



City of Westminster

# Licensing Sub-Committee Report

Item No:	
Date:	22 September 2022
Licensing Ref No:	22/06496/LIPN - New Premises Licence
Title of Report:	Unit B1108, Safe Store Self Storage 2 Burwood Place London W2 2HN
Report of:	Director of Public Protection and Licensing
Wards involved:	Hyde Park
Policy context:	City of Westminster Statement of Licensing Policy
Financial summary:	None
Report Author:	Miss Jessica Donovan Senior Licensing Officer
Contact details	Telephone: 020 7641 6500 Email: <a href="mailto:jdonovan@westminster.gov.uk">jdonovan@westminster.gov.uk</a>

## 1. Application

1-A Applicant and premises			
<b>Application Type:</b>	New Premises Licence, Licensing Act 2003		
<b>Application received date:</b>	30 June 2022		
<b>Applicant:</b>	Booze, Drink, Runners Ltd		
<b>Premises:</b>	Unit B1108, Safe Store Self Storage		
<b>Premises address:</b>	2 Burwood Place London W2 2HN	<b>Ward:</b>	Hyde Park
		<b>Cumulative Impact Area:</b>	None
		<b>Special Consideration Zone:</b>	Edgware Road
<b>Premises description:</b>	The premises is a storage unit and will be used for storing the alcohol which will be prepared for online sales through Deliveroo and Ubereats.		
<b>Premises licence history:</b>	This is a new premises licence therefore there is no premises licence history.		
<b>Applicant submissions:</b>	The applicant has provided a response to the questions raised by the Metropolitan Police Service which can be found at <b>Appendix 2.</b>		
<b>Applicant amendments:</b>	None		

1-B Proposed licensable activities and hours							
Sale by retail of alcohol				On or off sales or both:			Off the premises
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
<b>Start:</b>	00:00	00:00	00:00	00:00	00:00	00:00	00:00
<b>End:</b>	23:59	23:59	23:59	23:59	23:59	23:59	23:59
<b>Seasonal variations/ Non-standard timings:</b>	None						

Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
<b>Start:</b>	00:00	00:00	00:00	00:00	00:00	00:00	00:00
<b>End:</b>	23:59	23:59	23:59	23:59	23:59	23:59	23:59
<b>Seasonal variations/ Non-standard timings:</b>	None						

## 2. Representations

2-A Responsible Authorities	
<b>Responsible Authority:</b>	Environmental Health Service
<b>Representative:</b>	Maxwell Koduah
<b>Received:</b>	20 July 2022
<p>I refer to the application for a new Premises Licence number for the above-mentioned premises. The premises is located within the Edgware Cumulative Impact Area. I have considered the information that you have provided within and accompanying this application. I have also considered the application in line with the relevant policies within the Councils Statement of Licensing Policy dated October 2021.</p> <p>The applicant is seeking to supply alcohol for consumption off the premises Monday to Sunday 24 hours</p> <p><b>Following consideration of the application and how it may affect the Licensing Objectives and meeting the requirements of the Council's Statement of Licensing Policy I wish to make the following representations:</b></p> <ol style="list-style-type: none"><li>1. The supply of alcohol and the hours requested to supply alcohol may have the likely effect of causing an increase in Public Nuisance and may affect Public Safety within the Edgware Cumulative Impact area</li></ol> <p>As presented, the application would have the likely effect of causing an increase in Public Nuisance and may affect Public Safety within the Edgware Cumulative Impact area</p> <p>Conditions, to form part of the operating schedule, have been proposed to support the licensing objectives of Prevention of Public Nuisance and Public Safety. These conditions shall be discussed during a site visit to the premises.</p> <p><b>Proposed Environmental Health conditions to form part of the operating schedule</b></p> <ol style="list-style-type: none"><li>1. 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 is 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.</li><li>2. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.</li><li>3. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number and/or is to be made available to residents and businesses in the vicinity</li><li>4. Save for delivery drivers/riders, no persons shall be permitted on the premises at anytime</li><li>5. All sales of alcohol for consumption off the premises shall be in sealed containers only</li><li>6. 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</li></ol>	

