

SALON 64- 14 Bateman Street London W1D 3AG
APPLICATION FOR VARIATION OF PREMISES LICENCE

1. Salon 64 Concept

- 1.1 Salon64 was created by top London hairstylist Ricky Walters and has earned its reputation as a high end luxury destination salon and flexible social hub. Salon64 opened in 2017.
- 1.2 Located in London's Soho, the unique design concept nods to history of the area – a long established entertainment and fashion district and once known as the French Quarter of London. By transforming the original French salon into the modern age, SALON64 is changing the hair & beauty experience for the future
- 1.3 The space is designed to be highly tailored to the individual customer. Salon64 is a pioneer in cosmetology and a social hub for the 21st century trendsetter, a flexible space where patrons can meet, retreat, work and enjoy a host of styling and pampering services in a home away from home experience.
- 1.3 The salon is set over two floors, encompassing 2000 square feet with the design inspiring the art of conversation through transformative spaces.
- 1.4 Towards the back of the ground floor and in the basement, fire pits run through the centre of a sleekly customised marble unit. Incorporating lift-up work stations, conceived like jewellery boxed with mirrors and charge points, the stations open up to reveal an adaptable area that holds refreshments and a tablet/laptop. The stations can also be laid flat to create an area for sitting and socialising.

2. THE VARIATION

- 2.1 An application to vary the terminal hour for the sale of alcohol to 22:00 Monday to Saturday was applied for by the applicant earlier this year but then withdrawn by the applicant.
- 2.2 The current variation was submitted to also vary the terminal hour for the sale of alcohol from 20:00 to 22:00 Monday to Saturday. The terminal hour for the licensable activity is still 30 minutes less than the existing opening hours.
- 2.3 In summary, the variation seeks to amend an operational condition 11 so that it reads:

*“Alcohol may only be sold to and consumed by
(a) patrons attending the premises and using the facilities in relation to, and ancillary to hairdressing and other cosmetic services provided by the salon;
(b) after 19:00 members of a private members club currently known as “Sixty-Four” and their bonafide guests (not exceeding 2 guests per member).”*

3. TRANSPORT

- 3.1 The site is well served by a variety of modes of public transport including the underground station at Piccadilly Circus, Tottenham Court Road and Leicester Square, all situated less than a few 500m from the site.

4. THE REPRESENTATIONS

- 4.1 A representation was received from the Metropolitan Police Service but following a site visit and additional conditions agreed with the authority (see section 6 below), the Metropolitan Police Service have withdrawn their representation. This goes some way to demonstrate that the application shall not have a negative impact on crime and disorder in the area.
- 4.2 A representation has been received from the Licensing Authority and a site visit has been carried out with the Licensing Officer. An additional condition has also been agreed with the authority (please see section 5 below) however the authority has confirmed they will be maintaining their representation so that Members can make a decision on this application.
- 4.3 A representation has been received from the Environmental Health Authority. At the time of writing this submission, a site visit has been offered but has not taken place with the officer.
- 4.4 A representation has been received from the Soho Society. We appreciate their concerns regarding the operation of this premises but we hope the amended conditions agreed with the Licensing Authority will give them some assurances that Salon 64 will not be operating as a standard bar open to the general public.
- 4.5 Three representations have been received in support of the application and we have included a further three letters of support with our submissions, from customers, local residents and local businesses.
- 4.6 Salon 64 has developed a brilliant reputation around the area and has many loyal customers who enjoy their experience at the salon. The extension in hours would enhance their experience further and allow them the opportunity to remain in the premises a little longer before heading home after a working day, the theatre, dinner with friends or a night in the town.
- 4.7 The sale and supply of alcohol remains as an ancillary to the hairdressing function of the business. The premises sells only a selection of alcohol by way of condition- only champagne, cocktails, whisky and wine. A full bar selection is not available.
- 4.8 Salon 64 has not experienced any complaints from local businesses since opening, or any issues since being granted its premises licence by Members.

5. PROPOSED CONDITIONS

- 5.1 Below is a full list of existing conditions with the amendments being proposed in line with the variation and any additional conditions agreed with the authorities.

Mandatory conditions 1-8 and:

9. 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. Viewings of recordings shall be made available immediately upon the request of Police or authorised council officer throughout the entire 31 day period.

10. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
11. ~~Alcohol may only be sold to and consumed by patrons attending the premises and using the facilities in relation to, and ancillary to, hairdressing and other cosmetic services provided by the salon.~~

The above condition is being varied to read:

Alcohol may only be sold to and consumed by

- (a) patrons attending the premises and using the facilities in relation to, and ancillary to hairdressing and other cosmetic services provided by the salon;***
- (b) after 19:00 members of a private members club currently known as "Sixty-Four" and their bonafide guests (not exceeding 2 guests per member).***

12. Only champagne, cocktails, whisky and wine shall be served at the premises.
13. There shall be no self- service of alcohol.
14. ~~A Challenge 21 or Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognized photographic identification cards, such as driving licence, passport or proof of age card with PASS hologram.~~

The above condition is being varied to read:

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

15. ~~A record shall be kept detailing all refused sales of alcohol. The record should include the date and time of the refused sale and the name of the member of staff who refused the sale. The record shall be available for inspection at the premises by the police or an authorised officer of the City Council at all times whilst the premises is open.~~

The above condition is being varied to read:

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) all seizures of drugs or offensive weapons***
- (f) any faults in the CCTV system, searching equipment or scanning equipment***
- (g) any refusal of the sale of alcohol***

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

16. ~~All drinks served at hairdressing / treatment stations shall be done so by waiter / waitress service~~

The above condition is being varied to read:

The supply of alcohol shall be by waiter or waitress service only.

