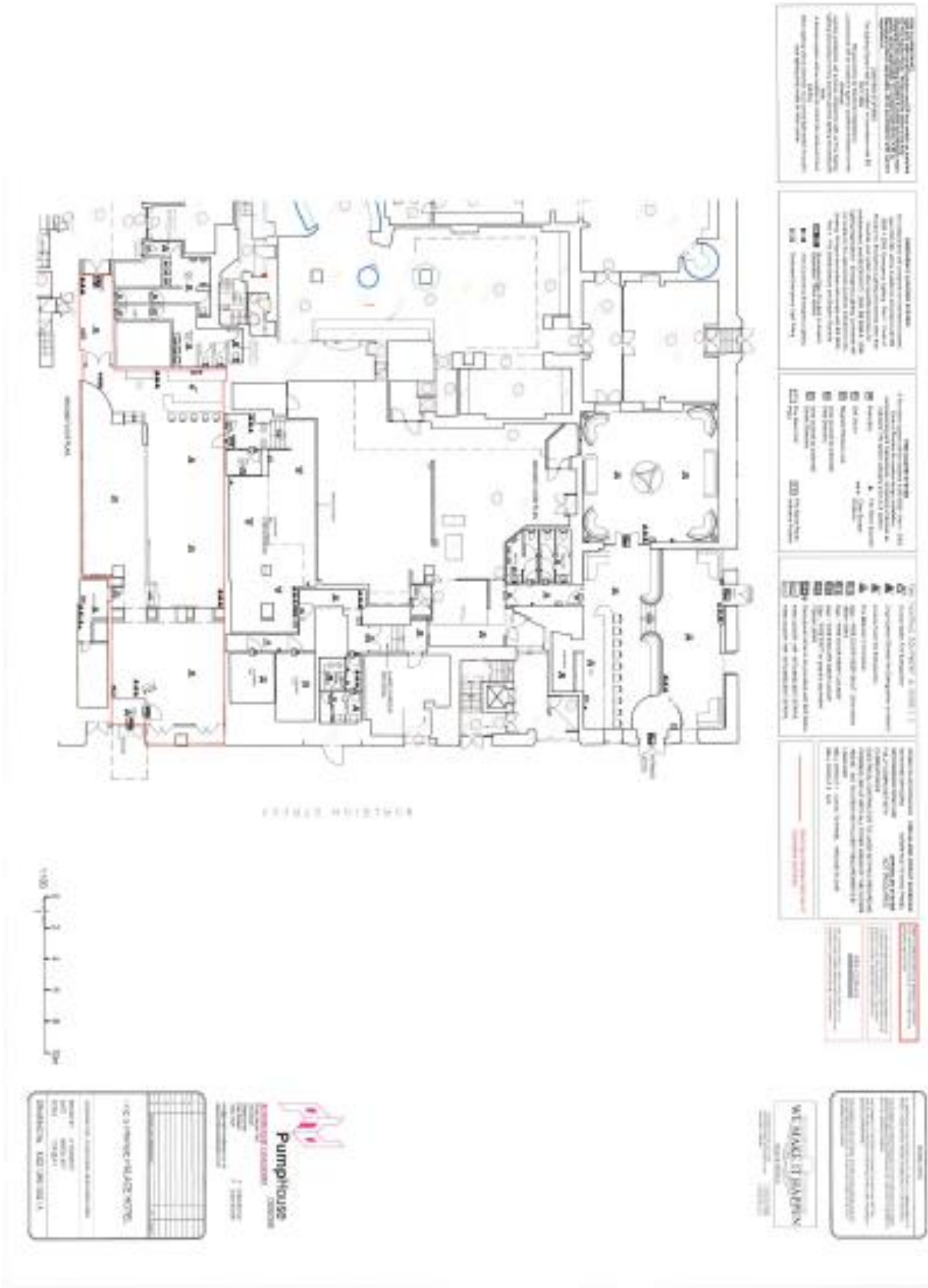
<b>Report author:</b>	Miss Heidi Lawrance Senior Licensing Officer
<b>Contact:</b>	Telephone: 020 7641 2751 Email: hlawrance@westminster.gov.uk

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

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

<b>1</b>	Licensing Act 2003	N/A
<b>2</b>	City of Westminster Statement of Licensing Policy	7 <sup>th</sup> January 2016
<b>3</b>	Amended Guidance issued under section 182 of the Licensing Act 2003	March 2015
<b>4</b>	Application form	23 <sup>rd</sup> May 2017
<b>5</b>	Representation – Licensing Authority	15 <sup>th</sup> June 2017
<b>6</b>	Representation – Environmental Health	19 <sup>th</sup> June 2017

Premises Plans





## **Applicant Supporting Documents**

### **Proposed Conditions**

#### **Restaurant, Ground Floor The Strand Palace Hotel, 372 Strand, London, WC2R OJJ**

1. The premises shall only operate as a restaurant
  - (i) in which customers are shown to their table,
  - (ii) where the supply of alcohol is by waiter or waitress service only,
  - (iii) which provide food in the form of substantial table meals that are prepared on the premises and are served and consumed at the table using non disposable crockery or chopsticks,
  - (iv) which do not provide any take away service of food or drink for immediate consumption,
  - (v) where alcohol shall not be sold, supplied, or consumed on the premises otherwise than to persons who are seated in the premises and bona fide taking substantial table meals there and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.
  - (vi) Notwithstanding this condition customers are permitted to take from the premises part consumed and resealed bottles of wine supplied ancillary to their meal.
2. Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
3. The number of persons accommodated at any one time, (excluding staff) shall not exceed:  
  
Restaurant - 150 persons.
4. There shall be no sales of hot food or hot drink for consumption off the premises after 23.00 hours.
5. There shall be no sales of alcohol for consumption off the premises after 23 .00 hours
6. 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.
7. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall not be permitted to take drinks or glass containers with them.
8. There shall be no striptease or nudity, and all persons shall be decently attired at all times, except when the premises are operating under the authority of a Sexual Entertainment Venue licence.

9. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
10. All sales of alcohol for consumption 'Off' the premises shall be in sealed containers only, and shall not be consumed on the premises.
11. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31 day period.
12. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises are open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
13. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police, which will record the following:
  - (a) all crimes reported to the venue
  - (b) all ejections of patrons
  - (c) any complaints received concerning crime and disorder
  - (d) any incidents of disorder
  - (e) all seizures of drugs or offensive weapons
  - (f) any faults in the CCTV system or searching equipment or scanning equipment
  - (g) any refusal of the sale of alcohol
  - (h) any visit by a relevant authority or emergency service.
14. 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.
15. 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.
16. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
17. All emergency doors shall be maintained effectively self-closing and not held open other than by an approved device.
18. The edges of the treads of steps and stairways shall be maintained so as to be

conspicuous.