premises which gives rise to a nuisance

7. The premises Licence Holder shall ensure that riders/drivers will be instructed not to loiter in the vicinity of residential premises
8. The premises Licence Holder shall ensure that riders/drivers will not be permitted to congregate in the immediate vicinity of the premises
9. The premises Licence Holder shall ensure that riders/drivers will not be permitted to smoke in the immediate vicinity of the premises
10. No deliveries to the premises shall take place between 23.00 and 08.00 hours on the following day
11. Deliveries shall only be made to a bonafide residential or business addresses
12. Delivery drivers/riders shall wait inside the premises between deliveries/ for deliveries
13. Delivery drivers/riders shall be given clear written instructions to use their vehicles in a responsible manner so as not to cause a nuisance to any residents or generally outside of the licenced premises
14. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times
15. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business
16. 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.
17. 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

Please contact me if you are minded discussing any of the matters above.

***The applicant has agreed to Environmental Health's proposed conditions above which can also be found at Appendix 4.***

<b>Responsible Authority:</b>	Metropolitan Police Service
<b>Representative:</b>	PC Tom Stewart
<b>Received:</b>	20 July 2022

I refer to the above-mentioned application for a new application.

Following consideration of the application and how it may affect the Licensing Objectives, I wish to make the following representations:

The proposed extension of licensable activities is likely to undermine the following licensing objectives:

- The Prevention of Crime and Disorder

The hours requested are beyond the core hours for a premises of this type and the conditions offered within the operating schedule are insufficient to promote the licensing objectives.

Please can the application provide more information as to the intended operation of this premises. For example, the premise is a lockable storage unit. Would there be a member of staff at the premises at all times it is open to allow access to the delivery riders? Can the operator ensure that delivery riders use electric powered vehicles for deliveries? Does the applicant operate any other similar premises?

Once the applicant has provided this information, I will be in a better position to discuss my representation further. I can be contacted on the details provide above.

2-B Other Persons			
<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>	31 July 2022		
Please note, that [REDACTED] strongly objects to this venture.			
[REDACTED] consists of families with young children and elderly residents. An establishment of this sort will only attract further loitering, littering, noise and dubious characters to an area that continues to deteriorate and where concerns about personal safety keep growing.			
The Safe Storage entrance/exit is [REDACTED] and the constant movement of vehicles carrying out deliveries will only add to the intolerable noise issue we already have to endure.			
This is a densely populated residential neighbourhood and establishing a 24/7 alcohol delivery establishment does not compliment or concur with the ethos of the, neighbourhood, [REDACTED]			
The fact that a business considers it acceptable to have deliveries carried out at all hours whilst it's located under a residential block is ridiculous! We strongly object as an association and request the application is declined.			
<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>	01 August 2022		
The Safe Store facility sits below a residential complex. I am concerned that flammable liquids will be stored in significant quantities, which is a fire risk. Have Safe Store confirmed that alcohol can be stored safely in the facility?			

<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>	01 August 2022		

There is already a problem with delivery vehicles of the local shops and restaurants parking badly and blocking parking bays around Safestore and the entrance gates starting from the early hours of the morning.

When Safestore was given permission to start storage business Safestore took over the NCP car park and the area lost valuable parking spaces ; Today there is an acute shortage of parking spaces; All around the Safestore area, [REDACTED] almost every evening you will see cars wrongly parked on the yellow lines and causing disruption and difficulty to drive through.

Many of [REDACTED] and by default have to bear with a lot of noise of Police vehicles, ambulances and the Fire Brigade day and night as it is a very busy road. Police are called out several times to sort out rowdy youngsters.

All this is going to only get worse if Booze Drink runners are granted permission to conduct a 24 hour business.

<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>	01 August 2022		

I strongly object to the new premises licence.

This is a residential estate occupied by families, single residents and the elderly. Such a retail outlet will attract noise, litter, potential crime and the possible gathering of undesirables throughout the night.

Generally, any activity involving increased numbers of people, vehicles, and alcohol is not appropriate for a residential area and it increases the possibility of becoming a public nuisance. Where alcohol is involved, the possibility for inappropriate behavior is increased.

Allowing such an outlet constitutes a breach of the council's policy F32 and is in direct conflict with Licencing Authority guidelines.

I am shocked these plans have even been considered. As well as increasing night time taxis and road traffic, adding to the already difficult parking problems, this is likely to increase the need for more street cleansing in the area.