17. 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.
18. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
19. Licence intended for use by Salon 64 only and to be surrendered when they leave premises.
20. Prominent signage indicating the permitted hours for the sale of alcohol shall be displayed at the point of sale.
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.~~

The above condition is being deleted as it is duplicated in condition 17.

22. 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.
23. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
24. No collections of waste or recycling materials (including bottles) from the premises shall take place between 23.00 and 08.00 on the following day unless collections are arranged during the times for the Council's own commercial waste collection service for the street.

Additional Conditions proposed by the applicant in the application:

25. No person shall be admitted to membership of the private club unless they are customers of the hairdressing salon and have paid for a haircut or hairstyle in the last 6 months or be entitled to take advantage of any of the privileges of membership without an interval of at least 48 hours between their application for membership and their admission.
26. A list of the names and addresses of members of the Club shall be kept on the premises at all times together with a book/electronic record showing the names and dates of attendance of any guests introduced by members. Both the list and the

book/electronic record shall be produced on demand for inspection by the police or an authorised officer of the Council.

27. Entrance to the premises after 19:00 shall only be to members of a private members club and their bona fide guests or to patrons who have prebooked a hair or cosmetic service at the premises.
28. Membership of the private members club shall only be available to persons over 21 years old.
29. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
30. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
31. The number of persons permitted in the premises at any one time (excluding staff) shall not exceed 50 persons.

Additional conditions agreed with the Metropolitan Police:

- After 19:00, the front windows of the premises shall be obscured, as agreed with the Metropolitan Police, so that persons passing the front of the premises are unable to see into the premises.
- After 19:00, entrance to the premises, by members of the “Sixty-Four” private members club, shall be by way of facial recognition software.

6. WCC POLICY CONSIDERATIONS

- 6.1 The Policy states (at 2.4.25) that *‘the Licensing Authority’s view is that cumulative impact in the Cumulative Impact Areas arises mainly from the numbers of pubs and bars, music and dance premises and fast food premises.’*
- 6.2 This premises shall operate as a hairdressing venue with a membership scheme open to its customers only where patrons and members would be able to consume alcohol until 22:00 Monday to Saturday, (closed on Sundays) which is within WCC’s Core Hours. It is not a traditional bar which is open to the general public and therefore should not be considered as a full bar under PB2 of the Policy.
- 6.3 There are no off sales permitted at the premises.
- 6.4 In terms of the membership scheme:
 - a) Founders of Salon64 (creative director Ricky Walters and CEO Jeff Curtis) will form the initial membership committee and be decision makers on all patrons wishing to become members of Sixty-Four. After a successful opening and once fully established, Sixty-Four will invite suitable founding members to join the committee on a non executive basis having passed the scrutiny of Sixty Four’s screening and interview process in order that membership continues to only be open to the correct clientele demographic.
 - b) The membership committee will meet quarterly and shall have sole discretion who shall or shall not become a member of Sixty Four

- c) Membership is for a minimum period of one year and renewable thereafter on an annual basis.
- d) Membership renewals are not automatic and are reviewed by our Membership Committee on an annual basis. The decision of the Membership Committee is final and without appeal.
- e) For the membership application the applicant must have two referral members and attach letters of recommendation from these members
- f) The model condition on membership has been further tightened up to read: "No person shall be admitted to membership of the private club unless they are customers of the hairdressing salon and have paid for a haircut or hairstyle in the last 6 months or be entitled to take advantage of any of the privileges of membership without an interval of at least 48 hours between their application for membership and their admission.
- g) A facial recognition camera will be concealed within the entrance known only by those who are aware of its location. A closed front door combined with an obscured shop window gives the high profile members the very best security and ensures persons passing the premises will not think the premises is a public bar
- h) There will be no signage externally advertising the private membership premises. The external signage simply states Salon 64 and relates to hairdressing
- i) The facial recognition camera will be linked to the front desk allowing the hostess to greet members by name and contact details. All guests remain the responsibility of the member signing them in whilst within Sixty Four. Any guests of members will be asked their full name and documented accordingly.

6.5 Salon 64 is situated in the heart of the West End and has direct transport links Together with the experience of the licensee, the list of amended and proposed conditions and the early terminal hour, we believe that this premises shall operate to a high standard and not add to cumulative impact within the West End Cumulative Impact Area given its strict membership scheme and the ancillary nature of the sale of alcohol.



