



City of Westminster

# Licensing Sub-Committee Report

Item No:

Date:

Licensing Ref No:

Title of Report:

Report of:

Wards involved:

Policy context:

Financial summary:

Report Author:

Contact details

## 1. Application

1-A Applicant and premises			
<b>Application Type:</b>	New Premises Licence, Licensing Act 2003		
<b>Application received date:</b>	26 July 2021		
<b>Applicant:</b>	Sheesh London Ltd		
<b>Premises:</b>	Sheesh		
<b>Premises address:</b>	70 Brompton Road London SW3 1ER	<b>Ward:</b>	Knightsbridge And Belgravia
		<b>Cumulative Impact Area:</b>	None
		<b>Special Consideration Zone:</b>	None
<b>Premises description:</b>	The premises intends to operate as a restaurant with private dining rooms in basement, restaurant/holding bar on ground floor and members/diners lounge and restaurant on 1st floor. There is no external area for the consumption of food and drink.		
<b>Premises licence history:</b>	This is a new premises application and therefore no Premises Licence history exist. However, The application follows pre-application advice ref: 21/05285/PREAPM. A copy of this report can be found at <b>Appendix 4</b> .		
<b>Applicant submissions:</b>	The applicant has provided the following supporting documents which can be found at <b>Appendix 3</b> . <ul style="list-style-type: none"> <li>• An operation and dispersal policy</li> <li>• A brochure</li> <li>• Pre-application advice report</li> <li>• Witness statement</li> <li>• Food and drink menus</li> </ul>		
<b>Applicant amendments:</b>	Following submission of the application, the applicant has provide an amended first floor plan which illustrates an extended raised dining area and the green hatching that will be used as a members/diner's lounge bar & library.  A copy of the amended plan can be found at <b>Appendix 1</b> .		

1-B Proposed licensable activities and hours							
<b>Late Night Refreshment:</b>				<b>Indoors, outdoors or both</b>			Indoors
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	23:00	23:00	23:00	23:00	23:00	23:00	23:00
<b>End:</b>	00:00	00:00	00:00	00:00	00:00	00:00	23:30
<b>Seasonal variations/ Non-standard timings:</b>				Sunday before Bank Holiday Monday 23:00 to 00:00. New Year's Eve 23:00 to 01:00 New Year's Day.			

<b>Sale by retail of alcohol</b>				<b>On or off sales or both:</b>			Both
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	10:00	10:00	10:00	10:00	10:00	10:00	10:00
<b>End:</b>	00:00	00:00	00:00	00:00	00:00	00:00	23:30
<b>Seasonal variations/ Non-standard timings:</b>		Sunday before a Bank Holiday Monday 10:00 to 00:00. New Year's Eve - From end of permitted hours on New Year's Eve until 01:00 hours on New Year's Day.					

<b>Hours premises are open to the public</b>							
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	10:00	10:00	10:00	10:00	10:00	10:00	10:00
<b>End:</b>	00:30	00:30	00:30	00:30	00:30	00:30	00:00
<b>Seasonal variations/ Non-standard timings:</b>		Sunday before a Bank Holiday Monday 10:00 to 00:30. New Year's Eve to 01:30 hours.					

## 2. Representations

<b>2-A Responsible Authorities</b>	
<b>Responsible Authority:</b>	Environmental Health Service
<b>Representative:</b>	Ian Watson
<b>Received:</b>	23 August 2021
<p>I refer to the application for a New Premises Licence</p> <p>The applicant has submitted floor plans of the premises.</p> <p>This representation is based on the plans and operating schedule submitted.</p> <p>The applicant is seeking the following</p> <ol style="list-style-type: none"> <li>To provide for the Supply of Alcohol 'On' and 'Off' the premises Monday to Saturday between 10.00 and 00.00 hours and Sunday between 10.00 to 23.30 hours. New Year's Eve to New Year's Day. Sunday before a Bank Holiday 10.00 to 00.00 hours.</li> <li>To provide Late Night Refreshment 'Indoors' Monday to Saturday between 23.00 and 00.00 hours and Sunday between 23.00 to 23.30 hours. New Year's Eve to New Year's Day. Sunday before a Bank Holiday 23.00 to 00.00 hours.</li> </ol> <p>I wish to make the following representation</p> <ol style="list-style-type: none"> <li>The hours requested for the Supply of Alcohol will have the likely effect of causing an increase in Public Nuisance within the area.</li> <li>The hours requested to permit the provision of late-night refreshment will have the likely effect of causing an increase in Public Nuisance and impact on Public Safety within the area.</li> </ol> <p>The applicant has provided additional information with the application which is being addressed.</p> <p>Should you wish to discuss the matter further please do not hesitate to contact me.</p>	

<b>Responsible Authority:</b>	Metropolitan Police Service ( <i>Withdrawn 01 October 2021</i> )
<b>Representative:</b>	PC Nicole Sondh
<b>Received:</b>	20 August 2021
<p>I am emailing with reference to the above application for which I am in receipt of. The Metropolitan Police as a responsible authority are making a representation against this application in respect of the Licensing Objectives in the Prevention of Crime and Disorder and in the Protection of Children from Harm.</p> <p>Please could you clarify the following?</p> <ol style="list-style-type: none"> <li>1. What is the primary purpose of the premises, a bar, restaurant, private members club?</li> <li>2. The hours applied for licensable activity are outside of the core hours listed in the Westminster Licensing policy, equally no restaurant condition has been proposed, what makes this licence an exception to policy?</li> <li>3. Given the hours applied for and the opening hours listed is there a dispersal policy in place?</li> </ol> <p>Once I have a better understanding on how the premises intends to operate, I may be in a position to propose further conditions in order to satisfy the Licensing objectives concerned.</p> <p><b><i>Following discussions with the applicant, The Metropolitan Police Service withdrew their representation on 01 October 2021.</i></b></p>	

<b>2-B Other Persons</b>			
<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	16 August 2021		
<p>On behalf [REDACTED] locally situated we are lodging an objection based on the proposed deviation from Core Hours, proposed non-standard conditions and the fact that there has been no consultation with Residents' organisations in the vicinity.</p>			
<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	23 August 2021		
<p>We are concerned that Residents Associations have not been consulted about this application, not least because the proposal deviates from "core hours". We believe that the extent of the proposal will significantly increase public nuisance and the risks to public safety, as well as the likelihood of crime and disorder. We therefore strongly object to the proposal.</p>			

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association</b>	[REDACTED] [REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support of opposed:</b>	Opposed
<b>Received:</b>	09 August 2021		

Please be advised that it has been brought to our attention that Sheesh London Ltd has submitted an application to create large restaurants and bars to include the sale and take away of late night alcohol from the premises at 70 Brompton Road.

We represent a landlord of an apartment [REDACTED] and write to you in respect of this submitted application to express our concerns and objections on the following grounds:

- Increased crimes on Lancelot Place: a new restaurant could attract muggers, drug dealers;
- The likelihood of late night disorder and nuisance (fighting, littering, urinating, vomiting);
- Noise from customers leaving the venue late at night (drunken shouting, large groups);
- Vehicle noise late at night and early mornings for deliveries, taxis picking customers up on Lancelot Place, increased traffic at weekends, parking issues;
- Consumption of alcohol purchased until midnight and taken off the premises. Meaning they could drink this walking down Lancelot Place, sitting on the planters, damaging the plants and walls, additional littering, noise disruption;
- Customers smoking outside the premises and loitering in Lancelot Place late at night; and
- Late night drinks being sold to drunk and disorderly people.

Whilst we note that new restaurant openings after the pandemic are positive, we feel that the location given its proximity to various residential buildings is not ideal and therefore should be grateful if you would kindly consider our objection to this application.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association</b>	[REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	11 August 2021		

We wish to object to Application Reference 21/07425/LIPN at 70 Brompton Road. To the immediate north and west of the site are residential streets and dwellings (Lancelot Place, Trevor Square and beyond). We believe that the proposed licence would permit the sale of alcohol until midnight (11.30pm on Sundays), both on and (until 11pm) off the premises, and we note that the premises themselves would close 30 minutes after this time. Local residents could be faced with circa 250-280 customers leaving the premises around midnight every day of the week; in addition, there may have been several times this number of customers arriving and departing throughout the day and evening. This volume of people and those hours will surely create significant noise disruption throughout the day and late into the night, and may increase the possibility of disorder, crime and antisocial behaviour in this residential area. Smokers may ignore direction and congregate away from the busy Brompton Road in the residential streets. There would likely be a marked increase in traffic volume, with patrons being dropped off and collected throughout opening hours on Lancelot Place (and the associated noises of engines, doors opening and closing etc); Brompton Road has double red lines so cars and taxis would probably wait for their clients on these residential streets, with engines idling throughout the day/evening and late into the night. Local parking facilities would probably be under increased pressure. If alcohol is permitted to be consumed off the premises it may be consumed in the

adjacent residential streets, adding to the potential disruptions set out above. We would urge the council not to grant this licence and to protect the character of this residential neighbourhood and the peace of the residents living in it.

**Further comments were received on 22 October 2021 from the interested party's representative which can be found at Appendix 2.**

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	16 August 2021		

I am writing to appeal the New Premises Licence application by the applicant Sheesh London Ltd.

The sale of late night refurbishments and alcohol will have a negative impact on the neighbourhood.

There will be a high level of noise throughout the area and an increase in traffic management issues.

Crime levels will be elevated and the safety of public will be at risk.

I kindly request the City of Westminster to reconsider and reject the New Premises Licence application.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	19 August 2021		

PLANNING APPLICATION REF: 21/07425/LIPN MADE BY SHEESH LONDON LIMITED RE : 70 BROMPTON ROAD LONDON SW3 1ER

We refer to the above application made by Sheesh London Ltd on 26/7/21.

We are owners [REDACTED]

[REDACTED] the proposed building subject of the application. Having read the application and the attached documents and as owners we have very serious objection in allowing this application to proceed any further on grounds mentioned below:

- Increased crimes on Lancelot Place: a new restaurant could attract muggers, drug dealers, etc
- The likelihood of late night disorder and nuisance (fighting, littering, urinating, vomiting, etc.)
- Noise from customers leaving the venue late at night (drunken shouting, large groups, etc.)
- Vehicle noise late at night and early mornings for deliveries, taxis picking customers up on Lancelot Place, increased traffic at weekends, parking issues, etc.
- Consumption of alcohol purchased until midnight and taken off the premises. Meaning they could drink this walking down Lancelot Place, sitting on the planters, damaging the plants and walls, additional littering, noise disruption, etc.
- Customers smoking outside the premises and loitering in Lancelot Place late at night.
- Late night drinks being sold to drunk and disorderly people.

The above factors will also have a direct impact in increase of our service charges as more

cleaning along the building would be required as well as potentially having to replace the plants far more often as these would likely be damaged by drunk customers of the applicant. Please seriously consider our reasons of objections and no doubt the council will take the same view.

We look forward to hearing from your offices in due course.

<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support of opposed:</b>	Opposed
<b>Received:</b>	19 August 2021		

Increased crimes on Lancelot Place: a new restaurant could attract muggers, drug dealers, etc

- The likelihood of late night disorder and nuisance (fighting, littering, urinating, vomiting, etc.)
- Noise from customers leaving the venue late at night (drunken shouting, large groups, etc.)
- Vehicle noise late at night and early mornings for deliveries, taxis picking customers up on Lancelot Place, increased traffic at weekends, parking issues, etc.
- Consumption of alcohol purchased until midnight and taken off the premises. Meaning they could drink this walking down Lancelot Place, sitting on the planters, damaging the plants and walls, additional littering, noise disruption, etc.

- Customers smoking outside the premises and loitering in Lancelot Place late at night. Late night drinks being sold to drunk and disorderly people.

<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	21 August 2021		

I wish to object to the application by Sheesh London Limited for premises licence in respect of 70 Brompton Road.

My objection is based on the increased likelihood of public nuisance affecting the many residential homes in the immediate neighbourhood - [REDACTED]. I am particularly concerned about the noise levels created by late night diners and club members leaving the premises in a quiet neighbourhood. I note from the application that those customers who wish to smoke will be invited to do so outside the premises. In this context I note that the application is for a licence to sell alcohol up to midnight on weekdays and Saturdays with a finishing time of half past midnight.

Additionally and depending on the nature of the entertainment offered - which if it is similar to that of the Chigwell Club operated by Sheesh as shown on its website (<http://sheeshrestaurant.co.uk>) is of an adult nature ( see in particular The Sugar Suite on the above mentioned website) - I would be concerned about the possibility of low level crime and disorder when club members leave the premises.

I would appreciate you taking into account the details of this objection to make the correct decision in accordance the Licensing Act.

<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	14 August 2021		
<p>This application is another example of businesses trying to infringe on the extensive and much loved residential area in the vicinity of Brompton Rd. To allow extended drinking hours through this license would be to encourage the wrong sort of people to frequent this area late at night. Longer drinking hours brings with it the noise of drunks and those who have had just too much to drink, the dangerous behaviour of such people, the noise of them coming and going by foot and car, and the potential for criminals to be attracted. The incident outside Harrods is but one example of thieves being attracted by clientele who may be wearing extremely expensive watches and jewellery. None of this is appropriate on the border of a residential area where the safety of residents of all ages and a good night's sleep are sacrosanct. The council must act in the interest of the area and reject this application.</p>			
<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	15 August 2021		
<p>I am writing on behalf of [REDACTED] to object to this major new application on the following grounds:</p> <ol style="list-style-type: none"> <li>1. the application, if granted, is likely to be contrary to the licensing objectives, Policy and the Guidance e.g because the customers would be likely to create a public nuisance when arriving at and/or leaving the premises. Adjacent streets are residential in character.</li> <li>2. the application is for hours outside Westminster's core hours and there is a likelihood, if granted, of an increase in public nuisance and perhaps crime and disorder.</li> <li>3. the application is not proposing to follow Westminster's Model Restaurant Conditions.</li> <li>4. Brompton Road is the wrong location for the style of restaurant/night club proposed.</li> <li>5. the applicant did not consult or engage with the local community before submitting its application.</li> <li>6. the [REDACTED] is concerned that the cumulative impact of this enormous restaurant together with two or more expected in Knightsbridge Green (and others as a result of the Class E changes) will have a major adverse impact on the local community.</li> <li>7. Knightsbridge and Hyde Park Corner underground stations have often been exit only during the Winter Wonderland events meaning that the transport impacts of the application need to be very carefully assessed. Other modes, such as minicabs, would cause many problems in quiet neighbouring residential streets not least late as night e.g. illegal parking, noise from slamming doors and shouting and/or idling or anti-social behaviour by drivers.</li> </ol> <p>It seems odd that the application for a new premises license is so inconsistent with good practice.</p>			



In summary, the [REDACTED] objects to the application and would maintain its objection even if the applicant agreed to Model Conditions and core hours, for the above reasons.

**Name:**

[REDACTED]

**Address and/or Residents Association**

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**Status:**

Valid

**In support of opposed:**

Opposed

**Received:**

19 August 2021

As a local resident of some 30 years I am extremely concerned that yet another mega restaurant is trying to be sited near to my home i.e next door to a residential area with all the consequences that will result.

I note that this application has not been discussed with residential groups and neighbours [e.g the [REDACTED]]

The proposed hours of operation deviate from the core hours for our area and should not be allowed.

The restaurant itself is extremely large, some 260 covers - another mega restaurant out of character with the area.

With the sale of alcohol to 12.00 hrs as well as the extended hours there is a high possibility of public disorder, public nuisance and as a consequence an effect on public safety as well as excessive noise from cars cabs etc.

All in all a wrong location and a very bad idea with no thought for the local residents  
I object most strongly

**Further comments received from the interested party on 19 August 2021:**

Having failed to submit my comments using this method and spending much time I will repeat them briefly

There has been no consultation with residents or their representative bodies

The hours proposed are outside the core hours for our area.

The restaurant is yet another mega one proposed for the area with some 260 covers way over the top.

The probability of public nuisance, public disorder and resultant effects on public safety is high

I object most strongly to this proposal which will affect residents' way of life

**Name:**

[REDACTED]

**Address and/or Residents Association**

[REDACTED]  
[REDACTED]  
[REDACTED]

**Status:**

Valid

**In support or opposed:**

Opposed

**Received:**

19 August 2021

I strongly object to the licence by Sheesh London LTD which may entail a change of character in this residential area with its scale.

The licence is for hours which exceeds Westminster Council's policy with regards to opening hours and would also enable the sale of alcohol which would make the place a bar effectively.

I am therefore extremely worried by this project which will only bring trouble to this residential area.

**A further representation was received from the interested party on 23 August 2021.**

I vehemently object to this licence application which would have a very negative impact on our amenities . I cannot imagine how cars will be able to go through Lancelot Place and Raphael Street as well as the noise, litter, etc...

I am also extremely worried about the impact this bar will have on our children. There are many families who live in Lancelot Place and Trevor Square. There are schools and nurseries such as Eton Square on Rutland gate. We have several churches in our area as well as a synagogue very close by. A mosque is present further down the road near South Kensington. A bar like this should be opened in the West End and not in Knightsbridge which is a residential area.

This area thanks to Hyde Park hosts many children activities (tennis, football, playground...), the council should object to the presence of bars where children play and do sports on a daily basis.

Accepting this application would clearly change the character of the area in a very negative way.

I therefore hope the council will reject altogether.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	06 August 2021		

Late night restaurant & licence premises are not appropriate so close to residential area. May cause inappropriate behaviour along lancelot place , crime, drunks, rowdy disturbances.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	07 August 2021		

Increased crimes on Lancelot Place: a new restaurant could attract muggers, drug dealers, etc

· The likelihood of late night disorder and nuisance (fighting, littering, urinating, vomiting, etc.)

· Noise from customers leaving the venue late at night (drunken shouting, large groups, etc.)

· Vehicle noise late at night and early mornings for deliveries, taxis picking customers up on Lancelot Place, increased traffic at weekends, parking issues, etc.

· Consumption of alcohol purchased until midnight and taken off the premises. Meaning they could drink this walking down Lancelot Place, sitting on the planters, damaging the plants and walls, additional littering, noise disruption, etc.

· Customers smoking outside the premises and loitering in Lancelot Place late at night.

Late night drinks being sold to drunk and disorderly people.

<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support of opposed:</b>	Opposed
<b>Received:</b>	22 August 2021		
<p>I am writing to you regarding the above subject matter relating to the opening of Sheesh restaurant on 70 Brompton Road.</p> <p>Being a landlord of several flats in the close vicinity of the proposed location I have several concerns about this application:</p> <p>The possible noise and disturbance that will affect residents in the area. The restaurant is likely to result in several inebriated diners who are likely to produce significant noise in the area.</p> <p>The possible crime that may arise because of such a proposal. Knightsbridge already being a victim of vicious robberies, this is very much likely to make the situation worse.</p> <p>The area is known to be home to several children and women who could be in danger because of any crime or disturbances, which is likely to affect the mental wellbeing of any residents in the area.</p> <p>As a landlord, these proposals and popups are likely to dampen prospects of our properties in the area. Should the time come when we must search for new tenants, this is likely to make that process more difficult. The lettings market has already been significantly affected in the area due to COVID19.</p> <p>I hope the council considers my views with seriously as I only have the best intentions in mind and that is to do my part as a stakeholder in the world-renowned area that is Knightsbridge.</p>			
<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association</b>		[REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	23 August 2021		
<p>Regarding the licensing application submitted by Sheesh London Ltd to open a new restaurant at 70 Brompton Road, I came here to make my objections because I'm concerned about:</p> <ul style="list-style-type: none"> <li>· Increased crimes on Lancelot Place: a new restaurant could attract muggers, drug dealers, etc</li> <li>· The likelihood of late night disorder and nuisance (fighting, littering, urinating, vomiting, etc.)</li> <li>· Noise from customers leaving the venue late at night (drunken shouting, large groups, etc.)</li> <li>· Vehicle noise late at night and early mornings for deliveries, taxis picking customers up on Lancelot Place, increased traffic at weekends, parking issues, etc.</li> <li>· Consumption of alcohol purchased until midnight and taken off the premises. Meaning they could drink this walking down Lancelot Place, sitting on the planters, damaging the plants and walls, additional littering, noise disruption, etc.</li> <li>· Customers smoking outside the premises and loitering in Lancelot Place late at night.</li> <li>· Late night drinks being sold to drunk and disorderly people.</li> </ul> <p>Please, take into consideration all those points of concern. Thank you!</p>			

<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	20 August 2021		
This type of business restaurant will attract unnecessary late nights disturbances and I strongly object to a license being granted.			
<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	13 August 2021		
Strong objection to this new restaurant based on the proposed deviation from Core Hours. I also object to the fact that there has been no consultation with any of the local residents or the Resident Association that represents us. This licence that has been proposed is a non-standard conditions. The plans are for a large restaurant which will cause huge congestion of people and cars in a residential area not to mention excess rubbish, noise and disruption in and out of social hours and ruining the peace of the local residents.			
<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support of opposed:</b>	Opposed
<b>Received:</b>	16 August 2021		
I wish to object to the application by Sheesh London Limited for premises licence under s17 of the Licensing Act 2003 in respect of the premises being the former TopShop 70 Brompton Road Knightsbridge.			
The application to service a restaurant with private dining in the basement, ground floor and first floor in respect of a considerable number for the provision of late night drinking and supply of alcohol up to midnight on weekdays and Saturday is most concerning particularly as this leads to finishing times of half past midnight.			
It would appear that there has been a pre consultation with Ian Watson presumably of the City of Westminster although no further details are given of this consultation in the application. It is understood that no consultation has been sought with the [REDACTED] [REDACTED] which is a usual in circumstances of applications such as this. My objection is based on the increased likelihood of public nuisance affecting the many residential houses and flats in the immediate neighbourhood of 70 Brompton Road - [REDACTED] [REDACTED]			
I am particularly concerned about the noise levels created by late night diners and night club members leaving the premises in what is an unusually quiet neighbourhood at night. Additionally and depending on the nature of the entertainment offered - which if it is similar to that of the Chigwell Club as shown on its website is of an adult nature - I would be concerned about the possibility of an increase in low level crime disorder when club members leave the premises.			

