



City of Westminster

# Licensing Sub-Committee Report

Item No:

Date:

Licensing Ref No:

Title of Report:

Report of:

Wards involved:

Policy context:

Financial summary:

Report Author:

Contact details

19 January 2023

22/10585/LIPN - New Premises Licence

39 Drury Lane  
London  
WC2B 5RR

Director of Public Protection and Licensing

St James's

City of Westminster Statement of Licensing Policy

None

Kevin Jackaman  
Senior Licensing Officer

Telephone: 0207 641 6500  
Email: [kjackaman@westminster.gov.uk](mailto:kjackaman@westminster.gov.uk)

<b>1.</b>	<b>Application</b>		
<b>1-A</b>	<b>Applicant and premises</b>		
<b>Application Type:</b>	New Premises Licence, Licensing Act 2003		
<b>Application received date:</b>	3 November 2022		
<b>Applicant:</b>	Club Soda Limited		
<b>Premises address:</b>	39 Drury Lane London WC2B 5RR	<b>Ward:</b>	St James's
		<b>Cumulative Impact Area:</b>	None
		<b>Special Consideration Zone:</b>	East Covent Garden
<b>Premises description:</b>	<p>According to the application form the premises will trade as a high street shop selling low and no alcohol drinks. The majority of products sold will be alcohol-free (0.5% ABV and under) but we will have a small selection (no more than 10% of our range) of lower ABV drinks too, e.g. beers under 3%, wines under 8% and spirits where the ABV of the final drink when mixed with a mixer will be significantly lower than standard cocktails.</p>		
<b>Premises licence history:</b>	This is a new premises licence application and no premises history exists.		
<b>Applicant submissions:</b>	<p>A major part of our plan for the premises will be educating both consumers and professionals about low and no alcohol drinks. Club Soda has been operating since 2015, supporting people to reduce their harmful alcohol use, educating and informing both consumers and trade about low/no alcohol drinks, and organising the Mindful Drinking Festivals. Last winter we had a pop-up shop on Great Portland Street for three months, where we tested our shop idea.</p> <p>This shop will be a permanent location and gives us a great venue to become the mindful drinking hub for all of London and the UK. There are no other alcohol-free shops in the UK, and we see this is a serious gap.</p> <p>The premises will have space not only for retail sales on the ground floor, but also a small amount of seating for customers to sit down and enjoy low and alcohol-free drinks, as well as a separate basement area for training events, such as cocktail making masterclasses and small trade events.</p> <p>Club Soda is a Certified B Corporation social business, aiming for a positive impact on society and the environment. Our articles of association requires that "Directors must act in a manner that will in the opinion of the directors ensure that the Company contributes to a world in which people drink mindfully and live well."</p> <p>We have worked with central and local government to promote</p>		

	public health and encourage licensed venues to stock more low and no alcohol drinks. We see our shop as a great venue to continue this work with Westminster Council and local licensed venues.  <b>Further supporting documents from applicant appear at appendix 2</b>
<b>Applicant amendments:</b>	The applicant has agreed conditions which appear at appendix 4

<b>1-B</b>	<b>Proposed licensable activities and hours</b>						
<b>Sale by retail of alcohol</b>					<b>On or off sales or both:</b>		Both
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	10:00	10:00	10:00	10:00	10:00	10:00	10:00
<b>End:</b>	23:00	23:00	23:00	23:00	23:00	23:00	22:00
<b>Seasonal variations/ Non-standard timings:</b>			None				

<b>Hours premises are open to the public</b>							
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	10:00	10:00	10:00	10:00	10:00	10:00	10:00
<b>End:</b>	23:00	23:00	23:00	23:00	23:00	23:00	22:00
<b>Seasonal variations/ Non-standard timings:</b>			None				
<b>Adult Entertainment:</b>							

<b>2.</b>	<b>Representations</b>
<b>2-A</b>	<b>Responsible Authorities</b>
<b>Responsible Authority:</b>	Environmental Health
<b>Representative:</b>	Ayesha Bolton
<b>Received:</b>	01 December 2023

I refer to the application for a new Premises Licence for the above premises.

The applicant has submitted floor plans of the premises.

This representation is based on the plans and operating schedule submitted.

The applicant is seeking the following:

1. To provide for the Supply of Alcohol both 'On' and 'Off' the premises from Monday to Saturday 10.00 to 23.00 and Sunday 11.00 to 22.00 hours.

I wish to make the following representation:

1. The hours requested for the Supply of Alcohol will have the likely effect of causing an increase in Public Nuisance within the area and may impact on Public Safety.

The granting of the application as presented would have the likely effect of causing an increase

in Public Nuisance and impact on Public Safety within the area.

The applicant has provided additional information within the application which is being assessed. Additional conditions will be proposed by Environmental Health to address the licensing objectives.

## 2-B Other Persons

**Name:** Mr David Kaner

**Address and/or Residents Association:** 42 Earlham Street  
London  
WC2H 9LA

**Received:** 16 November 2022

This is an application for the sale of alcohol both for on and off sales. It appears that the ground floor will be used for off-sales in sealed containers and the basement for both off-sales and on-sales. All of drinks will be low or no alcohol.

The CGCA does not have an objection to the activities as described but there are no conditions proposed which require the premises to operate in this way. If the application was granted as applied for then the premises could operate as a stand up bar selling all forms of alcohol until 23:00.

We therefore OBJECT to the application because of the impact on Public Nuisance and Crime and Disorder.

We would be content with the application if the following conditions were added

- Products containing alcohol will form no more than 20% of sales at the premises
- Products of more than 10% ABV will be no more than 5% of sales at the premises
- The sale of alcohol is ancillary to the primary use of the premises as a place to educate and inform consumers and professionals regarding low/no alcohol drinks.
- No deliveries to the premises shall take place between 20:00 and 08.00 on the following day [MC65]
- All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times. [MC34]
- No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 20:00 hours and 08:00 hours on the following day. [MC35].

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

**Following agreement of the conditions proposed above, the Interested party withdrew their representation on 10 January 2023**

**Name:** Ms Pam Smith

**Address and/or Residents Association:** Flat 3  
80 Long Acre  
London  
WC2E 9NG

**Received:** 28 November 2022

I live in Long Acre, just round the corner from 39 Drury Lane. I have no overall objection to this application but think the finishing time should be slightly earlier eg 10.30pm to allow for the dispersal of those using the premises without causing disturbance to the local residents.