19. Curtains and hangings shall be arranged so as not to obstruct emergency safety signs or emergency equipment.
20. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.
21. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
22. 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.
23. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23.00 hours and 08.00 hours on the following day.
24. No licensable activities shall take place at the premises until the premises have been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the Licensing Authority.
25. Before the premises open 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 Environmental Health Consultation Team and the Licensing Authority.



# Summary

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Joe Allen opened in Covent Garden in 1977 and was considered to be the first authentic American restaurant in London. It has continued to trade successfully throughout the last 39 years and has become one of Covent Garden's iconic restaurants.

In 2012 it was acquired by a team of influential and successful UK restaurateurs including Stephen Gee, a founder/shareholder of Carluccio's, Iberica, Gaucho and Busaba Eathai. As well as Andy Basset, founder of Strada, Cote Brasserie and Bills, CEO of Signature Restaurants to include Ivy, Caprice and J. Sheeky (1998-2005), shareholder of Ivy Collection brand (present day)

The site Joe Allen currently occupies is to be developed by CapCo into a hotel. The Strand Palace Hotel site would be the ideal location to create the ultimate 7 days a week all day American bar and dining experience combining the Joe Allen heritage with a contemporary take on an authentic American restaurant.



# Unique Advantages for Landlord and Tenant

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- Joe Allen has strong and longstanding links to the theatre community. Page 10 has recommendations from just 2 of them. Others including Cameron Mackintosh, Trevor Nunn, Tim Rice, Ian McKellen, Maggie Smith and Eddie Redmayne.
- Joe Allen has a uniquely loyal customer base that continues to grow, and will follow to the Strand Palace Hotel location which is visible from the current site.
- A move to The Strand Palace Hotel in the restaurants 40<sup>th</sup> year will therefore generate substantial publicity for the area and act as a draw.
- The location enables Joe's to retain its unique discreet speakeasy feel that has proved a draw since 1977.
- A move will give Joe Allen an opportunity to refresh the brand and retain its position as Covent Gardens leading authentic American all day casual dining restaurant. There would also be the Joe Allen American Bar, Private Dining room and Comedy club, Joe Allen regularly hosts opening night parties for the Theatre and would be interesting in hosting events in the Hotels Function rooms from time to time
- The new Joe Allen Restaurant and bar would also bring new dining options to the customers of the Hotel, breakfast, lunch, afternoon tea , pre and post theatre meals and of course dinner. At the weekend Joe Allen would serve Brunch from 11am.

## JOE ALLEN – A POTTED HISTORY

New York restaurateur Joe Allen and business partner Richard Polo opened Joe Allen in London in 1977 with the intention of eliciting the discreet feel of PJ Clarke's in New York where Allen used to work.

The menu was similar to Joe Allen in New York: unashamedly American. Two articles in the *Evening Standard*, which included an obliging review from Fay Maschler, plus a piece in *The New York Times* helped to build buzz and it quickly became the go-to place for American stars visiting the capital.

The waiters were wannabe actors, producers and directors and the cast and crew of the West End's best theatrical productions would use it as their own canteen.

Joe Allen rapidly became the place to hang out, packed with every film, television, fashion, rock and stage celebrity. Over the years, diners have included Princess Diana, Laurence Olivier, Kenneth Williams, Elizabeth Taylor, Joan Collins, Tony Curtis, Susan Sarandon, Al Pacino, Ava Gardner, Ingrid Bergman and Rock Hudson.

Tim Healy's late actor father David Healy, who had roles in many West End productions including *Follies* and *Show Boat*, was a regular. To this day, a picture of David Healy and Bob Hoskins, who appeared together in the stage show *Guys and Dolls*, adorns the wall.









# Social Media

**Gerard McCarthy**  
Amazing Sunday lunch today @JudeAllenWC2 with two of my favourite ladies... and Boris Mida. Cries! 😭  
#Q&A #QandA #Slaps



**Gerard McCarthy,**  
Actor & Writer,  
87,000 followers

**Harriet Thorpe**  
I was a waitress at Jon Allen when it first opened. I'm not quite sure how it can be 40 when I am barely 30!! Happy Birthday @JudeAllenWC2



**Harriet Thorpe,** Actress,  
5,119 followers

**Sheila Ferguson**  
A wonderful night at @JudeAllenWC2. Fab friends, music, food & top. Thanks @JudeAllenWC2  
@JudeAllenWC2 @JudeAllenWC2 @JudeAllenWC2 @JudeAllenWC2 @JudeAllenWC2



**Sheila Ferguson,** Singer  
4,615 followers

**Amy Lamé**  
Putting my glad rags on for the birthday party tonight at @JudeAllenWC2 It's gonna be an all singing all dancing celebration! #JudeAllenWC2

**Amy Lamé,** Comedienne  
and London's Night Czar,  
19,300 followers

**Miss Hope Springs**  
What a fabulous night. Thank you for inviting me to be part of it. So much talent on stage and so many wonderful artists in the house. x



**Miss Hope Springs,**  
Cabaret Singer and Drag  
Queen, 2,380 followers

## Kind Words for Joe's

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"Joe Allen has a warmth and a glow, a sweet unforced shtick that few others can match"

[Jay Rayner. Food Critic. The Guardian](#)

"Ambience: the restaurant has the air of an Edward Hopper painting, complete with solitary Martini drinkers. The family Self has been eating here since it opened."

[Will Self. Real Meals. New Statesman Magazine](#)

"When in doubt eat at Joe Allen, you will fit in here forever, they take care of you its divine."

[Joanna Lumley. Voices at One. One Aldwych. YouTube interview](#)

"I remember, being at Joe Allen's with Allan Bennett, Russell Harty and Alan Bates - then while we were chatting away, in came Laurence Olivier and Dustin Hoffman, it was hilarious "

[Stephen Fry interview](#)





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## Customer Reviews

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### Really fun place" ★★★★★

Visited April 2016

Loved the decor. Perfect place for pre show dinner, really got me in the mood.

I have tasted mac'n'cheese in quite a few places, but theirs is the best I have ever eaten! Portion was large, but it was so good I squeezed it all in!! Will definitely be back for another visit!



tripadvisor

### Superb!!!! ★★★★★

Dined February 2016

We had a fabulous evening at Joe Allens on Friday 12th February, dinner reservation booked for 7pm, service and food was faultless. We was not rushed and had our table till gone 10pm, we then stayed and had further cocktails at the bar. Highly recommend Joe Allen's and will certainly be going back soon.



### Perfect dining experience ★★★★★

Visited March 2016

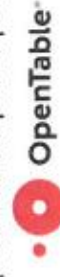
The food is fantastic. Simple food beautifully cooked and presented. The atmosphere is buzzing and happening. The staff go out of their way to ensure you have a great time....We had a snug spot close to the piano which sounded awesome. Unbeatable.

