

Licensing Sub-Committee Report

Item No:	
Date:	03 February 2022
Licensing Ref No:	21/09220/LIPN - New Premises Licence
Title of Report:	Basement
·	22 - 25 Portman Close
	London
	W1H 6BS
Report of:	Director of Public Protection and Licensing
report of:	Birodor or rubilo riotodion and Electioning
Wards involved:	Marylebone High Street
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Delieus conteast	City of Masterinator Otatament of Licensing Policy
Policy context:	City of Westminster Statement of Licensing Policy
Financial summary:	None
Report Author:	Jessica Donovan
	Senior Licensing Officer
Contact details	Telephone: 020 7641 6500
	Email: Jdonovan@westminster.gov.uk

1. Application

1-A Applicant and premises				
Application Type:	New Premises Licence, Licensing Act 2003			
Application received date:	8 September 2021			
Applicant:	Bb Traders Ltd			
Premises:	Convenience Local			
Premises address:	Basement 22 - 25 Portman Close	Ward:	Marylebone High Street	
	London W1H 6BS	Cumulative Impact Area:	None	
		Special Consideration Zone:	None	
Premises description:	The premises will be stocked with convenience goods including alcohol for packaging and delivery to fulfil customer orders made online. There will be no customer access to the premises.			
Premises licence history:	This is a new premises application and therefore no Premises Licence history exist.			
Applicant submissions:	During consultation, the applicant provided mediation letter for the residents.			
Applicant amendments:	None			

1-B Proposed licensable activities and hours							
Sale by ref	Sale by retail of alcohol On or off sales or both: Off sales					Off sales	
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	08:00	08:00	08:00	08:00	08:00	08:00	09:00
End:	23:00	23:00	23:00	23:00	23:00	23:00	22:00
Seasonal variations/ Non-standard timings:							

Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	00:00	00:00	00:00	00:00	00:00	00:00	00:00
End:	23:59	23:59	23:59	23:59	23:59	23:59	23:59
	Seasonal variations/ Non-standard timings:						

2. Representations

2-A Responsible Authorities				
Responsible Authority:	Environmental Health Service			
Representative:	Dave Nevitt			
Received:	06 October 2021			

I wish to make Representations on the following grounds:

Representation is made in relation to the application, as the proposals are likely to increase Public Nuisance.

Responsible Authority:	Metropolitan Police Service (Withdrawn 04 November 2021)
Representative:	PC Dave Morgan
Received:	06 October 2021

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

There is insufficient information in the operating schedule and it is our belief that if granted, the application would undermine the Licensing Objectives in relation to The Prevention of Crime and Disorder.

To move forward, can you please supply me with further information how the business will operate.

Can you please expand on how you will receive the orders and who will be delivering them, i.e is it your own staff or an established delivery company.

Also, I cannot gain access to the website using the password that you provided in your application form. Can you please re-send this to me.

Once I receive this information, I will compile a list of conditions for you to consider.

Following an agreement of conditions with the applicant, the Metropolitan Police withdrew their representation on 04 November 2021.

2-B Other Per	sons		
Name:			
Address and/or Residents Association:			
Status:	Valid	In support or opposed:	Opposed
Received:	16 September 2021		

. She objects on the following grounds:

- 1. Risk of congestion in the Close, resulting in increased emissions.
- 2. Danger to cyclists by having large delivery vehicles parked up opposite a resident's parking bay.
- 3. The Close is not suitable for heavy commercial traffic.
- 4. Obstruction of pavement there is no obvious way in which goods can be easily and swiftly loaded and unloaded into the basement.

5. Noise to neighbours of heavy deliveries. This is a quiet mainly residential street.

Name:			
Address and/or Residents Association:			
Status:	Valid	In support or opposed:	Opposed
Received:	03 October 2021		

I object to the application on the basis of noise disturbance and traffic congestion.

The noise that will be created from a distribution centre/warehouse, potentially delivering at least 500 online orders a day in order to be viable, will with substantial traffic movements and people noise (possibly of a Deliveroo nature) seven days a week during both the day and night severely impact on the residents of the street. All other premises fronting the street are residential.

We presently experience vehicles parking on the pavement when delivering to the applicant premises (currently operating as a serviced office business) in order to not obstruct the road which is only 15 feet wide opposite the premises. This forces us to walk in the road to get round the vehicles as the pavement is only 3 feet wide. This will only get worse and create potentially dangerous situations.

Following the change of Planning Regulations i believe the previous sui generis is now category E and the operation of a warehouse/distribution centre would not appear to be encompassed within this planning category.

Following the mediation letter further submissions were received from the interested party following on 04 November 2021:

I confirm that my objection remains in place.

If you want to see their proposed web site, not functioning so cannot be currently operating as stated in their email, you can type "Convenience local Portman close" into google and their proposed site appears under "uber eats" as a restaurant.

The original application obviously did not tell the whole truth in relation to deliveries as their subsequent letter makes clear that deliveries will take place throughout their proposed seven day 15 hour operating hours. The original application would lead you to believe that there would only be one delivery and pick up per day between 2 and 5pm.

