



City of Westminster

# Licensing Sub-Committee Report

Item No:

Date:

12 August 2021

Licensing Ref No:

21/01538/LIPN – New Premises Licence

Title of Report:

Blame Gloria  
20 Bedford Street  
London  
WC2E 9HP

Report of:

Director of Public Protection and Licensing

Wards involved:

St James's

Policy context:

City of Westminster Statement of Licensing Policy

Financial summary:

None

Report Author:

Kevin Jackaman  
Senior Licensing Officer

Contact details

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Email: [kjackaman@westminster.gov.uk](mailto:kjackaman@westminster.gov.uk)

## 1. Application

1-A Applicant and premises			
<b>Application Type:</b>	New Premises Licence, Licensing Act 2003		
<b>Application received date:</b>	03 March 2021		
<b>Applicant:</b>	+Venture Battersea Limited		
<b>Premises:</b>	Blame Gloria		
<b>Premises address:</b>	20 Bedford Street London WC2E 9HP	<b>Ward:</b>	St James's Ward
		<b>Cumulative Impact Area:</b>	West End
		<b>Special Consideration Zone:</b>	None
<b>Premises description:</b>	This is an application for a new Premises Licence to operate as a bar for a time limited period from 1 <sup>st</sup> October 2021 to the 31 December 2022.		
<b>Premises licence history:</b>	<p>The premises have had the benefit of a licence since 2005. A copy of the current premises licence (licence number 20/06870/LIPDPS) can be found at Appendix 1.</p> <p>The premises also has the benefit of a time limited premises licence (licence number 20/04576/LIPN) which expires on 31 December 2021 which can be found at appendix 2</p> <p>A full licence history for the premises appears at appendix 4.</p>		
<b>Applicant submissions:</b>	<p>As part of the application form, the applicant provided the following information:</p> <p>The application is for exactly the same licensable activities, hours of operation and conditions as premises licence number 20/04576/LIPN except that the maximum occupancy in this application is 150 not 125.</p> <p>The background to this is that there is another licence which has been operated by the Adventure Bar Group for around 10 years and which is licence number 19/09003/LIPDPS (current reference 20/06870/LIPDPS).</p> <p>This is a small ground floor and large basement in Covent Garden but with core hours.</p> <p>Adventure made an application for a time limited licence (referred to above) which was granted by the Licensing Committee in part on 21st September 2020.</p> <p>The reason for the time limited licence was to redress the balance following the massive impact of COVID-19 on the West End and on Blame Gloria in particular. This was the principal reason but others were put to the Licensing Committee as "exceptional circumstances" to grant a bar outside core hours in the West End stress area.</p> <p>The Licensing Committee accepted the argument and found</p>		

	<p>exceptional circumstances as follows:</p> <ul style="list-style-type: none"> <li>• The business has had to adjust due to COVID-19.</li> <li>• The footfall is low in the area in which the premises are situated.</li> <li>• The business cannot have tables and chairs outside.</li> <li>• The application is time limited.</li> </ul> <p>All of these reasons still apply.</p> <p>If anything COVID-19 has had a much more prolonged and devastating impact on the licensed trade and on the West End and there is currently despite the prospect of reopening premises on a limited basis on 17th May, no immediate sign of a return to a prosperous and busy West End. The tourist trade is non-existent (travel bans etc), theatres and other similar premises are closed, the UK is currently in lockdown and this is likely to continue for some time probably until next year.</p> <p>The applicant considered that the grant of a time limited licence for longer hours until 30th September 2021 would be sufficient to allow some form of recovery and to act as a counterbalance to the deterioration in footfall in the area.</p> <p>However, that has not proved to be the case.</p> <p>Adventure have never operated this licence because shortly after the grant further restrictions were put in place in terms of either a Tier system closing premises at 10pm or then in December full lockdown which is currently in place.</p> <p>Even on an optimistic roadmap it is highly unlikely that as a basement it will be able to trade to its maximum occupancy of 150 until June at the latest and the situation in the West End will not have recovered.</p> <p>For all of these reasons Adventure make an application for a second time limited licence to run from the expiry of the first up until the end of 2022. This is to allow for a period of trading in the first part where there will almost certainly be restrictions, in the second part where things may be returning to normal but many premises may remain closed and customer behaviour is currently unknown, and to build in longer hours to allow more flexible trading hopefully leading towards a better 2022 when the licence will fall away and the original licence will be operated as before.</p> <p>Adventure are responsible operators and will maintain and abide by any Regulations which may still be in place concerning COVID-19; although the occupancy is 150 that is a maximum but will not apply if there has to be social distancing of seated customers.</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:	23:30	23:30	23:30	01:00	01:00	01:00	22:30
Seasonal variations/ Non-standard timings:		Sundays before Bank Holidays 10:00 to 00:00					

Late Night Refreshment:				Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	23:00	23:00	23:00	23:00	23:00	23:00	N/A
End:	23:30	23:30	23:30	01:00	01:00	01:00	
Seasonal variations/ Non-standard timings:		Sundays before Bank Holidays 23:00 to 00:00					

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:	23:30	23:30	23:30	01:00	01:00	01:00	22:30
Seasonal variations/ Non-standard timings:		Sundays before Bank Holidays 23:00 to 00:00					

Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	10:00	10:00	10:00	10:00	10:00
End:	23:30	23:30	23:30	01:00	01:00	01:00	22:30
Seasonal variations/ Non-standard timings:		Sundays before Bank Holidays 23:00 to 00:00					

## 2. Representations

2-A Responsible Authorities	
Responsible Authority:	Metropolitan Police Service
Representative:	Adam Deweltz
Received:	11 March 2021
<p>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.</p> <p>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. This is also a new application outside of Westminster's core hours and therefore against policy.</p>	

<b>Responsible Authority:</b>	Licensing Authority
<b>Representative:</b>	Michelle Steward
<b>Received:</b>	12 March 2021

Dear Sirs

I write in relation to the application submitted for a new time limited premises licence for Blame Gloria, 20 Bedford Street, London, WC2E 9HP.

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 four Licensing Objectives:

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

The application seeks the following:

**Time Limited until 31<sup>st</sup> December 2022 and seeks to increase the capacity from 125 to 150 persons with the following licensable activities and times:**

- **Recorded Music**  
Monday to Wednesday 10:00 to 23:30  
Thursday to Saturday 10:00 to 01:00  
Sunday 10:00 to 22:30  
Sundays before Bank Holidays 10:00 to 00:00
- **Late Night Refreshment**  
Monday to Wednesday 23:00 to 23:30  
Thursday to Saturday 23:00 to 01:00  
Sundays before Bank Holidays 23:00 to 00:00
- **Supply of Alcohol On and Off Premises**  
Monday to Wednesday 10:00 to 23:30  
Thursday to Saturday 10:00 to 01:00  
Sunday 10:00 to 22:30  
Sundays before Bank Holidays 10:00 to 00:00
- **Opening Hours to Public**  
Monday to Wednesday 10:00 to 23:30  
Thursday to Saturday 10:00 to 01:00  
Sunday 10:00 to 22:30  
Sundays before Bank Holidays 10:00 - 00:00

The premises is located within the West End Cumulative Impact Area and as such various policy points must be considered, namely PB1, HRS1 and CIP1.

The Licensing Authority seeks further submissions regarding the increase of capacity by 25 people in the cumulative impact area:

- How will the premises manage the increase in capacity?