Parking will be of concern as there is limited car parking in the area and "jockey parking" areas will be difficult to obtain unless there is parking on resident reserves areas which is 24 hours. I would appreciate you taking into account the details of this objection to make the right choice for the local community.

<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	18 August 2021		

I am [REDACTED] and I am writing to you on behalf [REDACTED] [REDACTED] My Residents are extremely distressed about this license. It will be extremely detrimental to their safety, security, daily life at home and general well being. Please see below a list of key objections which will further develop in our further emails objecting:

- Increased crime on Lancelot Place (a new restaurant could attract muggers, drug dealers, etc.)
- The likelihood of late night disorder and nuisance (fighting, littering, urinating, vomiting, sexual activities, etc.)
- Noise from customers leaving the venue late at night (drunken shouting, large groups, etc.)
- Vehicle noise late at night and early mornings for deliveries, taxis picking customers up on Lancelot Place, increased traffic at weekends, parking issues, etc.
- Consumption of alcohol purchased until midnight and taken off the premises. Meaning they could drink this walking down Lancelot Place, sitting on the planters, damaging the plants and walls, additional littering, noise disruption, etc.
- Customers smoking outside the premises and loitering in Lancelot Place late at night.
- Late night drinks being sold to drunk and disorderly people.
- Danger to children (the pathway leads to the local shops where families walk their children and walking past drunken patrons would be a huge concern).
- Air pollution - additional traffic due to patrons in and out of the premises and also the restaurants deliveries.
- Deliveries - Deliveroo and just eat bikes queuing / gathering on Lancelot place.

We object to this application and it must be denied. We will send our full letter of objections via email due to the lack of space on this page.

<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	21 August 2021		

Application is contrary to objectives of Licensing Act 2003 for the following reasons:-

1. Allowing sales off the premises is likely to increase crime and disorder in a residential area that includes [REDACTED]  
[REDACTED]
2. Sheesh has not submitted a traffic management plan to organise arrival and departure. Brompton Road is a red route. Drop-off and collection is impractical. Arrivals will involve car drop-offs reversing and U-turns in a main highway. Exit via Lancelot Place or Trevor Square is unsuitable for volume traffic.
3. Arrivals and departures of patrons will disturb adjacent residents. Super-cars clientele are likely judging by Sheesh's Chigwell restaurant brochure. During Winterland, the Tube station is

exit only and Harrods Tube entrance closes early.

Chauffeur driven vehicles parking in the residential neighbourhood will cause disturbance from door slamming, mobile telephone calls and late-night street conversations. No Smoking Area designated in Application and smoking in Lancelot Place will cause late night disturbance to residents.

The application is for hours that fall outside Westminster's Core Hours policy. If granted, there is a likelihood of an increase in public nuisance and crime and disorder from late night drinkers.

4. Many families with children in the nearby residential areas. They should not be exposed to disorderly behaviour from people or fast cars manoeuvring in narrow streets. This is an inappropriate venue for late-night entertainment.

Other factors

The Brompton Road is the wrong location for a restaurant/night club. The cumulative impact of this and 700 covers at Knightsbridge Green will have an adverse impact on residential amenity. Knightsbridge is 'residential and commercial' not a venue for late-night entertainment.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	23 August 2021		

Such a development is likely to have a negative impact on the residential nature of this neighbourhood as there is likely to be a high level of noise throughout the area, an increase of traffic management issues and will lead to an increase in crime levels in the area. No capacity has been stated in the application, but the applicant has indicated a capacity of 286 people, which will be a very large venue, and the hours applied for are longer than Westminster's recommended hours for similar premises.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support of opposed:</b>	Opposed
<b>Received:</b>	23 August 2021		

This application is very detrimental to our residential area.

This bar / restaurant (I am not sure whether this application is predominantly for a bar or for a restaurant) would greatly prejudice our amenities with the noise, litter, increased traffic....

Bars with paparazzis and where there have been a fight ( such as in the Sheesh Essex venue) would not fit well in Knightsbridge.

The council should reject this application which does not take into account the interest of children and families living into the area. Granting such application would enable the sale of take away alcohol would make them more vulnerable.

Late night activity clearly increases crime and disorders where they operate. Knightsbridge is a beautiful residential area as well as the home to some of London's world renowned places such as the Victoria and Albert museum, Harrods, Hyde Park ... it would be a shame to adversely affect this area which contributes to London's sophisticated reputation.

I therefore hope the council rejects this application.

<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	16 August 2021		
<p>As a resident I strongly object to such establishments selling alcohol and smoking and will increase risks to:</p> <ol style="list-style-type: none"> <li>1. Increase in crime and disorder</li> <li>2. Increase public nuisance</li> <li>3. Put the public Safety at huge risk</li> <li>4. Will encourage children and minors to pick up wrong habits and put them at risk</li> </ol>			
<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	17 August 2021		
<p>[REDACTED] is writing to object to this application as it conflicts with the objectives of the Licensing Act 2003, including the prevention of public nuisance, prevention of harm to children and public safety. In addition, it does not comply with the requirements of WCC's Model Restaurant Condition. We request the Committee to consider the cumulative impact of this application (290 covers) and the pending one at the former Burberry site ( Brompton Road / Knightsbridge apex, 700 covers) which, if approved, would impact irreversibly on residential life.</p> <p>There are several large residential blocks nearby, including Princes Court (88 Brompton Road), 199 Knightsbridge, 10 Lancelot Place, Park Lodge, plus dwellings in Trevor Square / Place / Street, Lancelot Place, Raphael Street plus a significant residential population in Montpelier Street / Place / Square.</p> <p>The number of people arriving and departing until late at night will disturb residents. Brompton Road is a Red Route. Cars pulling into Lancelot Place to avoid stopping on a Red Route need to exit via either Trevor Square or Knightsbridge Green, both unsuitable for the traffic density generated by this venue. This will cause late-night disturbance to families living in these streets.</p> <p>Sheesh's celebrity focus makes this a late-night entertainment venue more suitable for the West End. Late night drinking encourages crime and disorder. Many residencies have young children whose sleep will be disturbed by mobile telephone calls, car door slamming and supercar acceleration.</p> <p>Furthermore, the Committee should seek the views of the Police re Sheesh's premises in Chigwell. The Applicant has made no attempt to consult residents. We ask the Committee to apply Core Hours if it is to be granted. Knightsbridge is characterised by residential and commercial activity, not late night entertainment.</p>			

<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	17 August 2021		
<p>i strongly object, not only yet another licence being proposed on Brompton road but due to the immense size of the members club will not only be a major issue of traffic disruption in an area of very limited parking, but also the noise issue due to the close proximity of residential properties.</p>			
<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support of opposed:</b>	Opposed
<b>Received:</b>	14 August 2021		
<p>The proposed plans will lead to increase in crime and disorder; reduce public safety; increase public nuisance and increase the risk of children being harmed</p>			
<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	14 August 2021		
<p>This application should not be granted because late night hours are not compatible with the Knightsbridge local neighbourhood. This business is located very close to residences where people need to be able to sleep after 11pm, 7 days a week. To grant extended hours would mean allowing noise and disruption outside the premises up to and after midnight. The business must surely understand that they would be causing noise pollution for the local area and yet I understand they have not made any attempt to reach out to residents before submitting this application.</p> <p>Brompton Road is an international shopping area by day but it borders a residential area with a long history. Every attempt must be made to respect the rights of those of us who live and work in the neighbourhood, and most certainly their right to peace and safety at night.</p>			



<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	23 August 2021		

PLANNING APPLICATION REF: 21/07425/LIPN MADE BY SHEESH LONDON LIMITED RE : 70 BROMPTON ROAD LONDON SW3 1ER

We refer to the above application made by Sheesh London Ltd on 26/7/21.

We are [REDACTED] [REDACTED] the proposed building subject of the application. Having read the application and the attached documents and as owners we have very serious objection in allowing this application to proceed any further on grounds mentioned below:

- Increased crimes on Lancelot Place: a new restaurant could attract muggers, drug dealers, etc
- The likelihood of late night disorder and nuisance (fighting, littering, urinating, vomiting, etc.)
- Noise from customers leaving the venue late at night (drunken shouting, large groups, etc.)
- Vehicle noise late at night and early mornings for deliveries, taxis picking customers up on Lancelot Place, increased traffic at weekends, parking issues, etc.
- Consumption of alcohol purchased until midnight and taken off the premises. Meaning they could drink this walking down Lancelot Place, sitting on the planters, damaging the plants and walls, additional littering, noise disruption, etc.
- Customers smoking outside the premises and loitering in Lancelot Place late at night.
- Late night drinks being sold to drunk and disorderly people.

The above factors will also have a direct impact in increase of our service charges as more cleaning along the building would be required as well as potentially having to replace the plants far more often as these would likely be damaged by drunken customers of the applicant.

Please seriously consider our reasons of objections and no doubt the council will take the same view .

We look forward to hearing from your offices in due course.

<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	16 August 2021		

I am concerned for and would like to prevent:

1. Increased crime and disorder
2. Concerned for Public safety
3. Prevention of public nuisance
4. Protection of children from harm

<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support of opposed:</b>	Opposed
<b>Received:</b>	17 August 2021		
I strongly object to this application as a resident of [REDACTED]. It will bring great distraction to my family and kids.			
<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association</b>		[REDACTED] [REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	19 August 2021		
The opening of a restaurant is likely to negatively impact on the residential nature of the neighbourhood. Opening of the restaurant would lead to increase in traffic, increase in noise levels and would also likely lead to increase in crime which would make the area rather unsafe for public especially children. Also the hours applied by the applicant are longer than the Westminster's recommended hours, which would lead to further inconvenience and nuisance.			
<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	08 August 2021		
<p>[REDACTED] I strongly believe that the introduction of Sheesh restaurant on the corner of Brompton Road and Lancelot Place will have a detrimental impact on the neighbourhood.</p> <p>A restaurant of that many covers will have a significant cultural impact, attracting a large number of people who will be targeted by muggers and drug dealers. We expect a high likelihood of disorder almost daily, we expect significant traffic issues (with already atrocious traffic on Brompton Road eastbound daily). A restaurant with a license allowing alcohol to be taken off premises at a largely residential area makes me fear for my own safety when walking home late at night [REDACTED]. I ask the City of Westminster Council to consider rejecting this licensing application altogether given the number of restaurants in the area and a largely detrimental impact on the overall neighbourhood by many previous licensing decisions.</p>			

<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	19 August 2021		
<p>[REDACTED] and I chose this area because of the quite and secure place with limited number of people. I am against the opening of this restaurant as I want to live in the quite and secure area, exactly what every resident is paying big amount money for, choosing to live here before opening such a restaurant . There are happening enough robberies in Knightsbridge and with the bigger amount of people and traffic the crime will grow up.</p>			
<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association</b>		[REDACTED] [REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	20 August 2021		
<p>Should not be allowed I strongly object to this type of restaurant and the disturbing late night noise it would bring to a peaceful area.</p>			
<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association</b>		[REDACTED] [REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	20 August 2021		
<p>I strongly object to this application on the following grounds.</p> <ul style="list-style-type: none"> <li>- This will degrade the area further by attracting large crowds in in Knightsbridge destroying its special residential area character. This runs against the mandate for the Prevention of Public Nuisance.</li> <li>- In turn the large crowds will contribute to increasing further crime (causing both physical harm and loss from theft) which has already been an increasing problem with the increase in recent years in mass retail and coffee shops in the area. This runs directly against the mandate for Prevention of Crime and Disorder.</li> <li>- Families with children are directly harmed by the increased footfall causing nocturnal disturbance (people screaming, cars revving, car doors slamming, drunken behaviour) violating residents right to quiet enjoyment of their homes, most importantly making it impossible to get a good night's rest. This runs directly against the mandate for Protection of Children from harm.</li> <li>- The hours applied for are longer than normal and than recommended by Westminster which will attract more uncontrolled behaviour and runs against the mandate for Public Safety.</li> <li>- As residents of the Knightsbridge area we have had to endure deplorable behaviour from drunken people as well as late night revellers at the time when residents and their children need the most their rest, it is important to respect and remember that Knightsbridge has had a long history as a residential character and more such venues will make Knightsbridge unattractive as a residential area, harming the families who have built their life in the area.</li> <li>- Reviews of Sheesh Essex are alarming due to its reputation for attracting party crowds who tend to have a noisy and drunken behaviour.</li> <li>- This will increase traffic in the area, engines idling, taxi doors slamming, none of which are</li> </ul>			

consistent with the residential character of Knightsbridge.			
<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	20 August 2021		
[REDACTED]			
[REDACTED] I would like to object to the proposed licensing application:			
<ol style="list-style-type: none"> <li>1. The application is likely to be contrary to the objectives of the Licensing Act 2003 (specifically the prevention of public nuisance), as well as Westminster City Council's own Licensing Policy as the large number of patrons would make considerable amounts of noise when arriving and departing - note that adjacent streets are residential in character.</li> <li>2. The application is for hours that fall outside Westminster's core hours (specifically, the recommended terminal hour and there is a likelihood, if granted, of an increase in public nuisance and perhaps crime and disorder.</li> <li>3. Brompton Road is the wrong location for the style of restaurant/night club proposed. And, for instance, there is no extra parking in the proximity and there is no sufficient space for taxis to safely pickup and drop off patrons.</li> <li>4. The applicant did not consult or engage with the local community before submitting its application.</li> <li>5. The cumulative impact of this enormous restaurant - together with two or more expected in Knightsbridge Green (and others as a result of the Class E changes to planning rules ) will have a major adverse impact on the local community.</li> </ol>			
<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	20 August 2021		
It is just unacceptable to even think of granting a permission for a 3 stories building for a huge restaurant/bar in the heart of Knightsbridge . An area which is known through out the world for its elegance and beautiful age old surroundings . We at [REDACTED] we are all horrified at the prospect of having this project realised . Here in [REDACTED] we try our utmost to keep the building looking the best for future generations ....			
<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support of opposed:</b>	Opposed
<b>Received:</b>	18 August 2021		
I wish to object to the application on the following grounds:			
<ol style="list-style-type: none"> <li>1. It is likely to be contrary to the objectives of the Licensing Act 2003 (specifically the prevention of public nuisance), as well as Westminster City Council's own Licensing Policy, as the large number of patrons would make considerable amounts of noise when arriving and departing - note that adjacent streets are residential in character.</li> <li>2. The application is for hours that fall outside Westminster's core hours (specifically, the</li> </ol>			

recommended terminal hour) and there is a likelihood, if the application is granted, of an increase in public nuisance and perhaps crime and disorder.

3. The application does not follow Westminster City Council's Model Restaurant Conditions.

4. The Brompton Road is the wrong location for the style of restaurant/night club proposed.

5. The applicant did not consult or engage with the local community before submitting its application.

6. The cumulative impact of this enormous restaurant - together with two or more expected in Knightsbridge Green (and others as a result of the Class E changes to planning rules ) will have a major adverse impact on the local community.

7. Knightsbridge and Hyde Park Corner underground stations are often 'Exit only' during the Winter Wonderland events, meaning that the transport impacts of the application need to be very carefully assessed. Other modes of transport, such as minicabs, would cause problems for residents in neighbouring residential streets, such as illegal parking, noise from slamming doors and shouting, idling engines and other forms of anti-social behaviour.

8. Cars pulling into Lancelot Place to avoid stopping on a Red Route must exit via either Trevor Square or Knightsbridge Green, both unsuitable for the traffic density generated by this venue. This will cause late-night disturbance to families living in these streets.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association</b>	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	18 August 2021		

Such a development as this is likely to have a negative impact on the residential nature of this neighborhood as there is likely to be a high level of noise throughout the area, along with an increase of traffic management issues. This may also lead to an increase in crime levels in the area.

The hours in which the applicant has applied for, are longer than Westminster Council's recommended hours for similar premises.

On the basis of preventing crime, nuisance, disorder and overall public safety, we object to this proposed development.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	13 August 2021		

I strongly object to this new restaurant based on the proposed deviation from Core Hours. I also object to the fact that there has been no consultation with any of the local residents or the Resident Association that represents us.

This licence that has been proposed is a non-standard conditions. The plans are for a large restaurant which will cause huge congestion of people and cars in a residential area not to mention excess rubbish, noise and disruption in and out of social hours and ruining the peace of

the local residents.

**Name:**

[REDACTED]

**Address and/or Residents Association:**

[REDACTED]  
[REDACTED]  
[REDACTED]

**Status:**

Valid

**In support or opposed:**

Opposed

**Received:**

22 August 2021

I am writing to you regarding the above subject matter relating to the opening of Sheesh restaurant on 70 Brompton Road.

Being a [REDACTED] in the close vicinity of the proposed location I have several concerns about this application:

1. The possible noise and disturbance that will affect residents in the area. The restaurant is likely to result in several inebriated diners who are likely to produce significant noise in the area.
2. The possible crime that may arise because of such a proposal. Knightsbridge already being a victim of vicious robberies, this is very much likely to make the situation worse.
3. The area is known to be home to several children and women who could be in danger because of any crime or disturbances, which is likely to affect the mental wellbeing of any residents in the area.

[REDACTED], these proposals and popups are likely to dampen prospects of our properties in the area. Should the time come when we must search for new tenants, this is likely to make that process more difficult. The lettings market has already been significantly affected in the area due to COVID19.

I hope the council considers my views seriously as I only have the best intentions in mind and that is to do my part as a stakeholder in the world-renowned area that is Knightsbridge.

**Name:**

[REDACTED]

**Address and/or Residents Association**

[REDACTED]

**Status:**

Valid

**In support of opposed:**

Opposed

**Received:**

23 August 2021

We act for [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

The application:

Please treat this as a formal letter of objection relating to an application made by Sheesh London Ltd ("Sheesh") dated 26 July 2021 who are seeking to obtain a premises licence in relation to the Premises. We refer below to a schedule of conditions which is part of the application ("the Schedule of Conditions")

Sheesh have stated in their application that they intend to operate the Premises as a restaurant with private dining rooms in the basement, restaurant/holding bar on the ground floor and members/diners lounge and restaurant on the first floor. The licensing activities applied for by Sheesh are for late night refreshment and the sale of retail of alcohol both from 10.00 until 00.00 Monday to Saturday and 23.30 on Sunday ("the Premises Licence").

Grounds of Objection:

[REDACTED] object to the Premises Licence on the following grounds:

## 1. Prevention of Crime and Disorder:

Paragraph 1 of CD1, of the City of Westminster's Licensing Policy requires that Sheesh submits an operating schedule covering how they would be controlling queuing, dispersing customers at end of trading, how often they would be doing a litter sweep etc. From the plan and brochure, it seems to suggest that a very substantial operation is being proposed with a potential 300 capacity business.

However, no operation schedule has been submitted and none of these points have been adequately covered in the Schedule of Condition. Moreover, so far, we can see no risk assessment has been carried out by Sheesh.

It is also unclear from the plan and brochure whether the Premises is intended to be a restaurant led business or more a bar led premises, with the restaurant as a secondary business. This is important to understand as Knightsbridge is a predominately residential area, and the Premises is also situated next to a conservation area. If Sheesh is intending to operate a bar led business, by approving the Premises License, this will not only impact the residents of [REDACTED] but also adversely transform the surrounding area.

Additionally, the Schedule of Conditions does not refer to the Metropolitan Police's effective management checklist as set out in Appendix 7A.

Paragraph 4 of CD1, also requires that there are sufficient management measures to prevent crime and disorder. We have not seen any policies to understand what the priorities for the management are, whether they are aware of the kinds of risks this type premises might create or what Sheesh are going to do to manage those risks. As Sheesh already owns an establishment in Chigwell, Essex which is attended regularly by footballers, reality stars, celebrities etc, it is assumed that Sheesh will try to replicate the client base at the Premises. Given the location of the Premises and the type of customers it seeks to attract (e.g., footballers, celebrities etc), illegal drugs, loud altercations, fights (Harrow Times reported that Myles Stephenson was allegedly attacked last year in Sheesh, Chigwell) exuberant behaviours are concerns which has not been addressed in the Schedule of Conditions.