I hope that you consider the safety and security of the residents (especially the protection of children from harm) and refuse 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>	31 July 2022		

The Secure Storage facility is ALREADY the source of considerable nuisance to residents [REDACTED] by way of noise (often after hours), litter and congestion. The proposed provision of storage and despatch of alcohol is likely to contribute to a substantial worsening of the existing nuisance to the detriment of council tax paying residents. The arrival and departure of delivery agents (as well as those supplying stocks of alcohol), quite possibly at all hours of the night, will constitute a major threat to peace and quiet, ramp up existing congestion and pollution levels and pose a danger of collision for pedestrians. Loitering by delivery agents will cause further noise and disturbance (loud conversations, mobile phones etc.) and will represent a further threat to security to the [REDACTED]. Alcohol is already available through several outlets in the area over extended hours (Waitrose, Tesco, Sainsbury etc.) as well as numerous pubs. The presence of further quantities of alcohol is likely to see a rise in attendant crime and anti-social behaviour. This application should be rejected.

<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>	01 August 2022		

I would feel that it would create safety issues.

<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>	01 August 2022		

[REDACTED] As it stands the area is already noisy and constant disturbances occur from deliveries. This is from pallets to being chucked around to vehicles entering and leaving the premises, mainly the reverse beeping which can be heard throughout the building. I strongly object to this here, application for a 24/7 "booze" storage/delivery business. I do not believe that this business will benefit our area in any capacity nor will it bring the residents any peace of mind.

<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>	31 July 2022		
<p>[REDACTED] I object to the issue of this licence. This is [REDACTED] and issuance of such a licence would lead to noise, disruption and security concerns. The management fees paid by [REDACTED] are substantial and we expect a certain standard to be maintained in the types of businesses that are operating in the area.</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>	31 July 2022		
<p>[REDACTED] objects to this application on the grounds of noise, litter and potential disorder, both at the location of premises and at the final destination.</p> <p>The self-storage premises, which are under a large residential block, does not have planning consent to operate for the purpose stated in the Premises Licence application.</p> <p>The hours proposed for the alcohol take-away sales are against policy, and premises are adjacent to a special dedicated area to protect the well-being of residents in the area.</p> <p>We object to hours applied for, especially after 23.00.</p> <p>We have no information of vehicles to be used for deliveries and delivery vehicles cause nuisance not only waiting or leaving depot but when deliveries are taking place causing disturbances to residents from noise, use of mobile phones etc and on occasions ringing wrong door bell waking residents.</p> <p>There is a lack of detail in the application as to measures to reduce potential public nuisance.</p> <p>Where will drivers wait at 'depot' and what arrangements are proposed to stop noise and litter etc in Burwood Place?</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>	01 August 2022		
<p>Outright objection. They will not be able to govern this given they will be using 3rd party drivers such as Deliveroo.</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>	01 August 2022		

I strongly objects to the above application on grounds of noise, nuisance and security at the location of the premises

The self - storage premises are [REDACTED]. It is my understanding that it does not have planning consent to operate for the purpose stated in the Premises Licence application.

Not only that, the hours proposed for the alcohol take-away sales are against Council policy and the premises are adjacent to a special dedicated area to protect the well being of residents in the area.

[REDACTED] already has too many problems associated 'delivery services' in respect of noise, antisocial behaviour etc, especially late at night.

I particularly object to hours applied for, especially after 23.00.

The proposal ignores nuisance caused from vehicles waiting or leaving the depot, upset from deliveries taking place, disturbances to residents from noise, use of mobile phones etc and on occasions ringing the wrong door bell, waking residents.

The delivery drivers are from third party companies such as Deliveroo - how will the applicant ensure compliance for procedures such as quiet pick up and deliveries /age verification etc?

The proposal offers no limit to reasonable hours.

There is a lack of detail in the application about measures to reduce potential public nuisance.

Where will drivers wait at 'depot' and what arrangements are proposed to stop noise and litter etc in Burwood Place.

Please refuse this application. It is not compatible with Westminster's Business Improvement Plan for the regeneration of the area.

<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>	01 August 2022		

The alcohol licence would be detrimental to the [REDACTED]. It would give rise to unruly behaviour and disturb the peace of the residents.