<b>Name:</b>	Ms Karen Nicholson
<b>Address and/or Residents Association:</b>	Flat 14 17 Broad Court London WC2B 5QN
<b>Received:</b>	09 November 2022
<p>I welcome this Alcohol Free/Low Alcohol addition to Covent Garden. This neighbourhood suffers from awful public drunkenness (and its attendant noise, littering and vandalism) especially on Thursday-Saturday nights. Any new business that aims to promote mindful drinking is an improvement.</p> <p>I believe Club Soda will be a great addition to the neighbourhood - its shop on Great Portland Street was very smart. I also like that it is a business that appeals to women, as so many of the pubs here are very male.</p>	

<b>3.</b>	<b>Policy &amp; Guidance</b>
The following policies within the City Of Westminster Statement of Licensing Policy apply:	
<b>Policy SCZ1 applies</b>	<p>A. In addition to meeting the other policies within this statement, applications within a designated Special Consideration Zone should demonstrate that they have taken account of the issues particular to the Zone, in question as identified within the 2020 Cumulative Impact Assessment, and should set out any proposed mitigation measures in relation to those issues within their operating schedule.</p> <p>B. For the purpose of Clause A, the designated Special Consideration Zones are:</p> <ul style="list-style-type: none"> <li>• West End Buffer.</li> <li>• Queensway/Bayswater.</li> <li>• Edgware Road.</li> <li>• East Covent Garden.</li> <li>• Mayfair.</li> <li>• Victoria.</li> </ul>
<b>Policy HRS1 applies</b>	<p>A. Applications within the core hours set out below in this policy will generally be granted for the relevant premises uses, subject to not being contrary to other policies in the Statement of Licensing Policy.</p> <p>B. Applications for hours outside the core hours set out in Clause C will be considered on their merits, subject to other relevant policies, and with particular regard to the following:</p> <ol style="list-style-type: none"> <li>1. The demonstration of compliance in the requirements of policies CD1, PS1, PN1 and CH1 associated with the likelihood of the effect of the grant of a licence for later or earlier hours on crime and disorder, public safety, public nuisance and the protection of children from harm.</li> <li>2. If the application is located within a Special Consideration Zone they have demonstrated that they have taken account of the issues identified in that area and provided adequate mitigation.</li> <li>3. Whether there is residential accommodation in the proximity of the premises that would likely be adversely affected by premises being open or carrying out operations at the hours proposed.</li> <li>4. The proposed hours of the licensable activities and when customers will be permitted to remain on the premises.</li> <li>5. The proposed hours when any music, including incidental music,</li> </ol>

	<p>will be played.</p> <p>6. The hours when customers will be allowed to take food or drink outside the premises or be within open areas which form part of the premises.</p> <p>7. The existing hours of licensable activities and the past operation of the premises (if any) and hours of licensable premises in the vicinity.</p> <p>8. Whether customers and staff have adequate access to public transport when arriving at and leaving the premises, especially at night.</p> <p>9. The capacity of the premises.</p> <p>10. The type of use, recognising that some venues are more likely to impact the licensing objectives than others; for example, pubs and bars are higher risk than theatres, cinemas and other cultural and sporting venues due to the nature of the operation</p> <p>11. The Licensing Authority will take into account the active measures proposed for a 'winding down' period including arrangements for people to be collected from the premises to travel home safely.</p> <p>12. Conditions on hours may be attached that require that the supply of alcohol for consumption on the premises ceases a suitable period of time before customers are required to leave the premises.</p> <p>13. The council, acting as the Licensing Authority, may reduce hours if, after review, it is necessary to impose conditions specifying shorter hours in order to promote the licensing objectives.</p> <p>14. Specific days for non-standard hours should be identified and justified as part of the application to allow responsible authorities and interested parties to evaluate the impact that these licensable activities may have, and to plan accordingly. The consideration of applications for later hours for Bank Holiday Mondays will take into account that later hours are generally granted for preceding Sundays and that the next day is a working day. Non-specific days are expected to be covered by Temporary Event Notices or variation applications</p>
<p><b>Policy SHP1 (A) applies</b></p>	<p>A. Applications for a shop 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 operation of any delivery services for alcohol meeting the council's Ancillary Alcohol and/or Late night Refreshment Delivery Service Policy DEL1.</li> <li>4. The applicant having taken account of the Special Consideration Zone Policy SCZ1 if the premises are located within a designated zone.</li> <li>5. The application and operation of the venue meeting the definition of a shop in Clause C.</li> </ol> <p>C. For the purposes of this policy:</p> <ol style="list-style-type: none"> <li>1. A shop is defined as a stall, vehicle, vessel, temporary structure, building or part of a stall, vehicle, vessel, temporary structure or building where the primary activity is the sale of goods or services to customers upon payment.</li> <li>2. The licensable activities for the sale of alcohol for consumption on the premises, regulated entertainment and/or late night refreshment must be ancillary to the primary use of the premises as a shop.</li> <li>3. The licensable activity of the sale of alcohol for consumption off the premises must be an ancillary function to the primary use of the</li> </ol>

	premises unless that primary use is to sell alcohol for consumption off the premises, e.g. a traditional off licence.
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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.

<b>5.</b>	<b>Appendices</b>
<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

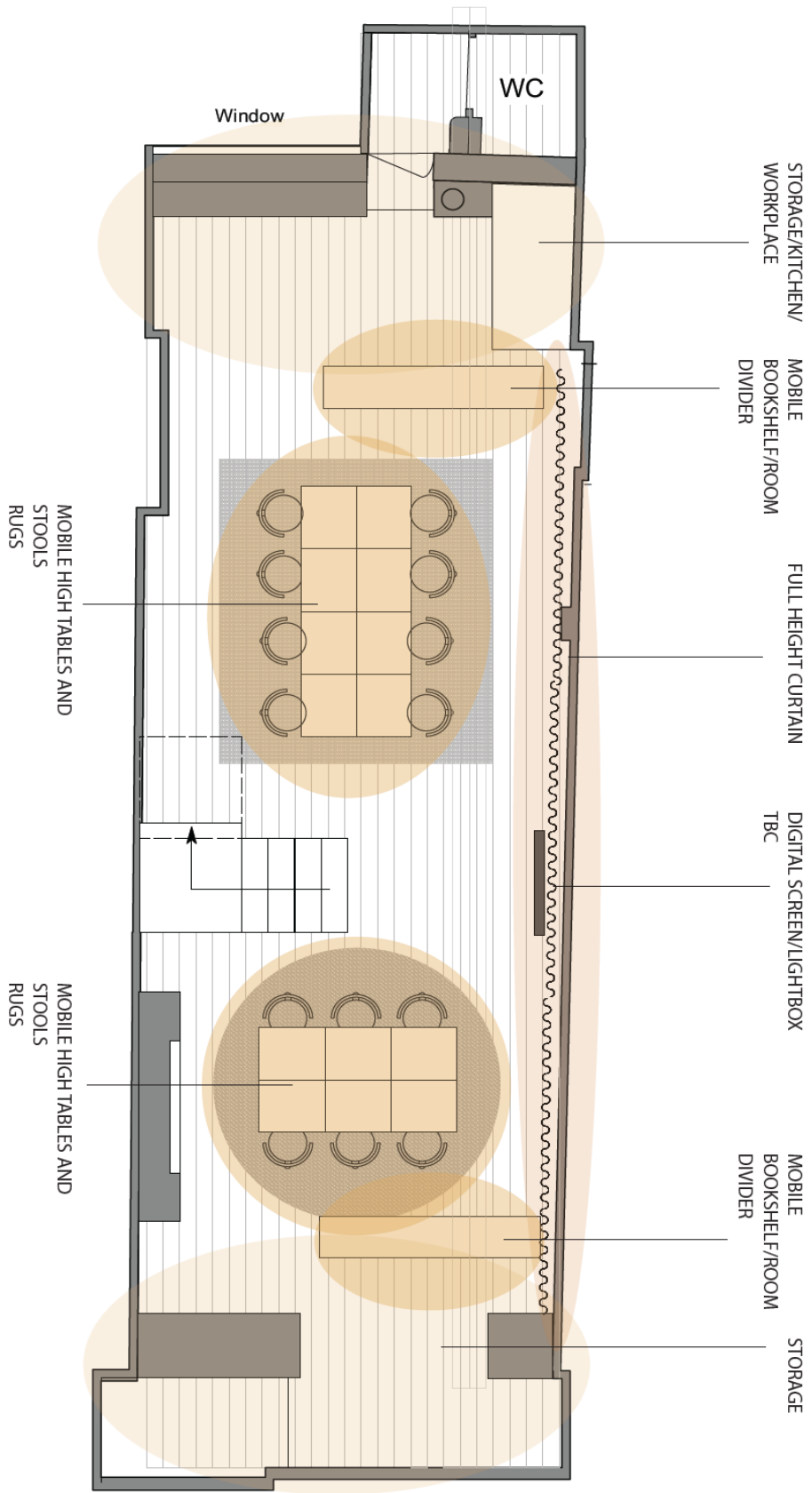
<b>Report author:</b>	Kevin Jackaman
<b>Contact:</b>	Telephone: 020 7641 1095 Email: kjackaman@westminster.gov.uk