Paragraph 7 of CD1, requires that Sheesh undertakes a terrorism threat risk assessment that ensures that security-related vulnerabilities have been identified, and reasonable, and proportionate steps have been taken to reduce the risk from a terrorist attack. As the Premises is situated in Knightsbridge (opposite Harrod), there has been precedent for terrorist activities in these kinds of locations (e.g., the terrorist bomb in 1983) and, therefore, this should have been an issue to address in the Schedule of Conditions.

Sheesh has also failed to explain how they will deal with the dispersal of customers at the end of trading. This is of great importance for the residents of [REDACTED] who will be disturbed by the noise late at night, especially as the Premises Licence sought by Sheesh is beyond the City of Westminster's core licensing hours. Additionally, as mentioned, the customers that would be attending the Premises are likely to be high profile individuals as stated above which have the potential to attract photographers and crowds trying to obtain photographs. Nothing in the Schedule of Conditions adequately sets out how this will be handled.

Sheesh has applied to sell alcohol for consumption off the Premises. Given that the City of Westminster is subject to a drinking order, it is surprising that this licencing activity is being sought, and we have seen no justification provided for this in the Schedule of Conditions. There is also a major concern that customers would be likely to leave the Premises with expensive bottles of alcohol which could result in them being a target of crime (theft) and this is in addition to the general risk that such sales are likely, in some cases, to lead to anti-social behaviour. None of this is covered in the Schedule of Conditions.

As such, Sheesh cannot demonstrate their compliance with Policy CD1 and, therefore, this Premises could well contribute to the problem of crime and disorder which is contrary to the first licensing objective.

## 2. Public Safety

Paragraph 1 of PS1 requires that Sheesh have satisfactory general and technical risk assessments and that management procedures and certificates have been made available to the relevant authority to show that they can demonstrate that the public will be safe within and in the vicinity of the Premises.

As far as we can see no assessments have been carried out.

Paragraph 2 of PS1, requires Sheesh to undertake a risk assessment as to the maximum number of people who can be present in the Premises, so that it can operate safely and can be evacuated for safely in an emergency. A risk assessment has not been submitted nor has Sheesh been able to confirm the number of people.

The Schedule of Conditions has not addressed how customers will arrive and depart from the Premises safely or how Sheesh will deal with fights that may occur when customers are queuing, in and around the Premises. The Schedule of Conditions does not make reference to any counter terrorism measures.

For the reasons set out above, Sheesh cannot demonstrate their compliance with Policy PS1.

## 3. Public Nuisance

Paragraph 2 of PN1, requires that Sheesh takes steps to reduce the risk of nuisance occurring. The Schedule of Conditions does not adequately demonstrate how it will prevent noise, light pollution (head light of cars parked outside), air pollution from the increased number of cars dropping and collecting customers attending the Premises and littering from being outside the Premises.

Sheesh have also failed to submit a noise statement, as per Appendix 11 Conditions 13 and 14 of the Schedule of Conditions are inadequate as they do not provide how the Sheesh will prevent noise nuisance outside the Premises and near 10 Lancelot Place. This is a particular concern as [REDACTED] and the building has ground floor flats with windows and balconies at street level, as well as terraces on other floors, the residents of which would suffer from excessive noise and disruption every day.

The Schedule of Conditions also fails to address where the smoking areas will be and how they will be managed; where the queues are going to be formed and how would be kept orderly; how they are going to direct customers when leaving; no policy has been provided about littering and where they would assemble their takeaway drivers/deliveries to prevent congestion and nuisances to [REDACTED] residents Given also that Sheesh's establishment in Chigwell, Essex has had various complaints about littering we are surprised that a littering policy has not been mentioned in the Schedule of Conditions.

[REDACTED] has planters in front of the building which would be ideal for smokers and drinkers to sit on and congregate. This will have a direct impact on the residents [REDACTED], as there will be additional cleaning and landscaping costs that may be required to maintain the building, which will in turn increase the service charge payable by residents. Sheesh do not have the material needed to comply with Policy PN1, and the Schedule of Conditions fails to provide how activity outside the Premises will be managed so that it will not cause public nuisance.



#### 4. Protecting Children from Harm

Paragraph 1 of CH1, provides that appropriate measures are required to be put in place to protect children from harm. There are residents with families living at [REDACTED], but the Schedule of Conditions has totally failed to explain how Sheesh will be managing drunk customers to safeguard children.

For the reasons listed above, our client objects to the Premises Licence at the Premises and asks the licensing team to reject Sheesh's application for a Premises Licence.

If you require any further details, please do not hesitate to contact the writer of this letter.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association</b>	[REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	23 August 2021		

[REDACTED] is writing to object to this application as it conflicts with the objectives of the Licensing Act 2003, including the prevention of public nuisance, prevention of harm to children and public safety. In addition, it does not comply with the requirements of WCC's Model Restaurant Condition. We request the Committee to consider the cumulative impact of this application (290 covers) and the pending one at the former Burberry site (Brompton Road / Knightsbridge apex, 700 covers) which, if approved, would impact irreversibly on residential life.

There are several large residential blocks nearby, including Princes Court (88 Brompton Road), 199 Knightsbridge, 10 Lancelot Place, Park Lodge, plus dwellings in Trevor Square / Place / Street, Lancelot Place, Raphael Street plus a significant residential population in Montpelier Street / Place / Square.

The number of people arriving and departing until late at night will disturb residents. Brompton Road is a Red Route. Cars pulling into Lancelot Place to avoid stopping on a Red Route need to exit via either Trevor Square or Knightsbridge Green, both unsuitable for the traffic density generated by this venue. This will cause late-night disturbance to families living in these streets.

Sheesh's celebrity focus makes this a late-night entertainment venue more suitable for the West End. Late night drinking encourages crime and disorder. Many residencies have young children whose sleep will be disturbed by mobile telephone calls, car door slamming and supercar acceleration.

Furthermore, the Committee should seek the views of the Police re Sheesh's premises in Chigwell. The Applicant has made no attempt to consult residents. We ask the Committee to apply Core Hours if it is to be granted. Knightsbridge is characterised by residential and commercial activity, not late-night entertainment.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	18 August 2021		

I am contacting you today with regards to the above license application.  
 We are representing [REDACTED] and wishes to maintain the current status of the Knightsbridge surroundings.

Having received information about Sheesh restaurant and checked their operations and other locations, we wish to express our objection to the opening of a new restaurant/club at 70 Brompton Road, London, SW3 1ER.  
 Due to the activities of the existing sheesh restaurant and the request for a capacity of 286, we strongly urge you to reject the license.  
 Our reasons:  
 1. long opening hours into the night that will attract people at the most inconvenient time. Due to this, the restaurant is subject to loud noises and car & people movement throughout its operational hours seven days a week, 365 days a year.  
 2. The capacity of 286 means an increase in traffic in an area that is already crowded and busy during the day. Following the opening hours until midnight or 1am, there will be significant traffic obstructions (both cars and people).  
 3. The residential neighbourhood surrounding Brompton Road has a large number of families living there and the opening of this type of restaurant would change the current balance of safety and atmosphere in the area and make it unsafe for the young families and children living there.  
 4. In view of the services that this establishment is expected to provide, there is a very high likelihood that crime levels will rise in the surrounding area.

In order to ensure the area remains safe and quiet, we would appreciate your action against the opening of the Sheesh restaurant at the above address.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	18 August 2021		

I would like to bring to your attention our concerns regarding this license application.  
 We really believe such a development will have a negative impact on the Knightsbridge area. Not only it'll bring more nuisance to the neighborhood as the requested opening times are until very late in the night (even early in the morning), but it'll also bring more crime and disorder in the area in these streets which are not really safe anymore at night already (assaults are now quite frequent, people are urinating in our streets with all the pubs and restaurants already opened in the area).  
 The capacity of the premise seems to be 286 people which is a lot, and the kind of leisure they seem to deliver in their private "restaurant" room (according to their website) is also a concern for public order and for our children safety.  
 As a conclusion we are strongly against such a development for our area and wish you'll take

into consideration our real concerns about this application.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association</b>	[REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support of opposed:</b>	Opposed
<b>Received:</b>	18 August 2021		

I have checked the application for Sheesh restaurant at 70 Brompton Road London SW3 1ER and would like to object to them opening another restaurant based on their other locations. my reasons for the objections are:

Long opening hours:  
The restaurant will bring heavy traffic at late hours and will keep the area with a lot of people and car traffic until late for 7 days a week all year long.  
The restaurant capacity together with late opening hours will cause a lot of traffic distraction until late night to this area with lots of cars going back and forth and people walking to an already very busy area.  
This is a Residential neighborhood with large amount of families living around..with opening this kind of operation it will make it less safe especially for young kids like my daughter to be able to walk around safely and securely.  
Establishments like this will in a high likelihood cause crime levels to go up especially later at the evenings and nights.

we would like to ensure the area to be safe and quiet and would appreciate your understanding our stand against the opening of Sheesh restaurant in our neighborhood

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association</b>	[REDACTED] [REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	18 August 2021		

We write to object to a premises licence submitted at 70 Brompton Road, SW3 1ER by Sheesh London Ltd and are given to understand the Council's License Sub-Committee will be making a decision with this application in the next few weeks.

We have many concerns on this application and our main objections to this application are:

1. The "public nuisance" it could create, that would affect us and [REDACTED]  
[REDACTED]
2. The "High Level of Noise" it could create throughout the area, with an increase of traffic management issues and could lead to an increase in crime levels in the area.
3. Public Safety at risk , with disorderly conduct, disturbing the peace and other related violations
4. Underage Drinkers - protection of children from harm
5. The development will threaten the preservation of the residential areas which exist behind the high streets. Current restaurants are appropriate and retailers close early evening.

We believe that if a licence is granted for this development, it will destroy the current amenities, whilst disturbing the tranquillity and peaceful environment in this residential area.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	20 August 2021		

I'm writing this email with regards to the license application with reference 21/07425/LIPN - a development for a restaurant in the former premises of the Topshop on Brompton Road.

As a resident of [REDACTED] I want to clearly express my severe concerns that there will be a significant negative impact on the surrounding area if this application was to be approved. I used to actually live on [REDACTED] and I therefore consider myself intimately aware of the existing issues that the road already has. So I can tell you as someone who actually lived on [REDACTED] with first hand experience, that introducing a mega-sized restaurant/bar with a capacity of almost 300 people is pure madness. It will increase the noise levels even higher at night, make traffic even more unbearable and I guarantee you it will elevate the annoying problem of beggars lingering around at night (side note - my wife, baby and I have been badgered by a persistent beggar recently who wouldn't stop following us, so it's no joke). Not to mention crime will probably increase. The applied-for opening hours are also way too long.

I'm sure you wouldn't want to be responsible for an increase in crime and public disorder in our neighbourhood and I do sincerely hope that you take my concerns seriously. My wife and I enjoy taking our baby son out for walks in the evening and I want to keep both of them safe. Thank you for reading!

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	20 August 2021		

We are really concerned with the license application above made by Sheesh. The area at Scotch Corner has been a retail development for over 50 years, and a restaurant of the size contemplated is not appropriate in such a position:

[REDACTED] we would like to register my concerns and request that the application be dismissed.

Such a restaurant, opening at the proposed hours, seven days a week and late into the evenings, with such a large capacity is sure to cause an unwelcome increase in noise and drunken behaviour, creating public nuisance not only for residents in the vicinity but also for innocent passersby.

It is well known that such establishments are not only the cause of rowdy behaviour but also encourage drug-taking, fighting and other criminal behaviour. With the prevalence of knife crime in London we do not need another such establishment to cause serious problems in our neighbourhood. This is not only a problem for adults but indeed for our children during the times when it is open at weekends during the day and the early evening.

The area is already sufficiently congested whether one uses public or private transport. More late night drunkenness and rowdy behaviour will cause public transport to be more dangerous for innocent users at that time, and increase the risk of drunken driving, let alone causing even more traffic congestion, air pollution and parking problems.

All in all we see this project as simply unacceptable in a residential neighbourhood where there are already enough problems caused by similar establishments, and request that the application be dismissed.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association</b>	[REDACTED] [REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support of opposed:</b>	Opposed
<b>Received:</b>	14 August 2021		

I simply cannot believe that the council is considering allowing a late alcohol licence at 70 Brompton Road for a really big bar & restaurant. Their capacity, excluding their private dining rooms, would be more than 250 people! Right next to a quiet residential area. Can I please ask you to reject this application because it will render our daily life hell. [REDACTED] where this restaurant / bar would be. This means that I could not have any peace Mondays to Saturdays included, until after the restaurant / bar has closed at half past midnight and then have to wait for their customers to disperse which we all know would not be done quietly, on Sundays they would close at midnight! I would have to be subjected to all their conversations, arguments etc, cars up and down not to mention engines being revved up (as they do in this area), drunken people throwing up on my balcony, loitering and littering along the building and desecrating it along the way. We all know that large establishments like that attract crime including drugs; isn't there enough misery? I am in favour of the economy rebounding after covid but please can it be done in a manner that is not to the detriment of others who live there? This place used to be a standard retail, surely it can't become a crime hotspot. There are already not enough police officers, there is really no reason to increase criminal opportunities.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association</b>	[REDACTED] [REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	16 August 2021		

I am writing to you to state that we strongly object to the licensing application reference 21/07425/LIPN. The premises were until recently simply a retail unit. The applicant proposes to transform the premises in a large hospitality venue over three floors with two bars, two restaurants and private dining which will also offer take away sale of alcohol all until midnight. Considering that these premises are on the corner of Lancelot Place, a residential area, this is preposterous especially as the Knightsbridge area already has many bars and restaurants (including many offering the same type of food), many of which generate anti-social behaviour late evenings and nights. Furthermore the type of establishment proposed does not seem to be in keeping with the area.

[REDACTED] the proposed entrance of the Sheesh London Ltd. If an outlet allowed to serve alcohol in the evening would, without a doubt, mean that we would suffer from the noise of patrons leaving late, increased traffic to drop and pick-up patrons, not to mention the myriad of moped delivery drivers waiting for take away / delivery orders. Not to mention the additional early morning deliveries for the restaurants and bars stocks. There is also the issue of smokers congregating outside the premises, tight on our

doorstep to smoke, chat, etc. The sale of alcohol would without doubt mean that some patrons would be drunk and sick outside, others would loudly talk or worse fight. Really it would be giving carte-blanche to anti-social behaviour and late night disorder, we all know that no amount of conditions and policies can prevent or stop drunken behaviour.

Zuma, [REDACTED] already causes so much trouble for us, some of their clients even come to urinated against our wall as it shields them, well with a large establishment at 70 Brompton Road, which would be two to three times the size of Zuma I can only let you imagine the result along [REDACTED]. And we would be the ones who would have to pay for all the cleaning and repairs, not Sheesh London Ltd, this could not be I am sorry.

The fact that the licence application also includes the sale of take-away alcohol would allow for drinkers to walk along [REDACTED] to drink their beverages, no doubt many would sit on [REDACTED] planters along the building and damage them as well as the plants. Lancelot Place would become a noisy, dirty, polluted street and we, [REDACTED] [REDACTED] would suffer the consequences which would not be fair. On that basis we request that the licensing application be outrightly denied.  
Thank you for your understanding.

<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association:</b>		[REDACTED] [REDACTED] [REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	17 August 2021		

I am extremely worried about the licence application for 70 Brompton Road under reference 21/07425/LIPN.  
Knightsbridge is a residential area with a wonderfully preserved conservation area. It is home to some of the most well known tourists attractions in London such as the Victoria and Albert Museum, Harrods or Hyde Park.  
It would be very prejudicial for London as a whole if the council allowed such a big restaurant to open in this area.  
It would also be extremely prejudicial for the residents and families like mine living in this area. Allowing such a big restaurant to open with a licence to serve alcohol so late and to sell alcohol for take away will bring more noise and crime for people living in this area.  
Sheesh restaurant will be at the junction of Lancelot place and Brompton road where there is already so much traffic. I don t see how it could take in another restaurant with all the deliveries. Lancelot place already has the deliveries of Harrods the Bulgari Zuma and various small restaurant. It simply cannot fit in more deliveries.  
Please see below the photos of our Brompton road can get crowded close to [REDACTED].  
I am also extremely worried about the loss of amenities for residents with people smoking outside on the street.  
I therefore hope the council will reject this licence application.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	19 August 2021		

I am writing to express my concern and to object most vehemently to the proposed extension of core hours in the above application.

As you will no doubt know, the property sits on the corner of Brompton Road and Lancelot Place. Lancelot is a residential area with the Council having approved the development of many apartments in recent years and of course it leads to Travor Square in the Conservation area. Brompton Road has a bus lane and it is therefore difficult to know where, apart from Lancelot Place and the surrounding residential streets, cars and taxis are likely to park and or wait with their engines running. This of course leads to much disturbance for the residents in terms of noise and nuisance – slamming of car doors, exhuberant and loud behaviour and taxis. Added to this the proposed restaurant will be a new attraction for local petty crime. [REDACTED]

[REDACTED] I would regularly find discarded stolen purses and wallets in my hedge!

Unfortunately, over the past 20 years or so, Knightsbridge, and especially the Brompton Road, appears to have become something of a monoculture of cafes and restaurants. Allowing an extension of core hours for one premises will set a precedent and other licensed premises in the area will of course expect to be able to follow suit.

I feel that allowing this application will have the effect of turning Knightsbridge into a stress area which I think is most unfair on the local families who have been encouraged, by Westminster City Council, to make Knightsbridge their home.

<b>Name:</b>	[REDACTED]		
<b>Address and/or Residents Association</b>	[REDACTED] [REDACTED] [REDACTED]		
<b>Status:</b>	Valid	<b>In support of opposed:</b>	Opposed
<b>Received:</b>	18 August 2021		

[REDACTED] I am writing to express my formal opposition of the Application of the Sheesh Restaurant proposal in Knightsbridge on the grounds of: #

- The prevention of crime and disorder.
- The prevention of public nuisance.
- Public safety.
- The protection of children from harm.

This will cause great disruption to the neighbourhood due to noise and public disorder.

<b>Name:</b>		[REDACTED]	
<b>Address and/or Residents Association</b>		[REDACTED]	
<b>Status:</b>	Valid	<b>In support or opposed:</b>	Opposed
<b>Received:</b>	12 August 2021		

**Introduction**

We act for [REDACTED]  
[REDACTED] We are instructed to submit this letter of representation in respect of the application (“the Application”) by Sheesh London Limited (“the Applicant”) for a new premises licence (“the Application”) at the former Top Shop premises at 70 Brompton Road London SW3 1ER (“the Venue”).

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Policy and Guidance**

We make reference in this representation to the Westminster City Council (“WCC”) Statement of Licensing Policy effective January 2021 (“the Policy”) and to amended guidance issued under section 182 of the Licensing Act 2003 effective April 2018 (“the Guidance”)

The Policy advises (page 6) licence applicants to:

1. Take into account reasons for specific policies and the unique characteristics surrounding the area in which the venue is located in order to draft an operating schedule that would address the concerns of responsible authorities and other parties; and
2. Engage with the local community as much as possible on the proposed application before submitting it to the Licensing Authority.

The Policy at page 13 recognises that “the growth of the entertainment industry is important for Westminster’s economic vitality and its leading role as place for cultural innovation; however, this must not compromise our ability to make Westminster a great place to live for our 227,000 residents.”

In its Licensing Strategy section, the Policy at page 15 includes as key aims and purposes:

- Reflecting the needs of local communities; and
- Making the most appropriate strategies for their local area; and
- Encouraging greater community involvement and giving local residents the opportunity to have their say on decisions which may affect them.

The Policy sets out how the WCC will deal with applications for categories of premises.

For ease of reference we set out here the definition of “restaurant “in the Policy at page 96:



1. A premise in which customers are shown to their table or the customer will select a table themselves to which food is either served to them or they have collected themselves.
2. In which provide food in the form of substantial table meals that are prepared on the premises and are served and consumed at a table.
3. Which do not provide any takeaway service of food and/or drink for immediate consumption.
4. Where alcohol shall not be sold, supplied, or consumed on the premises otherwise than to persons who are bona fide taking substantial table meals and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.
5. The sale and consumption of alcohol prior to such meals may be in a bar area but must also be ancillary to the taking of such meal.

Again, for ease of reference we set out here the WCC Model Condition for restaurants:

The premises shall only operate as a restaurant,

- (i) in which customers are shown to their table or the customer will select a table themselves,
- (ii) where the supply of alcohol is by waiter or waitress service only,
- (iii) which provide food in the form of substantial table meals that are prepared on the premises and are served and consumed at the table,
- (iv) which do not provide any takeaway service of food or drink for immediate consumption off the premises,
- (v) where alcohol shall not be sold or supplied, otherwise than for consumption by persons who are seated in the premises and bona fide taking substantial table meals there and provided always that the consumption of alcohol by such persons is ancillary to taking such meals. For the purpose of this condition 'Substantial Table Meal' means – a meal such as might be expected to be served as the main midday or main evening meal, or as a main course at either such meal and is eaten by a person seated at a table, or at a counter or other structure which serves the purposes of a table and is not used for the service of refreshments for consumption by persons not seated at a table or structure servicing the purposes of a table.

