

Licensing Sub-Committee Report

Item No:	
Date:	10 September 2020
Licensing Ref No:	20/04580/LIPN - New Premises Licence
Title of Report:	Jimi Loves Gloria 7 Greek Street London W1D 4DF
Report of:	Director of Public Protection and Licensing
Wards involved:	West End
Policy context:	City of Westminster Statement of Licensing Policy
Financial summary:	None
Report Author:	Jessica Donovan Licensing Officer
Contact details	Telephone: 020 7641 6500 Email: Jdonovan@westminster.gov.uk

1. Application

1-A Applicant and premises			
Application Type:	New Premises Licence, Licensing Act 2003		
Application received date:	12 June 2020		
Applicant:	The Adventure Bar Co Ltd		
Premises:	Jimi Loves Gloria		
Premises address:	7 Greek Street London W1D 4DF	Ward:	West End
		Cumulative Impact Area:	West End
Premises description:	This is an application for a new premises licence to operate as a bar for a time limited period until 30 th December 2021.		
Premises licence history:	The premises have had the benefit of a licence, Licence number 19/09015/LIPDPS from 2005. A copy of the licence can be found at Appendix 4 along with the premises licence history.		
Applicant submissions:	<p>It is time limited under S.26 of the Licensing Act 2003, in the following way:</p> <p>“This licence is limited for the period from the date of grant to 30th December 2021, or the date when social distancing regulations or recommendations made by the UK Government no longer affect licensed premises, whichever is the earlier”.</p> <p>The application is also limited in the following way:</p> <p>“Licensable activities will only be permitted under this licence as long as Adventure Bar Co Limited is the Premises Licence Holder”.</p> <p>The application is a response by Adventure Bar to the current COVID-19 crisis and the current closure of its premises.</p> <p>Its premises are in the West End stress area, and currently operate to core hours.</p> <p>Adventure, like many operators, faces an uncertain future, and has not had any income since the end of March.</p> <p>Adventure is a respected operator in Central London, with 10 sites and 3 in Westminster, including the recently acquired Lost Alhambra, which trades to the hours and in excess of this application.</p> <p>The applicant is well aware of Westminster’s licensing policy, but submits that the closure of all licensed premises must represent “exceptional circumstances”, such that this application can be granted, but only for the duration of the crisis or possibly longer when normal trading may be resumed.</p> <p>It is not possible to predict how the West End will come out, but experts are confident that a number of premises will not reopen, thus making the stress area possibly very different to</p>		

	<p>prior to lockdown, and with the need for businesses to trade with greater flexibility and longer, as social distancing and possibly customer reluctance will put businesses under increasing financial strain.</p> <p>The applicant is aware of paragraph 2.4 of the policy, and submits that the current circumstances do indeed go to the root cause of the policy because, necessarily, there will be a reduction in customer and licensing activity in the stress area.</p> <p>In addition, this application is submitted with much more up to date conditions than on the existing licence, which will promote the licensing objectives.</p> <p>The Responsible Authorities enforcement powers of course will exist in relation to this licence, but this does not represent a permanent change, and that in itself, the applicant contends, is also an exceptional circumstance.</p> <p>The applicant is more than happy to discuss further measures, which may be appropriate during the course of the consultation period.</p>
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1-B Proposed licensable activities and hours							
Recorded Music				Indoors, outdoors or both			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:	02:00	02:00	02:00	02:00	02:00	02:00	02:00
Seasonal variations/ Non-standard timings:			N/A				

Late Night Refreshment:				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:	02:00	02:00	02:00	02:00	02:00	02:00	02:00
Seasonal variations/ Non-standard timings:			N/A				

Sale by retail of alcohol				On or off sales or both:			Both
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	10:00	10:00	10:00	10:00	10:00
End:	02:00	02:00	02:00	02:00	02:00	02:00	02:00
Seasonal variations/ Non-standard timings:			N/A				

Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	08:00	08:00	08:00	08:00	08:00	08:00	08:00
End:	02:30	02:30	02:30	02:30	02:30	02:30	02:30
Seasonal variations/ Non-standard timings:		N/A					

2. Representations

2-A Responsible Authorities	
Responsible Authority:	Environmental Health Service
Representative:	Sally Fabbriatore
Received:	24 June 2020

I refer to the application for a new Premises Licence for the above premises. The premises does currently benefit from a premises licence, 19/09015/LIPDPS.

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

This representation is based on the Operating Schedule and the submitted plans, for the basement (drawing number A16309:101 and dated 01/05/13) and ground floor (drawing number A16309:100 and dated 01/05/13) and first floor (drawing number and date illegible on system).

This application is for a time limited period either until 30th December 2021 or when social distancing regulations/recommendations no longer effect licensed premises, whichever is earlier.

The applicant is seeking the following on the **ground floor**:

1. To allow the Supply of Alcohol 'on' and 'off' the premises Monday to Sunday 10:00 – 02:00 hours.
2. To allow Late Night Refreshment 'indoors' and 'outdoors' Monday to Sunday 23:00- 02:00 hours
3. To allow the provision of Recorded Music 'indoors' Monday to Sunday 10:00 – 02:00 hours.

I wish to make the following representation in relation to the above application:

1. The provision and proposed hours of the Supply of Alcohol may cause an increase in Public Nuisance in the cumulative impact area, it may also impact on Public Safety.
2. The provision and proposed hours of Late Night Refreshment may cause an increase in Public Nuisance in the cumulative impact area.
3. The provision of Recorded Music may cause an increase in Public Nuisance in cumulative impact area, it may also impact on Public Safety.

The applicant has proposed conditions within the Operating Schedule which are being considered. Further conditions may be proposed by Environmental Health in order to help prevent Public Nuisance and protect Public Safety.

The granting of the new Premises Licence as presented would have the likely effect of causing an increase in Public Nuisance in the cumulative impact area and may impact on Public Safety.

Should you wish to discuss the matter further please do not hesitate to contact me.

Responsible Authority:	Metropolitan Police Service
Representative:	PC Brian Hunter
Received:	03 July 2020

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

The hours requested are not within core, in addition 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.

I look forward to your response in due course.

Responsible Authority:	Licensing Authority
Representative:	Angela Seaward
Received:	09 July 2020

I write in relation to the application submitted for a new premises licence for 7 Greek Street, London, W1D 4DF

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 has considered your application in full. The Licensing Authority has concerns in relation to this application and how the premises would promote the four Licensing Objectives:

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

The application seeks the following Licensable Activities:

Playing of recorded Music	Monday to Sunday – 10:00 – 02:00
Late Night Refreshments	Monday to Sunday – 23:00 – 02:00
Sale by retail of Alcohol	Monday to Sunday – 10:00 – 02:00
Opening Hours	Monday to Sunday – 08:00 – 02:00

The premises is located within the West End Cumulative Impact Area and as such various policy points must be considered, namely CIP1, HRS1 and PB2

At present, the hours applied for licensable activities currently fall outside of Westminster's core hours. For premises for the supply of alcohol for consumption on and off the premises,

Westminster's core hours are as follows:

Monday to Thursday: 10:00 – 23:30

Friday and Saturday: 10:00 – 00:00

Sunday: 12:00 - 22:30

For premises for the provision of other activities, Westminster Core hours are as follows;

Monday to Thursday: 09:00 - 23.30

Friday and Saturday: 09:00 - midnight

Sundays: 09:00 - 22:30

The Licensing Authority would encourage the applicant to consider reducing the hours for licensable activities to be in line with those of Westminster's Core Hours Policy, HRS1.

Applications for hours outside the core hours set above will be considered on their merits, subject to other relevant policies with particular regard to the policy points raised under HRS1.

The application has been applied for as a time limited application to run until 30.12.21 and the premises currently operates under premises licence number 19/09015/LIPDPS which has a terminal hour for Monday to Thursday is 23:30, Fridays and Saturdays till 00:00 and Sundays till 22:30. The licensing Authority therefore encourage the applicant to provide further submission to advise how the increase of hours will not add cumulative impact to the cumulative impact area.

The application has also applied for the provision of sale of alcohol and off the premises. As the premises operates as a bar, the policy concern under policy PB2 paragraph 2.5.23 is that the off sale's of alcohol and drinking outside the premises is of concern. The licensing authority therefore would like the applicant to provide further submission as to how the premises intends to use an off sale provision.