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

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

<b>1</b>	Licensing Act 2003	N/A
<b>2</b>	City of Westminster Statement of Licensing Policy	7 <sup>th</sup> January 2021
<b>3</b>	Amended Guidance issued under section 182 of the Licensing Act 2003	April 2018
<b>4</b>	Environmental Heath representation	01 December 2022
<b>5</b>	Interested Party representation (1)	16 November 2022
<b>6</b>	Interested Party representation (2)	28 November 2022
<b>7</b>	Interested Party representation (3)	09 November 2022

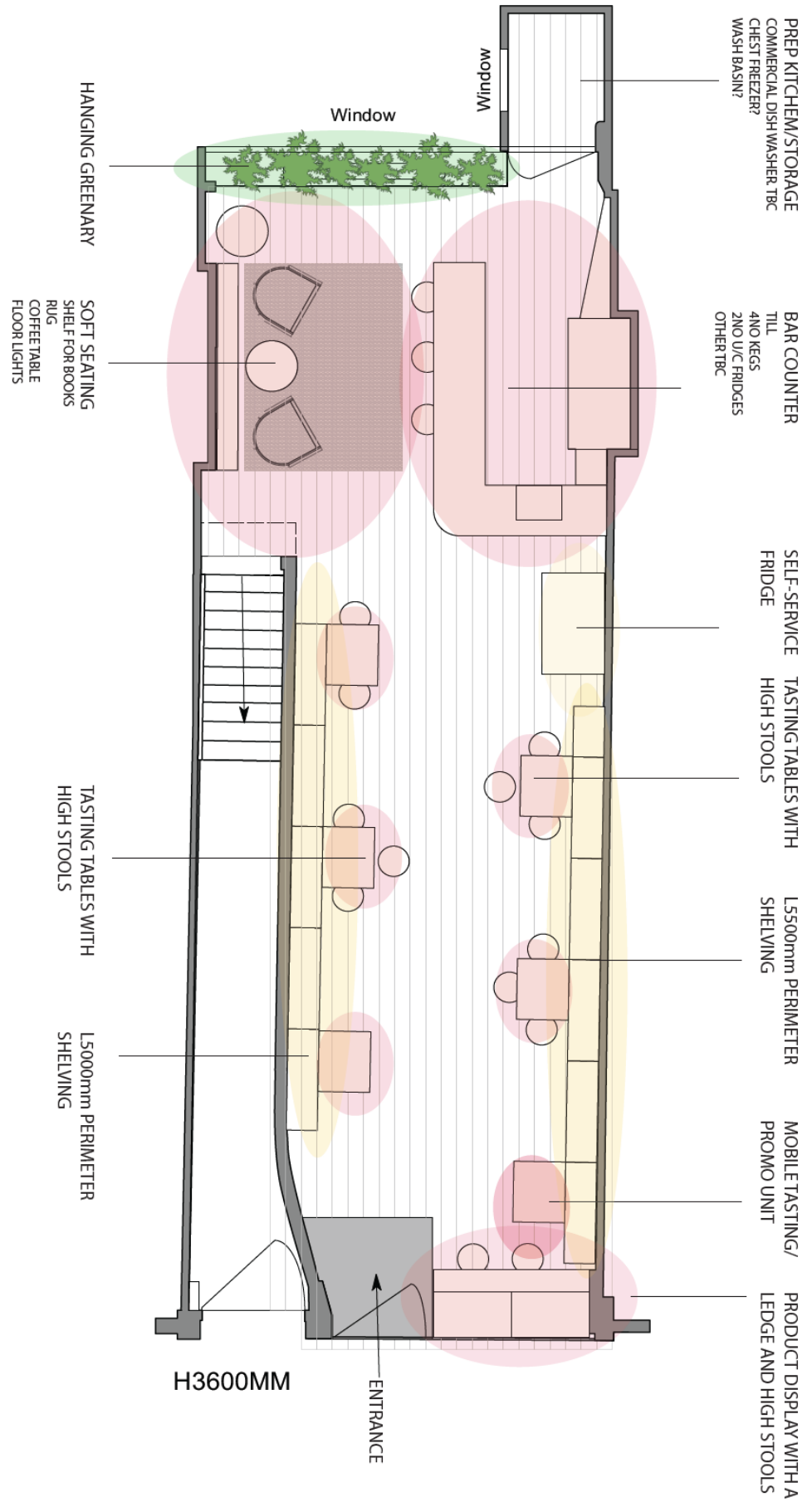
PROPOSED GA LAYOUT BASEMENT



H2330MM

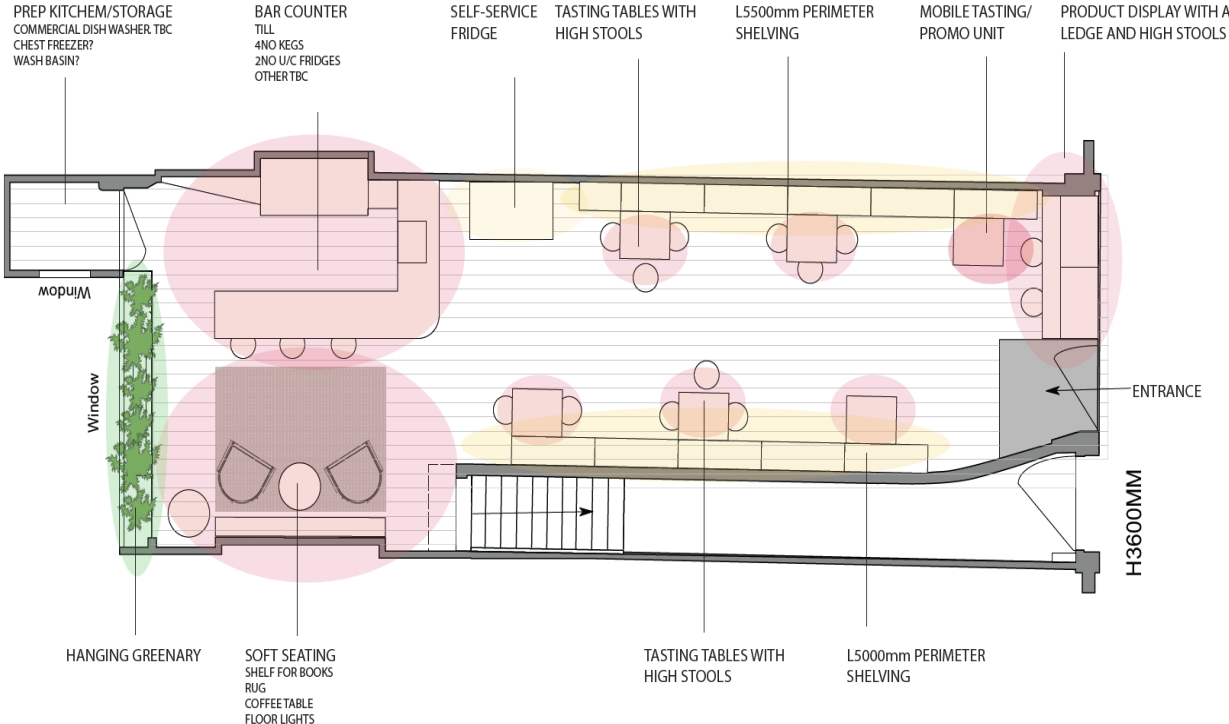


# PROPOSED GA LAYOUT GROUND FLOOR

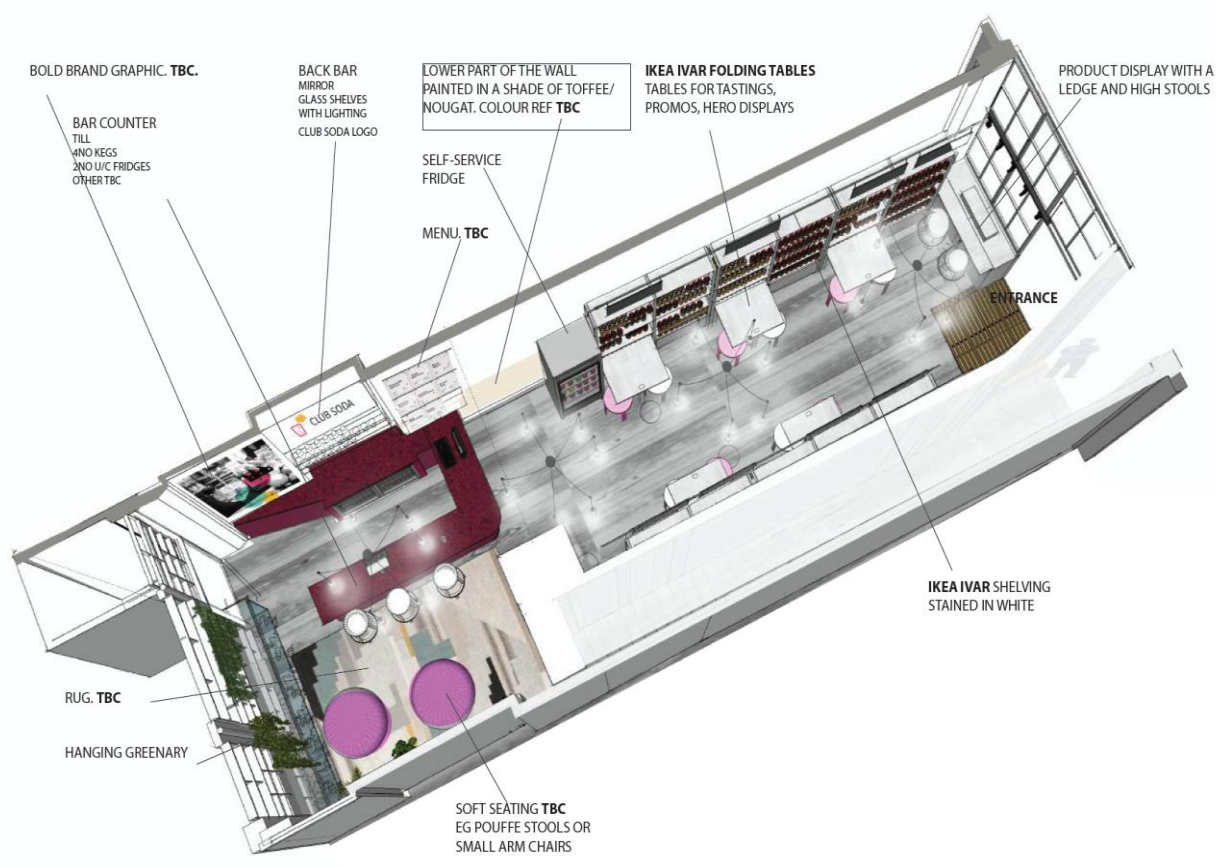




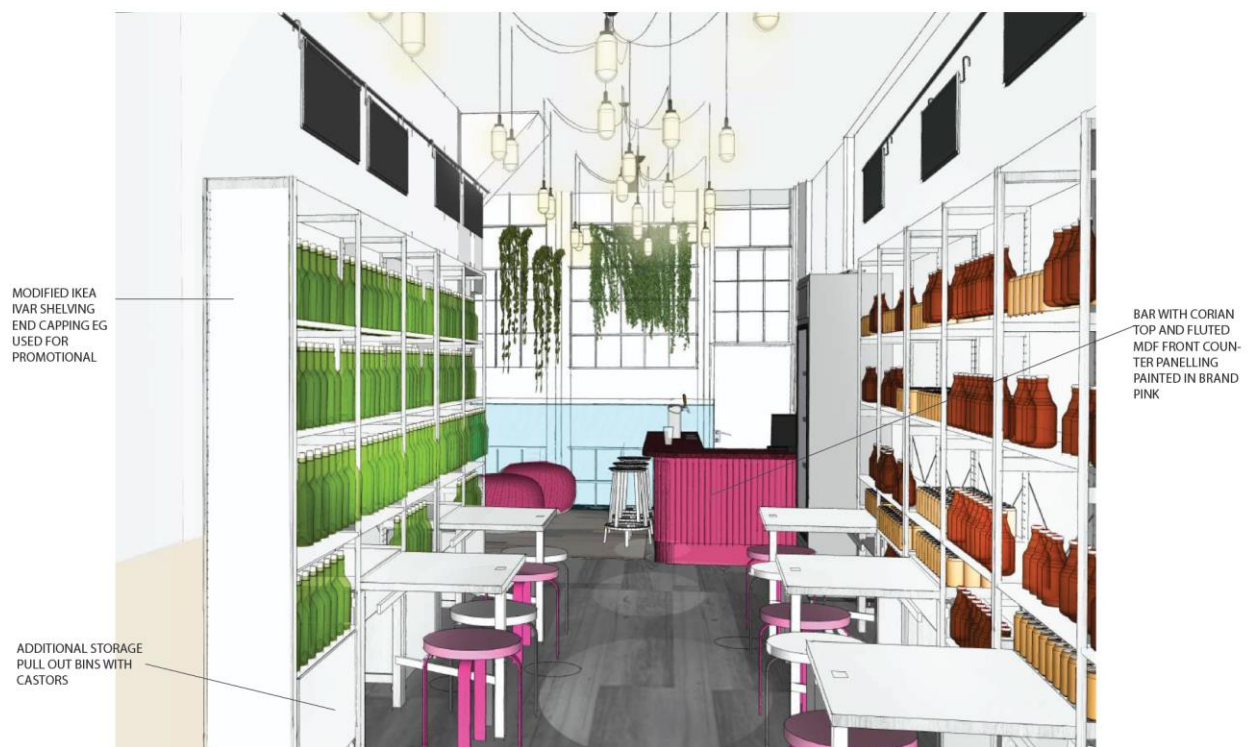
**PROPOSED GA LAYOUT GROUND FLOOR**



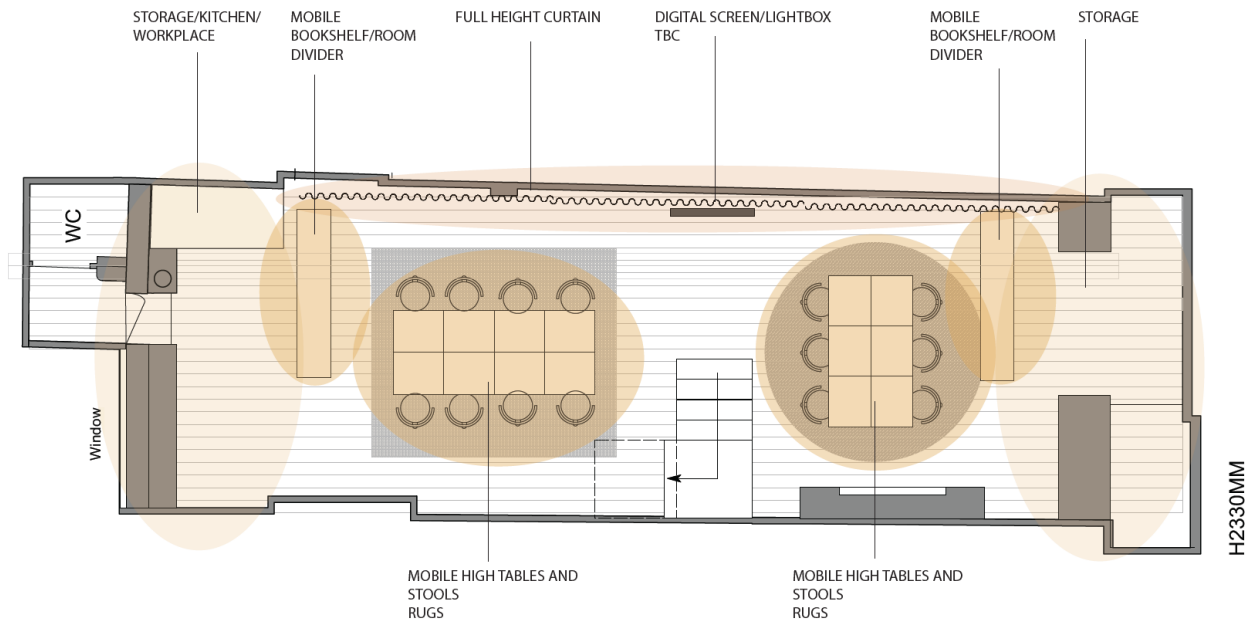
GROUND FLOOR OPTION 2 AXO RIGHT HAND SIDE



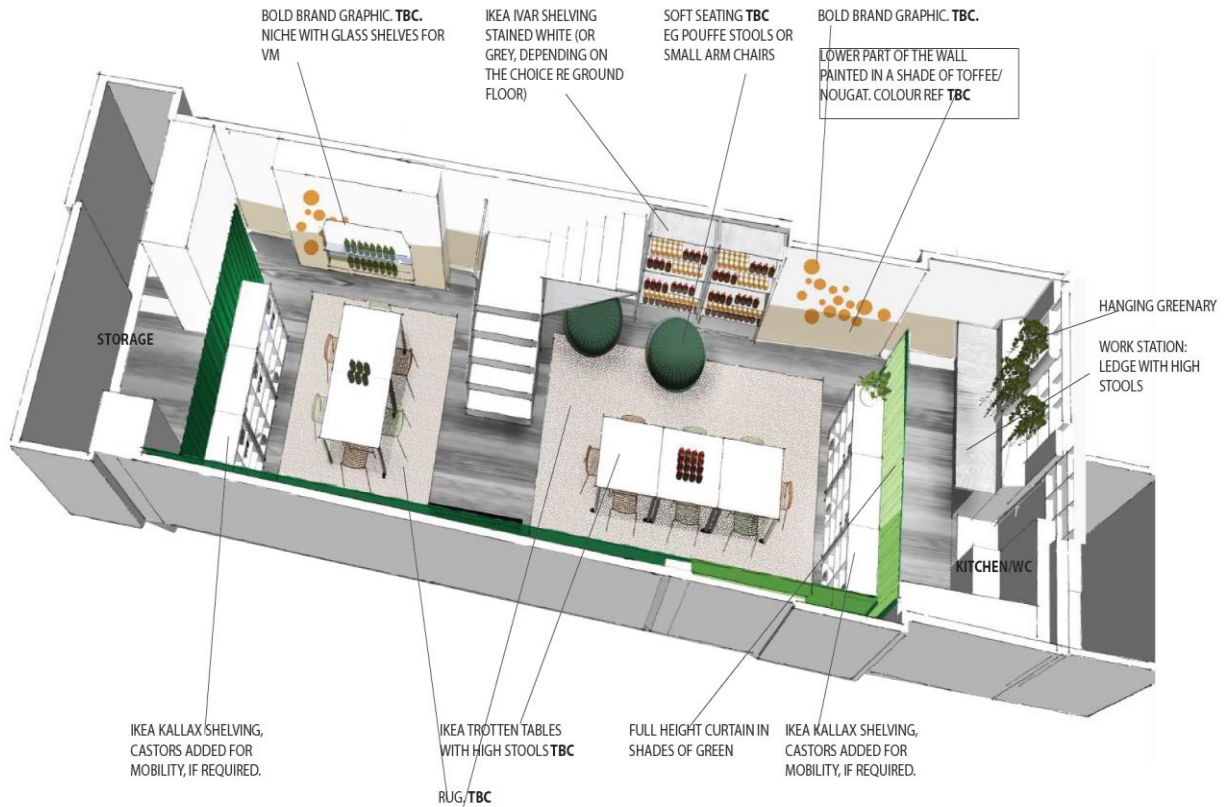
GROUND FLOOR OPTION 2 VIEW FROM THE THRESHOLD



## PROPOSED GA LAYOUT BASEMENT



## BASEMENT AXO





BASEMENT VIEW TOWARDS THE KITCHEN