I object to the alcohol licence being granted for [REDACTED]

<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>	31 July 2022		

I strongly object to this application. The state of Edgware Road and the surrounding neighbourhood is perhaps at its worst. We are constantly bombarded with noise, anti social conduct, littering, loitering and unsavoury characters targeting vulnerable residents. Throwing in a 24/7 delivery company and one that delivers alcohol no less doesn't help matters.

This business is planning to be located [REDACTED]  
[REDACTED] The entrance of safe storage is beneath [REDACTED]  
[REDACTED] The potential for noise of vehicles carrying out deliveries and that too 24 hours a day 7 days a week is preposterous!

Such a venue will surely attract suspicious characters to it considering its operating hours and even if it doesn't serve individuals hoping to procure alcohol, it won't stop them from trying, especially if already inebriated! When they do or don't receive it, their behaviour would be unpredictable and a risk to residents in addition to the noise, littering and loitering that will come with it.

This is the epitome of an awful idea and proposal and I strongly urge the council to reject it.

<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>	31 July 2022		

I strongly object to the above application due to safety and on grounds of noise, litter and potential crime and disorder for the area and residents.

Firstly this self - storage premises, which are under a large residential block, does not have planning consent to operate for the purpose stated in the Premises Licence application.

Secondly the hours proposed for the alcohol take-away sales are against policy and premises are adjacent to a special dedicated area to protect the well being of residents in the area.

We already have numerous problems associated 'delivery services' in respect of noise, antisocial behaviour etc, especially late at night.

I object to hours applied for, especially after 23.00.

I am very concerned about disturbances to residents from noise, use of mobile phones etc and on occasions ringing wrong door bell waking residents. And there is Lack of detail in application as to measures to reduce potential public nuisance.

I therefore urge that this application is refused.

<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>	01 August 2022		

This is already a busy area without the impact of Uber and delivero drivers queuing up to pick up booze at all hours of the day and night. The company will have no influence on how these drivers behave in terms of noise litter etc. There is already disregard of this being a residential area with noise levels at night keeping residents awake. I strongly object to yet more disturbance as I suspect the majority of activity will be at night.

<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>	01 August 2022		

With reference to the above Application for a New Premises Licence, I would like to lodge my objection to the granting of such a licence.

- [REDACTED] basement was being converted from an NCP Car Park to a Safe Store I was assured by Knight Frank, the managing agents for our landlord, the Church Commissioners that this conversion was for the long term storage of goods.
- On the submitted application, there is no indication of the anticipated increased volume of traffic that would be generated by their activity? Using services such as Uber Eats and Deliveroo leads me to believe that there could be a substantial increase in the number of vehicles entering and leaving the premises. This in turn will lead to increased noise levels, pollution, litter etc, especially as a 24 hr licence is being requested.
- The Church Commissioners have approval to build a new gym facility in Burwood Place. Should this be built the increased traffic from both facilities would make Burwood Place a very unattractive proposition for residents and their visitors. Our quality of life would be seriously degraded.
- Burwood Place is a cul-de-sac for traffic and does not have the facility to handle more vehicular traffic. Similar traffic flow restrictions applies to the surrounding areas of the Hyde Park Estate, which would need to be used for access to Burwood Place.
- Burwood Place is well known as an area for anti-social activities. Assaults, robberies, prostitution, vagrancy and other anti-social activities are regularly witnessed by the residents [REDACTED]. We have to pay for 24 hour security patrols for the [REDACTED] and don't need to see increased violence delivery drivers being robbed and assaulted.
- The storage of flammable alcohol products under our building presents an increased fire risk. We do not believe that these products should be permitted in such an enclosed space.

Based on the above I would ask that you please reject this licence application

**Name:**

██████████

**Address and/or Residents Association:**

██  
██  
██████████

**Status:**

Valid

**In support or opposed:**

Opposed

**Received:**

31 July 2022

██ strongly objects to the above application on grounds of noise, litter etc nuisance and potential crime and disorder both at location of premises and at final destination.

The self - storage premises, which are under a large residential block, does not have planning consent to operate for the purpose stated in the Premises Licence application.

The hours proposed for the alcohol take-away sales are against policy and premises are adjacent to a special dedicated area to protect the well being of residents in the area.

