

Licensing Sub-Committee Report

Item No:	
Date:	13 July 2017
Linearian Def No.	47/05400/LIDNI NI Drawing Linears
Licensing Ref No:	17/05429/LIPN - New Premises Licence
Title of December	VP (to a 11)
Title of Report:	Victory House
	14 Leicester Place
	London
	WC2H 7BP
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Report of:	Director of Public Protection and Licensing
Marda involvadi	Ct lamasia
Wards involved:	St James's
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Policy context:	City of Westminster Statement of Licensing Policy
Financial summary:	None
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Report Author:	Miss Heidi Lawrance
1	Senior Licensing Officer
Contact details	Telephone: 020 7641 2751

Email: hlawrance@westminster.gov.uk

1. Application

1-A Applicant and premises					
Application Type:	New Premises Licence, L	New Premises Licence, Licensing Act 2003			
Application received date:	19 May 2017				
Applicant:	Victory House (London) H	lotel Limited			
Premises:	Victory House London Le	icester Square G	allery by Sofitel		
Premises address:	Victory House 14 Leicester Place	Ward:	St James's		
	London WC2H 7BP	Cumulative Impact Area:	West End		
Premises description:	Hotel with 86 bedroom bedroom suites being loca				
Premises licence history:					
Applicant submissions:	This application is being made to license the bedrooms for the sale of alcohol. Room service will also be provided to residents and guests. Licensable activities to be available to residents and guests (maximum of 4 guests) 24 hours a day.				
	There will be a bar and restaurant on the ground floor. Access to the bar and restaurant by members of the public will be permitted between the hours of 07:00 and 01:00 hours each day and to residents and to bona fide guests 24 hours. The ground floor will operate predominantly as a restaurant, although bar service will be available at all times to residents and guests. Bar service will also be available to members of the public up to 21:00 hours each day, after which time service will be restricted to members of the public who are dining. All customers will be seated and there is no bar counter; all food and drinks will be served by waiter/waitress service.				
	There will be an external area for the consumption of food and/or drink on Leicester Place to customers who shall be seated. (The use of this area to be subject to the grant of a Street Trading Licence.)				

1-B Proposed licensable activities and hours

Late Nigh	t Refreshn	nent:		Indoors, outdoors or both			Both
							_
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	23:00	23:00	23:00	23:00	23:00	23:00	23:00
End:	01:00	01:00	01:00	01:00	01:00	01:00	01:00
Seasonal variations/ Non-			24 hours for r	esidents ar	nd bona fide	guests.	
standard timings:							

Live Music / Recorded Music / Performance of Dance:				Indoors,	Indoors		
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	10:00	10:00	10:00	10:00	10:00
End:	01:00	01:00	01:00	01:00	01:00	01:00	01:00
Seasonal variations/ Non- standard timings:			None applied	for.			

Sale by retail of alcohol					On or off	sales or bo	oth:	Both
Day:	Mon	Tues	3	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00)	10:00	10:00	10:00	10:00	10:00
End:	01:00	01:00)	01:00	01:00	01:00	01:00	01:00
	sonal variations/ Non- ndard timings:		an up Fo ald Th gre	or residents cohol will be service or look	and to supposited plan. and guests permissible of alcohol t	olies to the s (maximur e 24 hours o members taurant to l	external and of 4), the aday. So of the probe restricted	e supply of ublic in the ed to 21:00

Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	00:00	00:00	00:00	00:00	00:00	00:00	00:00
End:	00:00	00:00	00:00	00:00	00:00	00:00	00:00
Seasonal variations/ Non- standard timings:			None.				
Adult Entertainment:			Not applical	ole.			

2. Representations

2-A Responsible Authorities					
Responsible	Environmental Health Consultation Team				
Authority:					
Representative:	Mr Ian Watson				
Received:	14 th 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 May 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 Sunday between 10.00 to 01.00 hours for public with 24 hours for residents and their guests.
- 2. To provide Late Night Refreshment 'Indoors' and 'Outdoors' Monday to Sunday between 23.00 to 01.00 hours for public with 24 hours for residents and their guests.
- 3. To provide regulated entertainment 'Indoors' comprising
 - Live Music
 - Recorded Music
 - Performance of Dance

Monday to Sunday between 10.00 to 01.00 hours.