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

### **The uniqueness of Knightsbridge**

Knightsbridge is a local neighbourhood. Many of its residents have established connections with the area going back generations. It is often referred to as a "Village". It is not and never has been a City Centre.

The Knightsbridge Neighbourhood Plan December 2018 found that the strongest message from residents, businesses and cultural institutions was a desire to preserve or improve the character and appearance of Knightsbridge and reinforce its sense of community. People want Knightsbridge to remain a special place to live, work, bring up children and enjoy life.

Knightsbridge is one of the most iconic names and places in the world. To its visitors, it is famed for world class shops, cultural venues and hotels. Yet to its residents it is home - the place where local people live and enjoy their daily lives

For the residents of Knightsbridge, it is important that the benefits of living in a busy, bustling central London neighbourhood are balanced against the need for tranquillity in a pleasant environment.

Our Residents recognise that they are privileged to live in a prime residential neighbourhood and are proud of its architecture, heritage and townscape. They have a very strong desire to protect the unique character of Knightsbridge both for themselves and the future generations.

## **The Application**

We summarise the Application as follows:

### **Alcohol hours requested:**

Monday to Saturday: 10am to 12 midnight.

Sunday: 10am to 11.30pm.

Sundays immediately prior to a bank holiday: 10am to 12 midnight.

New Year's Eve: 10am to 1am

### **Late Night refreshment**

From 11pm to the above terminal hours.

## **The Venue**

### **Basement dining rooms**

No capacity is offered, but according to the Applicant's brochure, the capacity for this area is 28.

The only condition specific to this area is that the sale of alcohol in the basement dining rooms shall be ancillary to substantial food.

This is significantly less restrictive than the WCC Model Condition. In fact, the operating schedule does not include any of the 5 criteria for the WCC Model Restaurant Condition.

No conditions are included in respect of the lobby and so the use of this area would be unrestricted.

### **Ground floor**

No capacity is offered, but according to the Applicant's brochure, the capacity for this area is 122.

The only condition specific to the ground floor provides that alcohol served in the "ground floor restaurant hatched shall only be to persons seated and by waiter/waitress service".

There is no WCC restaurant condition proposed and so the sale/supply/consumption of alcohol need not be ancillary to food.

### **First floor**

No capacity is offered, but according to the Applicant's brochure, the capacity for this area is 136.

Confusingly the operating schedule has two conditions numbered 2.

The first condition 2 allows for the 1st floor to be used either as an exclusive membership club or for diners before or after they have eaten.

This means that again the 1st floor can be used as a very large drinking space. The membership condition is, with respect, meaningless.

The Application is for a very large bar, in which vertical drinking will be permitted save on the ground floor.

The Applicant has indicated, but is not conditioning, a capacity of 286.

There is no condition requiring the supply or consumption of alcohol to be ancillary to any form of food or entertainment.

It is quite clear from the Application that the Venue is intended for use as a bar and so must be considered under Policy PB1.

### **Grounds for the representation**

This representation is made on the basis that the Application, if granted, is likely to be contrary to the licensing objectives, being the prevention of crime and disorder, public safety, the protection of children from harm and, in particular, the prevention of public nuisance.

### **Hours**

#### **Policy HRS1**

The Application is for hours outside of Westminster's core hours.

We refer to Policy HRS1 which sets out the criteria for applications outside of core hours.

This includes;

1. Possible impact on crime and disorder, public safety and public nuisance.
2. Whether there is residential accommodation likely to be adversely affected.
3. The past operation of the premises.
4. Whether customers and staff have adequate access to public transport when arriving and leaving.

The Policy states at paragraph 2.3.4 that "the hours at which noise may occur and disturbance of residents' rest, relaxation and sleep will be of particular concern."

Should the Application be granted, there is a significant likelihood of an increase in public nuisance and possible issues of public safety and crime and disorder.

There is significant residential accommodation likely to be adversely affected by the grant of the Application. So far as we are aware, the Applicant has not consulted with residents or resident representative groups.

The Application does not address the inadequate access to public transport for customers and staff when arriving and leaving the Venue, particularly late at night and for the hours being the subject of the Application.

The operating schedule within the Application gives no consideration to the limited availability of public transport in the early hours of the morning. The nature of the Venue's clientele is that a large percentage of their patrons are likely to be dropped off and collected by car, immediately outside of the Venue.

### **The Prevention of Public Nuisance**

#### **Policy PN1**

The issues that are likely to arise from the grant of the Application are:

1. Large numbers of people, many of whom will be in high spirits, will be departing from the Venue late at night and making noise as they do so.
2. Large numbers of people will arrive and depart from the premises during the day, evening and night and making noise as they do so.
3. Significant numbers of taxis or private vehicles are likely to congregate, waiting to pick up passengers, with additional disturbance created by the noise of doors opening and closing and horns being used.

4. Patrons are likely to congregate to smoke outside the Venue, conversing and otherwise making noise whilst standing there. We note that the Applicant states in its brochure that it will direct smokers to Brompton Road. This will clearly present a public nuisance.

5. The celebrity focus of the Venue is likely to attract photographers and journalists obstructing the highway and creating public nuisance through noise and general disturbance.

6. Additional deliveries to the premises due to larger scale and more frequent events.

The grant of the Application would very likely result in significant public nuisance.

The Guidance states at paragraph 2.16 that public nuisance is not defined in the Licensing Act 2003 and retains its broad common law meaning. Guidance states:

“It may include in appropriate circumstances the reduction of the living and working amenity and environment of other persons living and working in the area of the licensed premises”.

The grant of the Application would clearly be contrary to the Guidance as the proposals of the Venue, if implemented, are likely to result in increased nuisance to many people who live locally.

## **The Prevention of Crime and Disorder**

### **Policy CD1**

The Policy makes it clear that WCC sees a link between late night venues and crime and disorder.

The Residents are aware of the concerns raised by Mayfair residents following the grant of licences for restaurant bars in that area. Mayfair is now a Special Consideration Zone. An unintended consequence of cumulative impact policies and the newer special consideration zones is a migration of large new venues to desirable locations outside these areas. They consider that it is easier to achieve a licence outside of the special policy areas. This is precisely what is happening in Knightsbridge and the Residents plead with the Licensing Sub Committee to address this issue before a special policy becomes a necessity.

The Residents fully expect that should the Application be granted, there will be an increase in crime and disorder in the area.

## **The Protection of Children from Harm**

### **Policy CH1**

Many of the Residents have young children. The grant of the Application is likely to result in late night noise and so disturbance to sleep.

The Residents have a legitimate expectation of a good night's sleep.

## **Public Safety**

### **Policy PS1**

The position of the Venue does not lend itself to the safe departure of large numbers of patrons and in particular late at night. An increase in anti-social behaviour inside and immediately outside the Venue, an increase in patrons smoking on the pavement outside the Venue and the inevitable increase in traffic for the drop off and collection of patrons is likely to threaten public safety.

## The Brochure

The Applicant has provided a brochure describing the Venue as follows:

“Sheesh is a unique proposition and our new restaurant will bring a sensory journey to Knightsbridge through our unique offer of delicious food and outstanding service.

Sheesh London will offer a stylish dining experience and an exclusive private members lounge and will fit seamlessly into the area.

We have particularly high standards and will endeavour to deliver a high-end product.”

The Residents are concerned that the Brochure is aspirational and does not reflect the reality. The Applicant has one other venue being Sheesh at High Rd, Chigwell Essex IG7 6QA.

We refer the Licensing Sub Committee to the Sheesh web site <http://sheeshrestaurant.co.uk/>. We ask the Committee to compare the web site to the Brochure.

In particular, the first floor is promoted as having live music five nights a week, <http://sheeshrestaurant.co.uk/the-1st-floor/>

This appears to be a nightclub area with live music.

We do not understand the following statement:

“The first floor is for couples only. Table of 4 Max.”

<http://sheeshrestaurant.co.uk/booking-info/>

We do not understand the following statement:

“Tables of 6 must be a mixed party on Friday and Saturday nights only, all other times same sex parties are O.K.”

<http://sheeshrestaurant.co.uk/sugar-suite/>

“The Sugar Suite is for couples only...”

<https://www.essexlive.news/whats-on/food-drink/sheesh-chigwell-inside-pretentious-exceptional-2776518>

Essex Live describes Sheesh as “one of the biggest celebrity hotspots in Essex”. Regular guests include the casts from TOWIE, Geordie Shore and Love Island.

Many online reviews describe the venue as “pretentious”.

We would refer the Licensing Sub-Committee to the Trip Advisor reviews at:

[https://www.tripadvisor.co.uk/Restaurant\\_Review-g1972036-d2038888-Reviews-Sheesh\\_at\\_Ye\\_Olde\\_Kings\\_Head-Chigwell\\_Essex\\_England.html](https://www.tripadvisor.co.uk/Restaurant_Review-g1972036-d2038888-Reviews-Sheesh_at_Ye_Olde_Kings_Head-Chigwell_Essex_England.html)

The Applicant’s own web site and the online reviews give a very clear picture of the type of venue to expect should the Application be granted.

██████ wishes to make it clear that even if the Applicant were to amend its Application to core hours and agree to the WCC Model Restaurant Condition, it’s representation will stand.

## Summary

In the light of the above, the [REDACTED] opposes the grant of the Application on the grounds that it would be contrary to the licensing objectives, the Policy and the Guidance.

Brompton Road is the wrong location for a venue of this type. The clientele will undoubtedly create a public nuisance as they arrive and depart.

The Guidance states one of the principle aims of licensing legislation is that of protecting the public and local residents from crime, anti-social behaviour and noise nuisance.

It also states the importance of involving local residents in licensing decisions and for them to have their say regarding licensing decisions that may affect them.

Here the Applicant has failed to consult with residents. It has failed to have even a basic regard for the Policy or the unique characteristics of the area. It has demonstrated through its existing venue, the type of venue that the Residents can expect should the Application be granted, even if amended.

[REDACTED] recognises that every application must be considered on its merits. However, it remains very concerned that should this Application be granted, there will be numerous applications that will follow whereby retail premises are converted into bar/restaurants. This will have a huge impact on the local community and change, forever, the very special features that make Knightsbridge unique.

[REDACTED] reserves the right to expand on the contents of this letter of representation by way of the submission of additional information and to call witnesses to support the points made in this letter.

### 3. Policy & Guidance

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

#### **Policy HRS1 applies**

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.

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:

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.

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.

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.

4. The proposed hours of the licensable activities and when customers will be permitted to remain on the premises.

5. The proposed hours when any music, including incidental music, will be played.

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.

7. The existing hours of licensable activities and the past operation of the premises (if any) and hours of licensable premises in the vicinity.

8. Whether customers and staff have adequate access to public transport when arriving at and leaving the premises, especially at night.

9. The capacity of the premises.

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.

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.

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.

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.

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.

C. For the purpose of Clauses A and B above, the Core Hours for applications for each premises use type as defined within this policy are:

**1. Casinos**

Up to 24 hours a day whilst casino gaming is permitted by a premises licence under the Gambling Act 2005.

**2. Cinemas, Cultural Venues and Live Sporting Premises**

Monday to Sunday: 9am to Midnight.

**3. Delivery Centres**

Monday to Saturday: 8am to 11pm.

Sunday: 9am to 10.30pm.

**4. Hotels**

Monday to Thursday: 9am to 11.30pm.

Friday and Saturday: 9am to Midnight.

Sunday: 9am to 10.30pm.

Sundays immediately prior to a bank holiday: 9am to Midnight.

For the sale of alcohol to guests for consumption in

hotel/guest rooms only: Anytime up to 24 hours.

**5. Outdoor Spaces**

Monday to Thursday: 9am to 11.30pm.

Friday and Saturday: 9am to Midnight.

Sunday: 9am to 10.30pm.

Sundays immediately prior to a bank holiday: 9am to Midnight.

**6. Pubs and bars, Fast Food and Music and Dance venues**

Monday to Thursday: 10am to 11.30pm.

Friday and Saturday: 10am to Midnight.

Sunday: Midday to 10.30pm.

Sundays immediately prior to a bank holiday: Midday to Midnight.

**7. Qualifying Clubs**



	<p>Monday to Thursday 9am to 11.30pm  Friday and Saturday 9am to Midnight  Sunday: 9am to 10.30pm  Sunday immediately prior to a bank holiday: 9am to Midnight.</p> <p><b>8. Restaurants</b>  Monday to Thursday: 9am to 11.30pm.  Friday and Saturday: 9am to Midnight.  Sunday: 9am to 10.30pm.  Sundays immediately prior to a bank holiday: 9am to Midnight.</p> <p><b>9. Sexual Entertainment Venues and Sex Cinemas</b>  Monday to Thursday: 9am to 11.30pm.  Friday and Saturday: 9am to Midnight.  Sunday: 9am to 10.30pm.  Sundays immediately prior to a bank holiday: 9am to Midnight.</p> <p><b>10a. Shops (all licensable activities that are provided as ancillary to the primary use of the premises as a shop except the off sale of alcohol)</b>  Monday to Thursday: 9am to 11.30pm.  Friday and Saturday: 9am to Midnight.  Sunday: 9am to 10.30pm.  Sundays immediately prior to a bank holiday: 9am to Midnight.</p> <p><b>10b. Shops (off-sales of alcohol where it forms either the ancillary or primary use of the premises)</b>  Monday to Saturday: 8am to 11pm.  Sunday: 9am to 10.30pm.</p> <p>D. Core hours are when customers are permitted to be on the premises and therefore the maximum opening hours permitted will be to the same start and terminal hours for each of the days where licensable activity is permitted.  E. For the purposes of this policy, 'premises uses' are defined within the relevant premises use policies within this statement.</p> <p>Note: The core hours are for all licensable activities but if an application includes late night refreshment then the starting time for that licensable activity will be 11pm.</p>
<p><b>Policy RNT1 (A) applies</b></p>	<p>A. Applications outside the West End Cumulative Impact Zone will generally be granted subject to:</p> <ol style="list-style-type: none"> <li>1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1.</li> <li>2. The hours for licensable activities being within the council's Core Hours Policy HRS1.</li> <li>3. The operation of any delivery services for alcohol and/or latenight refreshment meeting the council's Ancillary Delivery of Alcohol and/or Late-Night Refreshment Policy DEL1.</li> <li>4. The applicant has taken account of the Special Consideration Zones Policy SCZ1 if the premises are located within a designated zone.</li> <li>5. The application and operation of the venue meeting the definition of a restaurant as per Clause C.</li> </ol> <p>C. For the purposes of this policy a restaurant is defined as:</p>

	<p>1. A premises in which customers are shown to their table or the customer will select a table themselves to which food is either served to them or they have collected themselves.</p> <p>2. Which provide food in the form of substantial table meals that are prepared on the premises and are served and consumed at a table.</p> <p>3. Which do not provide any takeaway service of food and/or drink for immediate consumption, except if provided via an ancillary delivery service to customers at their residential or workplace address.</p> <p>4. Where alcohol shall not be sold, supplied, or consumed on the premises otherwise than to persons who are bona fide taking substantial table meals and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.</p> <p>5. The sale and consumption of alcohol prior to such meals may be in a bar area but must also be ancillary to the taking of such meal.</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.

## 5. Appendices

<b>Appendix 1</b>	Premises plans
<b>Appendix 2</b>	Additional Submissions from Interested party 4
<b>Appendix 3</b>	Applicant supporting documents
<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>	Jessica Donovan Senior Licensing Officer
<b>Contact:</b>	Telephone: 020 7641 6500 Email: <a href="mailto:Jdonovan@westminster.gov.uk">Jdonovan@westminster.gov.uk</a>

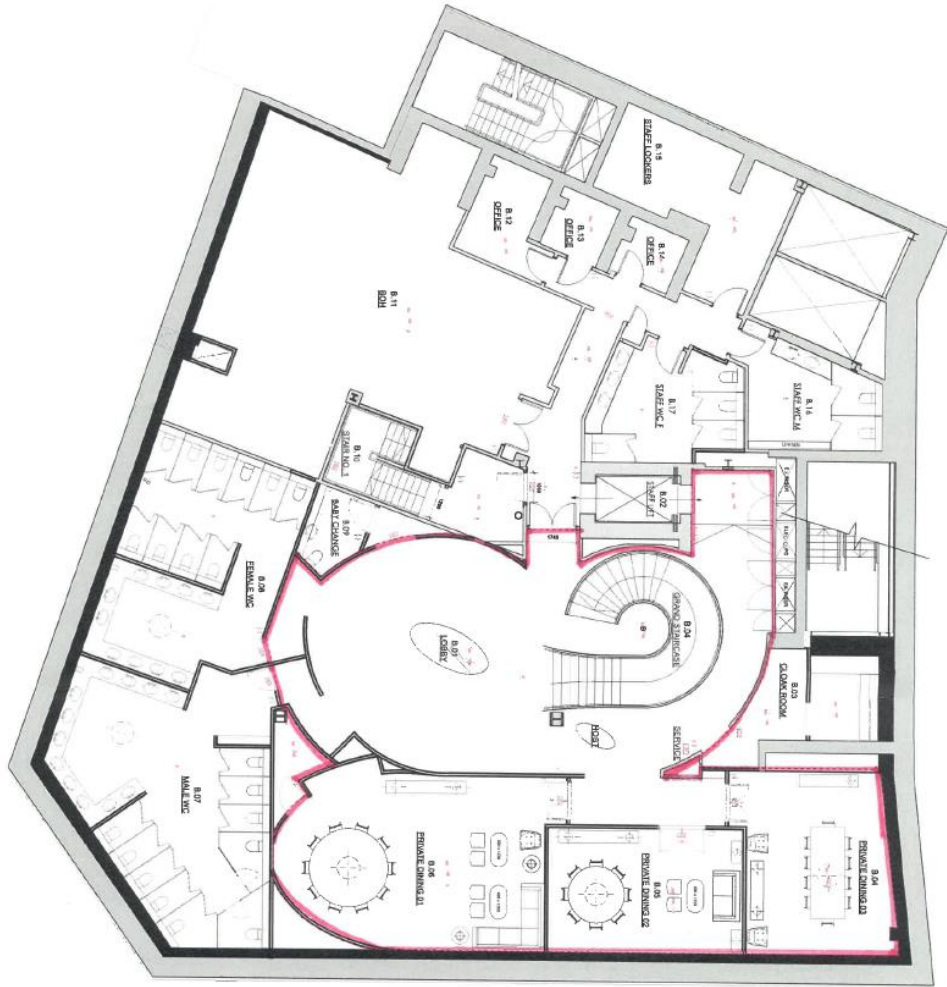
If you have any queries about this report or wish to inspect one of the background papers please contact the report author.

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

1	Licensing Act 2003	N/A
2	City of Westminster Statement of Licensing Policy	01 October 2021
3	Amended Guidance issued under section 182 of the Licensing Act 2003	April 2018
4	Environmental Health Service	23 August 2021
5	Metropolitan Police Service ( <i>Withdrawn 01 October 2021</i> )	20 August 2021
6	Interested party 1	16 August 2021
7	Interested party 2	23 August 2021
8	Interested party 3	09 August 2021
9	Interested party 4	11 August 2021
10	Interested party 5	16 August 2021
11	Interested party 6	19 August 2021
12	Interested party 7	19 August 2021
13	Interested party 8	21 August 2021
14	Interested party 9	14 August 2021
15	Interested party 10	15 August 2021
16	Interested party 11	19 August 2021
17	Interested party 12	19 August 2021
18	Interested party 13	06 August 2021
19	Interested party 14	07 August 2021
20	Interested party 15	22 August 2021
21	Interested party 16	23 August 2021
22	Interested party 17	20 August 2021
23	Interested party 18	13 August 2021
24	Interested party 19	16 August 2021
25	Interested party 20	18 August 2021
26	Interested party 21	21 August 2021
27	Interested party 22	23 August 2021
28	Interested party 23	23 August 2021
29	Interested party 24	16 August 2021
30	Interested party 25	17 August 2021
31	Interested party 26	17 August 2021
32	Interested party 27	14 August 2021
33	Interested party 28	14 August 2021
34	Interested party 29	23 August 2021
35	Interested party 30	16 August 2021
36	Interested party 31	17 August 2021
37	Interested party 32	19 August 2021
38	Interested party 33	08 August 2021
39	Interested party 34	19 August 2021
40	Interested party 35	20 August 2021
41	Interested party 36	20 August 2021
42	Interested party 37	20 August 2021
43	Interested party 38	20 August 2021
44	Interested party 39	18 August 2021
45	Interested party 40	18 August 2021

46	Interested party 41	13 August 2021
47	Interested party 42	22 August 2021
48	Interested party 43	23 August 2021
49	Interested party 44	23 August 2021
50	Interested party 45	18 August 2021
51	Interested party 46	18 August 2021
52	Interested party 47	18 August 2021
53	Interested party 48	18 August 2021
54	Interested party 49	20 August 2021
55	Interested party 50	20 August 2021
56	Interested party 51	14 August 2021
57	Interested party 52	16 August 2021
58	Interested party 53	17 August 2021
59	Interested party 54	19 August 2021
60	Interested party 55	18 August 2021
61	Interested party 56	12 August 2021

A4-011 - Proposed Basement Floor Plan  
Scale: 1:75



DO NOT SCALE. This floor plan is only for information and is not to be used for construction or other purposes. The information is provided for your reference only and is not intended to be used for any other purpose. The information is provided for your reference only and is not intended to be used for any other purpose. The information is provided for your reference only and is not intended to be used for any other purpose.