The application is consider under policy PB2, It is the Licensing Authority's policy to refuse applications in the Cumulative Impact Areas. Therefore the applicant is encouraged to provide further submissions as to the exceptional circumstance of their application to allow members to consider the application on its own merits.

I look forward to receiving your further submissions

Please accept this email as a formal Representation from the Licensing Authority.

2-B Other Persons			
Name:		[REDACTED]	
Address and/or Residents Association:		[REDACTED]	
Status:	Valid	In support or opposed:	Opposed
Received:	09 July 2020		
Please see the full representation at Appendix 1 .			

3. Policy & Guidance

The following policies within the City Of Westminster Statement of Licensing Policy apply:	
Policy CIP1 applies	<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>
Policy HRS1 applies	<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> <p>For premises for the supply of alcohol for consumption on the premises: Monday to Thursday: 10:00 to 23:30 Friday and Saturday: 10:00 to midnight Sundays immediately prior to Bank Holidays: Midday to midnight Other Sundays: Midday to 22:30</p> <p>For premises for the supply of alcohol for consumption off the premises: Monday to Saturday: 08:00 to 23:00 Sundays: 10:00 to 22:30</p> <p>For premises for the provision of other licensable activities: Monday to Thursday: 09:00 to 23.30 Friday and Saturday: 09:00 to midnight Sundays immediately prior to Bank Holidays: 09:00 to midnight Other Sundays: 09:00 to 22:30</p>
Policy PB2 applies	<p>It is the Licensing Authority's policy to refuse applications in the Cumulative Impact Areas other than applications to vary hours within the Core Hours under Policy HRS1.</p>

4. Equality Implications

The Council in its capacity as Licensing Authority has a duty to have regard to its public sector equality duty under section 149 of the Equality Act 2010. In summary, section 149 provides that a Public Authority must, in the exercise of its functions, have due regard to the need to:

- (a) eliminate discrimination harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and
- (c) foster good relations between persons who share a relevant protected characteristics and persons who do not share it.

Section 149 (7) of the Equality Act 2010 defines the relevant protected characteristics as age, disability, gender reassignment, Marriages and Civil Partnerships, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

5. Appendices

Appendix 1	Representation
Appendix 2	Premises plans
Appendix 3	Applicant supporting documents
Appendix 4	Premises licence and Premises history
Appendix 5	Proposed conditions
Appendix 6	Residential map and list of premises in the vicinity

Report author:	Jessica Donovan Senior Licensing Officer
Contact:	Telephone: 020 7641 6500 Email: Jdonovan@westminster.gov.uk

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

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

1	Licensing Act 2003	N/A
2	City of Westminster Statement of Licensing Policy	07 January 2016
3	Amended Guidance issued under section 182 of the Licensing Act 2003	April 2018
4	Environmental Health Service representation	24 June 2020
5	Metropolitan Police Service representation	03 July 2020
6	Licensing Authority representation	09 July 2020
7	Resident representation	09 July 2020

9th July 2020

Reference: 20/04580/LIPN Jimi Loves Gloria, 7, Greek Street, W1D 4DF

We write to make a relevant representation to the above application on behalf of The ██████████ ██████████

██████████ objects to this application as it is currently presented, on the grounds of prevention of crime and disorder, prevention of public nuisance, public safety and cumulative impact in the West End Cumulative Impact Area.

About ██████████

██████████ is a charitable company limited by guarantee established in 1972. ██████████ ██████████ and was formed to make Soho a better place to live, work or visit by preserving and enhancing the area's existing diversity of character and uses, and by improving its facilities, amenities and environment. In particular, ██████████ supports the Westminster City Council's policies, including the cumulative impact policy, as set out in the Statement of Licensing Policy.

Application summary

New Premises Licence;

Sale of alcohol: Mon-Sun: 10:00 - 02:00

Play recorded music: Mon-Sun: 10:00 - 02:00

Late night refreshment: Mon-Sun: 23:00 - 02:00

Opening hours: Mon-Sun: 08:00 - 02:30

Capacity: 100

Pre-recorded music played through an amplified sound system

Operating schedule: licence start date 11.7.20 end date 30.12.20

Current licence : previously The Pillar of Hercules Public House

Sale of alcohol: Mon-Thurs: 10:00 - 23:30. Fri-Sat: 10:00 - 00:00. Sun: 12:00 - 22:30

Late night refreshment: Mon-Thurs: 23:00 - 23:30. Fri-Sat: 23:00 - 00:00. Sun: 23:00 - 00:00

Opening hours: Mon-Thurs: 10:00 - 23:30. Fri-Sat: 10:00 - 00:00. Sun: 12:00 - 23:00

The application

We object to this application on the following grounds,

- **Hours;** it seeks to extend the current licence which is core hours to 02:00 seven days a week, playing amplified music with a capacity of 100, from 11th July until 30th December 2020. Reviewing the website *Jimi Loves Gloria* is a cocktail bar which includes events and happy hours. The application if successful will create a new late night bar in the West End Cumulative Impact Area which is contrary to policy as set out in the Statement of Licensing Policy 2016.
- **Night time economy;** Soho is at the forefront of the late-night economy in Westminster with its numerous restaurants, bars and entertainment establishments. The area is densely populated at night with people drinking on the street, creating loud levels of noise, causing disturbance and anti-social behaviour. In Soho between **01:00 - 02:30 there are 75 licensed premises** for the sale of alcohol in Soho, ***capacity for 49 of these premises is 13,371**. This figure would have been higher as there were 15 licences where capacity was not recorded. This application, if granted, will add an additional 02:00 licence to this already large number. (*capacity taken from premises licences).

- **Greek Street;** has **20** premises ranging from bars, private members clubs and restaurants with late night licences between the hours of **00:00 - 03:30 with a total capacity of 3,342**. The breakdown includes **6 licensed until 00:00, capacity 464; 4 until 01:00 capacity 645; 7 until 03:00 capacity 1,863**. The street is saturated with late night uses. An additional licence cannot be justified, it will add to cumulative impact and in our view there are no exceptional circumstances with this case.
- **Residents;** [REDACTED] Residents already suffer from late night noise, disturbance, anti-social behaviour and increased crime and disorder from the existing number of licensed premises on this street. A new late night licence with 100 people being discharged from 02:00 to 02:30 is likely to increase crime and disorder and public nuisance resulting in a further reduction in residential amenity.
- **COVID;** we note the application is for an extension of hours until 30th December 2020, however, this is the latest in a series of applications for significantly extended hours in Soho and we are concerned this trend will continue as the result of the effect of COVID on the hospitality industry. Whilst we acknowledge the difficulties for restaurants, bars, pubs, cinemas and theatres, we also maintain our position that there needs to be a balance between the late night economy and residential amenity. We consider this balance has for some time been in favour of late night premises which in turn has led to a deterioration and reduction in residential amenity.
- **Businesses and Planning Bill 2020;** if the Bill goes ahead in its current form, the measures will make it possible for licensed premises that have only an on-sales licence to sell alcohol for consumption off the premises. If the Bill is approved the proposed changes to off-sales will give businesses far more flexibility, an example being an increase in people drinking on the streets late at night. This means that extensions of hours are an even less proportionate way of dealing with COVID related issues. We are concerned that if on-sales hours are extended, off-sales may also be automatically extended under this Bill. As the Committee will no doubt be aware from the media coverage, Soho witnessed the effect of mass drinking on the streets in Soho during the evening and night-time of 4th July, with social distancing not being maintained with such large numbers on Old Compton Street, Greek Street, Frith Street and Dean Street. Police teams were out in force but were unable to control these crowds. We do not believe this to be a one off, and could well become a regular occurrence and if the Bill is passed it will result in even more chaos and increases in crime and disorder and public nuisance on the streets of Soho (photograph Appendix 1).

Reviewing the Statement of Licensing Policy, the following policies apply to this application;

a) Policy HRS1 - Hours; applications for hours outside of the core hours set out below in this policy will be considered on their merits, subject to other relevant policies and with particular regard to the following:

b) Policy CIP1 - Special policy on cumulative impact in Cumulative Impact Areas; 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. ***The Licensing Authority considers that the grant of variations or new licences for pubs and bars in the Cumulative Impact Areas should be limited to exceptional circumstances*** (our emphasis).

c) Policy PB2 - Pubs and Bars in the Cumulative Impact Areas; it is the Licensing Authority's policy to refuse applications in the Cumulative Impact Areas other than applications to vary hours within the Core Hours under Policy HRS1.