Name:				
Address and/or Residents Association				
Status:	Valid	In suppo	t of opposed:	Opposed
Received:	05 October 2021			

I am writing on behalf of to express our objection to the above licensing application for a 'dark' convenience store on Portman Close. This objection is on the grounds of public safety, public nuisance and crime and disorder: Portman Close is unsuitable for a 24hour operational site under both the previous 'off license' model and the newly revised licensing policy (agreed at Full Council on 22 September). Application 21/09220/LIPN states that 'the premises will be stocked with convenience goods... to fulfil customer orders online'. This therefore falls under the new DC1 category, acknowledging the particular circumstances of Delivery Centres, their needs and local impact. Portman Close is residential: The proposed location is directly opposite the residents' entrance to 15 Portman Square, a residential block of apartments. To the west, residential mews cottages, including a residential close, and to the east, by Baker Street, two buildingspecific loading bays whose deliveries largely arrive from and depart to Baker Street. Portman Close is narrow and has room for one vehicle to pass through, once the 6 residential permit parking spaces are occupied. There is also pay-by-phone parking for four motorcycles. The use of Portman Close will risk public safety to residents and users of Portman Close given the lack of room for the increase in vehicular movement in the narrow space.

Off-licenses, under the current policy, and the soon to be implemented DC1 licenses will be approved if "The premises are not located in a predominantly residential area... [which] means an area of the City in which housing is the predominant use." Portman Close is a predominantly residential area.

To the argument that may arise, that residents would benefit from this service in their vicinity, convenience stores at Baker Street are already operational within two minutes' walk (Tesco, Coop and others) until 10pm. We suggest that there is little additional benefit to residents of this service being made available to outweigh the public nuisance.

Delivery driver: Timings and licensing: The Proposed Applicant Conditions state that 'In regards to drivers there will be a general pick up time between 2-5pm and this will be the same time the driver brings deliveries to the office block therefore there will be no nuisance caused.' It is not clear if this is in reference to stock deliveries to the proposed site or regarding collections from drivers to delivery goods to customers. There is no evidence provided to explain how they will limit activity to those three hours in either case.

It is not made clear in the Proposed Applicant Conditions whether drivers will be directly employed or whether drivers of third-party company(ies) will be used. Concerns raised in the 2021 Licensing consultation relating to delivery driver safety, age verification and delegated licensee responsibility apply here. No detail is provided as to how this will be managed and there is no reference or concern to protect children from harm in this application. We welcomed the proposed revisions to the Statement of Licensing Policy earlier this year and we are keen that the intention of that policy is followed through in this application.

Delivery Driver waiting location: In our experience, delivery drivers wait in locations where the delivery apps are most likely to give them work. They therefore tend to congregate in a built environment not designed for this kind of movement, concurrently running multiple apps so that identifying individuals who behave inappropriately or illegally, causing a public nuisance, is nigh impossible.

Porter Street and James Street (near to this location) have experienced noise, litter, hate

speech directed to members of the public and crime and disorder where similar 'congregating
hubs' evolve. This has resulted in multiple resident and business complaints to ourselves and
WCC, requiring ongoing monitoring and engagement with City Inspectors, Parking and police
time. Providing a viable opportunity to gain work at this location will cause a public nuisance to
residents and many additional costs to WCC officers to monitor, police and deter.
Please note that the draft Shopify website offered to preview was not accepting the password
supplied when attempted to access it on 28 September.
As you are aware, is a Business Improvement District, established in 2013. We
are a not-for-profit company directed by and funded by 165 local member businesses for the
betterment of the area for those working here, running businesses here and for the wider
community, following annually agreed programmes.
We have worked hard over the last ten years, in collaboration with WCC, the
and local stakeholders, to maintain a high quality and well-managed location in central London.
The location of this store is inappropriate and the application does not address legitimate
concerns about its impact on the local streetscene, the prevention of public nuisance,
maintaining a street safety nor the wellbeing of children, residents, visitors and workers.
Given the history of challenges in relation to delivery driver behaviour, the lack of appropriate
facilities for them to wait and the lack of any realistic evidence that the deliveries will be limited
to three hours per day in a predominantly residential area, I encourage Westminster to refuse
this licensing application.

Following the mediation letter further submissions were received from the interested party following on 02 November 2021:

We have read the document from the applicant outlining the steps they plan to take to encourage safe distribution of alcohol to verified residential addresses only. However, the letter does not address the two other concerns that we have raised, that is, that of public nuisance and crime and disorder.

The model proposed includes same day delivery that will require riders waiting for collection to take out orders to individual addresses. We have often witnessed poor behaviour and activity of delivery riders and drivers in the Quarter including littering, noise, inappropriate language and comments at the public. This is a road with a large number of residential dwellings and is a 'residential area'. The application does not make any indication as to what proportion the DPD next day delivery model vs same day rider delivery model will be of their business. The application does not make clear whether the same day delivery riders will be directly employed or self-employed – the former would be marginally more amenable as it would enable any 'bad apples' to be identified and banned – but the latter model allows for proliferation of riders waiting on orders and loitering in a residential area not designed for that use, with no ability to identify those who behave inappropriately and cause a public nuisance, crime and disorder while waiting for the orders to be created.