We already have numerous problems associated 'delivery services' in respect of noise, antisocial behaviour etc, especially late at night.

We object to hours applied for, especially after 23.00.

We have no information of vehicles to be used for deliveries and delivery vehicles cause nuisance not only waiting or leaving depot but when deliveries are taking place causing disturbances to residents from noise, use of mobile phones etc and on occasions ringing wrong door bell waking residents.

The delivery drivers are from third party companies such as Deliveroo - how will the applicant ensure compliance for procedures such as quiet pick up and deliveries /age verification etc?

What are hours of deliveries of alcohol ecto 'depot' ? as no proposals offered to limit to reasonable hours.

Lack of detail in application as to measures to reduce potential public nuisance.

Where will drivers wait at 'depot' and what arrangements are proposed to stop noise and litter etc in Burwood Place?

The council's policy F32 sets out our concerns:

" The Licensing Authority is concerned with the potential impact of the operation of distribution or delivery centres within residential areas. The council has seen growing levels of complaints and issues associated with the impact of delivery services within the city... Applicants must consider the potential impact of noise nuisance from delivery personnel and their vehicles at the licensed premises or at the end destination. Appropriate waiting areas must be provided to prevent delivery personnel congregating outside the venue.

We wish the Premises Licence application to be refused.

<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>	01 August 2022		
<p>[REDACTED] I am writing to object to the above application as it will not promote the Licensing objectives and there is insufficient detail. Whilst not in the Marylebone ward it is on the opposite side of Edgware Rd and what happens on one side of the road clearly affects the other in this case, the Marylebone Ward.</p> <p>This is a highly residential area and I am grateful to [REDACTED] for their objections below and issues they raise as a matter of concern to which I completely concur..</p> <p>As these completely reflect my objection for the sake of brevity I will not repeat them but this is the wrong place for an operation such as this surrounded by so many residents.</p> <p>Thank you for your consideration.</p>			

### 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

	<p>are expected to be covered by Temporary Event Notices or variation applications.</p> <p>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:</p> <ol style="list-style-type: none"> <li>1. <b>Casinos:</b> Up to 24 hours a day whilst casino gaming is permitted by a premises licence under the Gambling Act 2005.</li> <li>2. <b>Cinemas, Cultural Venues and Live Sporting Premises:</b> Monday to Sunday: 9am to 12am</li> <li>3. <b>Hotels:</b> 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.</li> <li>4. <b>Off licences:</b> Monday to Saturday: 8am to 11pm. Sunday: 9am to 10.30pm.</li> <li>5. <b>Outdoor Spaces:</b> 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.</li> <li>6. <b>Pubs and bars, Fast Food and Music and Dance venues:</b> 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.</li> <li>7. <b>Qualifying Clubs:</b> 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.</li> <li>8. <b>Restaurants:</b> 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.</li> <li>9. <b>Sexual Entertainment Venues and Sex Cinemas:</b> 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.</li> </ol> <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.</p> <p>E. For the purposes of this policy, 'premises uses' are defined within the relevant premises use policies within this statement.</p>
<p><b>Policy DC1 applies</b></p>	<p>A. Applications for a delivery centre 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 are within the council's Core Hours Policy HRS1,</li> <li>3. The applicant having taken account of the Special Consideration Zone Policy SCZ1 if the premises are located within a designated zone,</li> <li>4. The premises are not located in a predominantly residential area, and</li> <li>5. The application and operation of the venue meeting the definition of a delivery centre in Clause D.</li> </ol> <p>B. Applications for a delivery centre within the West End Cumulative</p>

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



	<p>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,</p> <p>8. The operation and management of the proposed delivery centre from the premises,</p> <p>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,</p> <p>10. When will deliveries to the delivery centre or waste collection take place.</p> <p>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,</p> <p>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,</p> <p>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.</p> <p>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.</p> <p>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.</p>
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#### 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