- Does the applicant have a Noise and Dispersal Policy?

At present, the operating 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 and other licensable activities, the Licensing Authority encourage that the applicant reduce the hours to be within Westminster's Core hours;

Westminster City Council's Core Hours are as follows:

#### **Supply of Alcohol On the Premises**

Monday to Thursday 10:00 to 23:30

Friday to Saturday 10:00 to 00:00

Sunday 12:00 to 22:30

#### **Other Licensable activities**

Monday to Thursday 09:00 to 23:30

Friday to Saturday 09:00 to 00:00

Sunday: 09:00 to 22:30

The applicant has applied for the sale by retail of alcohol both on and off the premises. The Licensing Authority would encourage the applicant to provide further submissions as to the proposed operation of the 'off sales' from the premises, and how this is intended to be operated and controlled to ensure that there is no adverse impact within the West End Cumulative Impact Area.

Please provide further submissions on how the supply of alcohol will be controlled and monitored:

- will the premises operate with waiter/waitress service or by way of a bar with vertical drinking?

It is noted that there is no ancillary nature to the way in which alcohol is served at the premises and as such the application must be considered under the Council's Policy PB1 which 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.

#### **Policy PB1 states:**

A. Applications outside the West End Cumulative Zone will generally be granted subject to:

1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1.
2. The hours for licensable activities being within the council's Core Hours Policy HRS1.
3. The applicant has taken account of the Special Consideration Zones policy SCZ1 if the premises are located within a designated zone.
4. The application and operation of the venue meet the definition of a Public House or Bar in Clause D.

B. It is the Licensing Authority's policy to refuse applications within the West End Cumulative Impact Zone other than:

1. Applications to vary the existing licence hours within the council's Core Hours Policy HRS1.
2. Applications that seek to vary the existing licence so as to reduce the overall capacity of the premises.

C. The applications referred to in Clause B1 and B2 will generally be granted subject to:

1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1, and/or,
2. The application and operation of the venue continuing to meet the definition of a Public House or Bar in Clause D.

D. For the purposes of this policy a Public House or Bar is defined as a premises, or part of a premises that's primary use is the sale or supply of alcohol for consumption on those premises and/or for consumption off the premises for consumption outside the venue.

**Therefore the applicant will have to demonstrate exceptional circumstances to allow to depart from the Policy.**

The Licensing Authority's policies, in relation to the Cumulative Impact Areas, are directed at the global and cumulative effects of licences on the area as a whole. The Licensing Authority encourages the applicant to provide further submissions as to how the premises will not add to cumulative impact in the cumulative impact area, as per policy PB1, HRS1 and CIP1.

The Licensing Authority encourages the applicant to provide further submissions as how if granted, this licence will not add to cumulative impact.

The applicant will need to satisfy the concerns of the Licensing Authority by demonstrating that the application will not add to cumulative impact if granted. It will be for Licensing Sub-Committee Members to determine this application, given its location within the West End Cumulative Impact area and the proposed hours of operation.

The Licensing Authority looks forward to receiving further submissions from the applicant in due course.

## **2-B Other Persons**

**Name:**

██████████

**Address and/or Residents Association:**

██

**Received:**

31 March 2021

This Representation is against the Application by Blame Gloria to be allowed to continue to benefit from the extended hours granted in licence 20/04576/LIPN which expires on 30/9/21. This licence extended the hours to which the premises could operate until 01:00 on Thursday to Saturday. The hours of the previous licence were core hours, so Thursday 23:30 and 00:00 Friday and Saturday.

The application seeks to extend the hours granted until 31/12/2022. This would allow operation for these extended hours for an additional 15 months.

The premises are described as a "cocktail and wine bar" and sell alcohol without it being required to be ancillary and with no requirement that customers are seated. It seeks a capacity of 150 people (20/04576/LIPN reduced the capacity to 125 people). Given the nature of the operation Policy PB1 applies.

The premises are situated within the West End CIZ and so CIP1 also applies. The presumption is the refuse the licence although this presumption is rebuttable.

The ██████████ view is that the grant of the variation requested will harm the Licensing Objectives of the prevention of public nuisance and crime and disorder contrary to the requirements of PN1 and CD1 and so should be refused.

The premises is located in the basement of the building and also has a ground floor area. There are residential properties in the upper floor of the buildings on either side of it and there are other residential buildings on all routes of dispersal from the premises. A map showing the location of the premises and residential property in the vicinity is attached to this Representation.

The applicant recognises that the grant of the licence would be contrary to Policy and argues that the reasons given at the time of the grant of 20/04576/LIPN still apply.

The reasons given for the grant in the LSC report are as follows:

- The footfall is low in the area in which the premises are situated.
- The business cannot have tables and chairs outside.
- Time limited grant (until 30/9/21)

The applicant's position is that these reasons still apply, and that (presumably) they will continue to apply during the 15 months for which the Licence will be in force.

The [REDACTED] position is as follows.

- Footfall is currently low, but once lockdown is removed and premises reopen, which they will be able to do fully from June 2021, there is an expectation that footfall will increase substantially. No-one knows what the situation will be at 30/9/21, let alone 15 months after this.
- We agree that the business cannot have tables and chairs outside. However from June 2021 they can trade inside without, we understand, restrictions. Whilst this position may change we believe it is premature to grant a licence now based on this reason.
- The grant is time-limited, but for an additional 15 months, and for 18 months after the time at which trading restrictions have been lifted.

The applicant goes on to argue that the grant is needed to allow for recovery. The application is to

*..... allow for a period of trading in the first part where there will almost certainly be restrictions, in the second part where things may be returning to normal but many premises may remain closed and customer behaviour is currently unknown, and to build in longer hours to allow more flexible trading hopefully leading towards a better 2022 when the licence will fall away and the original licence will be operated as before.*

You are being asked to grant a licence for a period of 18 months after the end of trading restrictions because "things may be returning to normal .... and customer behaviour is currently unknown". This does not to us appear to be a robust basis for deciding to grant an application which is contrary to Policy.

We are aware that many businesses are likely to apply for time-limited extended hours licences to allow them to trade for a longer period in order to allow them survive. However, the survival of the business is **not** a Licensing Objective and allowing premises to open later over any extended period will harm the Licensing Objectives. We have provided our reasoned justification for this view as an attachment to this Representation.

To summarise it, our position is:

- Applications for later hours are intended to provide premises with a higher income by allowing them to sell more alcohol.
- The additional alcohol consumed by customers **will** result in harm the Licensing Objectives, especially related for Public Nuisance and Crime and Disorder in the surrounding area, which contains significant amounts of residential property.
- There is no justification in the SoLP or the S182 Guidance to support a view that harm to the licensing objectives is outweighed by the financial benefits to the business.
- Applicants are welcome to argue that later hours can be granted whilst still promoting the Licensing Objectives but, unless they persuade the Licensing Authority to agree with them, then their Application should be refused.

In the case of Blame Gloria the question is whether allowing the premises to operate until 01:00 on Thursday to Saturday, rather than returning to their previously permitted hours, will harm the Licensing Objectives. Our view is that the grant of the later licence for an additional 15 months **will** give rise to harm to the Licensing Objectives and so should be refused. Our reason for this is as follows.