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 CI 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 within the West End Cl 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 CI Area.

The granting of the application as presented would have the likely effect of causing an increase in Public Nuisance and impact on Public Safety within the West End CI Area.

The applicant has provided additional information and conditions with the application which are being addressed.

Responsible Authority:	Licensing Authority
Representative:	Mr David Sycamore

Received:	15 th 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

We acknowledge this application is in the form of a hotel and as such our representation is concerned with the bar area shown as hatched green on the plan (and the outside area). The premises is located in the Cumulative Impact (CIP1)area and as such the bar area for the public is contrary to PB2. The application form states that this bar will be open to non-residents until 9 pm, we would like this reduced to 8 pm as per the Statement of Licensing Policy(2.4.21)and the policy specifically mentions hotel bars which have directs access to the public (2.5.57). We are also concerned as to how many pre-booked private and corporate events there will be and how these will defined.

We would also like to clarify who is able to use the outside table and chair area? Will this area be used only by residents at any time? We would be concerned again if this was an area that the public could use as this would advertise the availability of alcohol to the public.

Please accept this as a formal representation and we look forward to hearing from the applicant with regards to the concerns raised above.

Responsible Authority:	Metropolitan Police Service
Representative:	PC Adam Deweltz
Received:	25 th May 2017

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

The venue is situated within the Cumulative Impact Area. It is our belief that if granted the application would undermine the Licensing Objectives in relation to The Prevention of Crime and Disorder.

Following the agreement of conditions the Metropolitan Police have now withdrawn their representation.

3. Policy & Guidance

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

Policy CIA1 applies	 (i) It is the Licensing Authoritys policy to refuse applications in the Cumulative Impact Areas for: pubs and bars, fast food premises, and premises offering facilities for music and dancing; other than applications to vary hours within the Core Hours under Policy HRS1. (ii) Applications for other licensable activities in the Cumulative Impact Areas will be subject to other policies, and must demonstrate that they will not add to cumulative impact in the Cumulative Impact Areas.
Policy HOT1 applies:	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:
	(a) Alcohol is permitted to be sold at any time to people staying in hotel rooms for consumption on the premises.
	(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,
	(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.
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 PB2 applies:	It is the Licensing Authoritys policy to refuse applications in the Cumulative Impact Areas other than applications to vary hours within the Core Hours under Policy HRS1.
Policy RNT2 applies:	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.