We continue therefore to object to this application in its totality.

Name:		(Withdraw	n 17 January 2022)	
Address and/or Residents Association			•	
Status:	Valid	In support or opposed:	Opposed	
Received:	03 October 2021			
Please note that I ar	n instructed to object to t	this application by		
vicinity. The applicar proposed business of	nt has failed to consult won the lives of local resid	e substantial nuisance to local residents to assess the ents. m the interested party on 06	e likely impact of the	
Further to the object	ion lodged on 3rd Octob	er, please note that		
to	make this representation	against the grant of the applic		
representation on		ie applicant, the interested p	arty withthe withen	
Name:	Tr Guildary 2022.			
		(Withdrawn 17 January 2022)		
Address and/or Residents Association		Kingsley Napley LLP 20 Bonhill Street London EC2A 4DN		
Status:	Valid	In support of opposed:	Opposed	
Received:	06 October 2021			
	<u> </u>			
1	n instructed on behalf of			
to increase public nu	_	nt of this application on the gro	ounds that it is likely	
to increase public ne	alsalice .	and	the activities of	
delivery riders opera	ating from the premises a	re likely to disturb these guest		
Following agreeme		ne applicant, the interested p	arty withdrew their	
Name:	•			
Address and/or Residents Association				
Status:	Valid	In support or opposed:	Opposed	
Received:	23 September 2021			
	information which is incl	uded in the documentation, it a		
		elivery "hub" from which alcoh		
and delivered, presumably by riders on mopeds in a "Deliveroo" -style service. Mopeds are				

among the noisiest motor vehicles on the road, as many people will have noticed in the last year or so, when restaurant deliveries increased during the pandemic. The noise made by mopeds is an inevitable consequence of domestic food deliveries, but the noise made by deliveries to and

from a warehouse, which will be far more frequent than the normal rhythm of domestic use, are not inevitable in a residential area, and it seems obvious that it will make this rather quiet residential street significantly noisier and more congested, and will do so on a daily basis.

There are only 2 specific points in the appended documentation which are relevant to residents:

- 1. That deliveries and pickups will only occur between 2-5PM daily This is inconsistent with the "redacted" document which applies for much longer licensable hours, but even activity between 2-5PM will increase congestion and noise, especially at weekends when the Close is (mercifully) rather quiet
- 2. That drivers will keep their engines off when parked This is largely unenforceable, and in any case, where exactly in this narrow residential street will they park? And how many of them will there be?

Lastly, the website provided is not in fact accessible with the password provided, and thus adds nothing useful to the application. Also, what are the additional "convenience goods" alluded to in the "REDACTED" document? This is an application, based on scant and inconsistent information, to put a warehouse in the basement of an office building in a largely residential street, and thus completely ill-conceived and inappropriate.

Following the mediation letter further submissions were received from the interested party following on 01 November 2021:

I have had a chance to look at the letter carefully, and I thought my (brief) observations might be easiest to understand if listed below in numbered points:

- 1. My overriding concern is that this letter is much clearer as to what is being proposed than the original application was. The consequence of this discrepancy is that many local residents who might have strongly objected, had they known that what is proposed is a 15-hour-a day, 7-day a week motor vehicle alcohol and grocery delivery warehouse, have been deprived of the opportunity to do so by the vagueness of the original application, and the only residents who can now offer any feedback are the ones who decided to object based on the original application. This is surely an abuse of process, because while I do not allege that the discrepancy has been deliberate, since I have insufficient evidence to do so, it would obviously be an attractive strategy for an unscrupulous applicant to submit a vaque initial application as a means of minimising local opposition, and then submitting a much more detailed proposal to the much smaller list of residents who have already objected, not least since the notification method for the process is much less noticeable than the notification method for initial applications which must be advertised on orange notices etc. In other words, it is relatively easy to miss or to forget to respond to an email, but it is much more difficult to miss a bright orange notice when walking past it every day, and for residents to call it to one another's attention. I am not criticising the Licensing team for this, I am just pointing out the potential ways in which unscrupulous applicants might seek to manipulate the process.
- 2. The letter states that "the premises is already operating as a 24/7 convenience store". I must say, that is news to me, and if so, how are they currently making deliveries, and what does the current application add to that?
- 3. The application is for a licence to deliver alcohol from 0800-23:00 every day. This is 15 hours a day. The only concession the applicant has made to concerns about noise and congestion from motor vehicles is to offer to make deliveries on "non-motorised vehicles" for the last hour of a 15 hour day. That is not only a negligible concession to the concerns raised in my original objection, but is also difficult or impossible to enforce.