Having a premises open later means that people will arrive at and leave the premises until a later time. They will also have the opportunity during that time to drink more alcohol. As people move away from the vicinity of the premises they cause noise and disturbance. If they are collected from the premises by taxi/PHV the noise of the vehicles, doors opening and closing

etc will give rise to disturbance in the surrounding area. For all these reasons later operation is likely to give rise of public nuisance. In addition: people leaving the premises at later hours, and having drunk more alcohol, are more likely to become victims of crime, or to engage in disorderly behaviour. This increases the risk of crime and disorder.

The risk of an increase in public nuisance and crime and disorder is related **only** to the terminal hour. If we compare the situation in the vicinity at 01:00 in March 2019 and the situation at 01:00 in March 2022 (if this application were granted) then there will be a larger number of people on the street, causing more noise, in 2022 than in 2019. This is because customers of the premises would no longer be present by this time in 2019, but in 2022 they will still be in the process of dispersing. Their activity is likely to harm the licensing objectives.

The applicant says that we do not know if there will be as many customers coming into the West End in 2022 as there were in 2019. Our point here is that it doesn't matter. Even if in 2019 there would have been 100 people in Blame Gloria when it closed at Midnight on a Friday, and in 2022 there are only 50, those 50 people will still give rise to a nuisance at 01:00 as they leave later. The quantity of noise at 01:00 may be less than the noise at 00:00 in 2019 but it still constitutes a nuisance, and because it is at a later hour it has more of an impact on residents, and so is a greater nuisance.

Given that the later operation of the premises is very likely to increase the level of nuisance when it closes at 01:00 there will be harm to the Licensing Objectives. We do not believe that there are any conditions which could be added to the Licence which would reduce this harm and we therefore ask that the application is refused. We believe that this is the only decision which will support the Licensing Objectives in this case.

We hope that this representation is clear and ask that you advise us well in advance of any meeting at which this application will be discussed.

**Name:**

[REDACTED]

**Address and/or Residents Association:**

[REDACTED]  
[REDACTED]

**Received:**

30 March 2021

I would like to object to the extension of opening hours it will have an impact on my mental health, there are enough late night bars already we really don't need another one, why do you never think about the residents?

Our flat is triple glazed and we still get woken up by drunks in the early hours, this is a cocktail bar so alcohol infused chaos. No thank you.

**Name:**

[REDACTED]

**Address and/or Residents Association:**

[REDACTED]  
[REDACTED]  
[REDACTED]

**Received:**

30 March 2021

The properties directly opposite and all along Bedford street are residential - these are peoples homes and we have to fight hard to maintain a level of living that is sustainable for the residents whom live here - it's a balance / - please have a thought for the residents who work and live in the area - they also have lived through Covid and in returning to normality really do not need to be fighting for a level of reasonable living and sleep - we know by pushing this to 1am - noise and foot fall - will not subside till 2am - with delivery vans and rubbish collection early hours it becomes a 24 hour noise pollution that affects mental health in a residential area -

Please spare a thought and keep this closing time till 12 or before as this is fair - and right.

Thank you

<b>Name:</b>	██████████
<b>Address and/or Residents Association:</b>	██████████ ██████████ ██████████
<b>Received:</b>	31 March 2021

The proposed licence extension is intrusive on the Neighbourhood this venue will keep people in the area until late to the detriment of myself and my Neighbourhood  
This type of activity is more than catered for by other venues in the area and the stress caused by drunks and drug takers pouring onto the streets in the early hours of the morning does not need any further numbers adding to it.  
The culture seeking patrons of theatre opera house and other genteel pursuits are eventually going to be put off the area if a balance is not struck and this extension seems totally unnecessary.  
Please refuse this licence change for the overall good community feeling and to give a late evening respite to the immediate neighbours of the premises of which there are many older people.

<b>3.</b>	<b>Policy &amp; Guidance</b>
The following policies within the City of Westminster Statement of Licensing Policy apply:	
<b>Policy CIP1 applies</b>	<p>A. It is the Licensing Authority's policy to refuse applications within the West End Cumulative Impact Zone for: pubs and bars, fast food premises, and music and dancing and similar entertainment, other than applications to:</p> <ol style="list-style-type: none"> <li>1. Vary the hours within Core Hours under Policy HRS1, and/or</li> <li>2. Vary the licence to reduce the overall capacity of the premises.</li> </ol> <p>B. Applications for other premises types within the West End Cumulative Impact Zones will be subject to other policies within this statement and must demonstrate that they will not add to cumulative impact.</p> <p>C. For the purposes of this policy the premises types referred to in Clause A are defined within the relevant premises use policies within this statement.</p>
<b>Policy HRS1 applies</b>	<p>A. Applications within the core hours set out below in this policy will generally be granted for the relevant premises uses, subject to not being contrary to other policies in the Statement of Licensing Policy.</p> <p>B. Applications for hours outside the core hours set out in Clause C will be considered on their merits, subject to other relevant policies, and with particular regard to the following:</p> <ol style="list-style-type: none"> <li>1. The demonstration of compliance in the requirements of policies CD1, PS1, PN1 and CH1 associated with the likelihood of the effect of the grant of a licence for later or earlier hours on crime and disorder, public safety, public nuisance and the protection of children from harm.</li> <li>2. If the application is located within a Special Consideration Zone they have demonstrated that they have taken account of the issues identified in that area and provided adequate mitigation.</li> <li>3. Whether there is residential accommodation in the proximity of the premises that would likely be adversely affected by premises being open or carrying out operations at the hours proposed.</li> <li>4. The proposed hours of the licensable activities and when</li> </ol>

	<p>customers will be permitted to remain on the premises.</p> <p>5. The proposed hours when any music, including incidental music, will be played.</p> <p>6. The hours when customers will be allowed to take food or drink outside the premises or be within open areas which form part of the premises.</p> <p>7. The existing hours of licensable activities and the past operation of the premises (if any) and hours of licensable premises in the vicinity.</p> <p>8. Whether customers and staff have adequate access to public transport when arriving at and leaving the premises, especially at night.</p> <p>9. The capacity of the premises.</p> <p>10. The type of use, recognising that some venues are more likely to impact the licensing objectives than others; for example, pubs and bars are higher risk than theatres, cinemas and other cultural and sporting venues due to the nature of the operation.</p> <p>11. The Licensing Authority will take into account the active measures proposed for a 'winding down' period including arrangements for people to be collected from the premises to travel home safely.</p> <p>12. Conditions on hours may be attached that require that the supply of alcohol for consumption on the premises ceases a suitable period of time before customers are required to leave the premises.</p> <p>13. The council, acting as the Licensing Authority, may reduce hours if, after review, it is necessary to impose conditions specifying shorter hours in order to promote the licensing objectives.</p> <p>14. Specific days for non-standard hours should be identified and justified as part of the application to allow responsible authorities and interested parties to evaluate the impact that these licensable activities may have, and to plan accordingly. The consideration of applications for later hours for Bank Holiday Mondays will take into account that later hours are generally granted for preceding Sundays and that the next day is a working day. Non-specific days are expected to be covered by Temporary Event Notices or variation applications.</p>
<b>Policy PB1(B) applies</b>	<p>B. It is the Licensing Authority's policy to refuse applications within the West End Cumulative Impact Zone other than:</p> <p>1. Applications to vary the existing licence hours within the council's Core Hours Policy HRS1.</p> <p>2. Applications that seek to vary the existing licence so as to reduce the overall capacity of the premises.</p> <p>C. The applications referred to in Clause B1 and B2 will generally be granted subject to:</p> <p>1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1, and/or,</p> <p>2. The application and operation of the venue continuing to meet the definition of a Public House or Bar in Clause D.</p> <p>D. For the purposes of this policy a Public House or Bar is defined as a premises, or part of a premises that's primary use is the sale or supply of alcohol for consumption on those premises and/or for consumption off the premises for consumption outside the venue.</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, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