This is a new late night bar licence with a focus on cocktails, happy hours and events, the applicant needs to demonstrate how they will not add to cumulative impact in the CIA area and present a case for exceptional circumstances, however, this has not been addressed in the

application. We are in no doubt this application will add to cumulative impact and fail to promote the licensing objectives as described below.

The Licensing Objectives

This application will fail to promote these objectives and we object on the following grounds.

Prevention of crime and disorder - CD1

Under this Policy the criteria applied is, *'whether the premises make or will make a significant contribution to levels of crime and disorder, and whether the operating schedule is based on an adequate risk assessment, undertaken by the applicant, of the high likelihood of crime and disorder occurring as a result of the grant of the application. Under 'Considerations, (1) the levels of crime and disorder in and around the venue; and the proposals contained in the operating schedule.'* Below we highlight the existing high levels of crime and disorder in Soho, but unfortunately we are not able to comment on a risk assessment undertaken by the applicant as it was not included with the application.

Criminal activity associated with the late-night economy / venues and large numbers of people on the streets results in high levels of serious crime. In Soho the majority of robberies take place late at night. People are targeted as they leave late night venues which is evidenced by the crime figure. Figures for Soho highlight a huge increase in robberies, * 111 robberies took place within the four-month period from Nov - Feb 2017/18, for the same period in 2018/19 the figure was 266 an increase of 140%. Figures for theft from person also show a similar increase 401 for the same period in 2017/18 to 1,028 in 2018/19, a significant increase of 156%. (*Source; Police UK data).

In the area surrounding Greek St there are a number of late night venues, and in reviewing the crime figures from *September to December 2019 in Greek Street, Goslett Yard, Manette Street, Soho Street, Sutton Row and Falconberg Mews, there were 454 offences, comprising of a significant number relating to offences against the person, examples being, theft from person = 201, other theft = 85, drug offences = 38, violence and sexual offences = 38, robbery = 37. (*source: Police UK data published for Soho)

Criminal activity is not limited to robberies at night. Drug dealers are also in the area targeting people. Dealers are seen in this area daily, with an increase in numbers from the early evening until late into the night, and they openly approach people on a night out. Drug dealers are in Soho late at night as there is a huge market for drugs which is linked to the number and late terminal hours of licensed venues.

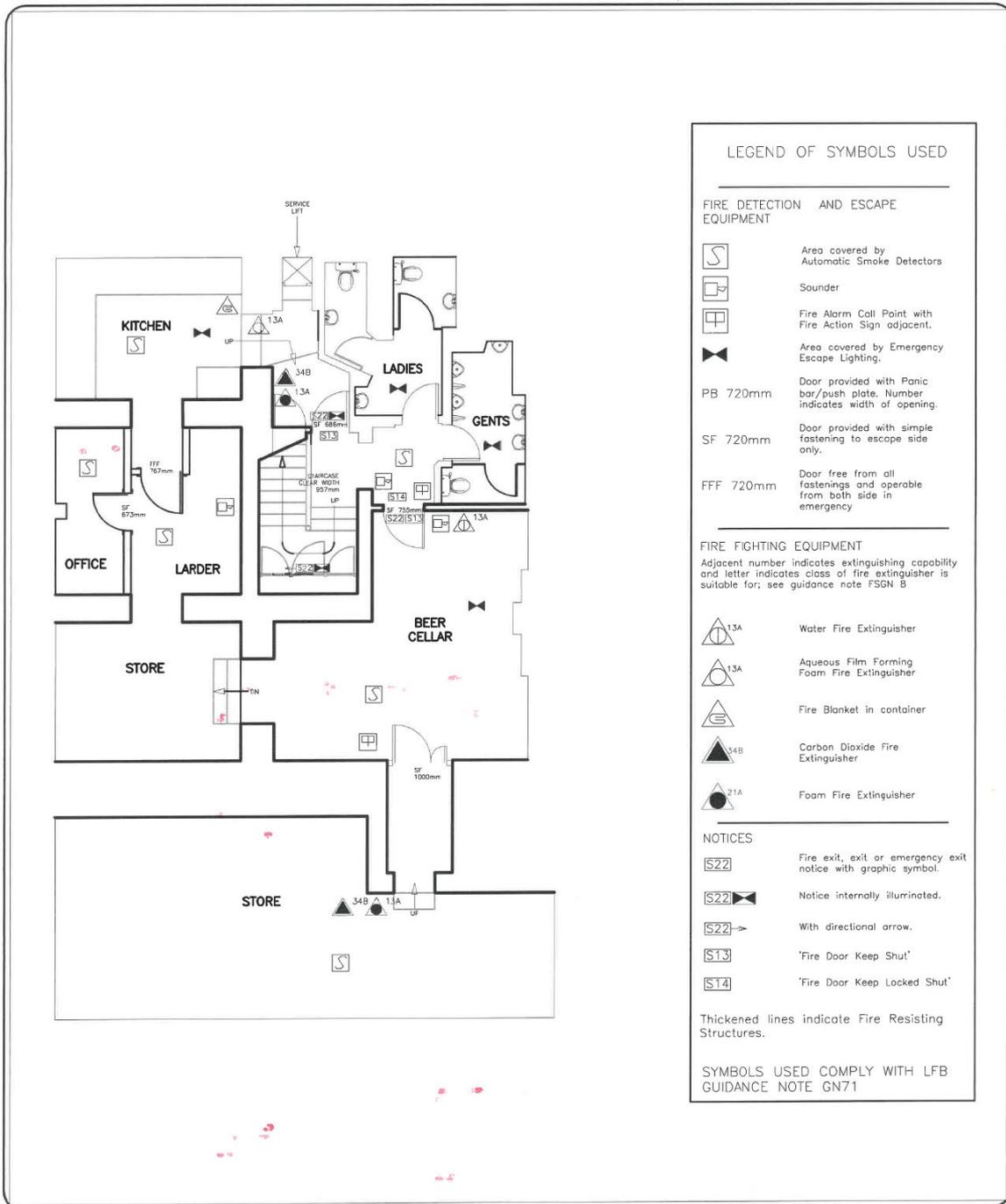
We have provided evidence of the high levels of crime in the area and believe if the application is granted it will make a significant contribution to the existing levels of crime and disorder, and therefore should be refused.

Prevention of public nuisance - Policy PN1

Under this Policy the criteria applied states, *'the potential for nuisance associated with the style, characteristics and activities of the business to be carried on at the premises and the potential steps which could be taken to reduce the risk of a nuisance occurring. This will particularly apply in areas of residential accommodation and where there is residential accommodation in the proximity of the premises.'* The application is for a new late night bar and by its nature there is a huge 'potential' for this causing a nuisance; people will invariably be intoxicated when leaving the venue and will cause noise nuisance to residents living on [REDACTED] and especially those in close proximity to these premises. Coupled with this there will be nuisance from taxis and pedicabs (playing loud music) waiting outside, and all of this will add to the public nuisance and anti-social behaviour that already exists and have a detrimental impact on residential amenity.

Appendix 1 : Old Compton Street, 4th July 2020





LEGEND OF SYMBOLS USED

FIRE DETECTION AND ESCAPE EQUIPMENT

- Area covered by Automatic Smoke Detectors
- Sounder
- Fire Alarm Call Point with Fire Action Sign adjacent.
- Area covered by Emergency Escape Lighting.
- Door provided with Panic bar/push plate. Number indicates width of opening.
- Door provided with simple fastening to escape side only.
- Door free from all fastenings and operable from both side in emergency

FIRE FIGHTING EQUIPMENT

Adjacent number indicates extinguishing capability and letter indicates class of fire extinguisher is suitable for; see guidance note FSGN 8

- Water Fire Extinguisher
- Aqueous Film Forming Foam Fire Extinguisher
- Fire Blanket in container
- Carbon Dioxide Fire Extinguisher
- Foam Fire Extinguisher

NOTICES

- Fire exit, exit or emergency exit notice with graphic symbol.
- Notice internally illuminated.
- With directional arrow.
- 'Fire Door Keep Shut'
- 'Fire Door Keep Locked Shut'

Thickened lines indicate Fire Resisting Structures.