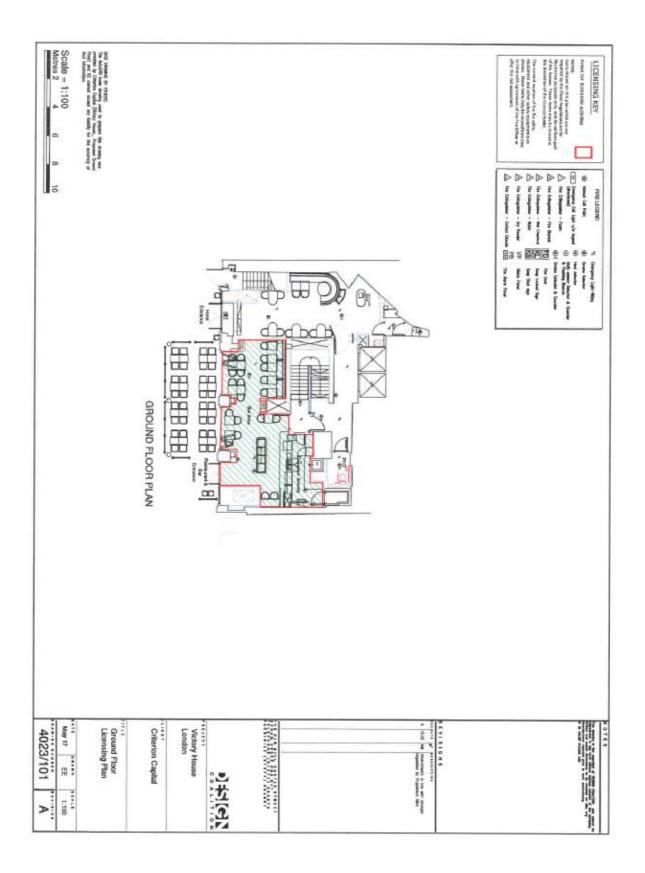
4. Appendices

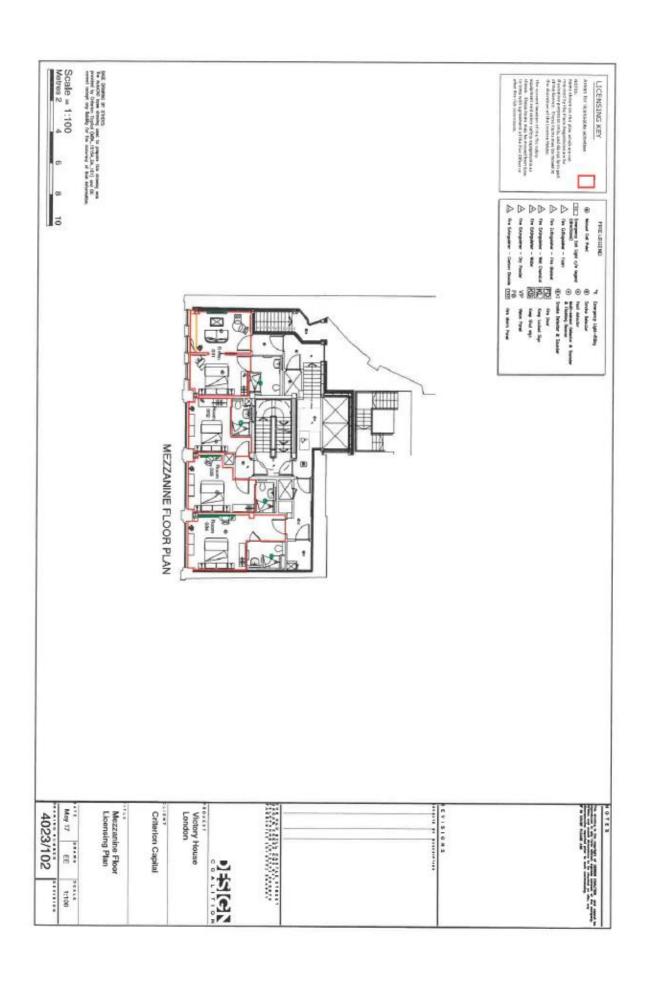
Appendix 1	Premises plans
Appendix 2	Applicant supporting documents
Appendix 3	Premises history
Appendix 4	Proposed conditions
Appendix 5	Residential map and list of premises in the vicinity