<b>5.</b>	<b>Appendices</b>
<b>Appendix 1</b>	Premises Licence 19/09003/LIPDPS
<b>Appendix 2</b>	Premises Licence 20/04576/LIPN
<b>Appendix 3</b>	Premises Plans
<b>Appendix 4</b>	Premises history
<b>Appendix 5</b>	Proposed conditions
<b>Appendix 6</b>	Residential map and list of premises in the vicinity
<b>Report author:</b>	Kevin Jackaman Senior Licensing Officer
<b>Contact:</b>	Telephone: 020 7641 6500 Email: kjackaman@westminster.gov.uk

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

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

<b>1</b>	Licensing Act 2003	N/A
<b>2</b>	City of Westminster Statement of Licensing Policy	7 January 2021
<b>3</b>	Amended Guidance issued under section 182 of the Licensing Act 2003	April 2018
<b>4</b>	Metropolitan Police Service Representation	31 March 2021
<b>5</b>	Licensing Authority Representation	30 March 2021
<b>6</b>	Interested Party Representation (1)	31 March 2021
<b>7</b>	Interested Party Representation (2)	30 March 2021

	Interested Party Representation (3)	30 March 2021
	Interested Party Representation (4)	31 March 2021



# City of Westminster

64 Victoria Street, London, SW1E 6QP

Schedule 12  
Part A

WARD: St James's  
UPRN: 010033555073

Premises licence

Regulation 33, 34

Premises licence number:

20/06870/LIPDPS

Original Reference:

05/06755/LIPCV

## Part 1 – Premises details

### Postal address of premises:

Blame Gloria  
Ground Floor And Basement  
20 Bedford Street  
London  
WC2E 9HP

Telephone Number: 0207 497 0254

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

Not applicable

### Licensable activities authorised by the licence:

Performance of Live Music  
Playing of Recorded Music  
Anything of a similar description to Live Music or 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:

#### Performance of Live Music

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

#### Playing of Recorded Music

Unrestricted

#### Anything of a similar description to Live Music or Recorded Music

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

#### 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

**Non-standard Timings for all licensable activities:** See conditions 22-25

*For times authorised for Christmas, New Year and Good Friday see conditions at Annex 1*

**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 22:30
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:**

+Venture Battersea Limited  
11 Castle Hill  
Maidenhead  
Berkshire  
SL6 4AA  
*Electronic Mail : martin.k@adventurebar.co.uk*  
*Mobile Phone Number : 07538401144*

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

05345268

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

**Name:** Matthew Chason

**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: LN/200500349  
Licensing Authority: Lewes District Council

**Date: 25 August 2020**

**This licence has been authorised by Mary Pring 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 shall take all reasonable steps to ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
  - (2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises in a manner which carries a significant risk of leading or contributing to crime and disorder, prejudice to public safety, public nuisance, or harm to children
    - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to
      - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
      - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
    - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic (other than any promotion or discount available to an individual in respect of alcohol for consumption at a table meal, as defined in section 159 of the Act);
    - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less;
    - (d) provision of free or discounted alcohol in relation to the viewing on the premises of a sporting event, where that provision is dependent on'
      - (i) the outcome of a race, competition or other event or process, or
      - (ii) the likelihood of anything occurring or not occurring;
    - (e) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner.
5. The responsible person shall ensure that no alcohol is dispensed directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
6. The responsible person shall ensure that free tap water is provided on request to customers where it is reasonably available.
7.
  - (1) The premises licence holder or club premises certificate holder shall ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol.

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

8. The responsible person shall ensure that'

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

- (i) beer or cider: ½ pint;
- (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
- (iii) still wine in a glass: 125 ml; and

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

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

**Conditions reproducing the effect of conditions subject to which the relevant existing licences have effect**

**Conditions for Sale of Alcohol**

9. Suitable beverages other than intoxicating liquor, including drinking water shall be available during the whole of permitted hours in all parts of the premises where intoxicating liquor is sold or supplied.
10. A Closed Circuit Television system to be installed and maintained to the specification of the Metropolitan Police Crime Prevention Officer, tapes or data to be retained for 28 days.
11. On any evening where the premises or part of the premises are open for the purpose of Music and dancing, intoxicating liquor may not be sold/or supplied after 11.00pm, to persons entering that of the premises, except:
- (a) Persons who have paid or had paid on their behalf a minimum admission fee of £5.00 Monday to Thursday, £7.00 Friday and Saturday such charge not to be credited against Intoxicating Liquor or consumables.
  - (b) Artists or persons employed at premises.
  - (c) Persons attending a private function on the premises.
12. No payment to be made by or on behalf of the licensees to any person for bringing customers to the premises.
13. No striptease, no nudity and all persons on premises shall be decently attired at all times.

**Conditions which reproduce the effect of any restriction imposed on the use of the premises by specified enactments**

14. 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**

15. The maximum number of persons permitted within the premises (excluding staff) shall not exceed 150 persons with no more than 20 persons on the Ground Floor.
16. Seating shall be provided on the Ground Floor to enable all persons to be seated.
17. After 22:00 hours the entrance doors opening direct off Bedford Street shall be kept closed except for the immediate access and egress of persons or at anytime that regulated entertainment is provided.

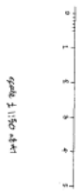
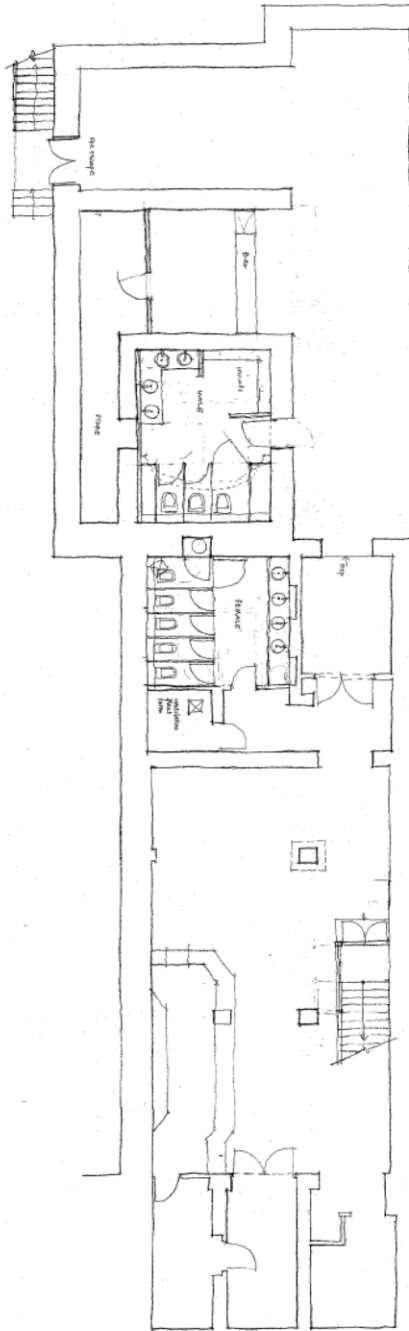
### **Annex 3 – Conditions attached after a hearing by the licensing authority**