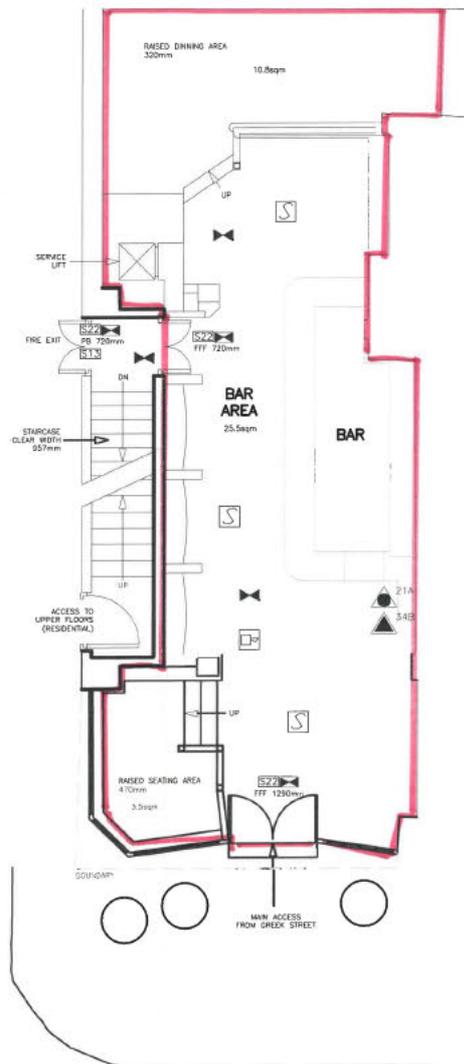
SYMBOLS USED COMPLY WITH LFB GUIDANCE NOTE GN71

Client: MARSIA HOLDINGS
 Property: PILLARS OF HERCULES
 7 GREEK STREET
 LONDON W1D 4DF
 Drawing: BASEMENT FLOOR
 LFB COMPLIANT LAYOUT

Scale: 1:100@A4	Drawn: GW
Date: 01:05:13	Job No. A16309
Drawing Number: A16309:101	Rev: -

surveyors & valuers

Portland House
 4 Great Portland Street
 London W1W 8QJ
 t: 020 7907 4500
 f: 020 7907 4501
 www.hbsv.com



— Area for licensable activities

LEGEND OF SYMBOLS USED

FIRE DETECTION AND ESCAPE EQUIPMENT

- Area covered by Automatic Smoke Detectors
- Sounder
- Fire Alarm Call Point with Fire Action Sign adjacent.
- Area covered by Emergency Escape Lighting.
- PB 720mm Door provided with Panic bar/push plate. Number indicates width of opening
- SF 720mm Door provided with simple fastening to escape side only.
- FFF 720mm Door free from all fastenings and operable from both side in emergency

FIRE FIGHTING EQUIPMENT

Adjacent number indicates extinguishing capability and letter indicates class of fire extinguisher is suitable for; see guidance note FSGN 8

- Water Fire Extinguisher
- Aqueous Film Forming Foam Fire Extinguisher
- Fire Blanket in container
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SYMBOLS USED COMPLY WITH LFB GUIDANCE NOTE GN71

Client: MARSА HOLDINGS
 Property: PILLARS OF HERCULES
 7 GREEK STREET
 LONDON W1D 4DF
 Drawing: GROUND FLOOR
 LFB COMPLIANT LAYOUT

Scale: 1:100@A4

Drawn: GW

Date: 01:05:13

Job No. A16309

Drawing Number: **A16309:100**

Rev: -



surveyors & valuers

Portland House
 4 Great Portland Street
 London W1W 8QJ

t: 020 7907 4500
 f: 020 7907 4501
 www.hbsv.com

Applicant's email to the Responsible Authorities dated 16 June 2020

Dear All,

I write in relation to the applications I have submitted for the Adventure Bar Group.

These are applications for hours beyond core (02:00), and both premises are in the stress area.

I have submitted time limited licences to expire on 30th December 2021.

The original plan was to submit the licence to either end that date or when the Regulations and / or recommendations for social distancing had gone.

However, the problem with the latter is that the situation is so uncertain in relation to which premises will open and, most importantly, how busy they will be in terms of the willingness of customers to return, that it may take many months, if not several years, for the previous vibrancy of the West End (in common with many other cities in the UK) to return, with the knock on effect for businesses like Adventure Bar, but which are bars and, therefore, realistically have no alternative fall back in terms of off-sales, food or outside areas for customers to enjoy.

Longer trading is therefore a way of offsetting any loss from lack of customers and, indeed, for the period when no trading was possible at all.

The applications are time limited to respect the fact that, at some point, the stress areas are likely to become "stressed" again, and then the later hours (if granted) will naturally fall away, leaving the existing licence with core hours and midnight respectively.

It is therefore hoped that the Responsible Authorities will appreciate why these applications are being made in circumstances which could never have been envisaged when the policy was introduced and subsequently renewed.

It is highly probable, I suspect, that for some time to come, even when licensed premises can reopen, the numbers of people in the West End stress area will be nowhere near what they have traditionally been prior to lockdown.

Please do not hesitate to contact me if you wish to discuss the application.

I have tried to submit these with conditions to promote the licensing objectives.

Adventure Bar, as you know, is a responsible operator, and used to trading to these hours at other locations in Central London, and there is a condition in each application preventing the transfer of the licence to any other operator who may not be as good.



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

Schedule 12
Part A

WARD: West End
UPRN: 100023472386

Premises licence

Regulation 33, 34

Premises licence
number:

19/09015/LIPDPS

Original Reference:

05/05138/LIPCV

Part 1 – Premises details

Postal address of premises:

Bar Hercules
7 Greek Street
London
W1D 4DF

Telephone Number: Not Supplied

Where the licence is time limited, the dates:

Not applicable

Licensable activities authorised by the licence:

Playing of Recorded Music
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:

Playing of Recorded Music Unrestricted

Late Night Refreshment

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

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: 12:00 to 22:30

Sundays before Bank Holidays: 12:00 to 00:00

For times authorised for New Year see conditions at Annex 1 & 3

The opening hours of the premises:

Monday to Thursday: 10:00 to 23:30
Friday to Saturday: 10:00 to 00:00
Sunday: 12:00 to 23:00
Sundays before Bank Holidays: 12:00 to 00:00

The opening hours of the premises:

Monday to Thursday: 10:00 to 23:30
Friday to Saturday: 10:00 to 00:00
Sunday: 12:00 to 23:00
Sundays before Bank Holidays: 12:00 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:

The Adventure Bar Co Ltd
11 Castle Hill
Maidenhead
London
SL6 4AA

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

07354704

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

Name: Sadie Louise Taylor

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: 073261

Licensing Authority: London Borough Of Hackney

Date: 24 October 2019

This licence has been authorised by Emanuela Meloyan 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.
9. No person under fourteen shall be in the bar of the licensed premises during the permitted hours unless one of the following applies:
- (a) He is the child of the holder of the premises licence.
 - (b) He resides in the premises, but is not employed there.
 - (c) He is in the bar solely for the purpose of passing to or from some part of the premises which is not a bar and to or from which there is no other convenient means of access or egress.
 - (d) The bar is in railway refreshment rooms or other premises constructed, fitted and intended to be used bona fide for any purpose to which the holding of the licence is ancillary.
- In this condition "bar" includes any place exclusively or mainly used for the consumption of intoxicating liquor. But an area is not a bar when it is usual for it to be, and it is, set apart for the service of table meals and alcohol is only sold or supplied to persons as an ancillary to their table meals.
10. The terminal hour for late night refreshment on New Year's Eve is extended to 05:00 on New Year's Day.

Annex 2 – Conditions consistent with the operating Schedule

11. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
12. 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.
13. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
14. Windows and external doors shall be kept closed after 21.00, or at anytime regulated entertainment takes place, except for the immediate access and egress of patrons.

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

15. Alcohol may be sold or supplied:

- (a) On Monday to Thursday 10:00 to 23:30, Friday to Saturday 10:00 to 00:00
- (b) On Sundays, 12:00 to 22:30.
- (c) On Sundays before Bank Holidays 12:00 to 00:00
- (d) On New Year's Eve from the end of permitted hours on New Year's Eve to the start of permitted hours on the following day (or, if there are no permitted hours on the following day, midnight on 31st December).