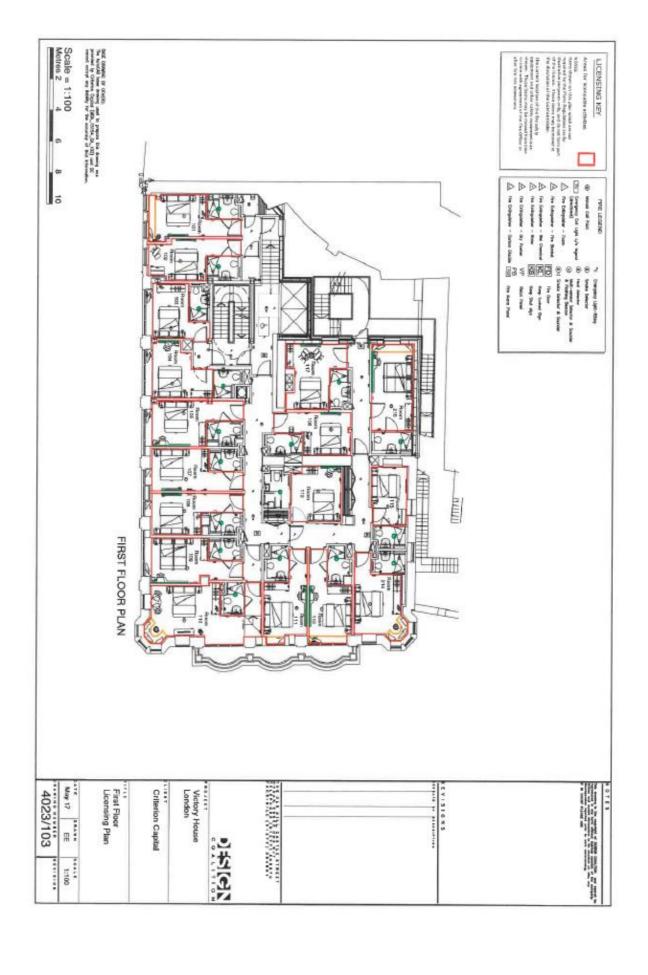
Report author:	Miss Heidi Lawrance
	Senior Licensing Officer
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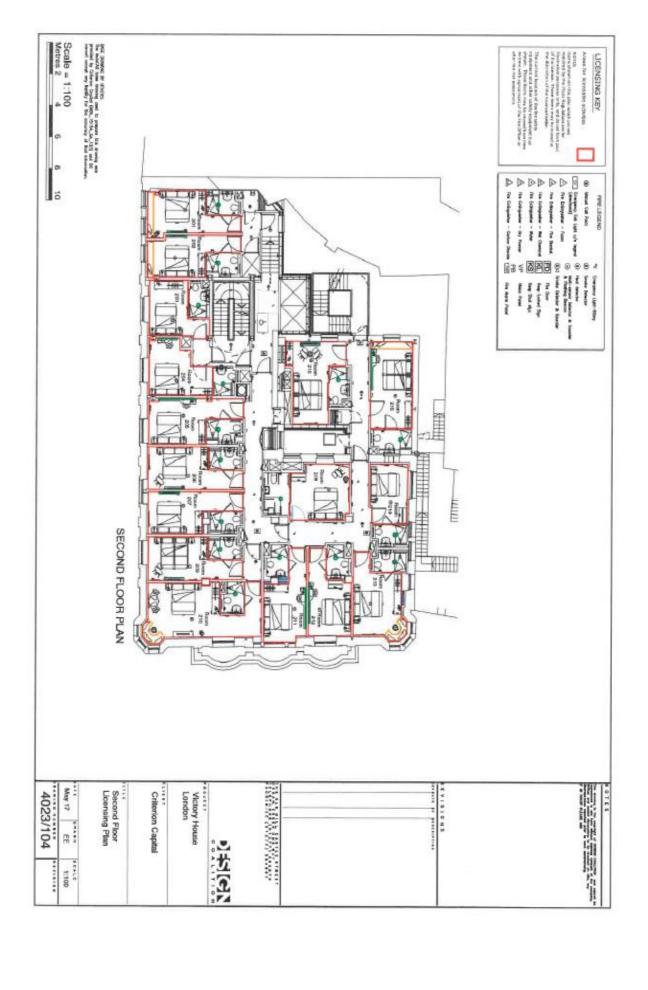
If you have any queries about this report or wish to inspect one of the background papers please contact the report author.			
Background Documents – Local Government (Access to Information) Act 1972			
1	Licensing Act 2003	N/A	
2	City of Westminster Statement of Licensing Policy	7 th January 2016	
3	Amended Guidance issued under section 182 of the Licensing Act 2003	March 2015	
4	Application Form	19 th May 2017	
5	Representation – Environmental Health	14 th June 2017	
6	Representation – Licensing Authority	15 th June 2017	
7	Representation – MET Police (withdrawn)	25 th May 2017	