18. Alcohol may be sold or supplied:
  - (a) On Monday to Thursday 10:00 to 23:30 and on Friday to Saturday 10:00 to 00:00
  - (b) On Sundays 12:00 to 22:30.
  - (c) 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).
19. The maximum permitted number of persons must not exceed 150.
20. Under 18's will not be permitted on the premises after 21.00 hours
21. Regulated Entertainment in the form of the Performance of Live Music shall be limited to "two performers" except when karaoke is being performed
22. The terminal hour for the Sale of alcohol and regulated entertainment in the form of Live Music (2 in a bar), anything of a similar description to Live Music and Recorded Music, provision of facilities for making music can be extended to 01:30 on 25 December, 23:30 on 1 January and 00:00 on Sunday immediately prior to Bank Holidays.
23. The terminal hour for the late night refreshment can be extended to 02:00 on 25 December, 00:00 on 1 January and 00:30 on Sunday immediately prior to Bank Holidays.
24. The opening hour of the premises can be extended to 02:00 on 25 December, 00:00 on 1 January and 00:30 on Sunday immediately prior to Bank Holidays.
25. The hours for the sale of alcohol, the provision of late night refreshment and the hours the premises is open to the public can be extended by one hour on the following national or cultural event days and dates; boxing Day, Australia Day, ANZAC Day, 27 April (South Africa Freedom Day), 17 August (South Africa Day), 31 October (Halloween), 4 July (Independence Day), 24 November (Thanksgiving) and the Thursday preceding Good Friday.

## Annex 4 – Plans

[illegible]

70 BEDFORD STREET, LONDON, WC2E 9HP  
**BASEMENT FLOOR PLAN**  
 Architects: bpr





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

**Schedule 12  
Part B**

**WARD: St James's  
UPRN: 010033555073**

**Premises licence  
summary**

Regulation 33, 34

**Premises licence number:**

20/06870/LIPDPS

**Part 1 – Premises details**

**Postal address of premises:**

Blame Gloria  
Ground Floor And Basement  
20 Bedford Street  
London  
WC2E 9HP

**Telephone Number:** 0207 497 0254

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

Not applicable

**Licensable activities authorised by the licence:**

Performance of Live Music  
Playing of Recorded Music  
Anything of a similar description to Live Music or 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:**

**Performance of Live Music**

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

**Playing of Recorded Music**

Unrestricted

**Anything of a similar description to Live Music or Recorded Music**

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

**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

**Non-standard Timings for all licensable activities:** See conditions 22-25

*For times authorised for Christmas, New Year and Good Friday see conditions at Annex 1*

**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 22:30
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:**

+Venture Battersea Limited  
11 Castle Hill  
Maidenhead  
Berkshire  
SL6 4AA

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

05345268

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

Name: Matthew Chason

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

Restricted

**Date:** 25 August 2020

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

**City of Westminster**

64 Victoria Street, London, SW1E 6QP

**Schedule 12  
Part A****WARD: St James's  
UPRN: 100023431286****Premises licence**

Regulation 33, 34

**Premises licence number:**

20/04576/LIPN

**Original Reference:**

20/04576/LIPN

**Part 1 – Premises details****Postal address of premises:**Blame Gloria  
20 Bedford Street  
London  
WC2E 9HP**Telephone Number:** Not Provided**Where the licence is time limited, the dates:**

10 September 2020 to 30 December 2021

**Licensable activities authorised by the licence:**Playing of Recorded Music  
Late Night Refreshment  
Sale by Retail of Alcohol**The times the licence authorises the carrying out of licensable activities:****Playing of Recorded Music**Monday to Wednesday: 10:00 to 23:30  
Thursday to Saturday: 10:00 to 01:00  
Sunday: 10:00 to 22:30  
Sundays before Bank Holidays: 10:00 to 00:00**Late Night Refreshment**Monday to Wednesday: 23:00 to 23:30  
Thursday to Saturday: 23:00 to 01:00  
Sundays before Bank Holidays: 23:00 to 00:00**Sale by Retail of Alcohol**Monday to Wednesday: 10:00 to 23:30  
Thursday to Saturday: 10:00 to 01:00  
Sunday: 10:00 to 22:30  
Sundays before Bank Holidays: 10:00 to 00:00

**The opening hours of the premises:**

Monday to Wednesday: 10:00 to 23:30  
Thursday to Saturday: 10:00 to 01:00  
Sunday: 10:00 to 22:30  
Sundays before Bank Holidays: 10:00 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:**

+Venture Battersea Limited  
111 Waterloo Road  
Lambeth  
London  
SE1 8UL

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

05345268

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

**Name:** To be confirmed

**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: TO BE CONFIRMED  
Licensing Authority: TO BE CONFIRMED

**Date:** 21 September 2020

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

## **Annex 1 – Mandatory conditions**

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

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

7. The responsible person must ensure that—

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

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

8(i) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

8(ii) For the purposes of the condition set out in paragraph 8(i) above -

- (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
- (b) "permitted price" is the price found by applying the formula -

$$P = D + (D \times V)$$

Where -

- (i) P is the permitted price,
- (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

- (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -
    - (i) the holder of the premises licence,
    - (ii) the designated premises supervisor (if any) in respect of such a licence, or
    - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
  - (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
  - (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.
- 8(iii). Where the permitted price given by Paragraph 8(ii)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
- 8(iv). (1) Sub-paragraph 8(iv)(2) below applies where the permitted price given by Paragraph 8(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
- (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

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

None

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

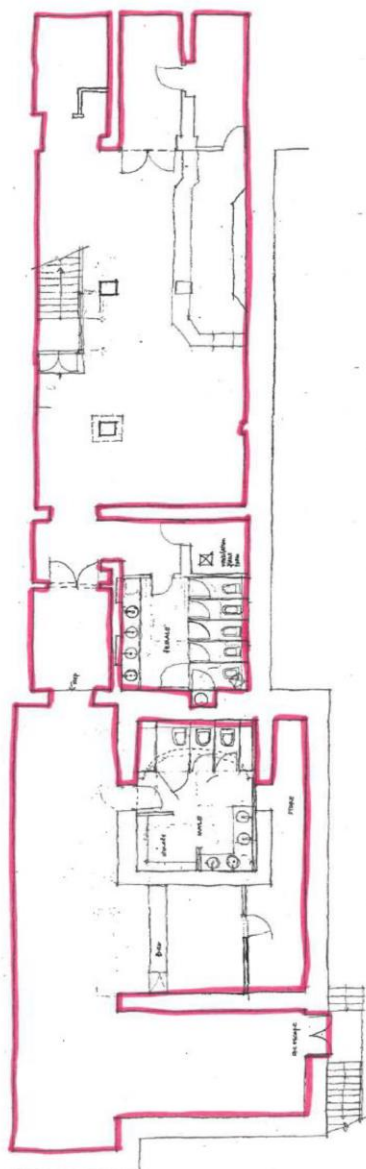
9. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
10. No noise generated on the premises, or by its 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 are 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 the 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 premises are open. This staff member must be able to provide a Police or authorised Council Officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
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 23:00 hours and 08:00 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. 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.
23. Whenever the premises are open for licensable activities, there will be a Personal Licence Holder on duty.
24. When the Premises Licence Holder conducts licensable activities after midnight, or on other occasion 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.
25. 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.
26. The maximum number of persons permitted on the premises at any one time (excluding staff) shall not exceed:
- o Ground floor 14
  - o Basement 111
27. Licensable activities will only be permitted under this licence as long as + Venue Battersea Limited is the Premises Licence Holder.
28. There shall be a minimum of 1 registered door supervisor after 00:00 hours Thursday to Saturday until 30 minutes after the terminal hours. At all other times, management at the venue shall risk assess whether door supervisors are required.
29. There shall be no sales of alcohol for consumption off the premises after 23:00 hours.
30. All sales of alcohol for consumption off the premises shall be in sealed containers only and shall not be consumed on the premises.
31. There shall be no sales of hot food or hot drink for consumption off the premises after 23:00 hours.
32. A direct telephone number for the manager at the premises shall be publicly available at all times the premises are open. This telephone number is to be made available to residents and businesses in the vicinity.
33. The licence holder shall ensure that any queue to enter the premises which forms outside the premises is orderly and supervised by door staff so as to