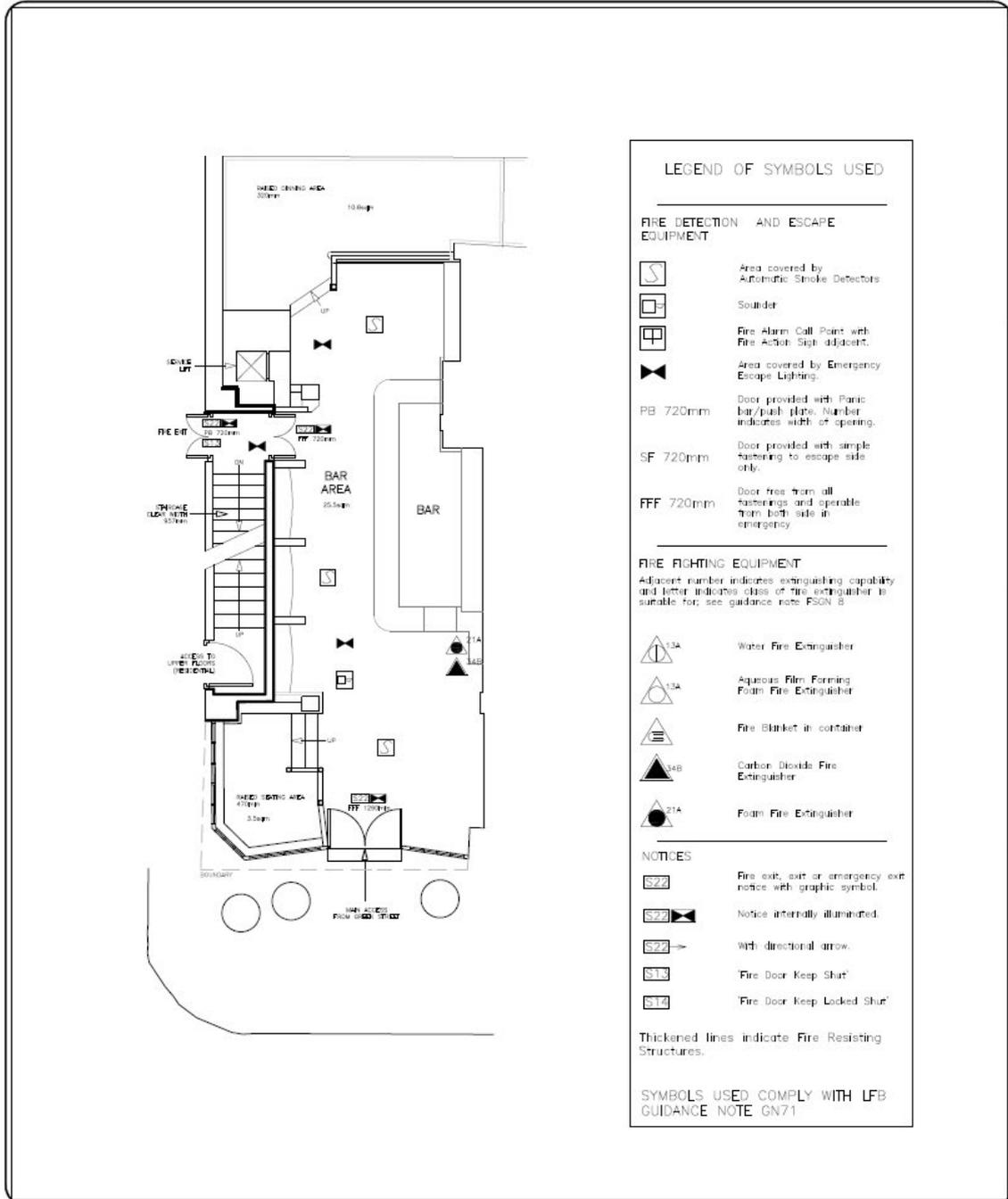
NOTE - The above restrictions do not prohibit:

- (a) the sale or supply of alcohol to or the consumption of alcohol by any person residing in the licensed premises;
- (b) the ordering of alcohol to be consumed off the premises, or the despatch by the vendor of the alcohol so ordered;
- (c) the sale of alcohol to a trader or registered club for the purposes of the trade or club;
- (d) the sale or supply of alcohol to any canteen or mess, being a canteen in which the sale or supply of alcohol is carried out under the authority of the Secretary of State or an authorised mess of members of Her Majesty's naval, military or air forces;
- (e) the taking of alcohol from the premises by a person residing there;
- (f) the supply of alcohol for consumption on the premises to any private friends of a person residing there who are bona fide entertained by him at his own expense, or the consumption of alcohol by persons so supplied;
- (g) the supply of alcohol for consumption on the premises to persons employed there for the purposes of the business carried on by the holder of the licence, or the consumption of liquor so supplied, if the liquor is supplied at the expense of their employer or of the person carrying on or in charge of the business on the premises.

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

- 16. Staff shall routinely check the premises during opening hours to ensure that the premises are clean and tidy.
- 17. Empty glasses shall be regularly collected.
- 18. Adequate and appropriate First Aid equipment shall be available
- 19. Prominent, clear and legible notices are to be displayed at all exits requesting patrons to respect needs of local residents and to leave the premises and the surrounding area quietly.
- 20. Staff shall ask patrons to leave quietly.
- 21. The 18 or over policy shall be strictly observed.

Annex 4 – Plans



LEGEND OF SYMBOLS USED

FIRE DETECTION AND ESCAPE EQUIPMENT

- Area covered by Automatic Smoke Detectors
- Sounder
- Fire Alarm Call Point with Fire Action Sign adjacent.
- Area covered by Emergency Escape Lighting.
- Door provided with Panic bar/push plate. Number indicates width of opening.
- Door provided with simple fastenings to escape side only.
- Door free from all fastenings and operable from both side in emergency.

FIRE FIGHTING EQUIPMENT
 Adjacent number indicates extinguishing capability and letter indicates class of fire extinguisher is suitable for; see guidance note FSGN 8

- Water Fire Extinguisher
- Aqueous Film Forming Foam Fire Extinguisher
- Fire Blanket in container
- Carbon Dioxide Fire Extinguisher
- Foam Fire Extinguisher

NOTICES

- Fire exit, exit or emergency exit notice with graphic symbol.
- Notice internally illuminated.
- With directional arrow.
- Fire Door Keep Shut
- Fire Door Keep Locked Shut

Thickened lines indicate Fire Resisting Structures.

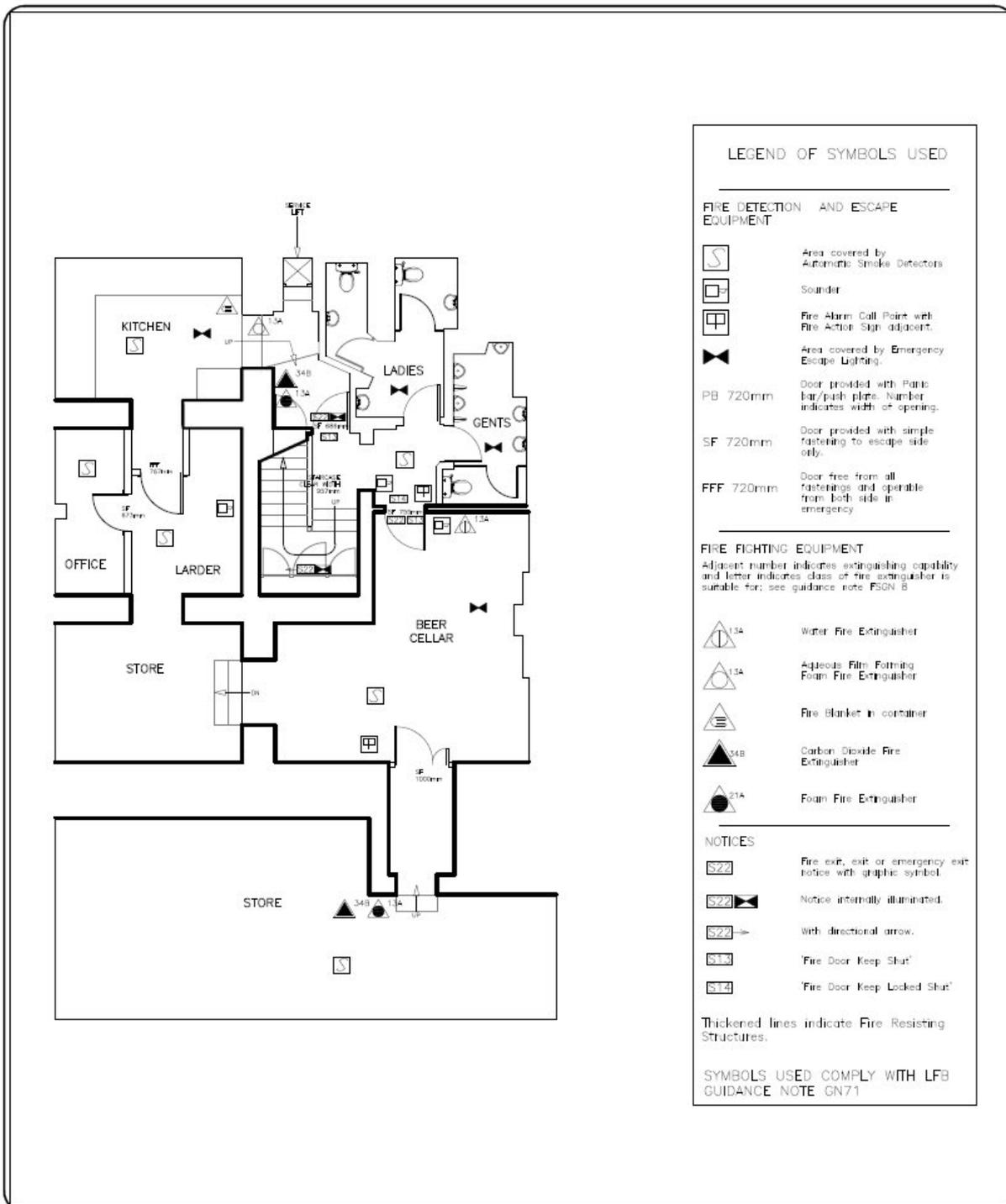
SYMBOLS USED COMPLY WITH LFB GUIDANCE NOTE GN71