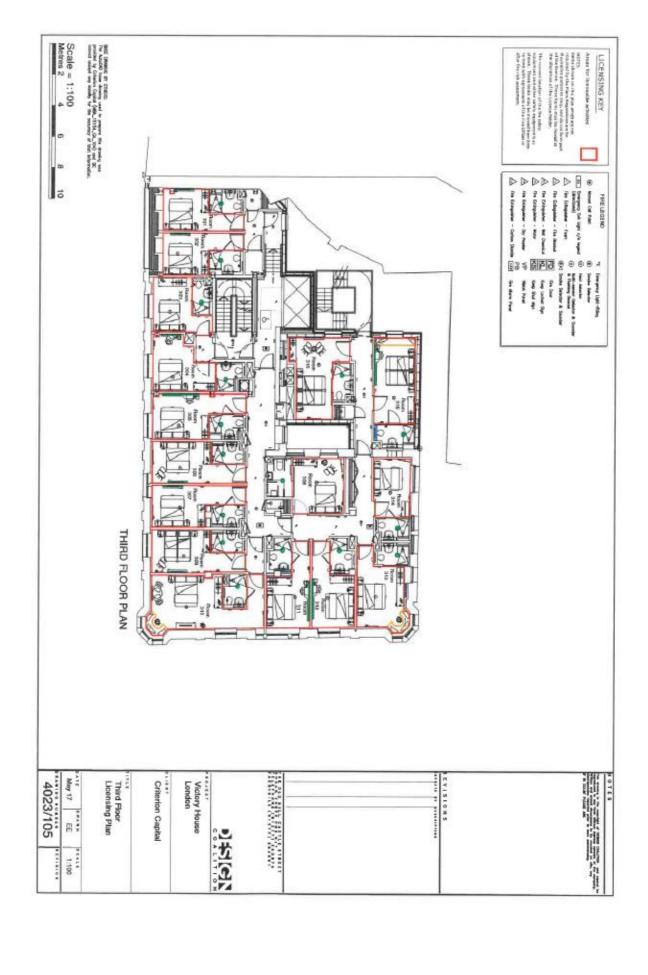
Premises Plans

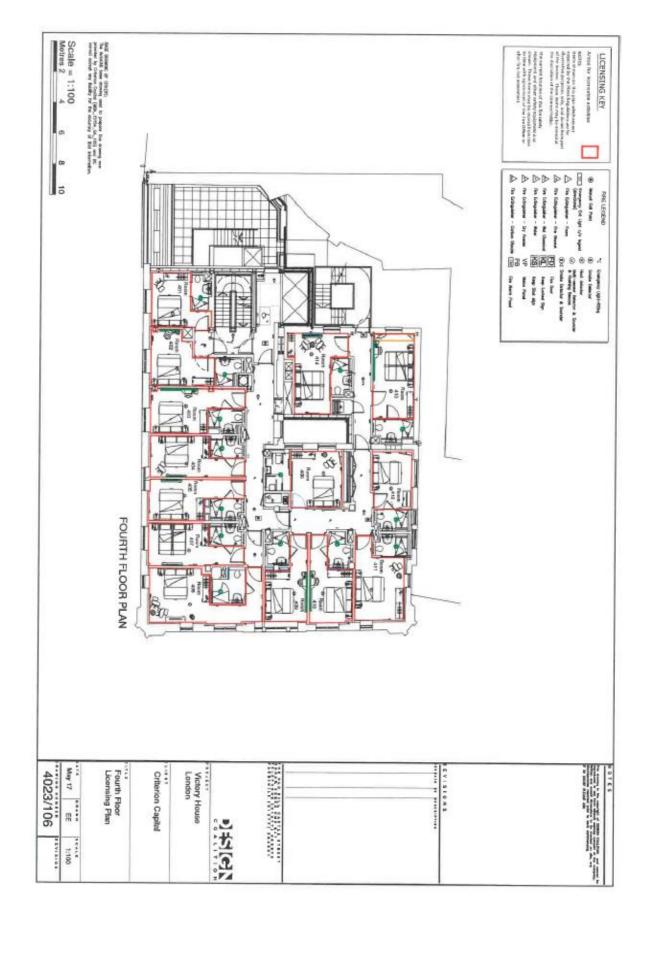


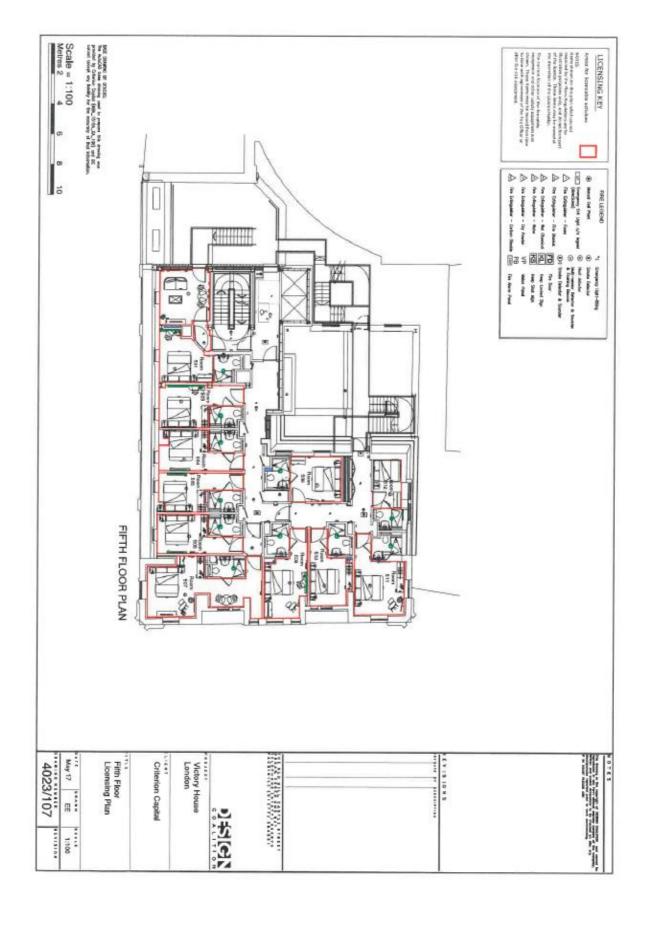