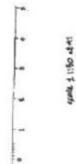
ensure that there is no public nuisance or obstruction to the public highway.

34. After 23:00 hours, 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.
35. There shall be no late admittance or re-admittance to the premises.
36. This Licence shall cease on 30 September 2021.
37. During the period of this Licence to 30 September 2021, Licence Number 19/09003/LIPDPS shall not apply to the operation of the premises.
38. On 1 October 2021, Licence Number 19/09003/LIPDPS shall prevail.

## Annex 4 – Plans



10 BEDFORD STREET, LONDON, W1E 9HP  
**BASEMENT FLOOR PLAN**  
Architectural Jax





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

**Schedule 12  
Part B**

**WARD: St James's  
UPRN: 100023431286**

**Premises licence  
summary**

Regulation 33, 34

**Premises licence number:**

20/04576/LIPN

**Part 1 – Premises details**

**Postal address of premises:**

Blame Gloria  
20 Bedford Street  
London  
WC2E 9HP

**Telephone Number:** Not Provided

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

to 30 December 2021

**Licensable activities authorised by the licence:**

Playing of Recorded Music  
Late Night Refreshment  
Sale by Retail of Alcohol

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

Playing of Recorded Music  
Monday to Wednesday: 10:00 to 23:30  
Thursday to Saturday: 10:00 to 01:00  
Sunday: 10:00 to 22:30  
Sundays before Bank Holidays: 10:00 to 00:00

Late Night Refreshment  
Monday to Wednesday: 23:00 to 23:30  
Thursday to Saturday: 23:00 to 01:00  
Sundays before Bank Holidays: 23:00 to 00:00

Sale by Retail of Alcohol  
Monday to Wednesday: 10:00 to 23:30  
Thursday to Saturday: 10:00 to 01:00  
Sunday: 10:00 to 22:30  
Sundays before Bank Holidays: 10:00 to 00:00

**The opening hours of the premises:**

Monday to Wednesday: 10:00 to 23:30  
Thursday to Saturday: 10:00 to 01:00  
Sunday: 10:00 to 22:30  
Sundays before Bank Holidays: 10:00 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:**

+Venture Battersea Limited  
111 Waterloo Road  
Lambeth  
London  
SE1 8UL

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

05345268

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

Name: TO BE CONFIRMED

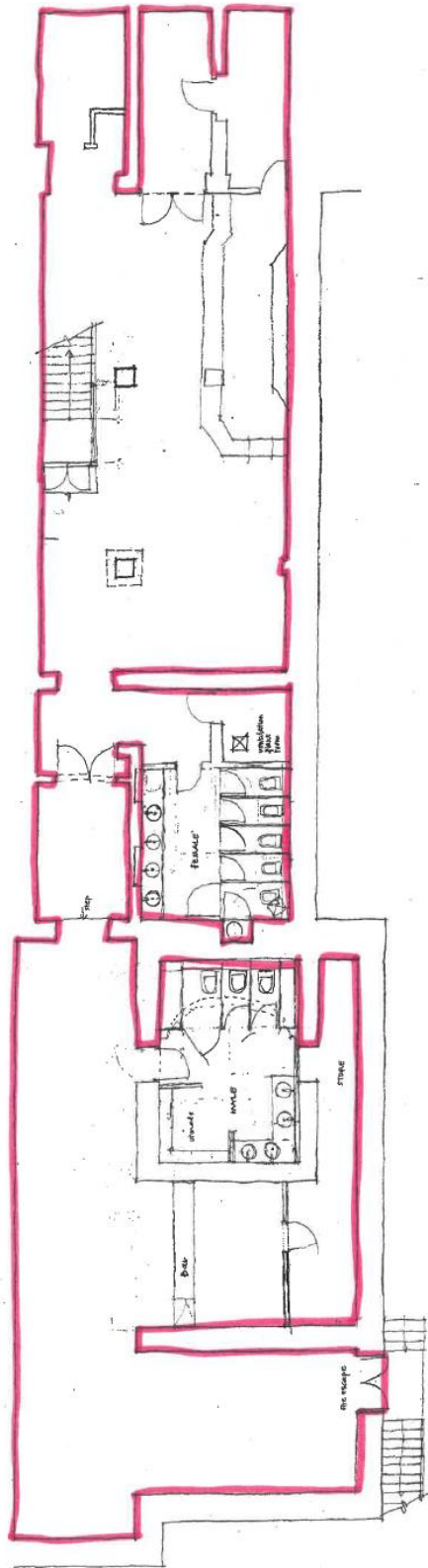
**State whether access to the premises by children is restricted or prohibited:**

Restricted

Date: 21 September 2020

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

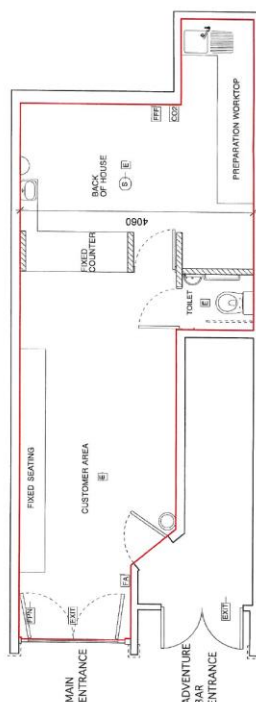
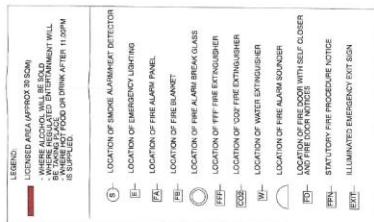
**Basement**



10 BEDFORD STREET, LONDON, W12E 9HP  
**BASEMENT FLOOR PLAN**  
 Architect: [Signature]



## Ground Floor



1

[illegible]