**LEGEND**

	Areas to be removed
	Existing Walls
	Proposed Walls

**FOR INFORMATION**

Item	Date	Description
01	1/1/2011	Submitted to Client for comment
02	2/1/2011	Revised to Client comments

**STANESBY**  
 info@stanesbyarchitecture.co.uk  
 www.stanesbyarchitecture.co.uk  
 Tel: 01917 240 880

**70 Brompton Road**

**Proposed Basement Plan**

Rev: 2021  
 Date: 1/1/2011  
 Scale: 1:50 @ A3  
 2014-A4-011



**NOTES:**  
1. This plan is a proposed ground floor plan. It is not a final plan and should not be used for construction purposes without the approval of the relevant authorities.  
2. The plan is based on the information provided by the client and is subject to change without notice.  
3. The plan is not to scale and should not be used for construction purposes without the approval of the relevant authorities.  
4. The plan is not to scale and should not be used for construction purposes without the approval of the relevant authorities.

**LEGEND**

- Red outline: Area to be demolished
- Black outline: Existing structure
- Blue outline: Proposed area

Analysis of existing and proposed areas is shown in red, blue and black outlines.

**dwg**

NO.	DESCRIPTION	DATE	BY	CHECKED
01	ISSUED FOR PERMIT	15/01/14	AS	AS
02	ISSUED FOR CONSTRUCTION	15/01/14	AS	AS
03	ISSUED FOR CONSTRUCTION	15/01/14	AS	AS
04	ISSUED FOR CONSTRUCTION	15/01/14	AS	AS
05	ISSUED FOR CONSTRUCTION	15/01/14	AS	AS
06	ISSUED FOR CONSTRUCTION	15/01/14	AS	AS
07	ISSUED FOR CONSTRUCTION	15/01/14	AS	AS
08	ISSUED FOR CONSTRUCTION	15/01/14	AS	AS
09	ISSUED FOR CONSTRUCTION	15/01/14	AS	AS
10	ISSUED FOR CONSTRUCTION	15/01/14	AS	AS

**FOR INFORMATION**

Rev: (Date) Description

01 Proposed: (Date) (Description)

**STANESBY**

info@stanesbyarchitects.co.uk  
www.stanesbyarchitects.co.uk  
m: 07817 248 808

**70 Brompton Road**

**Proposed Ground Floor Plan**




Scale: 1:50 @ A3  
Date: 2014-A4-021

DO NOT SCALE: Use figured dimensions only. All dimensions are to be checked on site. Any queries or discrepancies must be reported immediately to the architect.

This drawing is to be read in conjunction with drawings and specifications prepared by the architects and any other information prepared by others for the stated project.

All illustrated material is subject to copyright unless otherwise agreed in writing. This document must be read for the express purpose and project for which it has been created and delivered and must be read with relevant specification clauses.

**LEGEND**

-  Existing Walls
-  Proposed Walls
-  Supply of alcohol only (without food), from the bar, available to these areas only.

**NOTE:**  
Items shown on this plan which are not required by the plans regulations are for illustrative purposes only, and do not form part of the licence. These items may be removed at the discretion of the licence holder. The current location of the current fire safety equipment and any other safety equipment is as shown. These items may be removed from time to time with agreement of the Fire Officer or after risk assessment.

**FOR PLANNING**

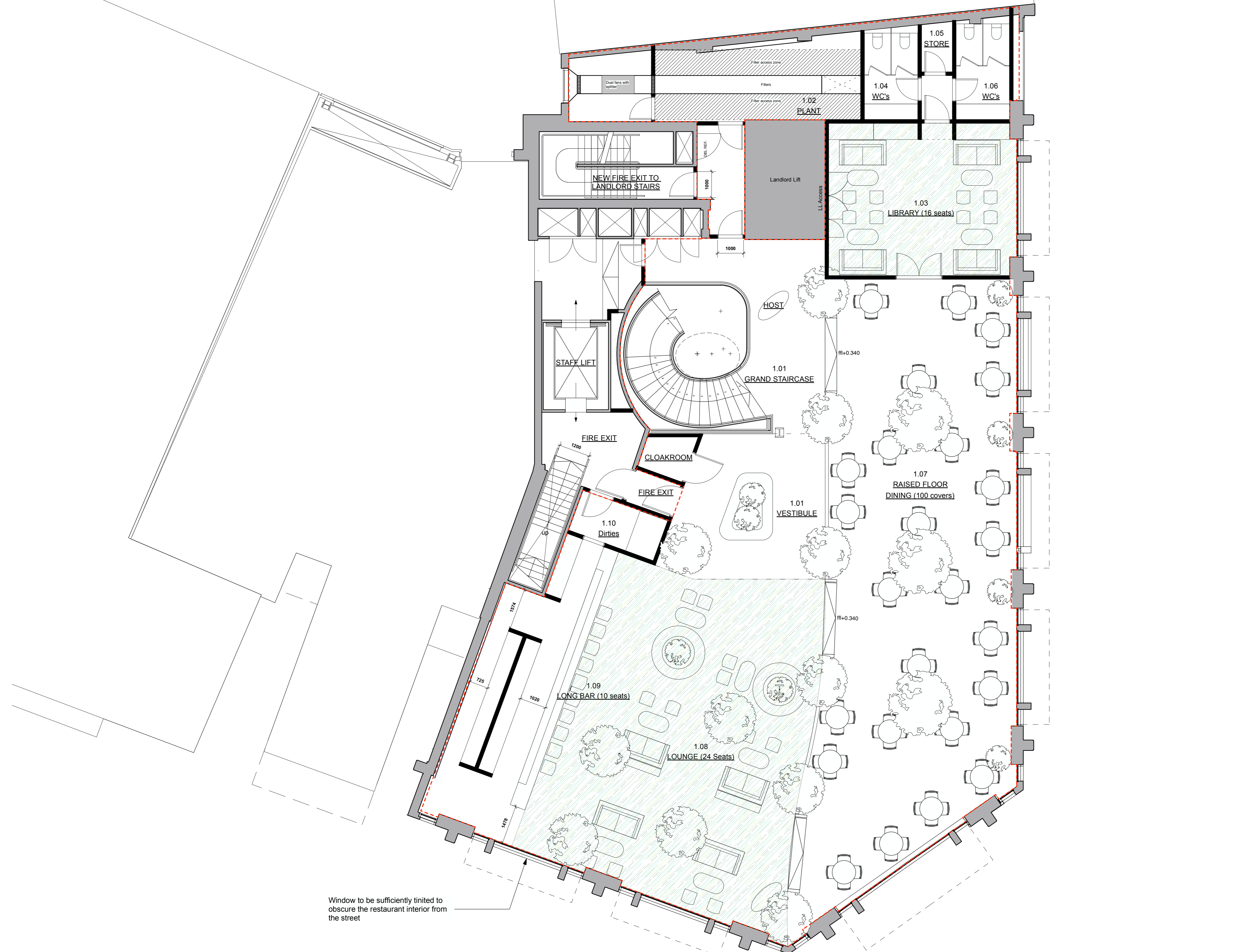
Rev	Date	Drawn	Description

**STANESBY**  
ARCHITECTURE  
info@stanesbyarchitecture.co.uk  
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m: 07917 246 805

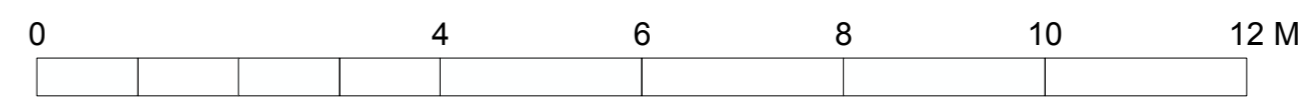
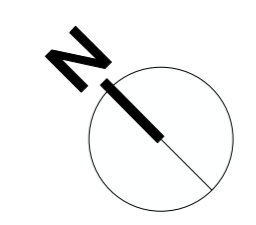
Project title  
**70 Brompton Road**

Drawing title  
**Proposed First Floor Plan**

Date Sep 2021	Drawn by CO	Checked by GS
Scale 1:75 @ A1 1:150 @ A3	Rev.	
Drawing number: <b>2014-A4-031</b>		



Window to be sufficiently tinted to obscure the restaurant interior from the street





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[REDACTED]

FAO Emanuela Meloyan  
Licensing Department  
Westminster City Council  
Westminster City Hall  
64 Victoria Street  
London  
SW1E 6QP

**By Email Only**

Cc centralplanningteam@westminster.gov.uk

22 October 2021

Our ref: SH8327/4146-0683-2434.1

Dear Emanuela Meloyan

**Licensing Application 21/07425/LIPN**  
**70 Brompton Road, SW3 1ER (“the Premises”)**

We act for [REDACTED] submitted objections on behalf of our client to the proposed license on 11 August. Our client was subsequently invited by the applicant to a meeting on 11 October 2021 to hear more about the application and we sent along a representative.

Following this meeting, [REDACTED] contacted the Council to check that we could submit further comments and was informed that we could if based on the initial grounds of objection in relation to (i) public nuisance and (ii) public safety. We accordingly set out our additional comments below:

**Licensing and Planning**

The current use of the Premises is retail and we note that the applicant is proposing a change of use to a restaurant on the ground floor and a private member’s club on the first floor and lower ground floor. The proposed mix of use is sui generis and would not fall within the new Class E introduced within the Town and

[REDACTED]

[REDACTED]

Country Planning (Use Classes) (Amendment) (England) Regulations 2020 that came into effect last year. However, we cannot see that any planning application has been made to allow for the proposed material change of use.

We are fully aware that planning and licensing are considered under distinct and separate regimes and that you are required as a matter of law to only consider matters that relate to the licensing objectives as set out in the Licensing Act 2003 being (i) prevention of crime and disorder (ii) public safety (iii) prevention of public nuisance and (iv) protection of children from harm.

However, sections B17 and B18 the Council's Statement of Licensing Policy (as operative 1 October 2021) ("The Statement") recognises that although the absence of lawful permission is not directly a matter for licensing to resolve it is nonetheless a relevant consideration and the Council as a planning authority may make representations since there is a recognised overlap in respect of shared concerns relating to nuisance and public safety. We have accordingly copied this letter to the Council's Planning Team so there is co-ordination on these concerns.

### **The Main Issues**

#### **(i) Public Nuisance**

My client raised concerns about noise and disturbance being generated both from within and outside the Premises. Policy PN1 of the Statement recognises that regard must be had to the disturbance of people living and working within the vicinity and that strict controls should be imposed in areas where there is close residential accommodation, as in this instance given that

[REDACTED]

As noise is a particular concern we would have expected to see a noise statement provided with the application in accordance with paragraph 5 of Appendix 11 of the Statement. This has not been submitted. In addition, the proposed draft conditions submitted by the applicant do not provide sufficient protection for residents and they do not follow the guidance set out in Appendix 11 of the Statement.


We, accordingly, urge the Council to **refuse** the application.

If the Council is minded otherwise, we set out below our amendments to the proposed conditions (changes are shown in red) together with additional conditions we would expect to be imposed:

#### Existing draft conditions

*2. The supply of alcohol to the first-floor lounge bar shall not be sold or supplied otherwise than to either:*

*i) members and their bona fide guests (limited to 5 guests) , such members having paid an annual fee of at least £500, a list of all members to be held at reception for inspection by the*



*relevant authorities; no person shall be admitted to the membership of the premises without an interval of at least 48 hours between application and acceptance to membership.*

*ii) Persons waiting to dine or who have dined.*

*13. 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:*

*(a) give rise to a nuisance;*

*(b) at the nearest façade of the nearest noise sensitive property shall not exceed 10 dB below the minimum external background noise during the operating period; and*

*(c) at the nearest façade of the nearest noise sensitive property, the noise generated within each octave band level should not exceed 5 dB below the minimum external background noise level expressed in any of the individual octave band levels.*

*14. The external doors and windows shall be kept closed after 21.00 hours, or at any time when regulated entertainment takes place, except for the immediate access and egress of persons.*

*21. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 19.00 hours and 08.00 hours on the following day.*


Additional draft conditions

*26. 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.*

*27. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.*

*28. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.*

*29. Measures shall be taken to minimise and prevent noise breakout from the premises, including but not limited to: use of acoustic enclosures; use of noise attenuators and acoustic screens as required; use of vibration insulators; electronic sound limiters on amplification systems; and installation of an acoustic lobby with inner and outer acoustic doors designed to prevent both sets of doors being opened at the same.*



30. Measures shall be taken to ensure that plant, machinery and equipment is maintained to prevent noise levels from them increasing.

31. Clear signage and communication to persons entering and exiting the premises shall be implemented to prevent and control noise and crowding of persons outside the premises.

32. Measures shall be implemented to control and prevent queuing outside the premises, ensure the quiet entering and exiting of the premises by all persons and to ensure good behaviour to minimise any disturbance outside and within the Premises.

33. Arrangements shall be made for dedicated taxi or licensed minicabs to collect and to ensure that all private vehicles use designated dropping off/picking up and waiting points as agreed with the Council and away from Lancelot Place.

34. Measures managing transport arrangements to and from the premises (including staff or patron parking) shall be implemented to minimise any disturbance.

35. Deliveries, collections and operational servicing shall only be carried out between 07.00 and 19.00, except where access at other times is unavoidable and specific procedures are in place to limit disturbance.

36. Drivers shall be encouraged to switch off engine during deliveries, collections and servicing, and to minimise other noise caused by their activities.

37. The maximum number of persons permitted on the premises (excluding staff) shall not exceed: [250]. NB: there needs to be an agreed max limit of person on the Premises at any time and a max limit for each floor based on seating capacity as opposed to vertical drinking space.

38. No outside seating areas will be permitted any time.

**(ii) Public Safety**

My client also raised concerns about safety in respect of the surrounding residents. Policy CD1 and PS1 of the Statement recognises that regard must be had as to whether the operation of a premises promotes the prevention of crime and disorder and ensures public safety within both the premises and its vicinity.

Again, we do not feel the proposed conditions go far enough to protect local residents and do not follow the guidance contained in the Statement. For these additional reasons the application should be **refused**.



Similarly, though, if the Council is minded otherwise, we set out below our amendments to the proposed conditions (changes are shown in red) together with additional conditions we would expect to be imposed:

Existing draft conditions

11. *Patrons **or staff** permitted to temporarily leave and then re-enter the premises at ground floor level **or who remain in the vicinity of the premises for such temporary duration**, e.g. to smoke, shall not be permitted to take drinks or glass containers with them.*

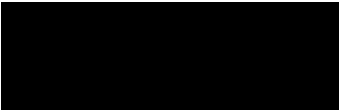
Additional draft conditions

39. *Flashing or particularly bright lights on or outside the premises shall not cause a nuisance to nearby properties, save insofar as they are necessary for the prevention of crime.*

40. *Measures to prevent illegal drugs being brought onto the premises and measures to discourage the use of illegal drugs.*

We trust that the above will be taken into account and that the license application is **refused** as the proposed location is not suitable for the proposed late-night activities. In the alternative, if the Council is minded to approve the application, we would ask that the conditions are amended/ added as above.

Yours sincerely



Pre-application Advice report



City of Westminster

Office Name: Ian Watson  
Designation: Senior Practitioner EH  
Licensing  
Date: 20<sup>th</sup> June 2021  
Contact number:  
Email: iwatson@westminster.gov.uk  
Signed: Ian Watson  
Uniform Ref Number:  
21/05285/PREAPM

Trading name of business and Address: 70 Brompton Road, SW3 1ER		
Reference Number if Applicable: 21/05285/PREAPM		
Licence: No	Applicant/solicitor: Lisa Sharky Poppleston Allen	CIZ/SCZ Area: No
Proposed Business: Members Club and Restaurant/Bar		
Proposed Licensed Areas: Basement, Ground and First Floor		
Proposed Licensed Activities: Supply of Alcohol, Late-Night Refreshment		
<b>Pre application advice purpose:</b> To assess the premises for a new licence regarding licensing hours, activities, capacity and conditions.		
<b>Background to application:</b> The premises are currently empty previously operating as a Top Shop store. New owner is seeking a Premises Licence and will carry out a major refurbishment to establish private dining rooms in the basement, a restaurant/bar on the ground floor and members club on the first floor. Capacities for the various areas will be maximised dependent upon the final secondary escapes established.		
Inspection carried out by Ian Watson (Senior Practitioner Environmental Health (Licensing)).		
<b><u>District Surveyor Comments</u></b>		
<b>Means of Escape</b>		
Ground Floor - The current ground floor proposal details three exit routes. The main entrance/exit, an alternative to the front of the premises and a rear alternative. The rear alternative escape would need to be protected from the open kitchen by means of a 30 min fire door and it is advised to make this escape width no less than the rear staircase of 1100mm to maximise the capacity. Discounting the main entrance/exit as the largest this would mean the two alternative exits would need to be at least 1000mm clear width to support a flow of 125 through each in line with the guidance in the Technical Standards for Places of Entertainment. It is advisable that these are 1050mm clear width if possible, to allow a slight safety buffer.		
First Floor - The current first floor proposal shows a single secondary escape plus the		

accommodation staircase which leads down to the ground floor. The proposed licensed capacity is 136 persons on the first floor so to achieve this and to maximise the capacity it is advised to open up a second protected route into the staircase that serves the upper floors.

The clear widths of the secondary escapes should not be less than the escape staircases that they would be escaping onto. This would then achieve the maximum capacity based on escape provision and allow greater flexibility of use.

Basement – The basement PDR's and toilet area has a single protected exit back up to ground floor level. As long as this is over 750mm clear width this would allow a maximum capacity of 60 persons in this area. The staff exit provision from the other parts of the basement appears generally acceptable.

It should be confirmed with your building control provider that they are content for the accommodation staircase to be considered for means of escape purposes as it is not protected at any level but open throughout.

You are advised that the maximum travel distance to any means of escape is 18m and escape routes should be designed accordingly.

#### **Additional DS Comments**

- All fire doors protecting exit routes should be provided with intumescent strips and smoke seals, three hinges and self-closing devices and generally comply with the relevant provisions of Table B1 of Approved Document B.
- Suitable primary and secondary lighting should be provided throughout, and this should include all changes of level and key staff areas such as fire alarm panel location.
- The fire alarm system should include suitable cut offs of any music and other entertainment systems and our recommendation would be that the alarm system is a minimum L2 coverage standard if being updated.
- Any gaps/openings to the balustrading on site or any gaps between the edges of barriers and pillars/staircases or similar elements should not allow a sphere of 100mm to pass through.
- Contrasting nosing's should be provided to all staircases and particular attention is drawn to the core evacuation staircases.
- Every escape route (other than those in ordinary use) should be marked by emergency exit signs complying with BS 5499: Part 1 and these will be located in accordance with the recommendations of BS 5499: Part 4.
- A cause and effect for the fire alarm system and any fire curtains should be produced for consideration and this should include suitable cut offs of the music and other entertainment systems.
- Level of fire alarm detection to be considered and it is recommended that system is in line with BS 5839 Part 1 2002 Category L1/L2 protection to allow maximum flexibility with capacity calculations.
- All protected exit routes to be provided with 30 minutes fire separation to other parts of the premises. The existing areas of penetration to other floors should be appropriately fire



stopped/rated.

- Full details of the emergency lighting scheme should be provided and we would expect the system to be in line with BS 5266.
- Lighting to all public areas should be under management control.

### **Disabled Evacuation**

The operator will need to set out a method statement covering the disabled evacuation for the premises and the use of any evacuation chairs as required.

We have detailed below some advisory notes on disabled evacuation from the RRO guidance to assist as it may be possible to use certain lifts in an emergency under management control.

Below are a number of paragraphs lifted from guidance documents, which may be useful for consideration when establishing a robust Disabled Evacuation Plan.

#### **BS 8300 - 8.3.4 Lifts for emergency evacuation**

Lifts that are provided to evacuate disabled people in an emergency, whether fire-fighting lifts or evacuation lifts, should conform to the relevant recommendations in BS 9999.

NOTE 1: Lifts can be used to assist in the evacuation of disabled building users if they are encased within a fire-protected shaft and have their own independent electrical supply, control panel and other features described in BS 9999.

NOTE 2: Lifts not designed for evacuation can be used for evacuation in certain circumstances, provided a fire risk assessment has evaluated that the lift is able to function as an evacuation lift (see BS 9999).

NOTE 3: Guidance on fire safety risk assessments for a variety of building types is available from the Department for Communities and Local Government.

NOTE 4: BS 9999 refers to BS EN 81-72 for fire-fighting lifts.