Client: MARSA HOLDINGS	
Property: PILLARS OF HERCULES 7 GREEK STREET LONDON W1D 4DF	
Drawing: GROUND FLOOR LFB COMPLIANT LAYOUT	
Scale: 1:100@A4	Drawn: GW
Date: 01.05.13	Job No. A16309
Drawing Number: A16309:100	Rev: -

surveyors & valuers

Portland House
4 Great Portland Street
London W1W 8QJ

t: 020 7907 4500
f: 020 7907 4501
www.hbsv.com



LEGEND OF SYMBOLS USED

FIRE DETECTION AND ESCAPE EQUIPMENT

-  Area covered by Automatic Smoke Detectors
-  Sounder
-  Fire Alarm Call Point with Fire Action Sign adjacent.
-  Area covered by Emergency Escape Lighting.
-  Door provided with Panic bar/push plate. Number indicates width of opening.
-  Door provided with simple fastening to escape side only.
-  Door free from all fastenings and operable from both side in emergency.

FIRE FIGHTING EQUIPMENT

Adjacent number indicates extinguishing capability and letter indicates class of fire extinguisher is suitable for; see guidance note FSGN 8

-  Water Fire Extinguisher
-  Agents Film Forming Foam Fire Extinguisher
-  Fire Blanket in container
-  Carbon Dioxide Fire Extinguisher
-  Foam Fire Extinguisher

NOTICES

-  Fire exit, exit or emergency exit notice with graphic symbol.
-  Notice internally illuminated.
-  With directional arrow.
-  'Fire Door Keep Shut'
-  'Fire Door Keep Locked Shut'

Thickened lines indicate Fire Resisting Structures.

SYMBOLS USED COMPLY WITH LFB GUIDANCE NOTE GN71

Client: MARSIA HOLDINGS
 Property: PILLARS OF HERCULES
 7 GREEK STREET
 LONDON W1D 4DF
 Drawing: BASEMENT FLOOR
 LFB COMPLIANT LAYOUT

Scale: 1:100@A4	Drawn: GW
Date: 01.05.13	Job No. A16309
Drawing Number: A16309:101	Rev: -



surveyors & valuers
 Portland House
 4 Great Portland Street
 London W1W 8QJ
 t: 020 7907 4500
 f: 020 7907 4501
 www.hbsv.com



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

Schedule 12
Part B

Premises licence
summary

WARD: West End
UPRN: 100023472386

Regulation 33, 34

Premises licence
number:

19/09015/LIPDPS

Part 1 – Premises details

Postal address of premises:

Bar Hercules
7 Greek Street
London
W1D 4DF

Telephone Number: Not Supplied

Where the licence is time limited, the dates:

Not applicable

Licensable activities authorised by the licence:

Playing of Recorded Music
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:

Playing of Recorded Music Unrestricted

Late Night Refreshment

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

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:	12:00 to 22:30
Sundays before Bank Holidays:	12:00 to 00:00

For times authorised for New Year see conditions at Annex 1 & 3

The opening hours of the premises:

Monday to Thursday:	10:00 to 23:30
Friday to Saturday:	10:00 to 00:00
Sunday:	12:00 to 23:00
Sundays before Bank Holidays:	12:00 to 00:00

The opening hours of the premises:

Monday to Thursday:	10:00 to 23:30
Friday to Saturday:	10:00 to 00:00
Sunday:	12:00 to 23:00
Sundays before Bank Holidays:	12:00 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.

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

The Adventure Bar Co Ltd
11 Castle Hill
Maidenhead
London
SL6 4AA

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

07354704

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

Name: Sadie Louise Taylor

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

Restricted

Date: 24 October 2019

This licence has been authorised by Emanuela Meloyan on behalf of the Director - Public Protection and Licensing.

Licence & Appeal History

Application	Details of Application	Date Determined	Decision
05/05138/LIPCV	Conversion Licence	01.08.2005	Deemed Decision under Licensing Act S8
07/03189/LIPDPS	Application to vary the designated premises supervisor	23.04.2007	Granted Under Delegated Authority
07/07035/LIPT	Transfer application	24.10.2007	Granted Under Delegated Authority
07/07048/LIPV	Variation application	13.09.2007	Granted by Licensing Sub-Committee
06/05172/WCCMAP	Master Licence	16.04.2007	Granted Under Delegated Authority
07/10496/LIPDPS	Application to vary the designated premises supervisor	21.11.2007	Granted Under Delegated Authority
11/06940/LIPDPS	Application to vary the designated premises supervisor	18.07.2011	Granted Under Delegated Authority
11/07801/LIPDPS	Application to vary the designated premises supervisor	19.09.2011	Granted Under Delegated Authority
12/01285/LIPDPS	Application to vary the designated premises supervisor	23.03.2012	Granted Under Delegated Authority
12/06175/LIPDPS	Application to vary the designated premises supervisor	05.08.2012	Granted Under Delegated Authority
12/10523/LIPDPS	Application to vary the designated premises supervisor	28.12.2012	Granted Under Delegated Authority
13/03061/LIPVM	Minor Variation application	21.05.2013	Granted Under Delegated Authority
16/12392/LIPDPS	Application to vary the designated premises supervisor	08.02.2017	Granted Under Delegated Authority

17/02083/LIPDPS	Application to vary the designated premises supervisor	10.05.2017	Granted Under Delegated Authority
17/06126/LIPDPS	Application to vary the designated premises supervisor	30.08.2017	Granted Under Delegated Authority
17/09563/LIDPSR	Removal of the designated premises supervisor	30.08.2017	Granted Under Delegated Authority
17/09918/LIPDPS	Application to vary the designated premises supervisor	04.11.2017	Granted Under Delegated Authority
18/02591/LIPT	Transfer application	09.04.2018	Granted Under Delegated Authority
18/03704/LIPDPS	Application to vary the designated premises supervisor	05.06.2018	Granted Under Delegated Authority
18/09852/LIPDPS	Application to vary the designated premises supervisor	02.10.2018	Granted Under Delegated Authority
19/01678/LIPCH	Change of Details	11.02.2019	Granted Under Delegated Authority
19/07140/LIPT	Transfer application	17.07.2019	Granted Under Delegated Authority
19/07141/LIPDPS	Application to vary the designated premises supervisor	19.07.2019	Granted Under Delegated Authority
19/09015/LIPDPS	Application to vary the designated premises supervisor	24.10.2019	Granted Under Delegated Authority