**Licence & Appeal History (20/06870/LIPDPS)**

<b>Licence Number</b>	<b>Application</b>	<b>Date of Decision</b>	<b>Decision</b>
05/06755/LIPCV	Conversion of Premises Licence – Bok Bar – PLH - <b>The Bar Group Limited</b>	20 September 2005	Granted at Licensing Sub-Committee
05/12664/LIPDPS	Application to Vary the Designed Premises Supervisor	10 December 2005	Granted under Delegated Authority
06/09069/LIPDPS	Application to Vary the Designed Premises Supervisor	21 September 2006	Granted under Delegated Authority
07/09060/LIPDPS	Application to Vary the Designed Premises Supervisor	26 September 2007	Granted under Delegated Authority
06/09867/WCCMAP	Master Licence	07 November 2007	Granted under Delegated Authority
07/11206/LIPDPS	Application to Vary the Designed Premises Supervisor	22 November 2007	Granted under Delegated Authority
08/08276/LIPT	Application to Transfer to Premises Licence - <b>Bars &amp; Pubs Management Limited</b>	23 September 2008	Granted under Delegated Authority
09/03011/LIPDPS	Application to Vary the Designed Premises Supervisor	05 May 2009	Granted under Delegated Authority
09/04024/LIPDPS	Application to Vary the Designed Premises Supervisor	15 June 2009	Granted under Delegated Authority
09/09336/LIPDPS	Application to Vary the Designed Premises Supervisor	10 December 2009	Granted under Delegated Authority
10/01036/LIPDPS	Application to Vary the Designed Premises Supervisor	18 March 2010	Granted under Delegated Authority
10/01214/LIPT	Application to Transfer Premises Licence - <b>London Town Management Services Limited</b>	05 March 2010	Granted under Delegated Authority
10/06774/LIPDPS	Application to Vary the Designed Premises Supervisor	17 September 2010	Granted under Delegated Authority
10/08361/LIPVM	Application for a Minor Variation	22 November 2010	Granted under Delegated Authority
10/08441/LIPT	Application to Transfer Premises Licence - <b>+Venture Battersea Limited</b>	19 November 2010	Granted under Delegated Authority

11/02706/LIPDPS	Application to Vary the Designed Premises Supervisor	11 April 2011	Granted under Delegated Authority
12/06984/LIPDPS	Application to Vary the Designed Premises Supervisor	16 August 2012	Granted under Delegated Authority
13/08079/LIPVM	Application for a Minor Variation	07 November 2013	Granted under Delegated Authority
14/02182/LIPDPS	Application to Vary the Designed Premises Supervisor	01 April 2014	Granted under Delegated Authority
17/05858/LIPDPS	Application to Vary the Designed Premises Supervisor	15 June 2017	Granted under Delegated Authority
18/09447/LIPVM	Application for a Minor Variation	14 August 2018	Withdrawn
19/09003/LIPDPS	Application to Vary the Designed Premises Supervisor	23 October 2019	Granted under Delegated Authority
20/06870/LIPDPS	Application to Vary the Designed Premises Supervisor	25 August.2020	Granted under Delegated Authority

<b>Temporary Event Notices</b>	<b>Date of Event</b>	<b>Activities/Hours</b>	<b>Decision</b>
19/14403/LITENP	17 November 2019	Late night refreshment/Sale by Retail of Alcohol and Regulated Entertainment 00:01 to 03:30	Event Permitted
19/14405/LITENP	24 November 2019	Late night refreshment/Sale by Retail of Alcohol and Regulated Entertainment 00:01 to 03:30	Event Permitted
19/14969/LITENP	30 November to 1 December 2019	Late night refreshment/Sale by Retail of Alcohol and Regulated Entertainment 00:01 to 03:30	Event Permitted
19/15190/LITENP	6 to 8 December 2019	Late night refreshment/Sale by Retail of Alcohol and Regulated Entertainment 00:01 to 03:30	Event Permitted
19/15195/LITENP	12 to 15 December 2019	Late night refreshment/Sale by Retail of Alcohol and Regulated Entertainment 00:01 to 03:30	Event Permitted
19/15203/LITENP	20 to 22 December	Late night	Event Permitted

	2019	refreshment/Sale by Retail of Alcohol and Regulated Entertainment 00:01 to 03:30	
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**There is no appeal history**

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

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

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

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

**Mandatory Conditions**

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

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

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

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

8(i) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

8(ii) For the purposes of the condition set out in paragraph 8(i) above -

(a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) "permitted price" is the price found by applying the formula -

$$P = D + (D \times V)$$

Where -

(i) P is the permitted price,

(ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and

(iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -

(i) the holder of the premises licence,

(ii) the designated premises supervisor (if any) in respect of such a licence, or

(iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

8(iii). Where the permitted price given by Paragraph 8(ii)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

8(iv). (1) Sub-paragraph 8(iv)(2) below applies where the permitted price given by Paragraph 8(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

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

## 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 are 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 the 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 premises are open. This staff member must be able to provide a Police or authorised Council Officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
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 23:00 hours and 08:00 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. 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.
23. Whenever the premises are open for licensable activities, there will be a Personal Licence Holder on duty.
24. When the Premises Licence Holder conducts licensable activities after midnight, or on other occasion 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.
25. 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.
26. The maximum number of persons permitted on the premises at any one time (excluding staff) shall not exceed 150.
27. Licensable activities will only be permitted under this licence as long as + Venue Battersea Limited is the Premises Licence Holder.
28. There shall be a minimum of 1 registered door supervisor after 00:00 hours Thursday to Saturday until 30 minutes after the terminal hours. At all other times, management at the venue shall risk assess whether door supervisors are required.
29. There shall be no sales of alcohol for consumption off the premises after 23:00 hours.
30. All sales of alcohol for consumption off the premises shall be in sealed containers only and shall not be consumed on the premises.
31. There shall be no sales of hot food or hot drink for consumption off the premises after 23:00 hours.
32. A direct telephone number for the manager at the premises shall be publicly available at all times the premises are open. This telephone number is to be made available to residents and businesses in the vicinity.
33. The licence holder shall ensure that any queue to enter the premises which forms outside the premises is orderly and supervised by door staff so as to ensure that there is no public nuisance or obstruction to the public highway.
34. After 23:00 hours, 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.
35. There shall be no late admittance or re-admittance to the premises.
36. This Licence shall cease on the 31<sup>st</sup> December 2022.