## What is Club Soda

Club Soda is a social impact business, established since 2015. We are a Certified B Corporation, which means we are committed to social and environmental good, and have a mission lock in our memorandum and articles of association '*to help people drink more mindfully and live well*'. Our creation was supported by Bethnal Green Ventures which is a tech for good accelerator programme.

Since 2015 we have worked tirelessly to help people reduce the amount they drink, whether that is to cut down, stop for a bit or quit. Here are some of our highlights:

- Over 16,000 people have undertaken our online [behaviour change courses](https://change.joinclubsoda.com) (https://change.joinclubsoda.com). Our courses were developed with support from the Wellcome Trust, and we are the winner of the Carnegie Trust's Enabling State Awards, Nesta's New Radicals, and we are a Nesta Good Help Ambassador project. An independent evaluation of our courses' impact is currently being undertaken by Professor Dan Frings and his team at London South Bank University.
- We provide a course on changing drinking free to those in the hospitality sector and drinks industry. This is funded by the charity The Drinks Trust.
- We have run 10 mindful drinking festivals in the UK (and two global online ones during covid) helping people to discover low and alcohol-free drinks to switch to. The biggest were two-day events in 2019 and 2020 at the Truman Brewery, with previous events held at Spitalfields Market and Bermondsey Square.
- We undertook research for Hackney Council in 2015 on how to make pubs more friendly to their non-drinking customers. This led to us working with Hackney and the City of London through their Night Time Economy Levy to build an online guide to the best venues for mindful drinkers - helping us advocate for greater diversity in the Night Time Economy.
- We work with local authorities across the country speaking at events and advising on working with licenced venues.
- We work with universities with activations to help normalise asking for an alcohol-free drink in social settings.