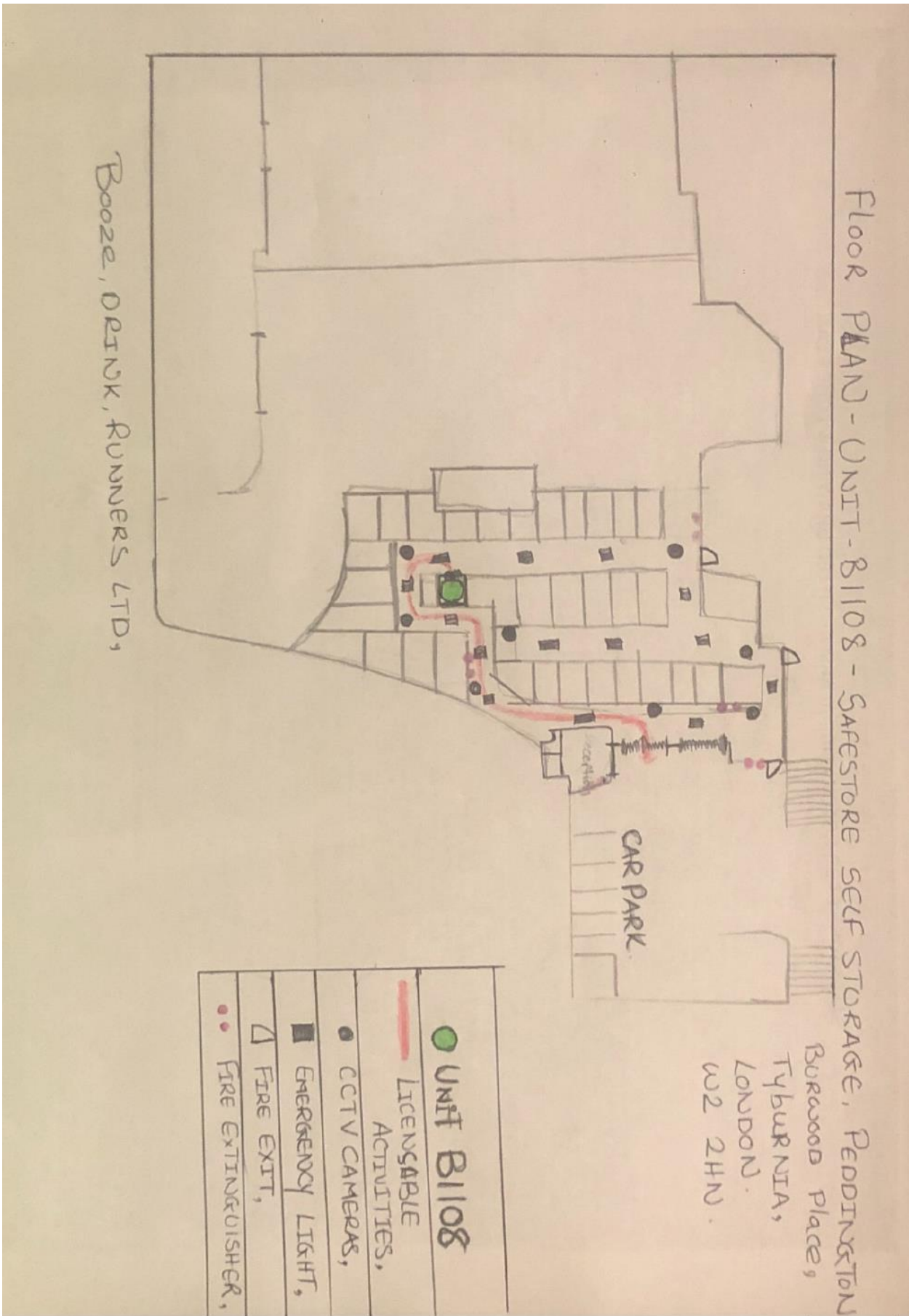
<b>Appendix 1</b>	Premises plans
<b>Appendix 2</b>	Applicant supporting documents
<b>Appendix 3</b>	Premises history
<b>Appendix 4</b>	Proposed conditions
<b>Appendix 5</b>	Residential map and list of premises in the vicinity

<b>Report author:</b>	Miss 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**