So, in summary, the applicant has made only <u>one</u>, negligible and unenforceable concession to my previous objection, and has clarified what was not clear in the original application - that what

is proposed is *not* a delivery service to operate between 2PM and 5PM daily, which indeed makes very little business sense, but a 15-hour-a day, 7-day a week motor vehicle alcohol and grocery delivery warehouse in a quiet residential street, and that the applicant alleges that the premises is *already* operating as a 24/7 convenience store, and thus not only do I not withdraw my original representation, but I protest at these discrepancies between the original application and the mediation letter, and consider them an abuse of the application process by the applicant.

Name:		(Withdrawn	17 January 2022)
Address and/or Residents Association			
Status:	Valid	In support of opposed:	Opposed
Received:	16 September 2021		
picking up groceries type which, in Portm buildings, and becore Following agreeme representation on	from the proposed new an Close, will cause nois ne a nuisance to resider ant of conditions with the	noise which will be generated to premises. Often these vehicle se to reverberate due to the profits of the applicant, the interested profits of the applicant.	s are of the scooter oximity of the two
Name:			
Address and/or Residents Association			
Status:	Valid	In support or opposed:	Opposed
Received:	03 October 2021		

The application seeks to establish a distribution centre/warehouse for the delivery of goods ordered online. The premises were originally designated sui generis for planning purposes now translated into category E and this use appears to be outside of planning approval.

The application requests approval for operation of the premises for the above purpose 24 hours a day seven days a week and for actual distribution of alcohol along with convenience goods between 8am and 11pm Monday through Saturday and 9am to 10pm on Sundays. Whilst it says that most vehicles delivering orders and receiving goods will operate between 3 and 5pm the request is for considerably longer hours that will impact on the private homes that comprise the remainder of this quiet side street. The applicant premises are the only non residential premises on this street.

It is not unreasonable to assume that for the business to be successful, recent Times article, it will require a minimum of 500 online orders to be dispatched from the property daily. This volume of activity will necessitate considerable vehicle activity, many of which will be trucks and possibly Deliveroo type deliverers of individual orders, on a road that is only 15 feet wide opposite the applicant premises. We currently experience, from a limited number of large vehicles making deliveries parking on the pavement (3 feet wide) in order that traffic movement is not impeded. This often requires us to walk in the road to get round the vehicle and is a real problem for those with prams.

The proposed operational hours seven days a week and late into the evening will undoubtedly, with staff moving orders from the building to the delivery vehicles, create a noise nuisance. When a previous application for retail on the ground floor was approved it came with severe restrictions on opening hours to ensure residents were not disturbed.

Following the mediation letter further submissions were received from the interested party following on 01 November 2021:

I am pleased to hear that my objection to this license application was received. I have seen the letter that the applicant sent to my neighbour via yourself and the comments do not change my objection.

In the letter sent the applicant claims to be operating already from this address yet the website that will drive orders is not yet functional and in draft form shows that sales will primarily be alcohol with a small number of crisps and chocolate in addition. There is no indication of wider convenience goods or cleaning materials going to be sold.

To have such a business operating in a quiet primarily residential street seven days a week will create a nuisance Contrary to the original application deliveries will not take place exclusively between 2 and 5pm as this will only relate to next day delivery. Same day delivery will take place every day throughout the proposed operating hours. This is a direct contradiction to the original license application.

My objection remains.

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 12am
- 3. **Hotels:** Monday to Thursday: 9am to 11.30pm. Friday and Saturday: 9am to 12am. Sunday: 9am to 10.30pm. Sundays immediately prior to a bank holiday: 9am to 12am. For the sale of alcohol to guests for consumption in hotel/guest rooms only: Anytime up to 24 hours.
- 4. **Off licences:** Monday to Saturday: 8am to 11pm. Sunday: 9am to 10.30pm.
- 5. **Outdoor Spaces:** Monday to Thursday: 9am to 11.30pm. Friday and Saturday: 9am to 12am. Sunday: 9am to 10.30pm. Sundays immediately prior to a bank holiday: 9am to 12am.
- 6. Pubs and bars, Fast Food and Music and Dance venues: Monday to Thursday: 10am to 11.30pm. Friday and Saturday: 10am to 12am. Sunday: 9am to 10.30pm. Sundays immediately prior to a bank holiday: 12pm to 12am.
- 7. **Qualifying Clubs:** Monday to Thursday: 9am to 12am.. Friday and Saturday: 9am to 12am. Sunday: 9am to 10.30pm. Sundays immediately prior to a bank holiday: 9am to 12am.
- 8. **Restaurants:** Monday to Thursday: 9am to 11.30pm. Friday and Saturday: 9am to 12am. Sunday: 9am to 10.30pm. Sundays immediately prior to a bank holiday: 9am to 12am.
- 9. **Sexual Entertainment Venues and Sex Cinemas**: Monday to Thursday: 9am to 11.30pm. Friday and Saturday: 9am to 12am. Sunday: 9am to 10.30pm. Sundays immediately prior to a bank holiday: 9am to 12am.
- 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.