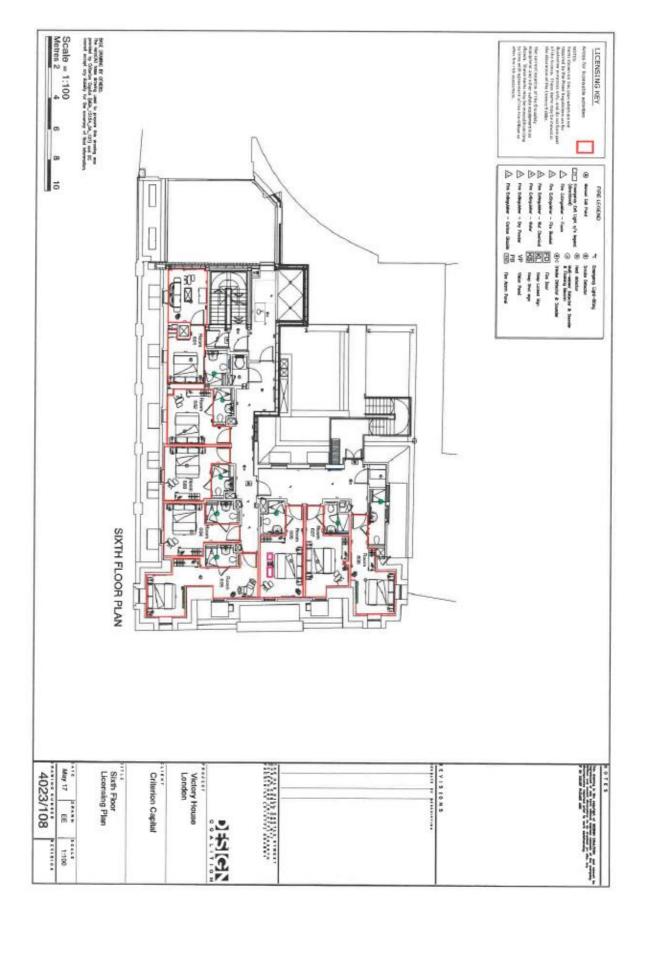


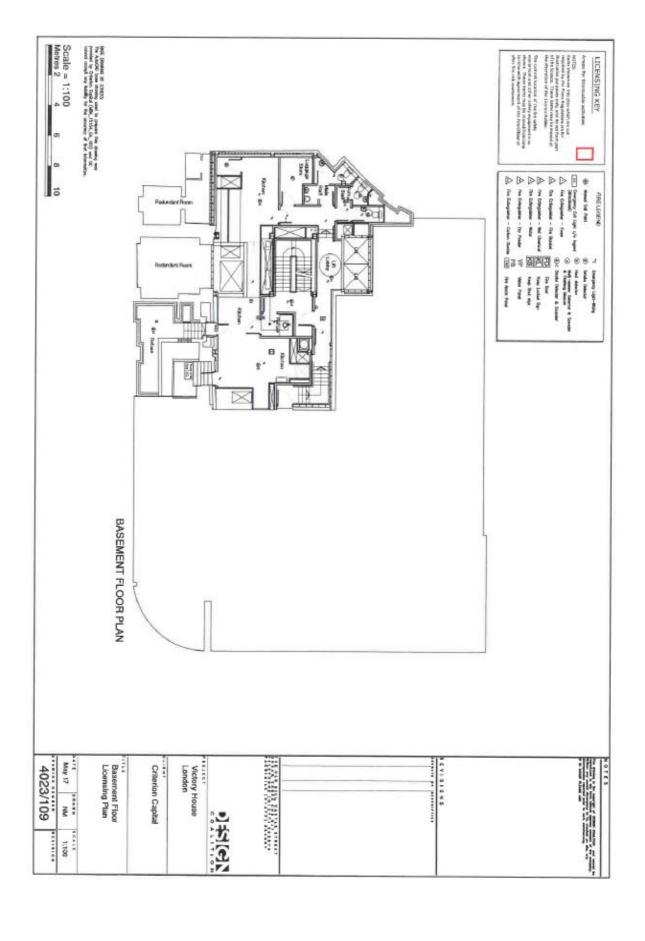


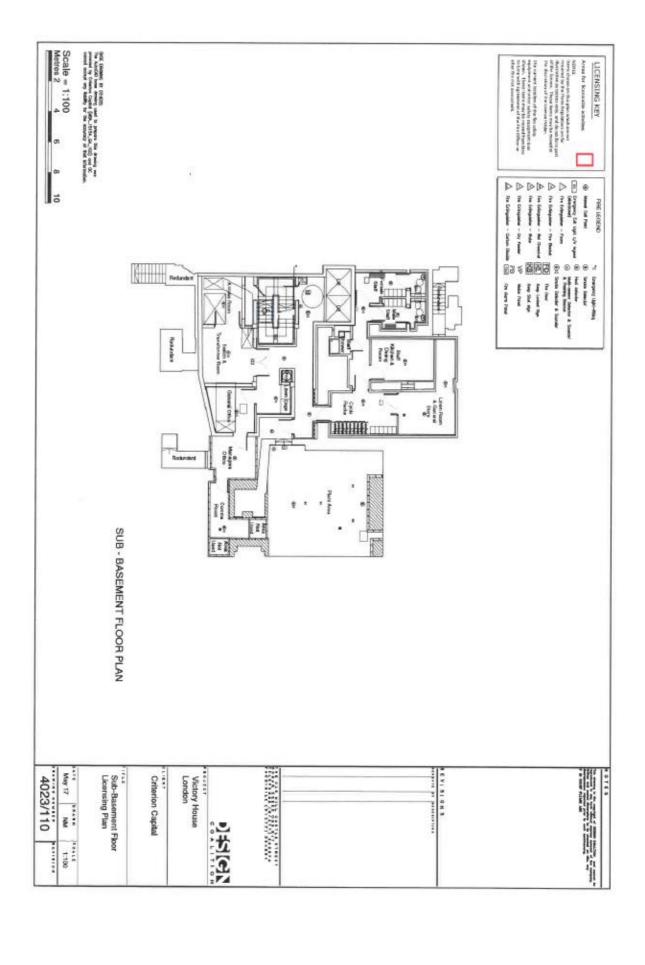












Applicant Supporting Documents



MGallery London Leicester Square, Victory House, 14 Leicester Pl, London WC2H 7BZ