Application	Details of Application	Date Determined	Decision
17/12405/LITENP	Temporary Event Notice	07.11.2017	Event allowed to proceed
17/12431/LITENP	Temporary Event Notice	18.12.2017	Event allowed to proceed

17/12438/LITENP	Temporary Event Notice	21.11.2017	Event allowed to proceed
17/12439/LITENP	Temporary Event Notice	04.12.2017	Event allowed to proceed
17/12441/LITENP	Temporary Event Notice	21.11.2017	Event allowed to proceed
18/14699/LITENP	Temporary Event Notice	18.12.2018	Event allowed to proceed
18/14702/LITENP	Temporary Event Notice	18.12.2018	Event allowed to proceed
18/14705/LITENP	Temporary Event Notice	17.05.2019	Event allowed to proceed
19/07673/LITENP	Temporary Event Notice	28.06.2019	Event allowed to proceed
19/09957/LITENP	Temporary Event Notice	16.08.2019	Event allowed to proceed
19/10165/LITENP	Temporary Event Notice	20.08.2019	Event allowed to proceed
19/13282/LITENP	Temporary Event Notice	17.10.2019	Event allowed to proceed
19/15724/LITENP	Temporary Event Notice	02.12.2019	Event allowed to proceed
19/15737/LITENP	Temporary Event Notice	02.12.2019	Event allowed to proceed
19/16633/LITENP	Temporary Event Notice	16.12.2019	Event allowed to proceed

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. A Challenge 25 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.
10. 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.
11. Loudspeakers shall not be located in the entrance lobby or outside the premises building.
12. 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 preceding 31 day period.
13. 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. 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.
14. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
15. 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.
16. 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.
17. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
18. 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.
19. 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
 - (g) any refusal of the sale of alcohol
 - (h) any visit by a relevant authority or emergency service.

20. No collections of waste or other recyclable materials, including bottles, shall take place and no deliveries shall be made, other than by means of vehicles using the loading bay inside the building in which the premises are situated between 08:00 hours and 23:00 hours.
21. The Licence Holder shall use their best endeavours to make sure that vehicles dropping off and collecting patrons do not cause nuisance or disturbance to local residents.
22. Patrons permitted temporarily to leave and then re-enter the premises (e.g. to smoke) shall not be permitted to take drinks or glass containers with them.
23. The premises licence holder shall ensure that any patrons smoking outside the premises do so in an orderly manner and are supervised by staff so as to ensure that there is no public nuisance or obstruction of the public highway.
24. Whenever the premises are open for licensable activities, there will be a Personal Licence Holder on duty.
25. When the Premises Licence conducts licensable activities after midnight, or on other occasions where circumstances dictate there may be a higher risk than normal, the Premises Licence Holder will complete a written risk assessment as to the time and number of SIA registered door staff required to be on duty at the premises, and this risk assessment will be made available to the Police and Licensing Authority on request.
26. A written search and dispersal policy will be in place at the premises, and which will be available to the Police and Local Authority on request.
27. The maximum number of persons permitted on the premises at any one time (excluding staff) shall not exceed 100 persons.
28. Licensable activities will only be permitted under this licence as long as The Adventure Bar Co Limited is the Premises Licence Holder.

Conditions proposed by the Environmental Health

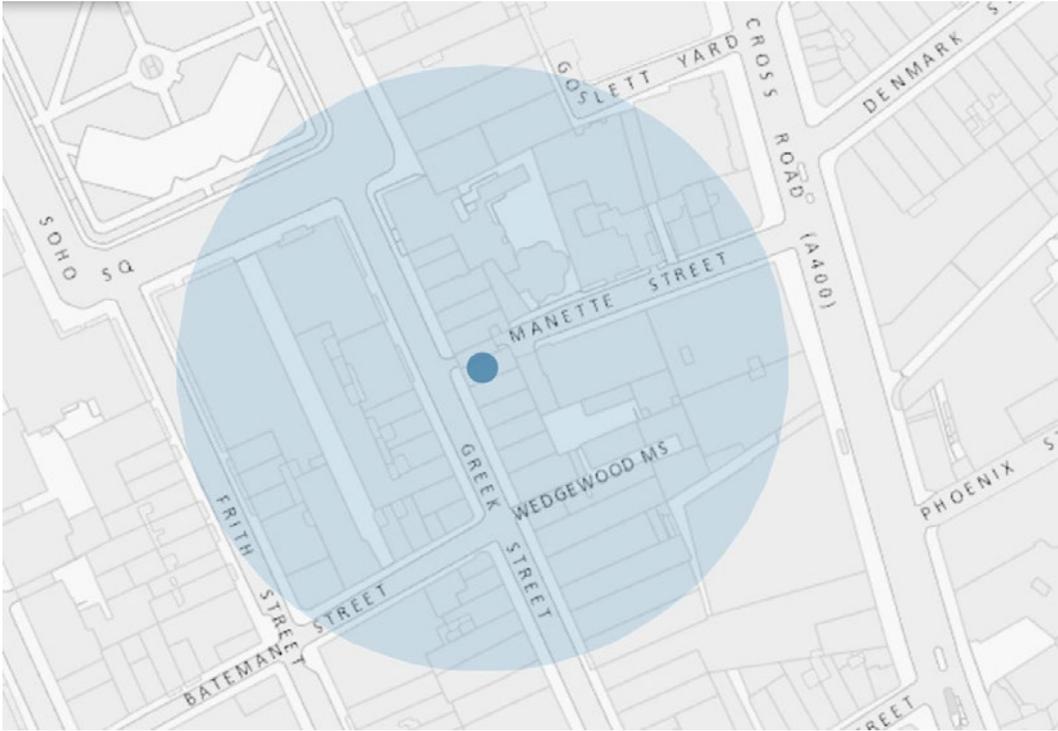
None

Conditions proposed by the Metropolitan Police

None

Conditions proposed by the Licensing Authority

None



Resident count: 48

Licensed premises within 75 Metres of 7 Greek Street, London, W1D 4DF

Licence Number	Trading Name	Address	Premises Type	Time Period
19/09015/LIPDPS	Bar Hercules	7 Greek Street London W1D 4DF	Pub or pub restaurant with lodge	Monday to Thursday; 10:00 - 23:30 Friday to Saturday; 10:00 - 00:00 Sunday; 12:00 - 23:00 Sundays before Bank Holidays; 12:00 - 00:00
19/04396/LIPDPS	Gamma Gamma	Basement And Ground Floor 6 Greek Street London W1D 4DE	Restaurant	Monday to Thursday; 08:00 - 23:30 Friday to Saturday; 08:00 - 00:00 Sunday; 08:00 - 22:30
06/05103/WCCMAP	Jazz After Dark	Ground Floor 9 Greek Street London W1D 4DQ	Night clubs and discos	Monday to Thursday; 09:00 - 02:30 Monday to Saturday; 10:00 - 00:30 Friday to Saturday; 09:00 - 03:30 Sunday; 12:00 - 00:00 Sunday; 12:00 - 00:00
19/06444/LIPCH	10 Greek Street	10 Greek Street London W1D 4DH	Restaurant	Monday to Thursday; 11:00 - 23:30 Friday to Saturday; 11:00 - 00:00 Sunday; 11:00 - 22:30
19/00395/LIPDPS	68 And Boston	4 Greek Street London W1D 4DB	Night clubs and discos	Monday to Saturday; 09:00 - 02:30 Sunday; 09:00 - 02:00 Sundays before Bank Holidays; 09:00 - 02:30