Policy DC1 applies

- A. Applications for a delivery centre outside the West End Cumulative Impact Zone will generally be granted subject to:
- 1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1,
- 2. The hours for licensable activities are within the council's Core Hours Policy HRS1,
- 3. The applicant having taken account of the Special Consideration Zone Policy SCZ1 if the premises are located within a designated zone.
- 4. The premises are not located in a predominantly residential area, and
- 5. The application and operation of the venue meeting the definition of a delivery centre in Clause D.
- B. Applications for a delivery centre within the West End Cumulative

Impact Zone will be considered on their own merits and subject to:

- 1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1.
- 2. The hours for licensable activities are within the council's Core Hours Policy HRS1,
- 3. The applicant having demonstrated that they will not add to cumulative impact within the Cumulative Impact Zone, 4. The premises are not located within a predominantly residential area, and
- 5. The application and operation of the venue meeting the definition of a delivery centre in Clause D.
- C. Applications that do not meet Clause A or B will be considered on their own merits, subject to other relevant policies within this statement and the following considerations:
- 1. The likelihood of the effect of the grant of the licence for a delivery centre on the licensing objectives and whether the applicant has demonstrated that they will meet the criteria and considerations within policies CD1, PS1, PN1 and CH1.
- 2. The proposed hours for the operation of the delivery centre, whether they are beyond the Core Hours as set out in Policy HRS1 and if so, what are the reasons for the additional hours and what has the applicant proposed as measures that will mitigate or eliminate any potential impact on the licensing objectives and residents in the vicinity of the premises.
- 3. If the application is located within:
- a. the West End Cumulative Impact Zone, have they demonstrated that they will not add to cumulative impact, or,
- b. a designated Special Consideration Zone, have they demonstrated that they have taken account of the issues identified in that area and put forward proposed mitigation measures in relation to those issues in accordance with Policy SCZ1,
- 4. Whether the premises are located within a predominantly residential area and if so:
- a. whether the applicant has engaged with local residents and/or local resident/amenity societies on the proposed application and the operation of the premises prior to submitting the application to the council, and
- b. whether the applicant has put forward sufficient control measures within the operating schedule to mitigate or eliminate the potential impact on residents in the area and the licensing objectives that have been identified as part of the pre-application engagement with residents or following receipt of relevant
- representations following the statutory consultation period.
- 5. Whether the delivery personnel working from the delivery centre are directly employed by the applicant or whether the delivery service element of the operation will be provided by a third party,
- 6. How will the applicant ensure that the operation of the premises and the delivery service, operated directly by them with their own staff does not adversely impact the licensing objectives, breach the terms and conditions of the licence or commit offences under the Act
- 7. If a third party will provide the delivery service element of the operation on behalf of the applicant what are the contractual arrangements with that third party to ensure that the operation of the

delivery service from the delivery centre does not adversely impact the licensing objectives, breach the terms and conditions of the licence or commit offences under the Act,

- 8. The operation and management of the proposed delivery centre from the premises,
- 9. The types of vehicles that will be used for the delivery of alcohol and/or late-night refreshment and whether they will likely create public nuisance,
- 10. When will deliveries to the delivery centre or waste collection take place.
- 11. The history of the applicant's operation of licensed premises and the premise's operation in relation to any impact on the licensing objectives, breaches of any terms and conditions of a licence, any reviews of a licence or offences committed under the Act,
- 12. In addition to Sub-clause 6 and 7 above what measures the applicant or the third party providing the delivery service has put forward to mitigate the specific risk of public nuisance by the operation of the delivery service at the premises or at the end point of delivery,
- 13. In addition to sub-clause 6 and 7 above what specific measures and processes the applicant or the third party providing the delivery service has put forward to mitigate the risk from the delivery of alcohol to children to ensure that they are protected from harm.
- D. For the purposes of this policy a delivery centre is a premises that's primary function is to temporarily store alcohol and/or to prepare hot food and hot drink, so that it is available when ordered for transportation to a customer's residential or workplace location.
- E. For the purposes of Clause A.4 B.4 and C reference to 'a predominately residential area' means an area of the city in which housing is the predominant use.

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

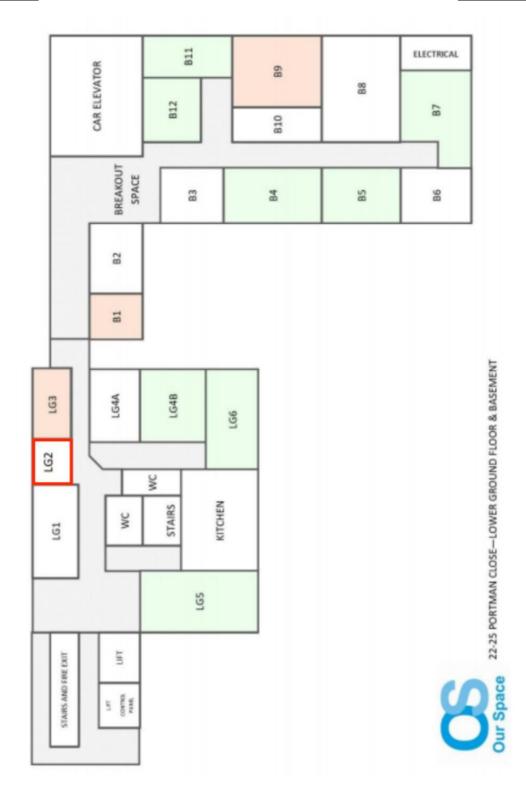
Appendix 1	Premises plans
Appendix 2	Applicant supporting documents
Appendix 3	Premises history
Appendix 4	Proposed conditions
Appendix 5	Residential map and list of premises in the vicinity