#### **HM Government Fire Risk Assessment-Theatres, Cinemas and similar premises document**

If disabled people are going to be in your premises then you must also provide a safe means for them to leave if there is a fire. You and your staff should be aware that disabled people may not react, or can react differently, to a fire warning or a fire. You should give similar consideration to others with special needs such as parents with young children or the elderly.

Where staged alarms are being used, disabled people should be alerted on the first stage to give them the maximum time to escape or move to a refuge, and to implement evacuation procedures involving your staff. If you have well-protected refuges and appropriate management procedures, you may wish to delay the evacuation of non-ambulant people from certain areas until after the able bodied have left since the total evacuation time may be reduced if the disabled people are likely to impede the speed of the able-bodied evacuees.

A refuge is a place of reasonable safety in which disabled people can wait either for an evacuation lift or for assistance up or down stairs. Disabled people should not be left alone in a refuge area whilst waiting for assistance with evacuation from the building. Depending on the design and fire resistance of other elements, a refuge could be a lobby, corridor, part of a public area or stairway, or an open space such as a balcony or similar place, which is sufficiently protected (or remote) from any fire risk and provided with its own means of escape and a means of communication.

Normal lifts may be considered suitable for fire evacuation purposes, subject to an adequate fire risk assessment and development of a suitable fire safety strategy by a competent person.

Enough escape routes should always be available for use by disabled people. This does not mean that every exit will need to be adapted. Staff should be aware of routes suitable for disabled people so that they can direct and help people accordingly.

### **General points for Consideration**

#### **Doors**

To clarify the width of a doorway on the means of escape routes is the clear width measured between the leaves (or, if a single door, the leaf and the frame or doorstep) of the doors when open at right angles to the frame. Door hardware may be ignored if the door opens more than 90 degrees to the frame. Doorways should be not less than 2060mm high except that the height may be reduced to 1960mm in existing buildings. Curtains or drapes should never be hung across doors or escape routes within any of the licensable areas as this could impede any evacuation.

#### **Double Swing Doors and Doors Across Corridors**

Double swing doors, doors across corridors and doors that may cause an obstruction should be fitted with safety glass vision panels with zones of visibility between 500mm and 1500mm from the floor. Fire resisting safety glass panels should be fitted in fire doors to the same level of fire resistance as the door itself.

#### **Thresholds**

No door should open immediately over or onto a step. A single step on the line of a doorway is not acceptable. A landing at least as wide as the door and at least as long as the width of the door plus 400mm, should be provided between the door and the first step of any stair.

There should be no upstand or threshold bar across any doorway or escape route, other than a chamfered weather bar or threshold seal for sound insulation protruding a maximum of 6mm and arranged so as not to cause a trip hazard.

## **Door fastenings**

All exit doors should be free from fastenings when public, entertainers or staff are present or have fastenings that may be readily opened in emergency without using both hands or a key to open the door.

Note 1: This does not preclude the use of a key to open the door from the outside.

Note 2: Any removable devices, such as locks, bolts, chains or padlocks, used to improve security must be removed before the premises are occupied. A door alarm system is preferable to removable security devices where possible.

Where there may be more than 60 people, any fastenings on doors should be panic bolts or panic latches operated by push bars complying with BS EN 1125.

If a room holds less than 60 people, push pads or lever handles complying with BS EN 179 are acceptable. The use of latches operated by lever handles should be avoided in public areas. Round knobs should not be used as they could be difficult to operate.

Any door furniture should be fitted between 800mm and 1200mm above floor level and should provide visual contrast with the surface of the doors. To avoid confusion push plates should usually be fitted for pushing doors and handles to pull doors.

## **Lighting**

The premises should have an adequate supply of both normal and emergency and each system should be sufficient to enable the public, performers and staff to see their way to move around the premises safely and to escape from the premises.

Adequate emergency lighting in addition to sufficient normal lighting should be provided so that all parts of the premises including toilets and internal and external exit routes leading to the street are illuminated. All emergency lighting should comply with BS 5266: Parts, 1, 7 & 8.

Both supplies of lighting should be independently capable of providing the recommended minimum illuminance. However, whilst both normal and emergency supplies are functioning properly, either or both supplies may operate at a reduced level so long as the minimum recommended illuminance is provided. In the event of the failure of either supply the remaining supply should be automatically restored to full illuminance.

The lighting and emergency lighting circuits should not normally be switched off by the operation of any RCD. The lighting should be operated by an automatic switching system or remain on when the public are present. Light switches should preferably not be installed in public areas such as the event space but if so installed should be key-operated or otherwise protected from unauthorised operation.

Maintained emergency lighting (that is operating whenever the premises are occupied) should be installed where the normal lighting may be dimmed. Where non-maintained emergency lighting is installed, it should come into operation on the failure of the local normal lighting circuit forming part of the normal lighting.

Lighting fittings should be fixed at least 2100mm above floor level or pitch line of stairs. Suspended fittings, other than small lamp pendants, should be provided with suitable means of suspension

independent of the electric cable. Heavy fittings should be rigidly fixed or be provided with two non-combustible independent means of suspension.

### **Communication**

Adequate communication is needed throughout the premises. Where noise levels are loud communications systems such as a public address system may be needed especially in emergency as there are emergencies where the fire system does not suffice. Consideration should be given to the type and style of operation proposed and the type of entertainment available as this will help inform any decisions made regarding communication systems. In some circumstances a duty manager, equipped with two-way communication with designated members of staff is sufficient.

### **Exit Signage**

All exit routes should be suitably signed, with particular attention drawn to the need for signage throughout the large ground floor space.

### **Protected Exit Routes**

All protected exit routes should be provided with 30 minutes fire separation to other parts of the premises or as detailed in the Fire Strategy.

All Fire doors protecting escape routes should be provided with intumescent strips and smoke seals and all fire doors will comply with the relevant provisions of Table B1 of ADB.

Every escape route (other than those in ordinary use) should be marked by emergency exit signs complying with BS 5499: Part 1 and these will be located in accordance with the recommendations of BS 5499: Part 4

In addition, the normal works condition and plans change condition should be attached to the application.

The above list is not exhaustive but details some of the key considerations for the proposed use of the space. It is also advised that a final clearance inspection should take place prior to any use under the licence.

### **Proposed Hours of Operation.**

#### **Supply of Alcohol 'On' and 'Off' the premises.**

Monday to Saturday 10.00 to 00.00 hours

Sunday 10.00 to 23.30 hours

Sunday before a Bank Holiday Monday 10.00 to 00.00 hours

New Year's Eve to 01.00 hours.

#### **Late Night Refreshment 'Indoors'**

Monday to Saturday 23.00 to 00.00 hours

Sunday 23.00 to 23.30 hours

Sunday before a Bank Holiday Monday 23.00 to 00.00 hours

New Year's Eve to 01.00 hours

#### **Opening hours**

Monday to Saturday 10.00 to 00.30 hours

Sunday to 10.00 to 00.00 hours

Sunday before a Bank Holiday Monday 10.00 to 00.30 hours

New Year's Eve to 01.30 hours

**Licensing Policy:**

The premises are not located within any cumulative impact or special consideration zone therefore policy RTN1 and PB1 would apply in part, but there is no specific policy regarding proprietary members clubs.

This policy recognise that applications must demonstrate that the proposals meet the relevant criteria in policies CD1, PS1, PN1 and CH1 with regard to operational conditions. Such conditions must also address the later opening hours especially with regard to PN1 and CD1.

There is no policy requirement to demonstrate that the premises will add to cumulative impact in the area.

The proposed hours of operation are outside the core hours policy but generally replicate those hours for a restaurant style operation. Consideration should be had for any residents in the area who may be impacted by the operation, the proposed capacity of the premises, waste management and the times customers and staff will be leaving the premises.

It is advised that both a dispersal policy and smoking policy are drawn up to show that the premises have arrangements in place to minimise nuisance from the activities.

**Public Toilet Provision**

The proposed number of toilets for both male and female as shown on the plans provided are sufficient for a maximum capacity of 800 persons provided that separate toilets/changing facilities are provided for staff.

It is advised and supported by guidance that persons should not have to travel more than one floor to access toilet facilities. Therefore, both male and female toilets should be provided to the first floor. It is advised that to support the proposed capacity 4 WC's are provided per sex.

**Nuisance**

A check on complaints against licensed premises in the locality.

Zuma, 5 Raphael Street, SW7. No complaints in last 5 years regarding nuisance. Historic complaints concerning deliveries to yard area.

Caffe Concerto, 78 Brompton Road, SW3. Single complaint this year regarding external tables and chairs, investigated and not substantiated.

Signor Sassi, 13-14 Knightsbridge Green, SW1 No recent complaints.

**Licensing Position:**

Conditions proposed to address the licensing objectives.

- The supply of alcohol to the basement dining rooms shall be ancillary to the provision of substantial food.
  
- The supply of alcohol to the first-floor lounge shall not be sold or supplied otherwise than to either:

i) persons admitted to the premises by prior invitation to a bona fide private function held at the premises;

ii) specifically invited guests of the proprietor listed by name at the reception prior to admission;

iii) members and their bona fide guests, such members having paid an annual fee of at least £500,

a list of all members to be held at reception for inspection by the relevant authorities; no person shall be admitted to the membership of the premises without an interval of at least 48 hours between application and acceptance to membership.

iv) persons who are seated taking a substantial table meal there and for consumption by such a person as ancillary to their meal.

- A list of the names and addresses of members of the members lounge shall be kept on the premises at all times together with a book showing the names and dates of attendance of any guests introduced by members. Both the list and the book shall be produced on demand for inspection by the police or an authorised officer of the Council.
- The supply of alcohol to the ground floor restaurant hatched shall only be to persons seated and by waiter/waitress service.
- Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
- All sales of alcohol for consumption 'Off' the premises shall be in sealed containers only and shall not be consumed on the premises.
- There shall be no sales of alcohol for consumption 'Off' the premises after 23.00 hours except for resealed part consumed bottles of wine.
- The requirement and number of SIA door supervisors shall be risk assessed by the premises licence holder, such risk assessment shall be kept at the premises for a minimum of 21 days following the occasion.
- 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 and will include the external area immediately outside the premises entrance. 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.
- 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.
- A Challenge 21 or Challenge 25 scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as driving licence, military ID card, passport or proof of age card with the PASS Hologram.

- Patrons permitted to temporarily leave and then re-enter the premises at ground floor level, e.g. to smoke, shall not be permitted to take drinks or glass containers with them.
- 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 regarding crime and disorder
- (d) any incidents of disorder
- (e) any faults in the CCTV system
- (f) any refusal of the sale of alcohol
- (g) any visit by a relevant authority or emergency service

- 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.
- The external doors shall be kept closed after 21.00 hours, or at any time when regulated entertainment takes place, except for the immediate access and egress of persons.
- The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
- 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.
- All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
- All emergency doors shall be maintained effectively self-closing and not held open other than by an approved device.
- Curtains and hangings shall be arranged so as not to obstruct emergency safety signs or emergency equipment.
- All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
- No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23.00 hours and 08.00 hours on the following day.

- No collections of waste or recycling materials (including bottles) from the premises shall take place between 23.00 and 08.00 hours on the following day.
- No licensable activities shall take place until the premises has been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the licensing authority.
- No licensable activities shall take at the premises until the capacity of the premises has been determined by the Environmental Health Consultation Team and the licensing authority has replaced this condition on the licence with a condition detailing the capacity so determined.
- Before the premises open to the public, the plans as deposited will be checked by the Environmental Health Consultation Team to ensure they are an accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the Environmental Health Consultation Team and the Licensing Authority.

To consider if concerns are raised.

- After 21.00 hours a personal licence holder shall be on duty on the premises.
- The supply of alcohol on the ground floor shall only be to a person seated taking a substantial table meal there and for consumption by such a person as ancillary to their meal.
- A direct telephone number for the duty manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents and businesses in the vicinity.

## **Conclusion**

The new application should reflect the overall operation of the premises supported by model and unique conditions to address the licensing objectives and policy concerns. Any smoking area should be positioned so as not to impact on any adjacent premises or residential amenity. The licensing objectives of Public Safety, Prevention of Public Nuisance and Crime and Disorder are addressed with model conditions and these should satisfy the responsible authorities. Additional conditions might be proposed to address any concerns from residents.

As part of the application process it is advised that the other responsible authorities will also need to assess the proposals and may wish to make additional comments.

**Please note that any advice given will not guarantee that your application will be granted by the Licensing Service and the Environmental Health Consultation Team may still choose to make a representation to the application submitted.**



# Sheesh

LONDON





- Dylan Hunt
- Sheesh Essex
- The Narrative
- Our Mission
- Our Suppliers

- Our Menu
- The Location
- The Guest Journey
- Working with the Space

- The Open Kitchen
- The Restaurant
- The Private Members Lounge & Dining Room

- Ground Floor Restaurant Plan
- First Floor Lounge Plan
- Lower Ground Plan
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- Our Production Facility
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### **Dylan Hunt**

Restaurateur Dylan Hunt began his career working on fruit and vegetable stalls in London's East End where his appreciation of good quality produce began.

Dylan purchased the Sheesh building in Chigwell, Essex in 2009 and spent more than a year sympathetically restoring it to its original character.

He is the ringmaster of the show, the conductor of the piece and the fire at the heart of Sheesh.

Dylan's commitment to providing an all-round dining and entertainment experience together with his pursuit of the highest standards have created Sheesh's enviable reputation in Essex where it is regarded as a destination venue that continues to attract a large and loyal customer base.

*Sheesh*



### **Sheesh Essex**

Sheesh's current home is Ye Olde Kings Head - the second oldest public house in England and immortalized in Charles Dickens' novel, 'Barnaby Rudge' as the Maypole Inn. Steeped in history, the famous landmark building was the notorious watering hole of London's merchants and bankers who visited whilst staying at their Essex country retreats. The interior of the 20,000 square foot property is dramatic with colossal chandeliers adorning the dining room. A collection of taxidermy, bold artwork and suits of armour add a touch of irony and eccentricity.



### **The Narrative**

Sheesh is unique and magical. It is a world class culinary experience and has a loyal customer base.

It is a celebration of the flavours & passion of the cuisine and this translates through all the touch points of the restaurant.

Our aesthetic is alluring and attractive. It is a reflection of Dylan, with carefully curated memories and memorabilia from his travels all around the world.

The ambition is to bring Sheesh's spirit to the centre of London.

*Sheesh*



### **Our Mission**

Sheesh is a unique proposition and our new restaurant will bring a sensory journey to Knightsbridge through our unique offer of delicious food and outstanding service.

Sheesh London will offer a stylish dining experience and an exclusive private members lounge and will fit seamlessly into the area.

We have particularly high standards and will endeavour to deliver a high end product.

Alongside our attention to detail in all aspects of the business our primary mission is to integrate sustainability, responsibility and accountability into everything we do.

*Sheesh*



### **Our Suppliers**

Our suppliers are carefully selected and emphasis will be on a robust menu of specialities such as grilled meat or fish.

We take our inspiration from their premium, natural ingredients and ensure a traceable dining experience.

Sheesh has an eclectic menu and we rely on the best fresh seasonal products available to us to maintain our high standards.

The meat is supplied by G. Lawrence at Smithfield Market. The fish is from Billingsgate Market and the vegetables are sourced from Amer Superfresh at Spitalfields.



### **Our Menu**

Our menu is varied and will appeal to a broad demographic.

Our food and presentation takes centre stage and is complemented by stylish yet understated tableware and glassware.

*Sheesh*





### **The Location - Knightsbridge**

Knightsbridge epitomises the upmarket, fashionable flavour that is so uniquely London, where chic boutiques stand alongside some of the capital's most prestigious hotels, bars and restaurants.

Knightsbridge is a community of diversity and welcomes people from all over the world. It is home to Harrods, Harvey Nichols and many flagship British stores.

Sheesh London will complement the rich tenant mix and add to the energetic social hub. It will bring an exciting proposition and dynamic addition to the neighbourhood.

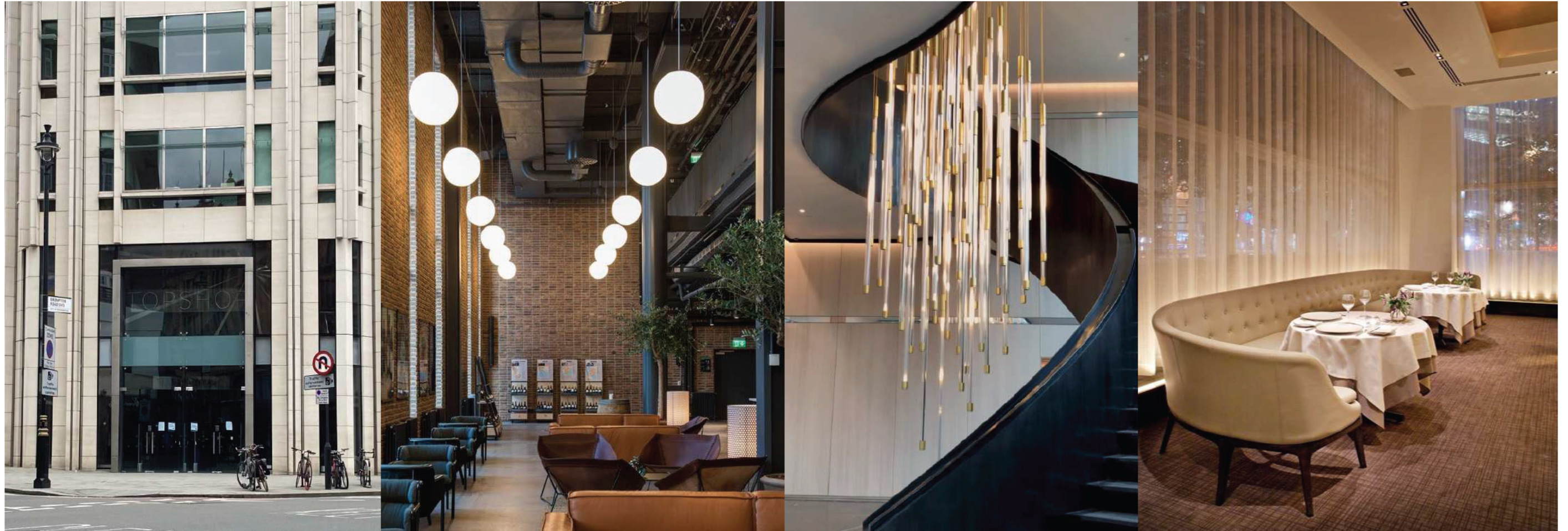
*Sheesh*



### **The Guest Journey**

The guest experience will be seamless and efficient from entry to exit and from the moment guests arrive they will be met at the entrance.

From here, our guests will be welcomed at the host station, their coats taken and they will be shown to their table.



### **Working With The Space**

Our primary goal is to preserve and enhance the space we have. We will utilise what exists and not add unnecessary equipment or extras.

We will go to great lengths and consideration to present the restaurant in the most sensitive way possible both front of house and back.

The building is imposing and does not apologise for its proportions. Form and function will work together to make the most of the space on offer. We will accentuate the high walls, maximise the natural light and maintain the industrial look of the exposed ceiling. We will retain and enhance the feature circular staircase which links the floors together.



### **The Open Kitchen**

From arriving in the lobby entrance, the working grill kitchen will be the focus of the space and guests will be able to see our chefs at work.

Fresh, ethically-sourced cuts of meat are delivered and cooked on a huge charcoal grill, ten metres in length, and filled with glowing coals.

We use traditional cooking techniques, the highest quality ingredients and adventurous flavour combinations.

Our food offer is unique, stunningly presented and of a high quality. The complete experience at Sheesh is first class.

*Sheesh*



## The Restaurant

Our look and feel is elegant and refined. Our setting is stylish and timeless and our approach is holistic.

We will create a space that is natural and botanical in feel. Over-arching tree branches will create intimate dining areas.

Soft furnishings, accessories and artwork will add visual interest. The use of luxurious fabrics will elevate the spaces, from curved banquettes in the dining areas to feature booths in the bar areas.

By day the setting will be light and airy and by night, atmospheric and dramatic.

In terms of dress code our restaurants are formal and the etiquette is no sports wear or ripped jeans.



### **The Private Members Lounge & Dining room**

The restaurant will span throughout the ground and up into the first floor where it meets our Private members lounge.