## Our pop-up shop in 2022

In December 2021, we opened a pop-up “alcohol-free off-licence” in Westminster on Great Portland Street. We did not have low alcohol in this space as it was designed as a temporary fixture. Over the 3 months of the pop-up, we held workshops and masterclasses for the on-trade and consumers, including cocktail masterclasses, events for sommeliers, and beer tuition from some of the country’s top experts. The space was such a success that we decided to open a permanent venue. The City of Westminster business team and local Business Improvement Districts supported our search for a location.

You can read [our pop-up impact report here](https://clubsoda.me/offy-impact) (https://clubsoda.me/offy-impact).

You can also read an [academic study about the impact of the shop here](https://arrow.tudublin.ie/ejfds/vol2/iss1/3/) (https://arrow.tudublin.ie/ejfds/vol2/iss1/3/).

### What is the Club Soda Tasting Room

The space has been designed to build on our learnings from the pop-up. In this space we are currently running for consumers:

- Sampling and sales of alcohol-free drinks. We have over 60 brands and people can try drinks before they buy.
- A bar with 5 permanent and 14 pop-up covers - open until 10pm on a Thursday, Friday, and Saturday.
- Masterclasses and drinks discovery workshops such as Sustainable Cocktails, Alcohol-free wine flights
- A regular change intensive workshop aimed to help people to change their drinking habits
- Alcohol-Free LGBTQI+ night on the first Thursday of the month
- Hosting men’s mental health group Talk Club
- Alcohol-free events for sober communities like Dryy, Sober Club, Sober Dave etc.
- You can see a sample of our January events attached.

This January we are also running an alcohol-free cocktail trail with cocktail bars in the West End to encourage more people to visit the West End in January - without alcohol. You can see more details here.

<https://joinclubsoda.com/event/club-soda-cocktail-trail/>

A key part of our mission is to educate the trade to diversify their offer and stock more low and no alcohol choices, so consumers can easily visit the pub and not drink or to moderate their drinking. This includes:

- Pub, bar and restaurant focused workshops
- Drinks menu consultation for venues
- Sampling sessions for bar teams to try the range of low/no alcohol products
- Hosting events for on-trade mental health and wellness groups, such as So Lets Talk and Healthy Hospo.

## Why are we applying for a license?

Mindful drinking is not just about what you drink when you are not drinking alcohol. It is also, for many people, about what you choose to drink if you are drinking alcohol.

The largest number of customers in our Tasting Room would identify as moderate drinkers (and in fact they are the largest market for alcohol-free products in the country).

As well as switching to alcohol-free, we encourage people to reduce the alcohol content of their drinks when they are drinking alcohol.

We also train venues to make lower ABV cocktails, and promote the benefits of serving lower strength beer on tap.

We want a license to sell a small number of lower ABV products, to allow us to showcase new products available for both consumers and venues. Below we will show you an example of what we are likely to stock, and how this would make our bar menu look.

**Most importantly, low alcohol drinks will take up less than 1/20th (c. 4%) of the shelf space we have dedicated to drinks. [see attached image]**

**It is likely to only account for 3 serves on our drinking in menu of over 36 options.**

This license will also allow us to run workshops with the on-trade to show them how to make lower strength cocktails.

## What is lower alcohol?

Once you get above 0.5%, there are no standard definitions of what is considered low alcohol, and interpretations can depend on the category of drink.



However, we have an agreement with our landlords, the Mercer's Company, on what 'lower' means in our lease. Namely: beers under 3%, wines under 8%, and spirits where the ABV of the final drink when mixed with a mixer will be significantly lower than standard cocktails.

We want to avoid setting a precedent for 39 Drury Lane to be a general licensed premise in the future. Hence, we want to reflect this lower alcohol approach in our licensing application, as we have in our lease.

You can see in the appendix the types of products we want to stock and serve.

## **Working with Westminster**

We would very much welcome the opportunity to work closer with Westminster Council to help you achieve your licensing objectives and to support the night time economy. Research by The Heart of London has shown that visitors to the West End are looking for more activity in the area that is less alcohol-led, and we intend to fill that gap (the signs are good so far!).

In addition, we have plans for the rest of the year to work with local venues on menu development, training, and visitor trails. We can also give all staff working in the hospitality sector in Westminster free access to two courses:

### **Create a mindful drinking venue**

Make your venue inclusive for drinkers and non-drinkers alike. Courses for staff and managers.

<https://clubsoda.me/MDVenues>

### **Help to drink more mindfully**

30 days in-depth learning, tools and community support, free for drinks industry professionals.

[clubsoda.me/drinkstrust](https://clubsoda.me/drinkstrust)

## **The conditions proposed at this meeting**

We have 14 covers on the main floor, and occasionally extend to the tables in the basement. So our covers for sitdown drinks and cocktails classes and training are up to 28 people. Very occasionally we run an event with up to 60 people. Events we have had to date with those numbers have been finished by 8pm (people don't stay out so late if they are not drinking alcohol!)

**We can implement these conditions without any issues:**

1. The sale of alcohol shall be ancillary to the primary use of the premises as a place to educate and inform consumers and professionals regarding low/no alcohol drinks.
2. The number of persons permitted in the premises at any one-time (excluding staff) shall not exceed 70 persons.
5. All sales of alcohol for consumption off the premises shall be in sealed containers only, and shall not be consumed on the premises.
6. A Challenge 21 or 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 license, passport or proof of age card with the PASS Hologram.
7. All tills shall automatically prompt staff to ask for age verification identification when presented with an alcohol sale.
9. No more than 10% of the sales area shall be used at any one time for the sale, exposure for sale, or display of alcohol.
11. 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.
12. 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.
13. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
14. 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.
15. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.

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 deliveries to the premises shall take place between 23.00 and 08.00 on the following day.

18. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.

**We will have problems meeting these conditions:**

3. 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. (e) Viewing of recordings shall be made available immediately upon the request of Police or authorised officers throughout the entire 31-day period.

*We are likely to only have 3 or 4 drinks on our entire menu that have an ABV content above 0.5%. Based on our lease and our policy - mixed drinks will not be able to be served any higher an abv than 1.8%, beer no higher than 3%. As the overwhelming aim of the venue is drinking mindfully, we feel that if people were to want to drink excessively, there are countless far better places in the surrounding area for them to do this. It would be highly unlikely for anyone to be able to become drunk in our premises, as it would also take them a lot longer to get intoxicated, we are also not open late.*

*As a small business operating on very small margins, the cost of the CCTV and the planning permission required would outweigh the benefits of us having those items on the menu. If the council insists on this condition then we would request to amend our license to be off-sales and training purposes only, and we would not serve any product above 0.5% ABV at the bar.*

4. 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 authorized council officer copies of recent

CCTV images or data with the absolute minimum of delay when requested.

*As above*

8. No super-strength beer, lagers, ciders or spirit mixtures of 5.5% ABV (alcohol by volume) or above shall be sold at the premises, except for premium beers and ciders supplied in glass bottles and cans.