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

If you have any queries about this report or wish to inspect one of the background papers please contact the report author.						
Background Documents – Local Government (Access to Information) Act 1972						
1	Licensing Act 2003	N/A				
2	City of Westminster Statement of Licensing Policy	01 October 2021				
3	Amended Guidance issued under section 182 of the Licensing Act 2003	April 2018				
4	Environmental Health Service	06 October 2021				
5	Metropolitan Police Service (Withdrawn 04	06 October 2021				
	November 2021)					
6	Interested party 1	16 September 2021				
7	Interested party 2	03 October 2021				
8	Interested party 3	05 October 2021				
9	Interested party 4 (Withdrawn 17 January 2022)	03 October 2021				
10	Interested party 5 (Withdrawn 17 January 2022)	06 October 2021				
11	Interested party 6	23 September 2021				
12	Interested party 7 (Withdrawn 17 January 2022)	16 September 2021				
13	Interested party 8	03 October 2021				

Premises Plans Appendix 1

LOWER GROUND & BASEMENT FLOOR, 22-25 PORTMAN CLOSE, LONDON W1H 6BS



Mediation Letter

22-25 Basement Portman Close W1H 6BS.

Dear Local Resident,

I understand that you have submitted a Representation is respect of my application for a Premises Licence and that you are concerned about how this may affect you. Please find detailed below a description of the business model, the Management arrangements and Licence Conditions which will be put in place to Promote the Licensing Objectives and reduce the risk of disturbance to local residents. I am hoping that this will address your concerns. However, if there are matters that I have not covered, or you still have concerns I am more than happy to discuss this with you in person or via email.

This application is for a new premises license at the location LG2 22-25 Basement Portman Close W1H 6BS. The applicant is BB traders Ltd, Trading as 'Convivence Local,

The purpose of the application is to obtain a premises license for the sale of Alcohol (off sales via internet) from the hours between 08:00hrs – 23:00hrs Monday to Saturday and 0900hrs-22:00hrs on Sunday.

The premises is already operating as a 24/7 convenience store - it is a **very small shared serviced office space 2 meters x 2.5 meters. One member of staff** will be re-stocking the office unit and packaging orders on site. The Sale of Alcohol will be an additional product.

Orders for alcohol can only be placed remotely online via our website and NOT by customers visiting the premises. The office space is simply a storage facility.

Orders made for next day delivery will be sent via DPD where **1 collection** will occur during **the day between 2-5pm**. Any orders made for same day will be dispatched via same day delivery service between trading hours.

The aim for Convivence Local is to deliver it's customers confectionary items, household cleaning goods and alcohol to the consumers. We allow the customers to order from the comfort of their own homes without leaving their home or workplace. In essence becoming a local, but online, convenience store. This application aims to allow **alcohol to be just one of many** items that Local Convivence to will be offering to its customers.

We have proposed the following Conditions to be attached to the Licence (please note especially the points in bold):

- An incident log shall be kept at the premises and made available on request to an authorised officer of the City Council or the Police. It must be completed within 24 hours of the incident and will record the following:
- (a) all crimes reported to the venue
- (b) any complaints received concerning crime and disorder
- (c) any incidents of disorder
- (d) any faults in the CCTV system, searching equipment or scanning equipment

- (e) any refusal of the sale of alcohol
- (f) any visit by a relevant authority or emergency service.
- Full name and address details, including postcode, must be given when placing an order.
- The record keeping requirements are that a day/night book must be kept at the despatch premises and a delivery book or invoice carried by the driver or courier must specify:(a) the quantity, description and price of alcohol, and (b) the name and address of the person to whom it is being delivered.
- 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 customers allowed on the premises
- Drivers will keep the engines turned off when parked
- There shall be no signage or advertisement, or promotional material affixed to the outside of the premises that give any reference to the sale of alcohol taking place at the premises.
- Delivery of alcohol shall only be to a residential address or business address. The alcohol shall only be delivered to occupants of that address. To ensure the residents are not disturbed by noisy vehicles, I can confirm that alcohol will only be delivered in non-motorized alcohol after 22:00hrs.
 - In regard to risk of congestion and heavy vehicles the one member of staff who works for Convivence Local will be the only one delivering the stock to the office in a small transit van or saloon style vehicle and NOT HGVs.
- The premises licence holder will ensure that an age verification policy will apply whereby all delivery staff will be trained to ask any customer to whom alcohol is delivered, who appears to be under the age of 25 years to produce, before being sold alcohol, identification being a passport or photocard driving licence bearing a holographic mark or other form of identification that complies with any mandatory condition that may apply to this licence.
- A warning shall be displayed on the digital platform on which an order is placed informing customers that they must be aged 18 or over to make a purchase of alcohol and notifying customers that delivery staff will carry out age verification on delivery. The customer will be required to declare that he or she aged 18 or over. If the rider is not satisfied that the customer is aged 18 or over any alcohol in the order will be withheld.
- All deliver staff shall be trained to record refusals of sales of alcohol in a refusal log/register. The log/register will contain details of the time and date the refusal was