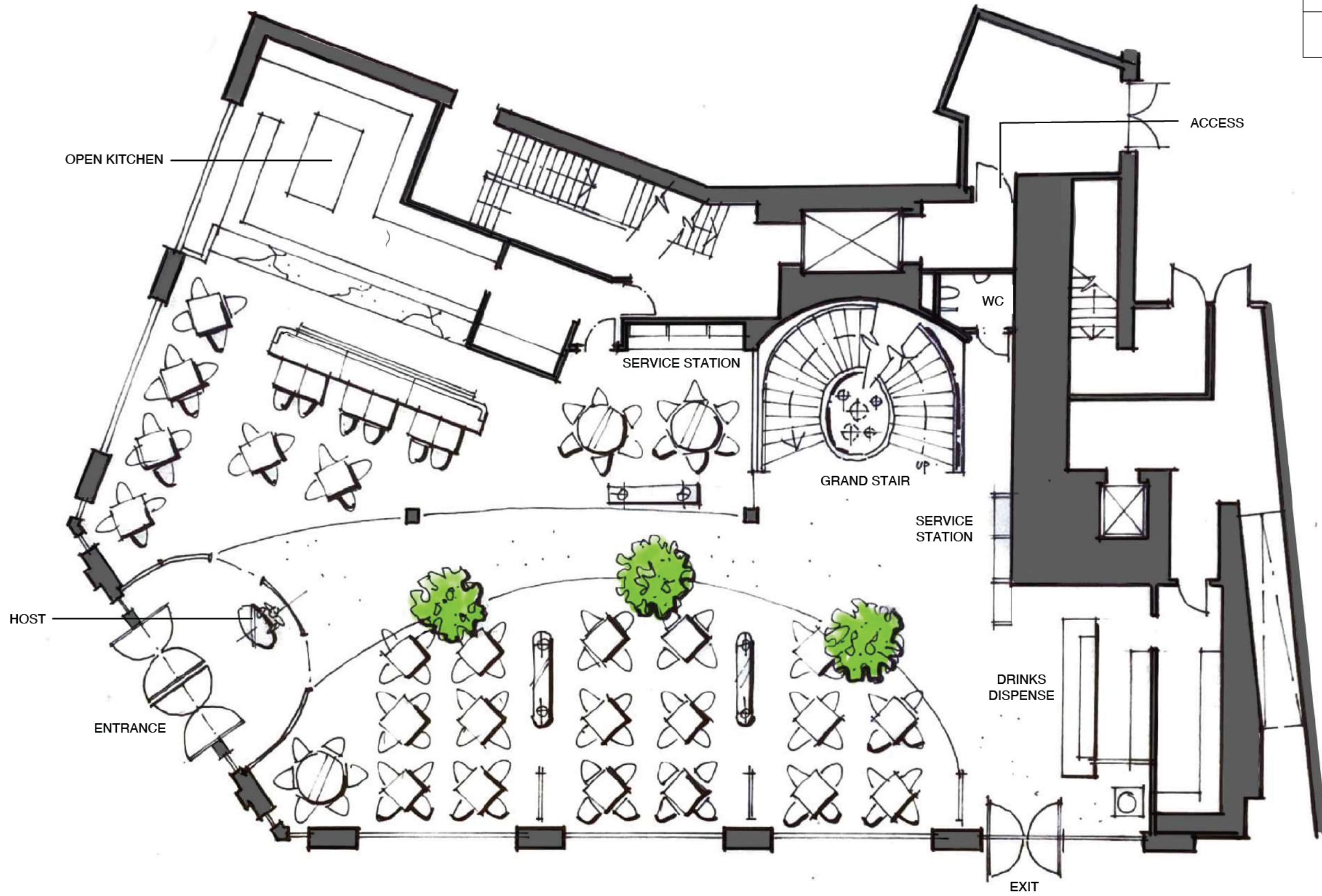
This space will be by invitation only where members get priority reservations, the ability to book small parties and free access to a range of events including masterclasses and talks.

We see this space as a warm and comfortable sanctuary furnished with generous upholstered seating and gentle lighting.

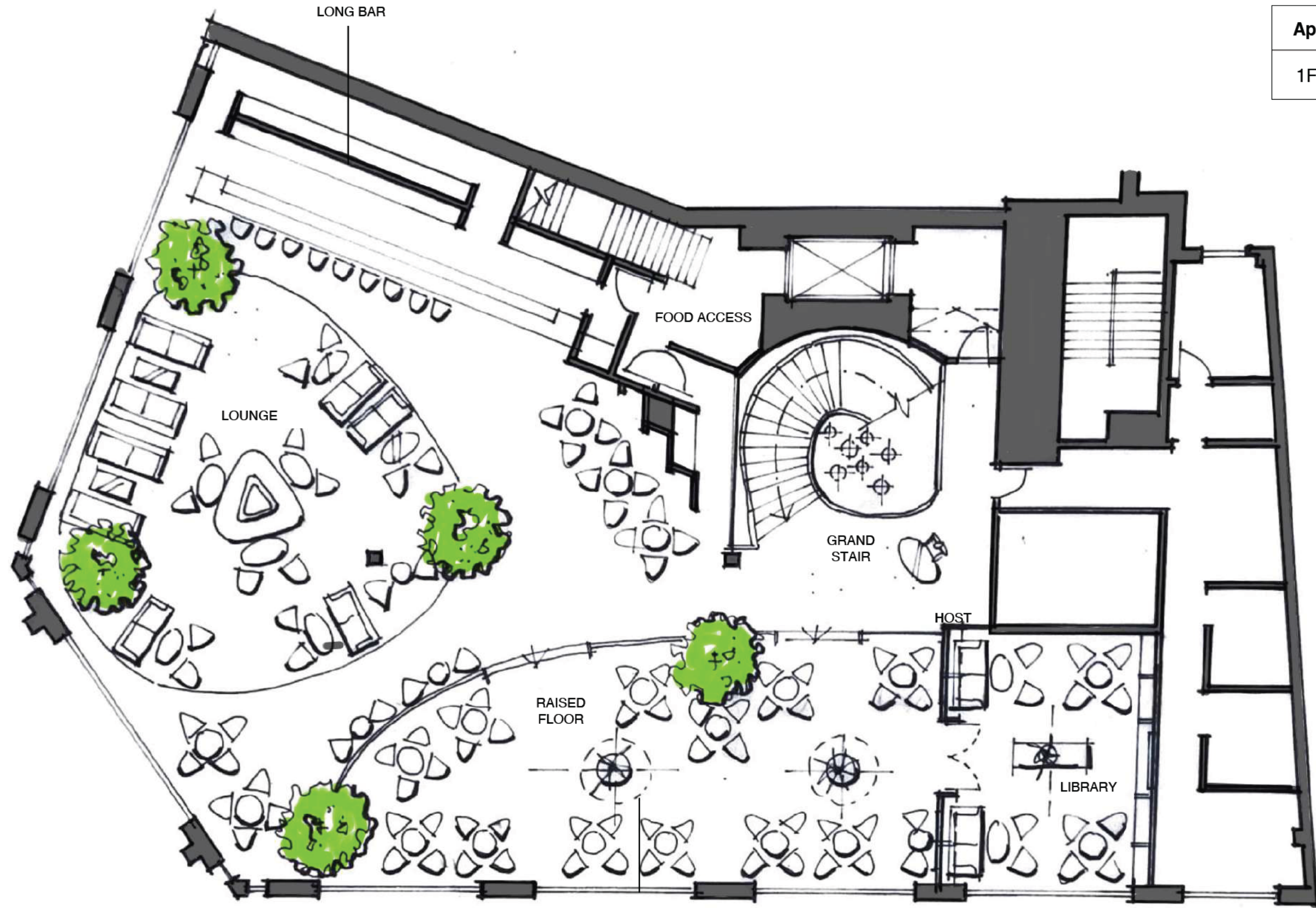
Our lounge will offer an escape and a quiet comfortable environment for business meetings, long conversations or for those seeking downtime.

As with the restaurant we have a strict dress expectation for the first floor. Suits, shirts and shoes.

<b>Approximate Seats</b>
GF = 122



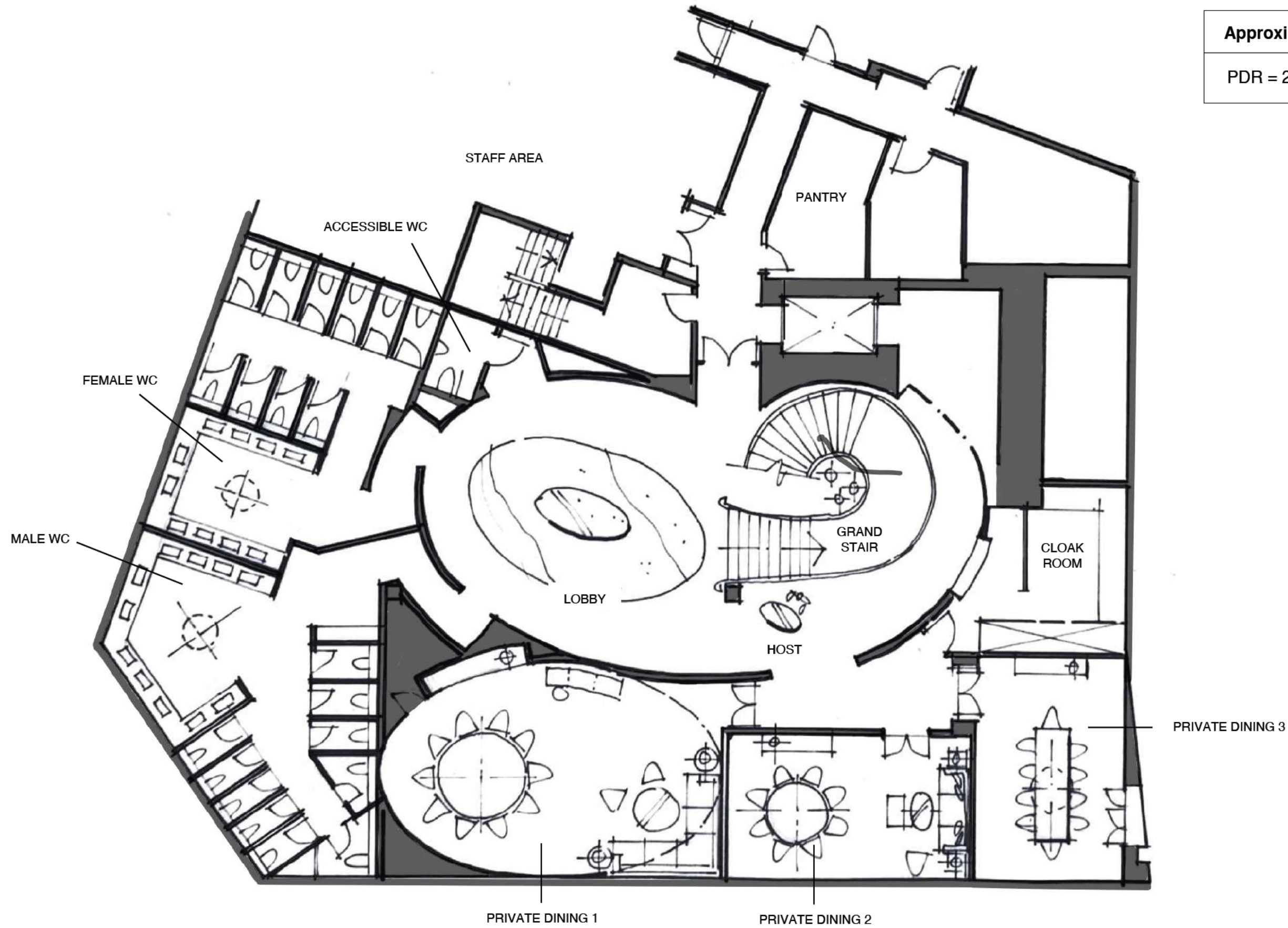
Ground Floor Restaurant (Indicative)



<b>Approximate Seats</b>
1F = 136

First Floor Lounge (Indicative)

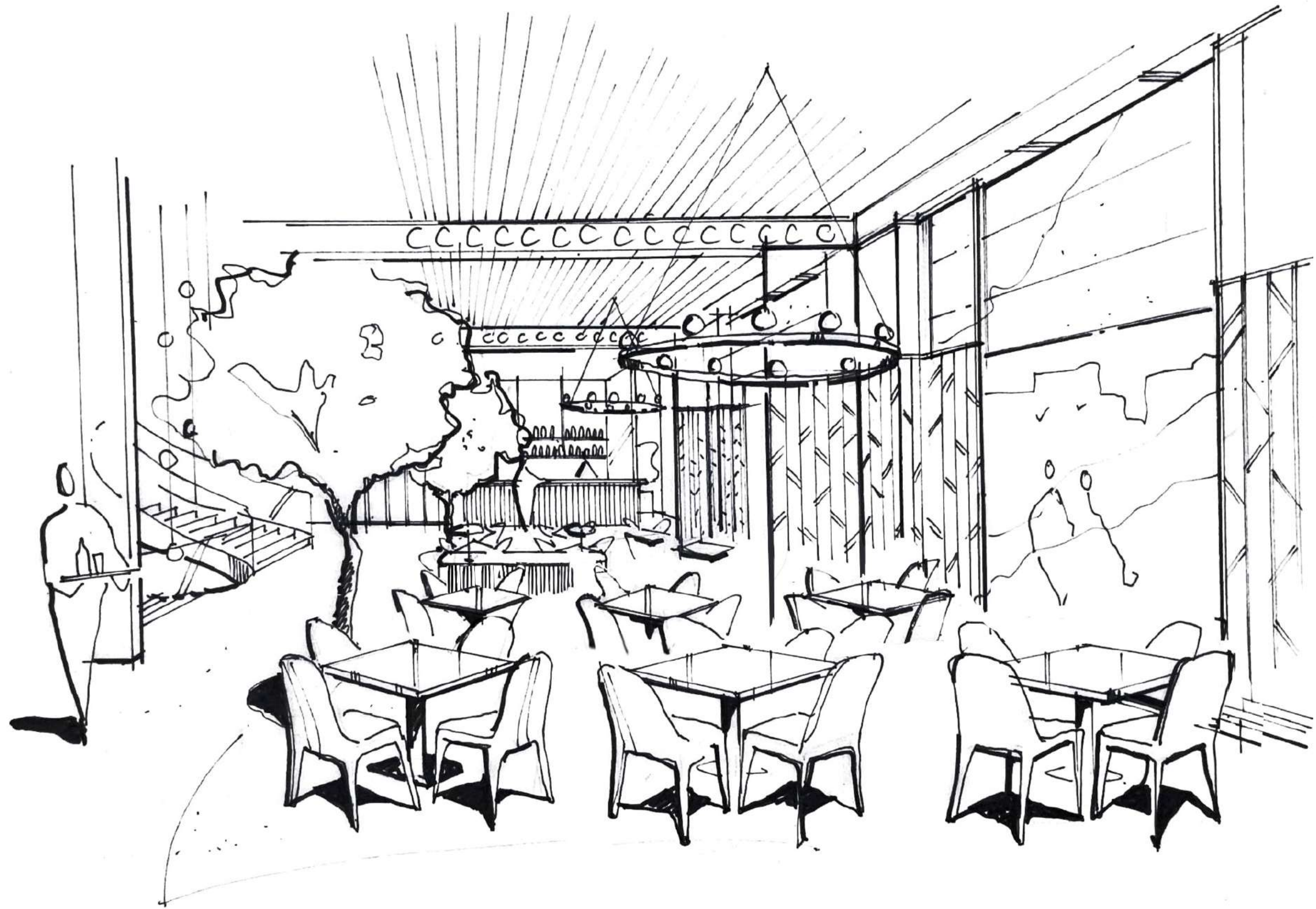




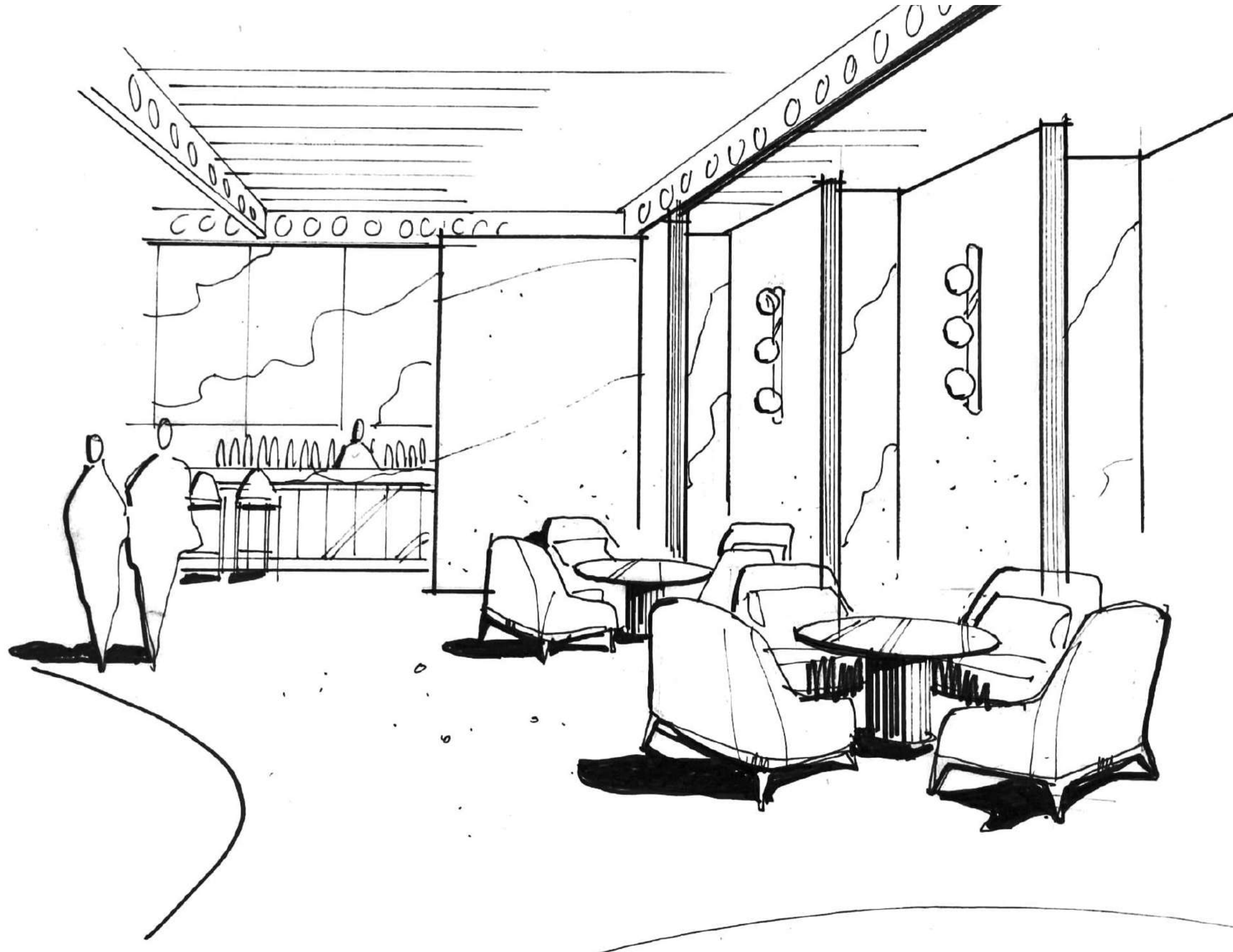
<b>Approximate Seats</b>
PDR = 28

Lower Ground (Indicative)





Indicative Sketch GF Restaurant



Indicative Sketch First Floor Lounge



### **Our Production Facility**

Sheesh is committed to processes and production. Most of the food preparation happens at our central kitchen and is delivered to the restaurant every morning.

As much food as possible is made in-house, making it easier to control quality and maintain our high standards.

More importantly having a central kitchen helps to reduce the amount of deliveries into central London.

Our surplus produce is collected at the kitchen by the Felix Project for delivery to the charities we support.



### **Mindfulness**

Our actions and their environmental impact are at the forefront of our minds and we work closely with our chosen suppliers to preserve the sustainability of our supply chains.

Sheesh values integrity, provenance and sustainability throughout all aspects of the restaurant, to create minimum negative impact on our environment.

We have a strict “no single use plastic” policy.

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## Things you may want to know

As with our current restaurant site we are considerate tenants.

- **Waste Disposal.** All waste is disposed of in the lower basement. It is crushed and stored out of sight before being collected in the goods yard.
- **Waste Collection.** Gray's Waste will take care of our non-recyclable waste in an efficient manner.
- **Extraction.** This will be filtered and cleaned in house before leaving the building via a purified air system at a raised roof level and not at street level.
- **Music.** Music will be background only for dining and a state of the art sound system will be installed.
- **Acoustics.** Party walls of neighbouring properties will be acoustically attenuated.
- **Food Preparation.** This happens off site at our facility. Reducing the amount of deliveries.
- **Smoking.** Whilst we will not be encouraging smokers any guests who participate will be directed to Brompton Road.
- **Licensing Hours.** Monday – Saturday 10.00 to 00.00. Sunday 10.00 to 23.30. Sunday before Bank Holiday Monday 10.00 to 00.00. New Years Eve to 01.00.

# **Sheesh, 70 Brompton Road London SW3 1ER**

## **Operational & Dispersal Plan**

This is a licensed premises which will provide substantial food at all times and will predominately operate as a restaurant.

The basement will accommodate three private dining rooms, which will each hold 10 – 12 persons dining.

The ground floor will operate as a smart/casual restaurant accommodating 150 covers. There will be a small holding bar on the ground floor to accommodate guests waiting to dine. Most guests will be shown directly to their tables or may be invited to the first floor to have a drink prior to dining.

The first floor will operate as a more exclusive/smart dining restaurant, with a members and diners lounge bar. There is a small library, which will be used by members. Diners will also be able to use the library for pre & post dinner drinks. Members receive priority in booking tables, and they will be able to reserve a table in the lounge bar and/or restaurant space. Non-members will only be permitted to use the lounge bar if they are suitably dressed, and they are dining. There will be approximately 100 covers for dining and 50 seated in the lounge & library.