18/16088/LIPN	New Evaristo Club	Basement 57 Greek Street London W1D 3DX	Club or institution	Monday to Sunday; 11:00 - 01:30
09/09864/LIPN	Bibimbap Korean Restaurant	11 Greek Street London W1D 4DJ	Restaurant	Monday to Wednesday; 17:00 - 00:00 Monday to Sunday; 12:00 - 15:00 Thursday to Saturday; 17:00 - 02:00 Sunday; 17:00 - 00:00
18/06760/LIPDPS	The Chipping Forecast	Basement And Ground Floor 58 Greek Street London W1D 3DY	Restaurant	Monday to Thursday; 12:00 - 23:30 Friday to Saturday; 12:00 - 00:00 Sunday; 12:00 - 22:30
18/03674/LIPN	Not Recorded	59 Greek Street London W1D 3DZ	Cafe	Monday to Thursday; 10:00 - 00:00 Friday to Saturday; 10:00 - 00:30 Sunday; 10:00 - 23:00 Sundays before Bank Holidays; 12:00 - 23:00 New Year's Eve; 00:00 - 00:00
17/13397/LIPV	Milroys Of Soho	Basement And Ground Floor 3 Greek Street London W1D 4NX	Shop	Monday to Thursday; 10:00 - 23:00 Friday to Saturday; 10:00 - 00:00 Sunday; 12:00 - 22:30
17/09067/LIPV	Miabella London	Basement 12 - 13 Greek Street London W1D 4DL	Restaurant	Monday to Saturday; 09:00 - 03:30 Sunday; 09:00 - 23:00
16/10525/LIDPSR	Miabella	Basement 12 - 13 Greek Street London W1D 4DL	Restaurant	Monday to Saturday; 09:00 - 03:30 Sunday; 09:00 - 23:00

17/09330/LIPST	Unit 2	Development Site At 111-119 Charing Cross Road, 1-12 Manette Street, 1-4 Wedgwood Mews And 12 - 14 Greek Street London	Restaurant	Monday to Saturday; 08:00 - 01:00 Sunday; 08:00 - 23:30
17/09323/LIPST	Unit 4	Development Site At 111-119 Charing Cross Road, 1-12 Manette Street, 1-4 Wedgwood Mews And 12 - 14 Greek Street London	Restaurant	Monday to Saturday; 08:00 - 01:00 Sunday; 08:00 - 23:30
19/15446/LIPDPS	The Gay Hussar	2 Greek Street London W1D 4NB	Restaurant	Monday to Thursday; 11:00 - 23:30 Friday to Saturday; 11:00 - 00:00 Sunday; 12:00 - 22:30
19/14734/LIPDPS	House Of St Barnabas	The House Of St Barnabas In Soho 1 Greek Street London W1D 4NQ	Civic/public building	Monday to Sunday; 08:00 - 01:30
19/14930/LIPVM	Manzis	Basement North 1-8 Bateman's Buildings London W1D 3EN	Restaurant	Monday to Thursday; 07:00 - 23:30 Friday to Saturday; 07:00 - 00:00 Sunday; 11:00 - 22:30
14/02772/LIPV	Thirst	23 - 24 Bateman Street London W1D 3AW	Night clubs and discos	Monday to Saturday; 09:00 - 03:30 Sunday; 12:00 - 23:00
06/05119/WCCMAP	San Valentino Bar	13A Greek Street London W1D 4DN	Shop	Monday to Saturday; 23:00 - 03:00
17/11842/LIPDPS	Bonnie Gull	Ground Floor 22 Bateman Street London W1D 3AN	Cafe	Monday to Saturday; 10:00 - 00:30 Sunday; 12:00 - 00:00
19/09656/LIPDPS	La Capannina Club	Basement 21 Bateman Street London W1D 3AL	Night clubs and discos	Monday to Saturday; 09:00 - 03:30 Sunday; 09:00 - 00:30

13/05652/LIPN	Suvlaki	Ground Floor 21 Bateman Street London W1D 3AL	Restaurant	Friday to Saturday; 12:00 - 03:00 Sunday to Thursday; 12:00 - 00:00
18/03606/LIPDPS	Lina Stores	Basement And Ground Floor 51 Greek Street London W1D 4EH	Restaurant	Monday to Saturday; 10:00 - 00:30 Sunday; 12:00 - 00:00
16/08065/LIPDPS	Patara	Basement And Ground Floor 15 Greek Street London W1D 4DP	Restaurant	Monday to Saturday; 10:00 - 00:30 Sunday; 12:00 - 00:00
19/09145/LIPDPS	Simmons	2 Bateman Street London W1D 4AE	Public house or pub restaurant	Monday to Thursday; 10:00 - 23:30 Friday to Saturday; 10:00 - 00:00 Sunday; 12:00 - 22:30 Sundays before Bank Holidays; 12:00 - 00:00
19/13507/LIPN	Not Recorded	Borderline Orange Yard London W1D 4JB	Night clubs and discos	Thursday to Saturday; 09:00 - 06:00 Sunday; 09:00 - 23:00 Sunday to Wednesday; 09:00 - 03:30
19/13640/LIPDPS	The Borderline	Borderline Orange Yard London W1D 4JB	Night clubs and discos	Monday to Wednesday; 09:00 - 03:30 Thursday to Saturday; 09:00 - 06:00 Sunday; 09:00 - 23:00
17/09329/LIPST	Unit 1	113 - 119 Charing Cross Road London W1D 4AT	Restaurant	Monday to Saturday; 08:00 - 01:00 Sunday; 08:00 - 23:30 New Year's Eve; 00:00 - 00:00
17/09312/LIPST	Unit 3	113 - 119 Charing Cross Road London W1D 4AT	Restaurant	Monday to Saturday; 08:00 - 01:00 Sunday; 08:00 - 23:30 New Year's Eve;

				00:00 - 00:00
16/13059/LIPVM	Union Club	50 Greek Street London W1D 4EQ	Restaurant	Monday to Saturday; 10:00 - 01:30 Sunday; 12:00 - 01:00
18/01285/LIPDPS	Hazlitts Hotel	6 Frith Street London W1D 3JA	Hotel, 3 star or under	Monday to Saturday; 10:00 - 23:30 Sunday; 12:00 - 23:00
20/03210/LIPN	Be At One (Shadow)	16-17 Greek Street London W1D 4DR	Night clubs and discos	Monday to Saturday; 09:00 - 06:00 Sunday; 09:00 - 00:00
20/00132/LIPVM	Be At One	16-17 Greek Street London W1D 4DR	Night clubs and discos	Monday; 09:00 - 06:00 Tuesday; 09:00 - 06:00 Wednesday; 09:00 - 06:00 Thursday; 09:00 - 06:00 Friday; 09:00 - 06:00 Saturday; 09:00 - 06:00 Sunday; 09:00 - 00:00
18/03136/LIPV	G-A-Y Late	Royal George 133 Charing Cross Road London WC2H 0EA	Night clubs and discos	Monday to Saturday; 09:00 - 04:30 Sunday; 12:00 - 04:30
16/00325/LIPV	G-A-Y Late	Royal George 133 Charing Cross Road London WC2H 0EA	Night clubs and discos	Monday to Saturday; 09:00 - 03:30 Sunday; 12:00 - 03:30
09/00739/LIPCH	Crobar	Ground Floor 17 Manette Street London W1D 4AS	Night clubs and discos	Monday to Saturday; 09:00 - 03:30 Sunday; 12:00 - 23:00
15/03152/LIPVM	Club 49	Basement And Ground Floor 49 Greek Street London W1D 4EG	Restaurant	Monday to Saturday; 10:00 - 03:30 Sunday; 12:00 - 23:00
17/08427/LIPV	Nandos	Ground Floor 10 Frith Street London W1D 3JF	Restaurant	Monday to Saturday; 10:00 - 00:30 Sunday; 12:00 - 00:00

14/03450/LIPDPS	L'Escargot	48 Greek Street London W1D 4EF	Restaurant	Monday to Sunday; 10:00 - 01:00
19/12191/LIPN	Not Recorded	48 Greek Street London W1D 4EF	Restaurant	Monday; 10:00 - 01:00 Tuesday; 10:00 - 01:00 Wednesday; 10:00 - 01:00 Thursday; 10:00 - 01:00 Friday; 10:00 - 01:00 Saturday; 10:00 - 01:00 Sunday; 10:00 - 01:00
12/10955/LIPDPS	The Gallery Soho	Basement And Ground Floor 125 Charing Cross Road London WC2H 0EW	Shop	Monday to Sunday; 00:00 - 00:00
19/08060/LIPT	Zebrano	Basment And Ground Floor 18 Greek Street London W1D 4DS	Night clubs and discos	Monday to Saturday; 09:00 - 03:30 Sunday; 09:00 - 23:00 New Year's Eve; 00:00 - 00:00
15/00514/LIPVM	Royal George Public House	Royal George 133 Charing Cross Road London WC2H 0EA	Public house or pub restaurant	Monday to Wednesday; 07:00 - 23:30 Thursday to Saturday; 07:00 - 01:30 Sunday; 07:00 - 22:50 Sundays before Bank Holidays; 07:00 - 00:00