made, the identity of the rider refusing the sale, details of the alcohol the person attempted to purchase. This log/register will be available for inspection by a police officer or other authorised officer on request

- At the time the order is placed a declaration will be required from the person placing the order that that person is over 18 years of age.
- Minimum age of 18 for delivery drivers
- Delivery will be refused if the driver believes the alcohol is being purchased on behalf of another person aged under 18 years.
- Customers to be reminded that it is a criminal offence for a person under 18 to purchase or attempt to purchase alcohol and that it is also an offence to purchase alcohol on behalf of a person aged under 18.

Additional conditions agreed with Environmental Health – these are all agreed:

- The Sale of alcohol for consumption 'Off' the premises shall at all times only be way of delivery to a bona fide address and following a remote order by way of telephone or internet.
- 2. Deliveries of alcohol from the premises shall only take place between 0800hrs 2300hrs Monday to Saturday and 0900hrs-2230hrs on Sunday.

Additional conditions agreed with the Police- these are all agreed:

- 1. All sales of alcohol for consumption off the premises shall be in sealed containers only, and shall not be consumed on the premises.
- 2. A Challenge 25 proof of age scheme shall be operated at the premises, the website/app and at the point of delivery where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
- 3. A record shall be kept detailing all refused sales of alcohol. The record should include the date and time of the refused sale and the name of the member of staff who refused the sale. The record shall be available for inspection at the premises by the police or an authorised officer of the City Council at all times whilst the premises is open.
- 4. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police. It must be completed within 24 hours of the incident and will record the following:
 - a. all crimes reported to the venue
 - b. all ejections of patrons
 - c. any complaints received concerning crime and disorder

- d. any incidents of disorder
- e. all seizures of drugs or offensive weapons
- f. any faults in the CCTV system, searching equipment or scanning equipment
- g. any refusal of the sale of alcohol
- h. any visit by a relevant authority or emergency service.
- 5. A warning shall be displayed on the digital platform on which an order is placed informing customers that they must be aged 18 or over to make a purchase of alcohol and notifying customers that the rider will carry out age verification on delivery. The customer will be required to declare that he or she aged 18 or over. If the rider is not satisfied that the customer is aged 18 or over any alcohol in the order will be withheld.
- 6. All delivery riders shall receive training in age restricted sales.
 - Induction training must be completed and documented prior to the delivery of alcohol by the rider.
 - Refresher/reinforcement training must be completed and documented at intervals of no more than 6 months.
 - Training records will be available for inspection by a police officer or other authorised officer on requested and will be stored by the licence holder for a period of 12 months.
- 7. Delivery of alcohol shall be to a residential address or place of work only.
- 8. All riders shall be trained to record refusals of sales of alcohol in a refusals log/register. The log/register will contain:
 - details of the time and date the refusal was made;
 - the identity of the rider refusing the sale;
 - details of the alcohol the person attempted to purchase.
 - This log/register will be available for inspection by a police officer or other authorised officer on request.

Premises History Appendix 3

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;
 - drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
 - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
 - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or

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

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

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

- 8(i) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
- 8(ii) For the purposes of the condition set out in paragraph 8(i) above -
 - (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
 - (b) "permitted price" is the price found by applying the formula -

P = D+(DxV)