*Can we confirm what you mean by spirit mixtures? Do you mean ready to drink premixed cans? If this is the case that is fine. If you mean no bottles of low strength spirits then we would ask you to review the information you above about what we want to sell and allow us to stock a few lower strength spirits.*

10. There shall be no self-selection of spirits on the premises, save for spirit mixtures less than 5.5% ABV

*By not being able to place the low products together – the beers, wine and spirits we lose the educational advantage of showing the consumer that there are now options for them to reduce the amount they drink. In behaviour change terms we feel this would be an own goal.*

## **The implications of not granting this license**

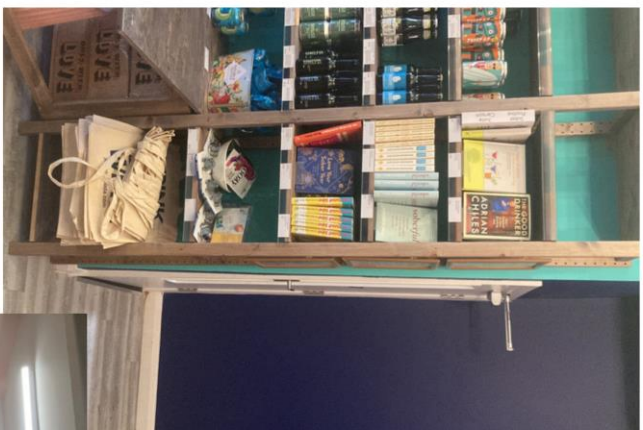
We would be unable to undertake on-trade training with pubs, bars and restaurants to educate them about lower alcohol products and cocktails they could add onto their menu.

We would be unable to educate the ‘moderating’ consumer about reduced strength drink options for days when they may be drinking but don’t want to drink too much.





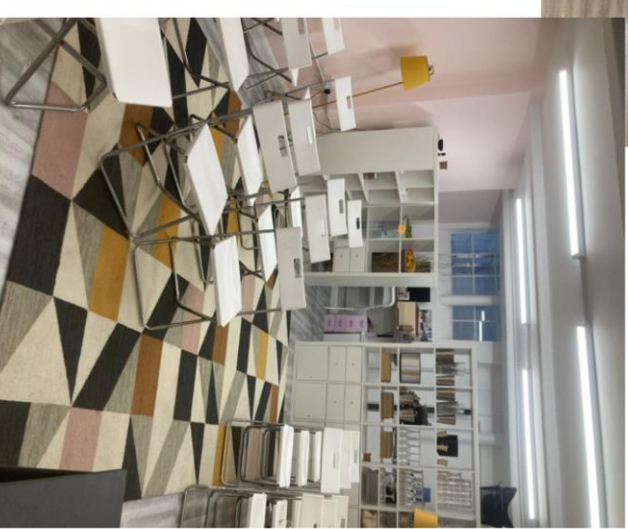
We have 10 shelf units (80cm wide) on the shop floor and a display fridge with alcohol-free drinks for sale. A half width shelf unit (40cm) will have low alcohol drinks on it.



**Our speakasy**  
Mainly used for workshops and training. We can take 14 people her for cocktails or drinks.



We have 5 seats at our bar and then the tables (pictured above) flip up to provide seating when we have more people than this. So about 18 people



# Some of the products we would like to stock



1.2%



Once mixed with tonic this product comes in at 1.7% compared to 5.7% for a normal single G&T



Once mixed with tonic this product comes in at 1.8% compared to 5.7% for a normal single G&T



Once mixed with tonic this product comes in at 0.6% This is a 20cl bottle that retails

at £24.99



Once mixed with tonic this product comes in at 0.6% This is a 20cl bottle that retails at

£24.99



Technically we don't need a licence for water kefir as it is designated a soft drink. But it is 1.2% abv.



# WHAT'S ON IN CLUB SODA

See all our  
weekly online  
workshops on  
our website

Get your tickets now at [joinclubsoda.com/events](https://joinclubsoda.com/events)



## Club Soda West End Cocktail Trail

The alcohol-free Cocktail Trail sees 20 Covent Garden and Soho restaurants and bars serving up a series of enticing cocktails. First stop is here ...  
1st - 31st January

Online



## How to cope when you're craving a drink

Join Club Soda's Dru Jaeger for a deep dive look into cravings.

4th Jan, 8pm - 9pm, £5



## Alcohol-free gin flight

Curated and led by our in-house mindful drinking experts, our flights are designed to give you the best possible experience.

8th Jan, 1pm - 2pm, £10  
Ticket redeemable against a purchase.



## Alcohol-free beer flight

This flight gives you some ideas to start your alcohol-free beer adventure, whether you're looking for hoppy, malty or light & refreshing.

10th Jan, 12.30 - 1.30pm, £10  
Ticket redeemable against a purchase



## Mood enhancers flight

Mood-enhancing drinks can complement your alcohol-free drinking experience.

13th Jan, 6-7pm, £10  
ticket redeemable against a purchase



## Club Soda Change Intensive

Want to cut down, take a break or stop drinking? Need a kickstart change? Then the Club Soda Change Intensive is for you.

14th Jan, 10am - 4pm, £120



## Sustainable cocktails with Bird at the Bar

An evening of tasting, making and learning about making sustainable alcohol-free cocktails at home.

18th Jan, 7-9, £60



## Alcohol-free rum flight

Whether you like your rum dark and neat, or spiced and sweet, we'll help you find your perfect serve.

19th Jan, 12.30 - 1.30pm, £10  
Ticket redeemable against a purchase.



## Queer Night @ Tasting Room

Third Thursdays are Queer Night. We're here, we're queer, and we're ready to serve you alcohol-free beer!

19th Jan, 6.30-10pm, FREE



## Discover alcohol-free wines masterclass

Discover your new favourite alcohol-free wine in this unique and immersive masterclass

20th Jan, 7-9pm, £60



## Alcohol-free whisky flight

Find your favourite flavours, or something new with those smoky, woody malty characteristics for those whisky moments.

22nd Jan, 1-2pm, £10  
Ticket redeemable against a purchase.



## AF Red Wine flight

Whether you love notes of pepperiness and burnt caramel or spicy herbs and juicy red berries we have something here for you.

24th Jan, 5-6pm, £10  
Ticket redeemable against a purchase.



## Pub Soda - London's only alcohol-free pub quiz

26th Jan, 7-9pm



## Sweet-spot Sensations with SENTIA

Immersive, interactive cocktail making masterclass, with SENTIA, leading the way in feel-good, mood-enhancing drinks.