SquareMeal

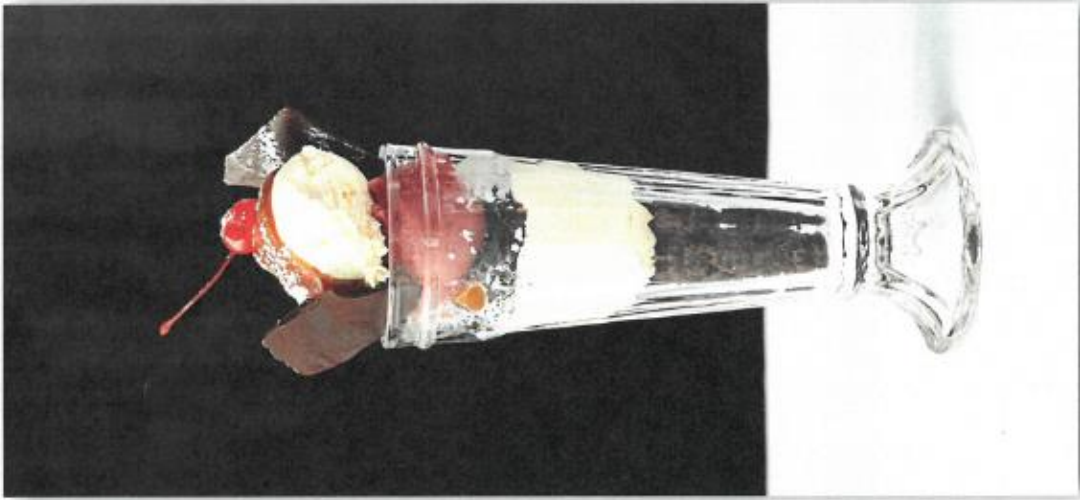
### Perfect post theatre ★★★★★

Dined February 2016

Buzzy atmosphere, classic American dishes, friendly and efficient service; perfect for a pre or post theatre meal.











SOURDOGH, SALTED BUTTER 2.25  
GRILLED GARLIC BREAD 3.75  
SPICED NUTS, AGADAL PICANTE OLIVES  
FOR THE TABLE 4.95  
WARM PRETZEL, BLUE CHEESE DIP 3.95  
GUACAMOLE, HOME MADE TORTILLA CHIPS 4.95

## ACKNOWLEDGMENTS

**ALL SALADS \$8.99-10.95**  
**CHOPPED SALAD**  
CUCUMBER, TOMATO, CARROT, CELERY, DRESSING  
\$8.99  
**STUPID SALAD**  
CUCUMBER, TOMATO, CARROT, CELERY, DRESSING  
\$9.95  
**CAESAR SALAD**  
CUCUMBER, TOMATO, CARROT, CELERY, DRESSING  
\$10.95

**WISHPAKE**  
ALL PURPOSE SAUCE

**CRISPY CORNMEAL COOD**  
1 CUP OF CRISPY CORNMEAL COOD

**CROPPED CHILLI BEEF**

SARAH CARRARA, GARDENHILL, VIC.  
1708 BULLOCK LANE

100% MONEY BACK GUARANTEE

[illegible]

**RESEARCH DESIGN**

9.90	10.80	11.00	11.20
6.75	10.60	11.00	11.50
5.25	9.40	11.00	11.50
8.20	10.60	11.00	11.40

## JOE ALLEN 9.95/12.95

**NCHEESE 6.93/0.75**  
PORT MOUSETRAP THEATRE PROJECTS

## SIDES

ASH / FRENCH FRIES 3.50

NO CHARGE WILL BE ADDED TO YOUR BILL.  
A MEMBER OF STAFF ABOUT THE COMPOSITION OF YOUR MEAL  
NOT PLACE YOUR ORDER.





## March Set Menu

AVAILABLE ALL DAY SUNDAY - MONDAY

12PM-7PM TUESDAY - SATURDAY

### Seasonal soup

BANG BANG CHICKEN, CUCUMBER, SCALLIONS, PEANUT SAUCE

SOFT TORTILLA WRAP, MUSHROOMS,  
GARLIC & TARRAGON BUTTER

potato cake, creamed cheese & spinach sauce, confit

tomato

PAN FRIED CHICKEN BREAST, CRUSHED NEW POTATOES &  
grilled scallions, lemon butter sauce,

roast salmon, tomato & basil sauce, arugula

CHOPPED STEAK, FRIED EGG, CHIPOTLE MAYO & FRIES

Pink grapefruit sorbet

Chocolate & espresso tart, whipped cream

Mature cheddar, plum & ginger chutney, artisan  
Crackers

2 COURSES £14.75 / 3 COURSES £17.50

ADD A 125ML GLASS OF WHITE OR RED WINE FOR £3.00

VAT INCLUDED

A SUGGESTED OPTIONAL SERVICE CHARGE OF 12.5% WILL BE ADDED TO YOUR BILL

## CHAMPAGNE AND SPARKLING

CHAMPAGNE, GAILLARD PERE ET FILS, BRUT, RESERVE NV	9.00	45.00
PROSECCO CINZANO, D.O.C. TORINO NV	6.50	29.50
MAS DE DAUMAS GASSAC, ROSE FRIZANT, LANGUEDOC NV		39.50
EVOLUTION BRUT, METHODE CHAMPENOISE, OREGON NV		55.00
VEUVE CLICQUOT, CHAMPAGNE, BRUT NV		77.50
LAURENT - PERRIER, CHAMPAGNE, BRUT NV		80.00
BOLLINGER SPECIAL CUVÉE, CHAMPAGNE NV		90.00

## ROSÉ

	125ML	250ML	500ML	750ML
CINSAULT, HENRI NORDUC, LANGUEDOC 2015	5.00	9.00	17.00	24.50
SYRAH/GRENACHE/CINSAULT, DOMAINE DU GRAND CROS, PROVENCE 2016				38.00