<b>1</b>	Licensing Act 2003	N/A
<b>2</b>	City of Westminster Statement of Licensing Policy	01 October 2021
<b>3</b>	Amended Guidance issued under section 182 of the Licensing Act 2003	April 2018
<b>4</b>	Environmental Health Service representation	20 July 2022
<b>5</b>	Metropolitan Police Service representation	20 July 2022
<b>6</b>	Interested party 1 representation	31 July 2022
<b>7</b>	Interested party 2 representation	01 August 2022
<b>8</b>	Interested party 3 representation	01 August 2022
<b>9</b>	Interested party 4 representation	01 August 2022
<b>10</b>	Interested party 5 representation	31 July 2022
<b>11</b>	Interested party 6 representation	01 August 2022
<b>12</b>	Interested party 7 representation	01 August 2022
<b>13</b>	Interested party 8 representation	31 July 2022
<b>14</b>	Interested party 9 representation	31 July 2022
<b>15</b>	Interested party 10 representation	01 August 2022
<b>16</b>	Interested party 11 representation	01 August 2022
<b>17</b>	Interested party 12 representation	01 August 2022
<b>18</b>	Interested party 13 representation	31 July 2022
<b>19</b>	Interested party 14 representation	31 July 2022
<b>20</b>	Interested party 15 representation	01 August 2022
<b>21</b>	Interested party 16 representation	31 July 2022
<b>22</b>	Interested party 17 representation	31 July 2022
<b>23</b>	Interested party 18 representation	01 August 2022



**Response from Applicant to the Metropolitan Police Service**

**From:** amrish jadav  
**To:** Stewart, Tom: WCC  
**Cc:** Licensing: WCC; Donovan, Jessica: WCC  
**Subject:** Re: 22/06496/LIPN-Safe Store Self Storage, Paddington, Burwood Place, London, W2 2HN  
**Date:** 20 July 2022 12:35:59  
**Attachments:** image001.png  
Police Objection - 22-06496-LIPN.docx

Good afternoon Tom sir,

Hope you well , premises unit will be locked all time , and it's secure metal unit with lock, There won't be member of staff on premises, when loading and unloading will be done under supervision of designed premises supervise, my self right now. We will used petrol cars to do delivery. We do provide training to delivery drivers regarding think 25 . We do have 24 hours cctv recording from premises .

Yes I have other business in Hounslow , which in process on selling because I have dream to run business in central london .

Business name is : SIP By Sip alcohol LTD.  
Business registration number: 13566535

If you have any other questions please let me know .

Thanks  
Amrish Jadav

Sent from my iPhone  
On 20 Jul 2022, at 11:34, Stewart, Tom: WCC  
<tstewart1@westminster.gov.uk> wrote:

Dear Licensing and Booze,Drink,Runners Ltd

Please find attached Police representation to this application.

Please note, my representation contains questions to the applicant.

Kind Regards

**Pc Tom Stewart** | Licensing Officer | Westminster Licensing Team  
Westminster City Council  
15th Flr 64 Victoria Street  
SW1E 6QP

**Mobile** - 07917395768  
**Email** – tstewart1@westminster.gov.uk  
**MPS Email** – tom.stewart@met.police.uk

## **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 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.
- 5(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.
- 5(ii) For the purposes of the condition set out in paragraph 5(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.

5(iii). Where the permitted price given by Paragraph 5(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.

5(iv). (1) Sub-paragraph 5(iv)(2) below applies where the permitted price given by Paragraph 5(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**