Where -

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

Conditions consistent with the operating schedule

9. Full name and address details, including postcode, must be given when placing an order.

- 10. The record keeping requirements are that a day/night book must be kept at the despatch premises and a delivery book or invoice carried by the driver or courier must specify:(a) the quantity, description and price of alcohol, and (b) the name and address of the person to whom it is being delivered.
- 11. There shall be no customers allowed on the premises
- 12. In regards to drivers there will be a general pick up time between 2-5pm and this will be the same time the driver brings deliveries to the office block therefore the will be no nuisance caused
- 13. Drivers will keep the engines turned off when parked.
- 14. There shall be no signage or advertisement, or promotional material affixed to the outside of the premises that give any reference to the sale of alcohol taking place at the premise.
- 15. Delivery of alcohol shall be to a residential address or business address. The alcohol shall only be delivered to occupants of that address, and not for example neighbours.
- 16. The premises licence holder will ensure that an age verification policy will apply whereby all delivery staff will be trained to ask any customer to whom alcohol is delivered, who appears to be under the age of 25 years to produce, before being sold alcohol, identification being a passport or photocard driving licence bearing a holographic mark or other form of identification that complies with any mandatory condition that may apply to this licence.
- 17. All deliver staff shall be trained to record refusals of sales of alcohol in a refusal log/register. The log/register will contain details of the time and date the refusal was made, the identity of the rider refusing the sale, details of the alcohol the person attempted to purchase. This log/register will be available for inspection by a police officer or other authorised officer on request
- 18. At the time the order is placed a declaration will be required from the person placing the order that that person is over 18 years of age.
- 19. Minimum age of 18 for delivery drivers
- 20. Delivery will be refused if the driver believes the alcohol is being purchased on behalf of another person aged under 18 years.
- 21. Customers to be reminded that it is a criminal offence for a person under 18 to purchase or attempt to purchase alcohol and that it is also an offence to purchase alcohol on behalf of a person aged under 18.

Conditions proposed by the Environmental Health and agreed with the applicant so as to form part of the operating schedule.

- 22. The Sale of alcohol for consumption 'Off' the premises shall at all times only be way of delivery to a bona fide address and following a remote order by way of telephone or internet.
- 23. Deliveries of alcohol from the premises shall only take place between 0800hrs 2300hrs Monday to Saturday and 0900hrs-2200hrs on Sunday.

Conditions proposed by the Metropolitan Police and agreed with the applicant so as to form part of the operating schedule.

- 24. 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 entire 31-day period.
- 25. 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 is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
- 26. All sales of alcohol for consumption off the premises shall be in sealed containers only, and shall not be consumed on the premises.
- 27. A Challenge 25 proof of age scheme shall be operated at the premises, the website/app and at the point of delivery where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
- 28. A record shall be kept detailing all refused sales of alcohol. The record should include the date and time of the refused sale and the name of the member of staff who refused the sale. The record shall be available for inspection at the premises by the police or an authorised officer of the City Council at all times whilst the premises is open.
- 29. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police. It must be completed within 24 hours of the incident and will record the following:
 - a. all crimes reported to the venue
 - b. all ejections of patrons
 - c. any complaints received concerning crime and disorder
 - d. any incidents of disorder
 - e. all seizures of drugs or offensive weapons
 - f. any faults in the CCTV system, searching equipment or scanning equipment
 - g. any refusal of the sale of alcohol
 - h. any visit by a relevant authority or emergency service.
- 30. A warning shall be displayed on the digital platform on which an order is placed informing customers that they must be aged 18 or over to make a purchase of alcohol and notifying customers that the rider will carry out age verification on delivery. The customer will be required to declare that he or she aged 18 or over. If the rider is not satisfied that the customer is aged 18 or over any alcohol in the order will be withheld.

- 31. All delivery riders shall receive training in age restricted sales.
 - Induction training must be completed and documented prior to the delivery of alcohol by the rider.
 - Refresher/reinforcement training must be completed and documented at intervals of no more than 6 months.
 - Training records will be available for inspection by a police officer or other authorised officer on requested and will be stored by the licence holder for a period of 12 months.
- 32. Delivery of alcohol shall be to a residential address or place of work only.
- 33. All riders shall be trained to record refusals of sales of alcohol in a refusals log/register. The log/register will contain:
 - details of the time and date the refusal was made;
 - the identity of the rider refusing the sale;
 - details of the alcohol the person attempted to purchase.
 - This log/register will be available for inspection by a police officer or other authorised officer on request.

Conditions proposed by and agreed with the applicant so as to form part of the operating schedule.

34. Deliveries of goods to your premises should only take place between 08.00 and 22.00 on any day.

Residential Map and List of Premises in the Vicinity

Appendix 5



Resident: 254

Licensed premises within 75 metres of Basement, 22 - 25 Portman Close, London, W1H 6BS						
Licence Number	Trading Name	Address	Premises Type	Time Period		
		15 Baker		Sunday; 07:00 -		
		Street		23:00 Monday to		
		London		Saturday; 07:00 -		
20/07087/LIPT	Itsu	W1U 3AH	Restaurant	23:30		
		110 George		Sunday; 12:00 -		
		Street		00:00 Monday to		
	Boteh	London		Saturday; 10:00 -		
20/02069/LIPT	Jeghe	W1U 8NX	Restaurant	00:30		
		88-90				
		George		Sunday; 12:00 -		
		Street		00:00 Monday to		
		London	Public house or	Saturday; 10:00 -		
20/07413/LIPDPS	Union	W1U 8PA	pub restaurant	00:30		
				Monday; 10:00 -		
				23:00 Tuesday;		
				10:00 - 23:00		
				Wednesday; 10:00		
				- 23:00 Thursday;		
		89 George		10:00 - 23:00		
		Street		Friday; 10:00 -		
		London		23:00 Sunday;		
19/04456/LIPVM	Santo Mare	W1U 8NL	Restaurant	10:00 - 22:00		