## WHITE

GRILLO, CANTINE PAOLINI, SICILY 2016	4.00	7.50	14.50	19.75
PINOT GRIGIO, CANTINE PAOLINI, SICILY 2014				24.50
SAUVIGNON BLANC, 'ELEGANCE', LABASTIDE DE LEVIS, CÔTE DU TARN 2015	5.00	9.00	17.00	25.00
CHARDONNAY, LES VIGNES D'OC, LANGUEDOC 2015				25.00
SAUVIGNON/VIOGNIER, DOMAINE DE BERTIER, LANGUEDOC-ROUSSILLON 2015				26.00
BOURGOGN ALIGOTE, DOMAINE HENRI PRUDHON, CÔTE D'OR 2014	5.50	9.50	18.00	27.50
PECORINO/TREBBIANO, 'CIU CIU' FALERIO, MARCHE, ITALY 2015	5.50	9.50	18.00	27.50
CHENIN BLANC, GOOD HOPE WINERY, STELLENBOSCH 2016				28.50
PICPOUL DE PINET, DOMAINE FONT-MARS, LANGUEDOC 2016				30.00
VIOGNIER, DOMAINE LA BASTIDE, LANGUEDOC-ROUSSILLON 2016				30.00
CHARDONNAY, DOMAINE D'ANTUGNAC, HAUTE VALLEE DE L'AUDE 2015	5.75	10.50	20.00	31.00
VIOGNIER/CHARDONNAY/MARSANNE/QUPE, SANTA MARIA VALLEY 2013	6.00	11.50	22.50	33.00
ALBARINO, IGREXIO DE SAJAR, SPAIN 2016	6.25	11.70	23.00	33.50
RIESLING, 'BRANDLUFT', ANDRE RIEFFEL, ALSACE 2011				35.00
CORTESE, GAVI DI GAVI, ROBERTO SAROTTO, PIEDMONT 2015				36.00
CHARDONNAY, ST VERAN, DOMAINE CHAVET, BURGUNDY 2015				38.00
CHARDONNAY, PETIT CHABLIS, GERARD TREMBLAY, BURGUNDY 2016				41.00
SAUVIGNON BLANC, 'ANNABEL', STAETE LANDT, MARLBOROUGH, NZ 2016				45.50
SAUVIGNON BLANC, SANCERRE 'LES RENARDERIES', LOIRE 2015				49.00
PINOT GRIS, WILLAMETTE VALLEY, SOKOL BLOSSER, OREGON 2014	9.50	18.00	35.00	54.00
SAUVIGNON BLANC, FROGS LEAP, NAPA VALLEY 2015				55.00

## RED

FRAPPATO, CANTINE PAOLINI, SICILY 2016	4.00	7.50	14.50	19.75
PINOTAGE, PORTER MILL STATION, WESTERN CAPE, SA 2015	5.00	9.00	17.00	25.00
MERLOT, LES VIGNES D'OC, LANGUEDOC 2016				25.50
SHIRAZ/MALBEC, VILLA VIEJA, MENDOZA 2016	5.25	9.25	17.75	26.00
CARIGNAN VIEILLES VIGNES, PIETA, PAYS D'HERAULT 2016	5.50	10.50	20.00	27.50
SYRAH/CARMENERE, ILLUSION, ELQUI VALLEY, CHILE 2014	5.00	10.50	20.00	27.50
TEMPRANILLO, RIOJA TINTO 'MONTESE', BODEGA CLASSICA, RIOJA ALTA 2013				30.00
BARBERA D'ASTI CASAREGGIO, AGOSTINO & FIGLI, PIEDMONT 2014	5.75	11.00	21.50	30.50
GRENACHE/SYRAH, DOMAINE DE L'ESPIGOUETTE, CÔTES DU RHÔNE 2015				33.00
GAMAY, BROUILLY, ALAIN MICHAUD, BEAUJOLAIS 2015	6.25	11.75	23.00	33.50
GAMAY, BEAUJOLAIS VILLAGES, DOMAINE ANDRE COLONGE, BEAUJOLAIS 2015				33.50
MALBEC, LA FLOR, MENDOZA 2016				34.50
SYRAH, CENTRAL COAST, QUPE WINERY, SANTA BARBARA 2013				38.00
MERLOT/CABERNET SAUVIGNON, CHATEAU DES CERONS, GRAVES 2014	7.50	14.00	27.00	44.00
GRENACHE/CARIGNAN, CAMINS DEL PRIORAT, ALVARO PALACIOS, CATALONIA 2015				47.00
PINOT NOIR, STAETE LANDT, MARLBOROUGH 2015				52.50
PINOT NOIR, DELINEA 300, SOKOL BLOSSER, OREGON 2013	9.50	18.00	35.00	54.00
SYRAH, CROZES-HERMITAGE 'MIS EN BOUCHE' EMMANUEL DARNAUD, RHÔNE 2014				59.00
CHATEAUNEUF DU PAPE, CHARBONNIERE, RHÔNE 2013				61.50
CABERNET SAUVIGNON, RIDGE VINEYARD ESTATE, CALIFORNIA 2012				75.00