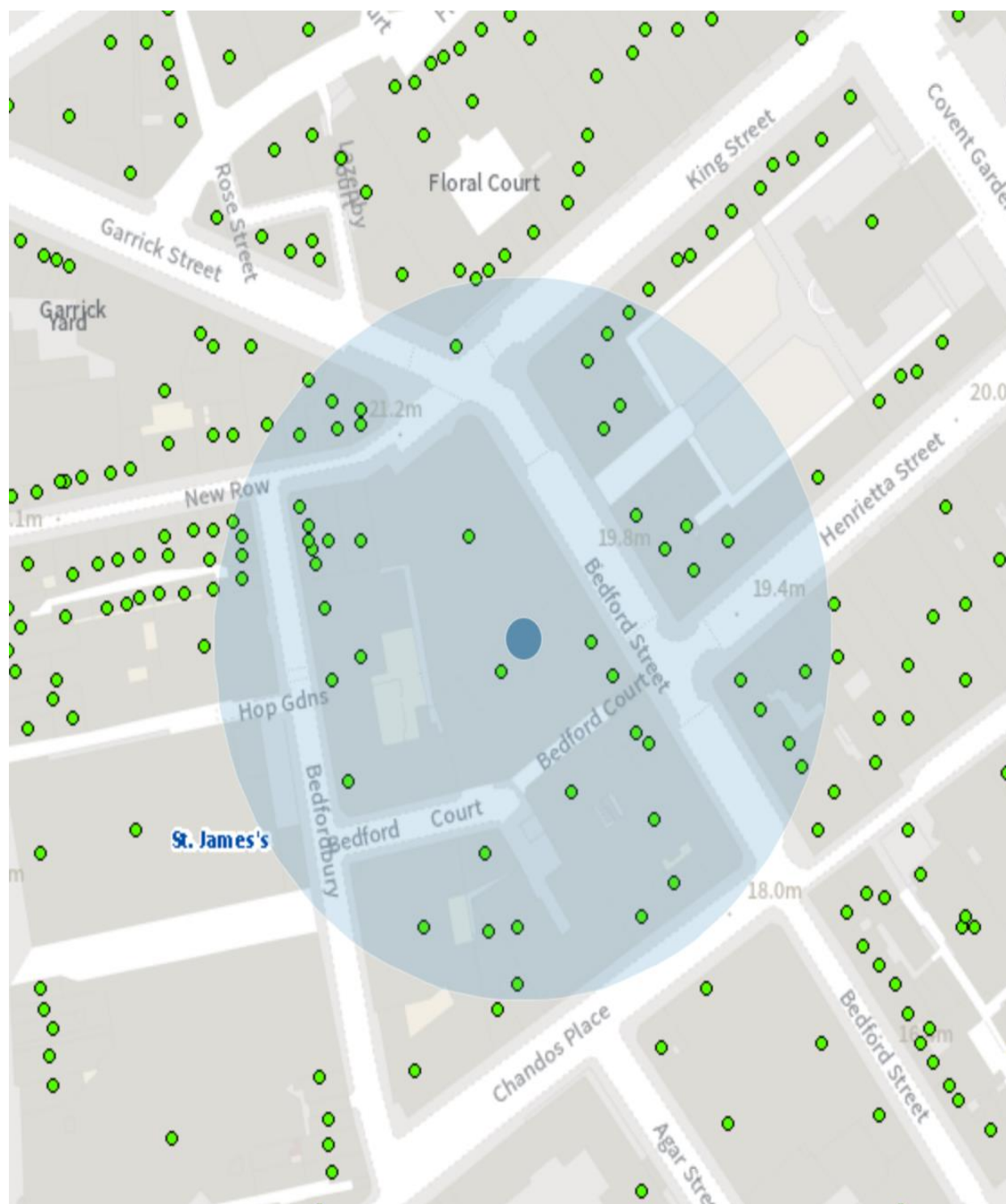
37. During the period of this licence to 31<sup>st</sup> December 2022, licence number 19/09003/LIPDPS shall not apply to the operation of the premises.
38. On 31<sup>st</sup> December 2022, Licence Number 19/09003/LIPDPS shall prevail

**Condition proposed by Environmental Health Service:**

None

**Conditions proposed by the Police**

None



**Resident Count: 161**

**Licensed Premises within 75 metres of Blame Gloria, 20 Bedford Street, London, WC2E 9HP**

<b>Licence Number</b>	<b>Trading Name</b>	<b>Address</b>	<b>Premises Type</b>	<b>Time Period</b>
06/13626/WCCMAC	Concert Artistes Association	20 Bedford Street London WC2E 9HP	Club or institution	Monday to Saturday; 11:00 - 01:00   Sunday; 12:00 - 22:30
19/09003/LIPDPS	Blame Gloria	Ground Floor And Basement 20 Bedford Street London WC2E 9HP	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
20/02843/LIPDPS	Wagamama	17 Bedford Street London WC2E 9HP	Restaurant	Monday to Saturday; 09:00 - 00:00   Sunday; 09:30 - 23:00
18/16274/LIPDPS	Tesco	22-25 Bedford Street London WC2E 9EQ	Shop	Monday to Saturday; 08:00 - 23:00   Sunday; 10:00 - 22:30
06/08066/WCCMAP	Pasta Brown	31 Bedford Street London WC2E 9EH	Cafe	Monday to Saturday; 10:00 - 00:30   Sunday; 12:00 - 00:00
19/08907/LIPN	Unit 2	15 Bedford Street London WC2E 9HE	Restaurant	Monday; 10:00 - 23:30   Tuesday; 10:00 - 23:30   Wednesday; 10:00 - 23:30   Thursday; 10:00 - 23:30   Friday; 10:00 - 00:00   Saturday; 10:00 - 00:00   Sunday; 12:00 - 22:30
19/10749/LIPDPS	Z Hotel	31 - 32 Bedford Street London	Hotel, 4+ star or major chain	Monday to Sunday; 07:00 - 23:00

		WC2E 9ED		
18/12431/LIPDPS	Avobar	23 - 24 Henrietta Street London WC2E 8ND	Not Recorded	
20/04158/LIPN	Shadow Licence	23 - 24 Henrietta Street London WC2E 8ND	Not Recorded	Monday; 08:00 - 23:30   Tuesday; 08:00 - 23:30   Wednesday; 08:00 - 23:30   Thursday; 08:00 - 23:30   Friday; 08:00 - 23:30   Saturday; 08:00 - 23:30   Sunday; 08:00 - 23:00
19/06487/LIPDPS	Paul Patisserie	Ground Floor Inigo House 29 Bedford Street London WC2E 9ED	Shop	Monday to Saturday; 07:30 - 23:30   Sunday; 09:00 - 23:00
19/15223/LIPV	The White Swan	14 New Row London WC2N 4LF	Public house or pub restaurant	Monday; 07:00 - 23:30   Tuesday; 07:00 - 23:30   Wednesday; 07:00 - 23:30   Thursday; 07:00 - 23:30   Friday; 07:00 - 00:00   Saturday; 07:00 - 00:00   Sunday; 07:00 - 22:50   Sundays before Bank Holidays; 07:00 - 00:00
20/01316/LIPDPS	All Bar One	Basement And Ground Floor 35-36 Bedford Street London WC2E 9EN	Public house or pub restaurant	Monday to Thursday; 08:00 - 23:30   Friday to Saturday; 08:00 - 00:00   Sunday; 08:00 - 22:50

				Sundays before Bank Holidays; 08:00 - 00:00
17/06583/LIPDPS	Flat Iron	17 - 18 Henrietta Street London WC2E 8QH	Restaurant	Monday to Saturday; 10:00 - 00:30   Sunday; 12:00 - 00:00
18/01407/LIPVM	Nandos	67-68 Chandos Place London WC2N 4HG	Restaurant	Not Recorded; XXXX - XXXX
18/08016/LIPDPS	Round House	1 Garrick Street London WC2E 9BF	Public house or pub restaurant	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
19/08018/LIPDPS	Wahaca	66 Chandos Place London SW1A 1AB	Restaurant	Monday to Saturday; 10:00 - 00:30   Sunday; 10:00 - 00:00
19/15170/LIPDPS	Henrietta Street Hotel	15 Henrietta Street London WC2E 8QG	Hotel, 3 star or under	Not Recorded; XXXX - XXXX
18/06136/LIPDPS	Frenchie	Basement And Ground Floor 16 Henrietta Street London WC2E 8QH	Restaurant	Monday to Saturday; 10:00 - 00:30   Sunday; 12:00 - 00:00