MGallery London Leicester Square, an 86 bedroom hotel within the beautiful Victory House, a heritage site overlooking Leicester Square.

The hotel consists of 3 One Bed Suites, 6 Signature Suites, 13 Deluxe bedrooms, 58 Standard bedrooms and a total of 6 Accessible bedrooms.

Located amidst London's leading theatres, designer boutiques and top restaurants, the upscale boutique hotel promises to provide "Memorable Moments".



Premises History

There is no licence or appeal history for the premises.

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+(DxV)

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. Licensable activities autt1orised under this licence shall remain ancillary to the main use of the premises as a hotel.
- 10. Save at all times for residents and their bona fide guests (maximum of 4); and to members of the public up to 21:00 hours each day; and to persons attending a pre-booked private or corporate function, the area hatched green on the ground floor shall 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,
 - (iv) which do not provide any take away service of food or drink for immediate consumption save for the external seated area shown upon the deposited plan.
 - (v) which do not provide any take away service of food or drink after 23.00 save for the external seated area shown upon the deposited plan; and
 - (vi) where alcohol shall not be sold or supplied, otherwise than for consumption by 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

Notwithstanding this condition customers are permitted to take from the premises part consumed and resealed bottles of wine supplied ancillary to their meal.

- 11. With the exception of residents and guests, no alcohol shall be consumed more than 30 minutes after the permitted terminal hour for the supply of alcohol on the ground floor.
- 12. At least 1 SIA licensed door supervisor shall be on duty from 20:00 hours each day and shall remain on duty until the last non-resident (excluding bona fide guests of a resident) have left the bar/restaurant.

Police propose to amend condition 12 and agreed by the applicant:

At least 1 SIA licensed door supervisor shall be on duty from 12:00 hours (noon) each day and shall remain on duty until the last non-resident (excluding bona fide guests of a resident) have left the bar/restaurant. The need for additional door supervisors shall be subject to risk assessment by management.

- 13. There shall be no external advertising of the bar facilities within the premises nor the availability of alcohol for sale to members of the public without food.
- 14. 'Off sales of alcohol shall only be to persons seated in the external area appropriately authorised for the use of tables and chairs on the highway by waiter or waitress service, and to hotel residents.
- 15. Alcohol consumed outside the premises building shall only be consumed by patrons seated at tables.

- 16. 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.
- 17. 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 premise is open for licensable activities. 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.
- 18. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police. It must be completed within 24 hours of the incident and will record the following:
 - (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received concerning crime and disorder
 - (d) any incidents of disorder
 - (e) any faults in the CCTV system
 - (f) any refusal of the sale of alcohol
 - (g) any visit by a relevant authority or emergency service.
- 19. A Challenge 21 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
- 20. The number of persons permitted in the internal ground floor bar and restaurant at any one time (excluding staff) shall not exceed 50 persons.
- 21. 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 other than to the external seated area shown upon the deposited plan.
- 22. 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.
- 23. Loudspeakers shall not be located in the entrance lobby or outside the premises building.
- 24. All windows shall be kept closed after 23:00 hours.
- 25. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, hall at all material times be maintained in good condition and full working order.

- 26. 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.
- 27. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
- 28. All emergency doors shall be maintained effectively self-closing and not held open other than by an approved device.
- 29. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
- 30. 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.
- 31. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
- 32. 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.
- 33. 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.
- 34. 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 the Police

35. All outside tables and chairs shall be rendered unusable by 01:00 hours each day.

Conditions proposed by the Environmental Health

None submitted.