1

## DRINKS MENU

COCKTAILS - 2

BLENDED DRINKS - 5

LIQUORLESS COCKTAILS - 6

SOFT DRINKS - 6

BEERS & CIDERS - 7

AFTER DINNER COCKTAILS - 7

LIQUEURS & DESSERT WINES - 8

SPIRITS - 9/10



A DISCRETIONARY OPTIONAL 12.5% GRATUITY WILL BE ADDED TO YOUR BILL



**MARTINIS**

## VODKA

STOLICHNAYA	9.00
KETEL ONE	9.75
TITO'S	11.50
GREY GOOSE/ BELVEDERE	12.00

## GIN

GORDONS	9.00
TANQUERAY	9.75
HENDRICK'S/ SIPSMITH	11.75
NO.209/ SACRED/ TANQUERAY NO 10	12.00

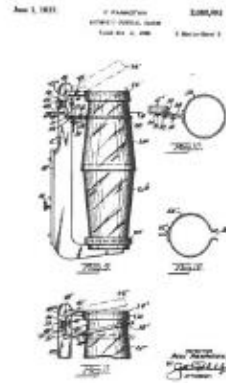
## SOURS

YOUR CHOICE OF  
WHISKY, BOURBON, APRICOT BRANDY OR TEQUILA  
WITH LEMON JUICE, SUGAR & EGG WHITE  
8.00



3

## SPARKLING



### CHAMPAGNE CLASSIC COCKTAIL 10.50

GRAND MARNIER,  
SUGAR, BITTERS & CHAMPAGNE

### BELLINI 7.50

PROSECCO, PEACH PURÉE

### FINLAY 7.50

LIMONCELLO & PROSECCO

### KIR ROYALE 9.50

CHAMPAGNE & CASSIS

## ON THE ROCKS

### DARK AND STORMY 8.50

SAILOR JERRY SPICED RUM  
BITTERS, LIME & GINGER BEER

### TATTOOED LADY 8.50

SLOE GIN, CUERVO & LIME

### MINT JULEP 8.50

BUFFALO TRACE  
FRESH MINT & SUGAR

### MOJITO 8.50

WHITE RUM, FRESH MINT  
LIME & SUGAR

### CAIPIRINHA 8.50

CACHACA, LIME & SUGAR

### NEGRONI 7.50

GORDONS, CAMPARI  
& MARTINI ROSSO

### SAZERAC 9.50

RITTENHOUSE RYE, ABSINTHE,  
PEYCHAUD BITTERS & SUGAR

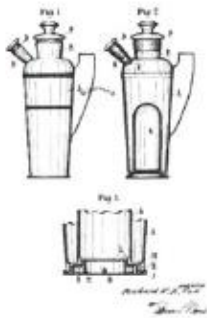
### BITTER QUEEN 7.50

GORDONS, DUBONNET,  
ROSE LEMONDADE,  
ORANGE & BITTERS

### OLD FASHIONED 8.50

BUFFALO TRACE, BITTERS,  
ORANGE & SUGAR





4

## STRAIGHT UP

**THE PRUDENCE** 8.00  
SIPSMITH GIN, APRICOT BRANDY  
EARL GREY TEA, FRESH LIME  
ORANGE TWIST

**MARGARITA** 7.50  
CUERVO, TRIPLE SEC  
& FRESH LIME JUICE

**MANHATTAN** 9.00  
CANADIAN CLUB WHISKEY  
MARTINI ROSSO & BITTERS

**DAIQUIRI** 8.00  
WHITE RUM, FRESH LIME  
& SUGAR

**SIDECAR** 7.50  
COURVOISIER, TRIPLE SEC  
& FRESH LEMON JUICE

**COSMOPOLITAN** 8.00  
ABSOLUT CITRON VODKA  
TRIPLE SEC, CRANBERRY  
& FRESH LIME

**BRONX** 7.50  
GORDON'S, VERMOUTH  
& ORANGE JUICE

## OLD FRIENDS

**MAITAI** 8.50  
BACARDI, MYERS RUM, ORANGE CURACAO, LIME JUICE & ORGEAT

**SINGAPORE SLING** 8.50  
GORDON'S GIN, CHERRY BRANDY, BENEDICTINE & LEMON JUICE

**SALTED KARAMEL MARTINI** 9.00  
CHILLED SALTED KARAMEL STOLICHNAYA, WHITE CACAO

**TOM COLLINS** 8.00  
TANQUERAY GIN, LEMON JUICE, SUGAR & SODA

**BLOODY MARY** 8.50  
TOMATO JUICE, STOLIVODKA, JOE ALLEN SPECIAL BLEND OF SPICES



## 5 BLENDED DRINKS

### SPIDER MONKEY 8.00

BANANA LIQUEUR, TEQUILA, FRESH BANANA, FRESH PINEAPPLE  
COCONUT CREAM & LIME

### FROZEN STRAWBERRY DAIQUIRI 7.50

LIME JUICE, STRAWBERRY, WHITE RUM, SUGAR

### PINA COLADA 7.50

WHITE RUM, FRESH PINEAPPLE, COCONUT CREAM, LIME JUICE

### TRIPLE RUM PUNCH 8.50

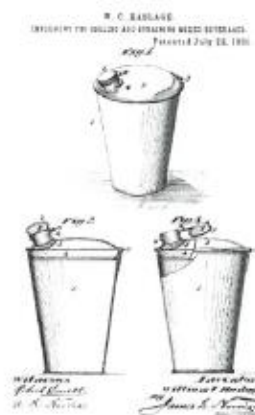
WHITE, DARK & SPICED RUM, MANGO, PINEAPPLE JUICE, LIME JUICE

### HAZELNUT HEAVEN 8.00

STOLICHNAYA, FRANGELICO, TOFFEE SAUCE, CREAM

### HENDRICKS MOJITO 8.50

HENDRICKS GIN, CUCUMBER, MINT, LIME, TONIC





## LIQUORLESS COCKTAILS

### OVER THE HEDGE 3.50

ELDERFLOWER CORDIAL MINT & LIME , CUCUMBER & TONIC WATER

### SHIRLEY TEMPLE 2.50

GINGER ALE AND GRENADINE SYRUP OVER ICE

### HOOFLESS MULE 3.50

LIME JUICE & GINGER BEER ON ICE WITH PEYCHAUD BITTERS

### VIRGIN MOJITO 3.50

MINT, LIME & SUGAR ON CRUSHED ICE WITH CLOUDY APPLE JUICE

### VIRGIN MARY 3.50

TOMATO JUICE & OUR BLEND OF SPICES

### ST CLÉMENT'S 3.50

ORANGE JUICE & BITTER LEMON

## SODAS & JUICES

### COCA-COLA/DIET COCA-COLA/SPRITE 3.50

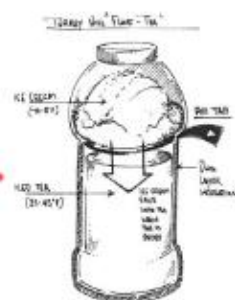
### FENTIMAN'S VICTORIAN LEMONADE 3.50

### FENTIMAN'S ROSE LEMONADE 3.50

### DOMINION ROOT BEER 3.50

### GINGER BEER 3.50

### GINGER ALE 2.50



.....

TOMATO, APPLE  
ORANGE, PINEAPPLE  
GRAPEFRUIT, CRANBERRY  
ALL 2.50





7

## BEER & CIDER

**ANCHOR STEAM BEER 5.50**

SAN FRANCISCO, ABV 4.8%

**CORONA EXTRA 5.00**

MEXICO ABV 4.5%

**LUSCOMBE CIDER 5.50**

DEVON, UK ABV 4.9%

**SAM ADAMS LAGER 5.50**

BOSTON ABV 4.5%

**BLUEMOON WHEAT BEER 5.50**

COLORADO, ABV 5.4%

**BRIXTON BREWERY**

**ATLANTIC A.P.A 5.50**

BRIXTON, LONDON 5.4%

### ON TAP

**GOOSE ISLAND IPA 4.00**

2 PINT JUG 14.25, CHICAGO ABV 5.9%

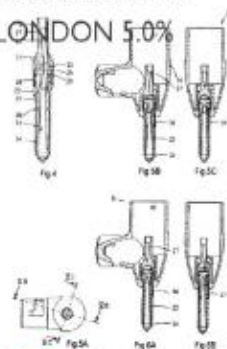
**CAMDEN HELLS LAGER 3.75**

2 PINT JUG 13.50, LONDON, ABV 4.6%

**BRIXTON BREWERY**

**WINDRUSH STOUT 5.50**

BRIXTON, LONDON 5.0%



## AFTER DINNER COCKTAILS

**CUP OF JOE - VODKA, KAHLUA, ESPRESSO 8.00**

**BRANDY ALEXANDER - BRANDY, CREME DE CACAO & CREAM 7.50**

**WHITE RUSSIAN - VODKA, KAHLUA & CREAM 7.50**

**TOASTED ALMOND - KAHLUA, AMARETTO & CREAM 7.50**

**SALTED KARAMEL MARTINI 9.00**



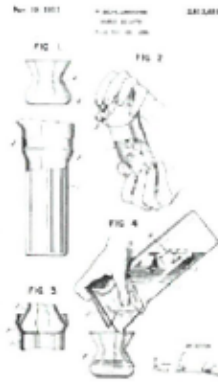
8  
LIQUEURS

AMARETTO	4.00	7.50
FRANGELICO	4.00	7.50
DRAMBUIE	4.00	7.50
SAMBUCA BLACK/WHITE	4.00	7.50
COINTREAU	4.00	7.50
LIMONCELLO	4.00	7.50
FERNET	4.00	7.50
BENEDECTINE	4.00	7.50
GRAPPA	4.00	7.50
TIAMARIA	4.00	7.50
KAHLUA	4.00	7.50
GRANDMARNIER	4.00	7.50
AMARO RAMAZOTTI	4.00	7.50