None

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

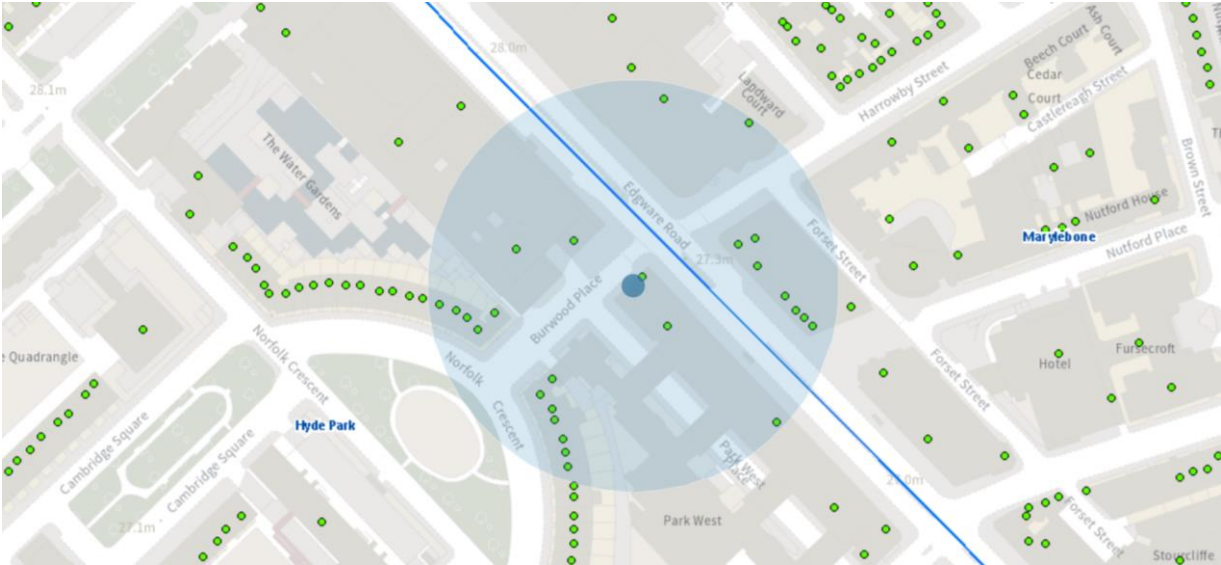
6. A warning shall be displayed on the digital platform on which an order is placed informing customers that they must be aged 18 or over to make a purchase of alcohol and notifying customers that the rider will carry out age verification on delivery. The customer will be required to declare that he or she is 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.

7. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
8. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number and/or is to be made available to residents and businesses in the vicinity.
9. Save for delivery drivers/riders, no persons shall be permitted on the premises at anytime.
10. All sales of alcohol for consumption off the premises shall be in sealed containers only.
11. 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.
12. The premises Licence Holder shall ensure that riders/drivers will be instructed not to loiter in the vicinity of residential premises.
13. The premises Licence Holder shall ensure that riders/drivers will not be permitted to congregate in the immediate vicinity of the premises.
14. The premises Licence Holder shall ensure that riders/drivers will not be permitted to smoke in the immediate vicinity of the premises.
15. No deliveries to the premises shall take place between 23.00 and 08.00 hours on the following day.
16. Deliveries shall only be made to a bonafide residential or business addresses.
17. Delivery drivers/riders shall wait inside the premises between deliveries/ for deliveries.
18. Delivery drivers/riders shall be given clear written instructions to use their vehicles in a responsible manner so as not to cause a nuisance to any residents or generally outside of the licenced premises.
19. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
20. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.
21. 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.
22. 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.

**Conditions proposed by the Metropolitan Police Service**

None





Resident count: 295

**Licensed premises within 75 metres of Unit B1108, Safe Store Self Storage, 2 Burwood Place, London, W2 2HN**

<b>Licence Number</b>	<b>Trading Name</b>	<b>Address</b>	<b>Premises Type</b>	<b>Time Period</b>
15/04997/LIPN	Safa Restaurant	Forset Court 22-23 Nutford Place London W1H 5YQ	Restaurant	Sunday; 12:00 - 01:30   Monday to Saturday; 10:00 - 01:30
06/12888/WCCMAP	Mahal Restaurant	138 Edgware Road London W2 2DZ	Restaurant	Sunday; 12:00 - 00:00   Monday to Saturday; 10:00 - 00:30
21/05255/LIDPSR	Old English Gentleman Pub/Al Arez Express Grill & Bar	132 Edgware Road London W2 2DZ	Public house or pub restaurant	Sunday; 12:00 - 23:00   Monday to Thursday; 10:00 - 23:30   Friday to Saturday; 10:00 - 00:00
20/02574/LIPV	The Coffee Shop	150 - 162 Edgware Road London W2 2DT	Large Casino	Monday to Sunday; 00:00 - 00:00
20/02611/LIPV	Grosvenor Victoria Casino	150 - 162 Edgware Road London W2 2DT	Casino or gambling club	Monday to Sunday; 00:00 - 00:00
20/02616/LIPV	The Poker Room	Second Floor 150 Edgware Road London W2 2DT	Casino or gambling club	Monday to Sunday; 00:00 - 00:00