The Management Team at the premises, will operate the business to the highest standards to ensure the promotion of the Westminster City Council licensing objectives and with key consideration for the specific location within Knightsbridge and the local community.

The Dispersal Procedure is designed to create a harmonious relationship between the premises, its guests, and its neighbours to make the maximum contribution by exercising proactive measures as guests leave the premises. Guests will be encouraged to move away from the exit points and area in such a way as to cause minimum disturbance or nuisance to neighbours, both residential and business, and to make the minimum impact upon the neighbourhood in relation to potential nuisance, antisocial behaviour, and crime.

The Dispersal Procedure is subject to review and will address problems and concerns if they are identified to establish a permanent solution to the reduction or elimination of any behavioural or procedural operation.

### **Liaison with Neighbours**

A committee which comprises of representatives of the premises and residential neighbours, along with other persons as appropriate, will be established and will be invited to meet at the premises.

Nearby residents and business owners shall be provided with the contact details for the premises and its management where they are requested along with instructions for how to reach a live representative of the premises during all operational hours.

## **Management of arrival & departures**

Guests will be greeted upon arrival by concierge at the main entrance. The role of concierge is to:

- Greet all customers as they approach the premises and open the door for them to enter the building.
- Direct all smoking customers to the allocated space for them to use. This will be located on Brompton Road via the double doors adjacent to the dispense bar on the ground floor.
- Ensure all alcohol is consumed on the premises.
- Carefully manage and expedite any transport enquiries (including advice if local tube stations are exit only or closed), drop-offs and hail taxis's for guests.
- Discourage anti-social behaviour, street entertainers and beggars outside the premises.
- With management, provide effective control over photographers in the area of the premises.
- Together with management shall implement the premises terrorism threat risk assessment.

The design of the premises will include an area by the reception desk, where guests can wait before they are seated. This will be designed to allow guests to enter the building as they arrive to make sure there is no queue on the street. Once in the reception area, guests will be greeted by the Maître D upon arrival and shown to their table or to the holding bar on the ground or first floor for a pre-dinner drink.

The front door of the premises and the public highway immediately adjacent to the premises will be under CCTV surveillance at all times. Access to video evidence will always be available to the police in line with the Premises Licence condition.

The constant presence of concierge will be a positive addition to Brompton Road/Lancelot Place, and the surrounding community in many ways. Their presence will help to raise the profile of safety and security for residents, and they assist residents and tourists alike with their knowledge of the local area.

After 22:00 hours, guests will be directed to depart the premises via the doors leading directly onto Brompton Road, adjacent to the pedestrian crossing. Concierge shall manage the departure of guests, encouraging guests to move away from the area in a quiet and respectful manner. There will be appropriate signs in public areas of the premises reminding guests to leave quietly. The reception area will be spacious enough for any guest to wait for a pre-ordered taxi.

## **Traffic Management**

On the website/booking platform, information shall be available to guests upon suitable travel options, including public transport (tube and bus), vehicle drop off locations and parking options. The premises support the 'Don't be idle' campaign which shall be referenced on the website/booking platform. Guests shall be requested not to park in nearby residential streets.

Where taxis or cars wait to collect guests, they will be asked to turn off their engines. Drivers will be asked to remain in the vehicle and shall be asked not to play radios in the vehicle at a volume that is likely to disturb the neighbours.



If guests arrive by chauffeur driven cars, concierge will encourage the chauffeur to move away from the area, recommending suitable parking locations.

Guests who cause a nuisance to neighbours in terms of parking/revving engines/refusing to switch off engines shall be told that they cannot dine at the premises. Neighbours witnessing such anti-social behaviour will be able to report the matter to management and concierge will investigate whether the vehicle is linked to a guest dining at the premises. Receptionist staff will ask guests how they arrived if it is not obvious, and if chauffeur driven then the guest shall be provided with the information to pass to the chauffeur regarding a suitable parking location away from the premises.

No one will be allowed entry to the restaurant that is thought to have been guilty of noisy or disorderly behaviour.

### **Deliveries and Refuse**

Deliveries and food preparation will be consolidated off site at our facility kitchen to reduce the number of deliveries required. Management is planning to combine one main delivery and collection of waste per day, which shall be arranged after 08:00 hours in the morning. If an item of stock did run out during trading, then a delivery via a small delivery vehicle may occur to the premises.

Surplus food is donated to the Felix Project and management will arrange the collection of stock when the main delivery takes place.

Deliveries will be to the rear of the premises via the dedicated service yard and shall be supervised by a dedicated staff member to ensure they run smoothly and as efficiently as possible.

All refuse will be kept within a dedicated waste store at basement level. Collection will be via the service yard.

Our bar-to-basement glass crushing facility and collection will be undertaken by a management company offering a platinum service. Bottle usage is monitored and collected with little disruption. Our collection troughs will be lined with a resilient material to significantly reduce any noise levels when in transit.

### **Air & Noise Management**

The kitchen extract system is being installed by Purified Air, who are market leaders in installing a comprehensive filtration system. Emissions will be filtered and cleaned in house before leaving the building via a purified air system at a raised level.

We have undertaken a noise transmission survey and the party walls will be internally sound proofed.

Any guest wishing to smoke will be shown to a dedicated smoking area on Brompton Road, which will be monitored by management and concierge. Staff who wish to smoke during a break will be asked to take a 'smoke & walk break' and will be instructed not to loiter in residential areas. They will not be permitted to smoke wearing their work attire and shall be told not to stand or sit along Lancelot Place or Raphael Street.

Dated 16<sup>th</sup> November 2021



## LORD SUGAR OF CLAPTON

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7<sup>th</sup> December 2021

Dear Licensing Committee Members

**Sheesh, 70 Brompton Road, London (21/107425/LIP70)**

I am unfortunately out of the country and cannot be with you but would have very much liked to have been with you today speaking as a witness upon behalf of the applicant, Dylan Hunt.

I am aware that Dylan has applied for a premises licence to Westminster City Council for his new restaurant venture in Knightsbridge. I understand that some of the parties who have made a representation against the application have commented that the current Sheesh restaurant in Chigwell operates more like a nightclub with live music and that concerns have been expressed that the operation will disturb neighbours.

I own the freehold to Sheesh in Chigwell but am also a neighbour. I purchased the property in 2010. It was a huge pub operating as The Kings Head. It is the second oldest Inn in the country.

The pub is 50 meters from my house and in 2010 it was run down and the clientele that used it were a nuisance. I thought it would make a great restaurant if it had the right owner. At that time, Dylan had a restaurant in Buckhurst Hill that I frequently used because his food was fantastic. I told Dylan about the property, and he said he is looking to expand. He signed a lease and never looked back. Sheesh has become a very successful restaurant and I can honestly say it is my favourite restaurant worldwide.

Dylan is a man of his word and runs a very tight ship. I can honestly say in the 10 years he has been operating opposite my house, I have never had one complaint to make. I accept that I am his landlord but if his restaurant caused me any difficulties then I would not visit, and I certainly would not be writing this letter to confirm my experiences. I have no personal or financial interest in his new venture in Knightsbridge.

Sheesh has provided live music in the past but that was to entertain diners. The restaurant has never operated as a bar or a nightclub.

I wish Dylan all the success in Knightsbridge if you grant the licence. I know he will do well because his style of food will be a great addition to Knightsbridge.

Yours sincerely,

**Lord Alan Sugar**

# Sheesh

## *Welcome to Sheesh*

*At Sheesh, we pride ourselves on sourcing produce of the highest possible quality.*

*Our vegetables are grown on local farms.*

*All our fish is from British Seas.*

*Our chicken is corn fed on our award-winning farm in France.*

*Our lamb is milk-fed in Wales.*

*All our cuts of beef are Wagyu, grade 8-10.*

### *Please note:*

*Our meat is cooked to perfection and served pink.*

*If you would prefer your meat well done, please tell your waiter when you order.*

*Also, please check with your waiter that you are happy with all the ingredients in the dish you have chosen because our dishes cannot be altered in any way.*

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*Now sit back, relax and enjoy your Sheesh Experience*

## *Let's Begin*

*All dishes are served with fresh homemade bread*

Cheesy Pastry Rolls	12
Sizzling Shrimp	16
Ezme Salad	12
Calamari	19
Halloumi Cheese	11
Greek Salad	12
Creamy, Garlic, Cheesy Mushrooms	12
Scallop Roll	18
Lobster Pasta	25

## *The Main Event*

*All dishes are served with salad*

Lamb Sheesh	32
Chicken Sheesh	28
Lamb Chops	36
Chicken Legs (off the bone)	26
Wagyu Rib-Eye	65
Mix Sheesh	38
Monkfish Mediterraneo	38
King Prawns	50

## *Something Special*

Pepper Steak	60
The Wagyu Burger	40
Creamy Truffle Chicken Spaghetti	40
Surf & Turf	120
Cheese Steak	70

## *A Bit On The Side*

Black Truffle Cheesy Chips	25
Sunset Rice	7
Hand Cut Chunky Chips	6
BBQ Mix Veg	11
Spinach di Siena	9
Sheesh Mixed Salad	10
Big Black Olives	6
Hot Bullet Chillies	5

Drinks Menu x 80  
33cm x 18cm - double sided

# Cocktails

Bellini	15
Strawberry Daiquiri	15
Porn Star	16
Coffee Martini	15
Pina Colada	15
Mojito	15
Sheesh Royale	25
Lychee Martini	15
Pink G&T	15
Negroni	16
Aperol Spritz	15
Champagne a la Piscine	19
Manhattan	16
Sheesh Martini	16
Long Island Ice Tea	18
Amaretto Sour	15
Kir Royale	18
Margarita	15
Old Fashioned	16
French Martini	15
Cosmopolitan	15
Sheesh Goblet	100

## Red Wine

	Glass	Bottle
Malbec, Mendoza	10	40
Rioja, Reserva	15	60
Barolo, Bussia		80
Brunello Di Montalcino		120
Amarone Classico		140
St Emilion Premier Grand Cru		200
Petrus, Pomerol		480

## White Wine

Sauvignon Blanc	10	40
Gavi Di Gavi	15	60
Sancerre		70
Pouilly-Fumé		80
Chablis Grand Cru		120
Chassagne Montrachet		180

## Rose Wine

Gairoid Rosé	10	40
Rock Angel		75
Minuty 281		120

## Champagne

Veuve Clicot		80
Veuve Clicot Rosé		90
Bollinger		100
Laurent Perrier Rosé		120
Dom Perignon		260
Louis Roederer Cristal		350

**Premises History****Appendix 4**

<b>Application</b>	<b>Details of Application</b>	<b>Application date</b>	<b>Decision</b>
21/05285/PREAPM	Request for Pre-application advice	13.02.2014	N/A

There is no licence or appeal history for the premises.

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

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

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

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

**Mandatory Conditions**

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

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

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

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

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

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

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

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

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

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

10. The supply of alcohol to the basement dining rooms shall be ancillary to the provision of substantial food.
11. The supply of alcohol to the first-floor lounge bar shall not be sold or supplied otherwise than to either:
  - i) members and their bona fide guests, such members having paid an annual fee of at least £500, a list of all members to be held at reception for inspection by the relevant authorities; no person shall be admitted to the membership of the premises without an interval of at least 48 hours between application and acceptance to membership.
  - ii) Persons waiting to dine or who have dined.

A list of the names and addresses of members of the members lounge shall be kept on the premises at all times together with a book showing the names and dates of attendance of any guests introduced by members. Both the list and the book shall be produced on demand for inspection by the police or an authorised officer of the Council.

### **██████████ proposes an alternative wording to condition 11 as follows:**

11. The supply of alcohol to the first-floor lounge bar shall not be sold or supplied otherwise than to either:
  - i) members and their bona fide guests (limited to 5 guests), such members having paid an annual fee of at least £500, a list of all members to be held at reception for inspection by the relevant authorities; no person shall be admitted to the membership of the premises without an interval of at least 48 hours between application and acceptance to membership.
  - ii) Persons waiting to dine or who have dined.
12. The ground floor restaurant hatched shall only operate as a restaurant in which,
  - i. Customers are shown to their table,
  - ii. Where the supply of alcohol is by waiter or waitress service only,
  - iii. Which provide food in the form of substantial table meals that are prepared on the premises, and are served and consumed at the table,
  - iv. Which do not provide any takeaway service of food or drink for immediate consumption off the premises,
  - v. Where alcohol shall not sold or supplied, otherwise than for consumption by persons who are seated and bona fide taking substantial table meals, and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.

Notwithstanding this condition, customers are permitted to purchase and take from the premises alcohol for consumption 'off' the premises in accordance with conditions 13.
13. Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
14. There shall be no off-sales of alcohol except for resealed part consumed bottles purchased on the premises and/or alcohol packaged to take away from the premises with a substantial meal (takeaway) and which is not intended for immediate consumption off the premises.

15. Deliveroo, Uber or any similar company which operates a food collection service shall not be permitted to collect takeaway meals from the premises and orders by such company shall not be accepted by the premises licence holder.
16. A copy of the premises Operational & Dispersal Policy shall be made available at the premises for inspection by a Police Officer and / or an authorised officer of Westminster City Council.
17. The requirement and number of SIA door supervisors shall be risk assessed by the premises licence holder, such risk assessment shall be kept at the premises for a minimum of 21 days following the occasion.
18. 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 and will include the external area immediately outside the premises entrance. 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.
19. 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.
20. A Challenge 21 or Challenge 25 scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as driving licence, military ID card, passport or proof of age card with the PASS Hologram.
21. Patrons permitted to temporarily leave and then re-enter the premises at ground floor level, e.g. to smoke, shall not be permitted to take drinks or glass containers with them.

**██████████ proposes an alternative wording to condition 21 as follows:**

21. Patrons or staff permitted to temporarily leave and then re-enter the premises at ground floor level or who remain in the vicinity of the premises for such temporary duration, e.g. to smoke, shall not be permitted to take drinks or glass containers with them.
22. 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 regarding crime and disorder
  - (d) any incidents of disorder
  - (e) any faults in the CCTV system
  - (f) any refusal of the sale of alcohol
  - (g) any visit by a relevant authority or emergency service
  - (h) residential complaints

23. 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.

**██████████ proposes an alternative wording to condition 23 as follows:**

23. 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:
- (a) give rise to a nuisance;
  - (b) at the nearest façade of the nearest noise sensitive property shall not exceed 10 dB below the minimum external background noise during the operating period; and
  - (c) at the nearest façade of the nearest noise sensitive property, the noise generated within each octave band level should not exceed 5 dB below the minimum external background noise level expressed in any of the individual octave band levels.
24. The external doors shall be kept closed after 21.00 hours, or at any time when regulated entertainment takes place, except for the immediate access and egress of persons.

**██████████ proposes an alternative wording to condition 24 as follows:**

24. The external doors and windows shall be kept closed after 21.00 hours, or at any time when regulated entertainment takes place, except for the immediate access and egress of persons.
25. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
26. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
27. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
28. All emergency doors shall be maintained effectively self-closing and not held open other than by an approved device.
29. Curtains and hangings shall be arranged so as not to obstruct emergency safety signs or emergency equipment.
30. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
31. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23.00 hours and 08.00 hours on the following day.

**██████████ proposes an alternative wording to condition 31 as follows:**

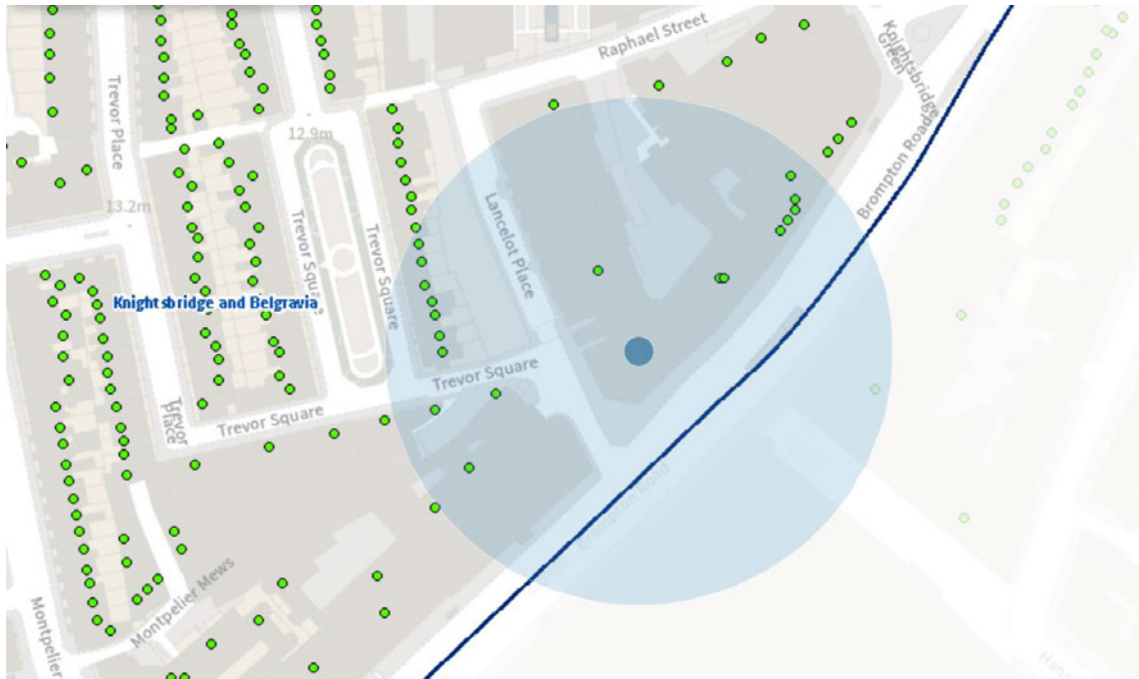
31. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 19.00 hours and 08.00 hours on the following day.
32. No collections of waste or recycling materials (including bottles) from the premises shall take place between 23.00 and 08.00 hours on the following day.

33. No deliveries to the premises shall take place between 23:00 and 08:00 hours on the following day.
34. No application shall be made for a tables and chairs licence.
35. No licensable activities shall take place until the premises has been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the licensing authority.
36. No licensable activities shall take at the premises until the capacity of the premises has been determined by the Environmental Health Consultation Team and the licensing authority has replaced this condition on the licence with a condition detailing the capacity so determined.
37. Before the premises open to the public, the plans as deposited will be checked by the Environmental Health Consultation Team to ensure they are an accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the Environmental Health Consultation Team and the Licensing Authority.

**Conditions proposed by [REDACTED]**

38. 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.
39. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
40. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
41. Measures shall be taken to minimise and prevent noise breakout from the premises, including but not limited to: use of acoustic enclosures; use of noise attenuators and acoustic screens as required; use of vibration insulators; electronic sound limiters on amplification systems; and installation of an acoustic lobby with inner and outer acoustic doors designed to prevent both sets of doors being opened at the same.
42. Measures shall be taken to ensure that plant, machinery and equipment is maintained to prevent noise levels from them increasing.
43. Clear signage and communication to persons entering and exiting the premises shall be implemented to prevent and control noise and crowding of persons outside the premises.
44. Measures shall be implemented to control and prevent queuing outside the premises, ensure the quiet entering and exiting of the premises by all persons and to ensure good behaviour to minimise any disturbance outside and within the Premises.
45. Arrangements shall be made for dedicated taxi or licensed minicabs to collect and to ensure that all private vehicles use designated dropping off/picking up and waiting points as agreed with the Council and away from Lancelot Place.
46. Measures managing transport arrangements to and from the premises (including staff or patron parking) shall be implemented to minimise any disturbance.

47. Deliveries, collections and operational servicing shall only be carried out between 07.00 and 19.00, except where access at other times is unavoidable and specific procedures are in place to limit disturbance.
48. Drivers shall be encouraged to switch off engine during deliveries, collections and servicing, and to minimise other noise caused by their activities.
49. The maximum number of persons permitted on the premises (excluding staff) shall not exceed: [250]. NB: there needs to be an agreed max limit of person on the Premises at any time and a max limit for each floor based on seating capacity as opposed to vertical drinking space.
50. No outside seating areas will be permitted any time.
51. Flashing or particularly bright lights on or outside the premises shall not cause a nuisance to nearby properties, save insofar as they are necessary for the prevention of crime.
52. Measures to prevent illegal drugs being brought onto the premises and measures to discourage the use of illegal drugs.



Resident count: 143

<b>Licensed premises within 75 metres of 70 Brompton Road, London, SW3 1ER</b>				
<b>Licence Number</b>	<b>Trading Name</b>	<b>Address</b>	<b>Premises Type</b>	<b>Time Period</b>
16/12708/LIPDPS	Richoux Restaurant	86 Brompton Road London SW3 1ER	Restaurant	Sunday; 12:00 - 00:00   Monday to Saturday; 10:00 - 00:30
16/02029/LIPV	Caffe Concerto	78 Brompton Road London SW3 1ER	Cafe	Sunday; 08:00 - 22:30   Monday to Saturday; 08:00 - 23:30