DESSERT WINES

	GLS	BTL
MONBAZILLAC JOUR DE FRUIT	5.00	19.75
LANCIENNE CURE, FRANCE 2009 (37.5CL)		
ALAIN BRUMONT LARMES CELESTES	5.00	25.00
PACHERENC DOUX, PETIT MANSENG, FRANCE 2011 (50CL)		
MUSCAT DE BEAUMES-DE-VENISE	5.00	37.00
VIN DOUX NATUREL, DOMAINE DE DURBAN, FRANCE 2010 (75CL)		



## FROM THE CELLAR

### BOURBON

BENCHMARK	£4.00/ 7.50
BUFFALO TRACE	£4.50/ 8.00
MAKERS MARK	£5.00/ 9.00
NOAH'S MILL	£8.50/ 16.00

### RYE WHISKEY

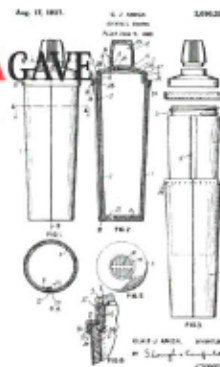
CANADIAN CLUB	£4.00/ 7.50
BULLEIT RYE	£5.00/ 9.00
RITTENHOUSE RYE	£5.00/ 9.00

### WHISKY

FAMOUS GROUSE	£3.50/ 6.50
J. WALKER BLACK	£4.50/ 8.00
GLENFIDDICH	£4.50/ 8.00
GLENLIVET	£4.50/ 8.00
GLENMORANGIE	£4.50/ 8.00
MACALLAN	£5.50/ 10.00
CHIVAS REGAL	£5.50/ 10.00
LAPHROAIG	£5.50/ 10.00
LAGAVULIN	£7.50/ 14.00

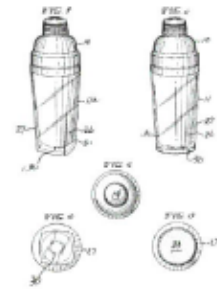
### TEQUILA/AGAVE

JOSÉ CUERVO SILVER	£3.50/ 6.50
JOSÉ CUERVO REPOSADO	£3.50/ 6.50





# 10 FROM THE CELLAR VODKA



STOLICHNAYA	£3.50/ 6.50
KETEL ONE	£4.00/ 7.50
ABSOLUTE CITRON	£4.00/ 7.50
GREY GOOSE	£5.00/ 9.00
BELVEDERE	£5.00/ 9.00
TITO'S	£5.00/ 9.00

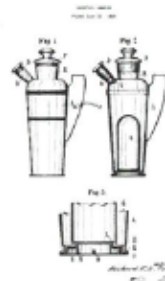
## GIN

GORDON'S	£3.50/ 6.50
TANQUERAY	£4.00/ 7.50
HENDRICK'S	£4.50/ 8.00
SIPSMITH	£4.50/ 8.00
SACRED	£5.00/ 9.00
TANQUERAY 10	£5.00/ 9.00
NO. 209	£5.50/ 10.00

## RUM

MYERS	£4.00/ 7.50
SAILOR JERRY	£4.50/ 8.00
MEZAN JAMAICAN BARRIQUE XO	£4.50/ 8.00
DIPLOMATICO RESERVA EXCLUSIVA	£5.50/ 10.00
EL DORADO 12 YEARS	£5.50/ 10.00
EL DORADO 15 YEARS	£7.50/ 14.00

## COGNAC



COURVOISIER	£4.00/ 7.50
REMY VSOP	£5.00/ 9.00
CALVADOS	£5.00/ 9.00
ARMAGNAC	£5.00/ 9.00
GRAND CHAMPAGNE	£6.50/ 12.00
CALVADOS XO	£9.50/ 18.00

**Joe Allen Restaurant & Bar**

**Strand Palace Hotel, 372 Strand, London, WC2R 0JJ**

**Lawrence Hartley**

Co-owner.

Lawrence Hartley is an owner of Joe Allen. Since 2001 he has been an owner of 3 different premises which are as follows:

1. Brula, 43 Crown Road, Twickenham, TW1 3EJ;
2. La Buvette, 6 Church Walk, Richmond, TW9 1SN and
3. Mustard, 98-100 Shepherds Bush Road, London, W6 7PD.

He has been a personal licence holder since 2001.

**Tim Healy**

Co-owner.

Tim Healy has been an owner of Joe Allen, Orso Restaurants, Covent Garden since 2012. Since 2001 he has opened 5 different premises which are as follows:

1. A Cena, 418 Richmond Road, Twickenham TW1 2EB;
2. Acena on the Hill Deli, 418 Richmond Road, Twickenham TW1 2EB;
3. Butchers on the Hill, 43 Friars Style Road, Richmond TW10 6NQ;
4. Richmond Hill Bakery, Friars Style Road, Richmond TW10 6NQ;
5. Mustard, 98-100 Shepherds Bush Road, London, W6 7PD.

He has been a personal licence holder since 2002

**Joe Allen Restaurant and Bar**  
**Strand Palace Hotel, 372 Strand, London WC2R 0JJ**

**Deborah Jane Fellows**  
**General Manager and DPS**

30 years experience in the licensed trade.

Holds a personal licence and has done since 2012 and has managed the current Joe Allen's for the last 15 years.

She is the current Designated Premises Supervisor at the current Joe Allen's and therefore is fully familiar with the style of operation and the responsibilities of holding a personal licence and running licensed premises.

**Joe Allen Restaurant and Bar**  
**Strand Palace Hotel, 372 Strand, London WC2R 0JJ**

The Joe Allen Restaurant and Bar will be staffed as follows:-

**Kitchen**

1 head chef;  
3 sous chefs;  
5 chef de partie;  
1 head of production;  
2 Senior production chefs;  
3 junior production chefs;  
9 porters;  
1 cleaner.

**Front of house staff**

3 restaurant managers;  
3 duty managers;  
4 bar tenders;  
5 senior waiters;  
6 junior waiters;  
7 runners.

**Licence & Appeal History - 16/04629/LIPVM**

<b>Application</b>	<b>Details of Application</b>	<b>Date Determined</b>	<b>Decision</b>
05/09587/LIPC	Application for a new premises	28 <sup>th</sup> September 2005	Granted under Delegated Authority
11/02147/LIPCH	Change of details	16 <sup>th</sup> March 2011	Granted under Delegated Authority
13/01699/LIPVM	<p>Application for a Minor Variation:</p> <p>To vary the plans attached to the existing premises licence so as to incorporate changes to bedroom configuration, on first floor to add bedroom numbered 166 to 169, and on second floor add bedrooms numbered 203 and 204.</p> <p>There are no changes to existing licensable activities and/or timings</p>	25 <sup>th</sup> March 2013	Granted under Delegated Authority
14/04086/LIPVM	<p>Application for a Minor Variation:</p> <p>To approve minor internal refurbishment works to the Nook Bar at the Strand Palace hotel (formerly known as the Strand Palace Bar, then the Hops Bar).</p>	13 <sup>th</sup> June 2014	Application refused.



14/05310/LIPV	<p>Application to Vary the Premises Licence:</p> <p>To approve minor internal refurbishment works to the ground floor of the hotel.</p> <p>To remove Conditions 9, 11, 14, 15, 16 and 17 and, replace with new conditions proposed by the applicant.</p>	14 <sup>th</sup> August 2014	Granted under Delegated Authority
15/08402/LIPV	<p>Application to Vary the Premises Licence:</p> <p>To vary the start time for the sale of alcohol on Sundays to 10.00, to allow flexibility to offer pre-lunch drinks and to bring the start time into line with the rest of the week. There will be no change to the times for any other licensable activity and there will be no proposed change to the existing licence conditions.</p>	4 <sup>th</sup> November 2015	Granted under Delegated Authority
16/04629/LIPVM	<p>Application for a Minor Variation:</p> <p>to approve minor internal refurbishment works to the coffee shop at the Strand Palace hotel</p>	6 <sup>th</sup> June 2016	Granted under Delegated Authority

**There is no appeal history**

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

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

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

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

### **Mandatory Conditions**

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

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

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

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

## **Conditions consistent with the operating schedule**

9. The premises shall only operate as a restaurant
  - (i) in which customers are shown to their table,
  - (ii) where the supply of alcohol is by waiter or waitress service only,
  - (iii) which provide food in the form of substantial table meals that are prepared on the premises and are served and consumed at the table using non disposable crockery or chopsticks,
  - (iv) which do not provide any take away service of food or drink for immediate consumption,
  - (v) where alcohol shall not be sold, supplied, or consumed on the premises otherwise than to persons who are seated in the premises and bona fide taking substantial table meals there and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.
  - (vi) Notwithstanding this condition customers are permitted to take from the premises part consumed and resealed bottles of wine supplied ancillary to their meal.
10. Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
11. The number of persons accommodated at any one time, (excluding staff) shall not exceed:  
  
Restaurant - 150 persons.
12. There shall be no sales of hot food or hot drink for consumption off the premises after 23.00 hours.
13. There shall be no sales of alcohol for consumption off the premises after 23 .00 hours
14. 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.
15. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall not be permitted to take drinks or glass containers with them.
16. There shall be no striptease or nudity, and all persons shall be decently attired at all times, except when the premises are operating under the authority of a Sexual Entertainment Venue licence.
17. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
18. All sales of alcohol for consumption 'Off' the premises shall be in sealed containers only, and shall not be consumed on the premises.

19. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31 day period.
20. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises are open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
21. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police, which will record the following:
  - (a) all crimes reported to the venue
  - (b) all ejections of patrons
  - (c) any complaints received concerning crime and disorder
  - (d) any incidents of disorder
  - (e) all seizures of drugs or offensive weapons
  - (f) any faults in the CCTV system or searching equipment or scanning equipment
  - (g) any refusal of the sale of alcohol
  - (h) any visit by a relevant authority or emergency service.
22. 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.
23. 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.
24. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
25. All emergency doors shall be maintained effectively self-closing and not held open other than by an approved device.
26. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
27. Curtains and hangings shall be arranged so as not to obstruct emergency safety signs or emergency equipment.
28. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or

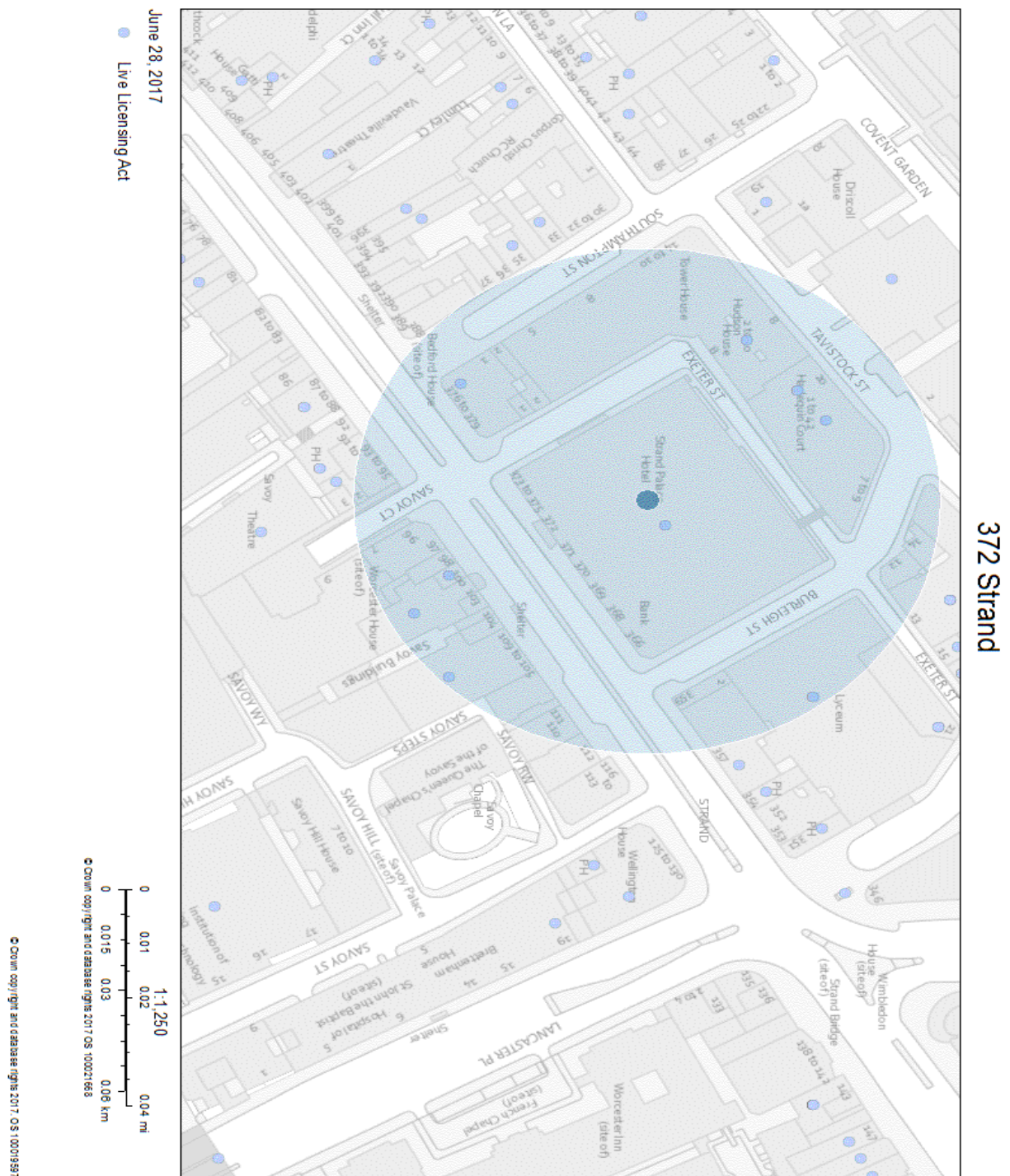


accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.

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. 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.
31. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23.00 hours and 08.00 hours on the following day.
32. No licensable activities shall take place at the premises until the premises have been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the Licensing Authority.
33. Before the premises open 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 Environmental Health Consultation Team and the Licensing Authority.

### **Conditions proposed by Environmental Health**

### **Residential Map and List of Premises in the Vicinity**



**Premises Licence – 16/04629/LIPVM**

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

Schedule 12  
Part A

WARD: St James's  
UPRN: 100023432867

Premises licence

Regulation 33, 34

Premises licence number:

16/04629/LIPVM

Original Reference:

05/09587/LIPC

**Part 1 – Premises details**

**Postal address of premises:**

Strand Palace Hotel  
372 Strand  
London  
WC2R 0JJ

Telephone Number: Not Supplied

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

Not applicable

**Licensable activities authorised by the licence:**

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

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

<b>Performance of Dance</b>	
Monday to Saturday:	09:00 to 01:00
<b>Performance of Live Music</b>	
Monday to Sunday:	09:00 to 01:00
<b>Playing of Recorded Music</b>	
<b>Anything of a similar description to Live Music, Recorded Music or Performance of Dance</b>	
Monday to Saturday:	09:00 to 01:00
<b>Late Night Refreshment</b>	
Monday to Saturday:	23:00 to 01:30
Sunday:	23:00 to 01:00

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

**Sale by Retail of Alcohol**

Monday to Thursday:	10:00 to 23:30
Friday to Saturday:	10:00 to 00:00
Sunday:	10:00 to 22:30
Sundays before Bank Holidays:	10:00 to 00:00

Monday to Sunday: 00:00 to 00:00 (Hotel Residents & their bona fide guests)

**Exeter Suite, Drake & Essex Rooms:**

Monday to Saturday:	10:00 to 01:00
Sunday:	10:00 to 00:30

**Restaurant:**

Monday to Saturday:	10:00 to 00:00
Sunday:	10:00 to 23:30

*For times authorised for New Year see conditions at Annex 2*

**The opening hours of the premises:**

Monday to Sunday: 00:00 to 00:00

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

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

**Part 2**

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

Strand Palace Hotel & Restaurants Limited  
Strand Palace Hotel  
372 Strand  
London  
WC2R 0JJ

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

3165882

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

Name: David Alexander Macrae

*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: PA0274  
Licensing Authority: Mid Sussex District Council

Date: 1<sup>st</sup> September 2016

This licence has been authorised by Miss Yolanda Wade 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.
- (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.
- (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.
- (iv). (1) Sub-paragraph 8(iv)(2) below applies where the permitted price given by Paragraph 8(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
- (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

**Conditions relating to Regulated Entertainment:**

9. On New Year's Eve the premises can remain open for the purpose of providing regulated entertainment from the time when the provision of regulated entertainment must otherwise cease on New Year's Eve to the time when regulated entertainment can commence on New Year's Day (or until midnight on New Year's Eve where no regulated entertainment takes place on New Year's Day).
10. The two sets of iron roller shutters protecting the doorways between the shops facing the Strand and the interior of the hotel shall be kept closed while the shops are shut.
11. The number of persons accommodated at any one time (excluding staff) shall not exceed the following: Exeter Suite, Drake and Essex Room - 300.

## Annex 2 – Conditions consistent with the operating Schedule

12. 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 7 days prior notice being given to the Licensing Authority where consent has not been previously given:
  - dry ice and cryogenic fog
  - smoke machines and fog generators
  - pyrotechnics including fireworks
  - firearms
  - lasers
  - explosives and highly flammable substances
  - real flame
  - strobe lighting
13. No person shall give at the premises any exhibition, demonstration or performance of hypnotism, mesmerism or any similar act or process, except this rule does not apply to exhibitions given under the provisions of section 2(1A) and 5 of the Hypnotism Act 1952).
14. Any entertainment, performance, service, or exhibition involving nudity or sexual stimulation shall not be provided.
15. 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.
16. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified.
17. All exit doors from public areas shall be available at all material times without the use of a key, code, card or similar means.
18. All emergency doors shall be maintained effectively self closing and not held open other than by an approved device.
19. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
20. The pavement from the building line to the kerb edge immediately outside the premises, including the gutter/channel at its junction with the kerb edge, shall be kept clean and free from litter at all material times to the satisfaction of the Council.
21. All fabrics, curtains, drapes and similar features including materials used in finishing and furnishing shall be either non-combustible or be durably or inherently flame-retarded fabric. Any fabrics used in escape routes, other than foyers, entertainment areas or function rooms, should be non-combustible.
22. All scenery should be maintained flame retardant to the satisfaction of the Environmental Health consultation team.
23. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.

24. The following Certificates shall be submitted to the Licensing Authority upon written request:
- Any emergency lighting or battery system
  - Any electrical installation
  - Any emergency warning system
25. In the basement function rooms (currently known as Exeter Suite, Drake and Essex Room) any sale of alcohol between 23.30 and 01.00 Monday to Thursday, 00.00 and 01.00 Friday and Saturday and 22.30 and 00.30 on Sundays shall be ancillary to the provision of substantial refreshment and musical or other entertainment (except for sales to hotel residents and their bona fide guests which are permitted without restriction).
26. The hours for sale of alcohol may be extended from the end of permitted hours on New Year's Eve to the start of permitted hours on New Year's Day.

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

None



**Annex 4 – Plans**

Attached