27th Jan, 7-9pm, £45

# COCKTAILS

<b>Velvet Asily</b> Everleaf Forest, Anon Bittersweet, Pineapple, Supasawa, 1:1 Syrup, Oat Milk (vg, sulphites)	9.5
<b>Sentia Spagiato</b> SENTIA Red, Fig Infused Lyre's Italian Spritz, ALT Sparkling Rosé (vg, gf, liqueur, sulphites)*	9.5
<b>Crodino Spritz</b> Italian non-alcoholic Aperitivo (vg, gf)	7.0
<b>Marine Mimosa</b> Everleaf Marine, Clementine, Thomson & Scott Naughty Sparkling Chardonnay (vg, gf, sulphites)	8.5
<b>Sentia &amp; Sensibility</b> SENTIA, Double Dutch Bloody Mary Soda, agave (vg, gf, liqueur)*	9.0
<b>Alpenglow</b> Everleaf Mountain, ALT Sparkling Organic Rosé (vg, gf, sulphites)	9.0
<b>Everleaf Forest Spritz</b> Everleaf Forest, Double Dutch Indian Tonic (vg, gf, sulphites)	8.5
<b>Smells Like Marine Spritz</b> Everleaf Marine, Double Dutch Indian Tonic (vg, gf, sulphites)	8.5
<b>Sweet Little Lyre's</b> Lyre's Amaretto, Aquataba, Supasawa, ATB 0% Aromatic, 1:1 Syrup (vg, gf)	9.0
<b>When Life Gives You Melons</b> Caleño Light & Zesty, Watermelon, Supasawa, Agave, Mint (vg, gf)	9.0
<b>Smile Like You Mead It</b> Three Spirit Nightcap*, Bemuse Ginger & Cardamom Mead, ATB 0% Aromatic, Agave (gf)	9.5
<b>Smile Like You Mead It</b> Three Spirit Nightcap*, Bemuse Ginger & Cardamom Mead, ATB 0% Aromatic, Agave (gf)	9.5
<b>SMIDGIN &amp; DOUBLE DUTCH TONIC</b> (0.0%, gf)	8.5
<b>HAYMANS LONDON LIGHT &amp; DOUBLE DUTCH TONIC</b> (1.8%, gf)	8.5



# WINE

<b>Sparkling</b>	125ml	175ml	Btl
French Bloom Le Blanc, France 0% vg, <i>halal</i>	8.0		45
Thomson & Scott Naughty AF Sparkling, Spain Chardonnay, 0% vg, sulphites, <i>halal</i>	5.0		20
French Bloom Le Rosé, France 0% vg, <i>halal</i>	9.0		50
ALT Sparkling Organic Rosé, Spain Tempranillo, 0% vg, <i>gf</i>	5.0		20
REAL Royal Flush, Aylesbury, England Sparkling Dandelion Tea, 0%, vg	5.0		22
<b>White</b>	125ml	175ml	Btl
Oddbird Low Intervention Organic White No 1, Veneto, Italy Garganega & Vespolato, 0% vg	5.0	6.5	26
Oddbird Domaine De La Prade Chardonnay, Languedoc, France Chardonnay, 0% vg	5.0	6.5	22
Zeno White, Spain Viura, sulphites, 0.5% vg	5.0	6.5	26
<b>Rose</b>	125ml	175ml	Btl
Cognato Rosé, South Africa Sulphites, 0.5% vg	5.0	6.5	20
<b>Red</b>	125ml	175ml	Btl
Oddbird Domaine De La Prade Organic, Languedoc, France Merlot & Shiraz, 0% vg	5.0	6.5	26
Thomson & Scott Naughty, Rouge, Spain Syrah, 0% vg	5.0	6.5	22
Cognato Red, South Africa Cinsault, Cabernet Sauvignon, 0.5% vg	5.0	6.5	22

\*As SENTIA and Three Spirit are classified a 'food supplement', it is recommended you do not consume this product if you are on medication, pregnant or breastfeeding, for SENTIA do not exceed 200ml in any 24 hour period.



# BEEER & MEAD

	Pint	330ml
Lucky Saint Alcohol Free, Bavaria, Germany <i>0.5%, 0g</i>	5.5	3.0 (half)
Big Drop Co Paradiso Citra IPA, Ipswich, England <i>0.5%</i>	5.5	2.75 (half)
Big Drop Co Galactic Milk Stout, Ipswich, England <i>0.5%, 0g</i>		4.0
Big Drop Co Woodcutter Brown Ale, Ipswich, England <i>0.5%, 0g</i>		4.0
Big Drop Co Reef Point Lager, Ipswich, England <i>0.5%, 0g</i>		4.0
Big Drop Poolside DDH IPA, Ipswich, England <i>0.5%, 0g</i>		4.0
<b>Small Beer Lager, London, England</b> <i>2.1%</i>		4.0
Bennuse Hops Infused Sparkling Mead (Wild Raspberry), England <i>0.5%, 0g</i>		4.0
Bennuse Hops Infused Sparkling Mead (Ginger & Cardamom), England <i>0.5%, 0g</i>		4.0



## PERFECT SERVES

All spirits on the bar menu available as a simple serve with Double Dutch and their tonics and sodas are perfect to sip solo.

Indian Tonic Water, Skinny Tonic Water	
Cucumber & Watermelon, Soda Water	
Margarita with Chilli Soda, Pink Grapefruit Soda	
Bloody Mary Soda, Ginger Ale	
<b>2.8</b>	
Square Root Cola	4.0
Gusto Sicilian Lemon with Yuzu	4.0
Rebelious Pink Lemonade with 15mg CBD	5.0



*A fabulous  
drinks menu*

[joinclubsoda.com](https://joinclubsoda.com)  
[@joinclubsoda](https://twitter.com/joinclubsoda)

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

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

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

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

- 8(i) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
- 8(ii) For the purposes of the condition set out in paragraph 8(i) above -
- (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
- (b) "permitted price" is the price found by applying the formula -
- $$P = D + (D \times V)$$
- Where -
- (i) P is the permitted price,
- (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
- (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -
- (i) the holder of the premises licence,
- (ii) the designated premises supervisor (if any) in respect of such a licence, or
- (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
- (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
- (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.
- 8(iii). Where the permitted price given by Paragraph 8(ii)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
- 8(iv). (1) Sub-paragraph 8(iv)(2) below applies where the permitted price given by Paragraph 8(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
- (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

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

9. The sale of alcohol shall be ancillary to the primary use of the premises as a place to educate and inform consumers and professionals regarding low/no alcohol drinks.

10. The number of persons permitted in the premises at any one-time (excluding staff) shall not exceed 70 persons.
11. All sales of alcohol for consumption off the premises shall be in sealed containers only and shall not be consumed on the premises.
12. A Challenge 21 or 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.
13. All tills shall automatically prompt staff to ask for age verification identification when presented with an alcohol sale.
14. No more than 10% of the sales area shall be used at any one time for the sale, exposure for sale, or display of alcohol.
15. 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.
16. 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.
17. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
18. 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.
19. 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.

**Conditions proposed by Interested Party and agreed by the applicant so as to form part of the operating schedule**

20. Products containing alcohol will form no more than 20% of sales at the premises
21. Products of more than 10% ABV will be no more than 5% of sales at the premises
22. No deliveries to the premises shall take place between 20:00 and 08.00 on the following day

23. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times
24. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 20:00 hours and 08:00 hours on the following day.

**Conditions proposed by Environmental Health and not agreed by the applicant.**

25. 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. (e) Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31-day period.
26. 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.
27. No super-strength beer, lagers, ciders or spirit mixtures of 5.5% ABV (alcohol by volume) or above shall be sold at the premises, except for premium beers and ciders supplied in glass bottles and cans.
28. There shall be no self-selection of spirits on the premises, save for spirit mixtures less than 5.5% ABV

**Conditions proposed by the Police**

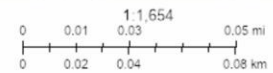
None

39 Dury Lane



11/01/2023, 12:50:38

- Property Mailing List
- Ward Labels
- Borough Boundary - Mask
- Borough Boundary - Detailed
- Ward Boundaries



Licensed premises within 75m of 39 Dury Lane, London, WC2B 5RR				
Licence Number	Trading Name	Address	Premises Type	Time Period
12/10740/LIPDPS	Lowlander Grand Cafe	36 Drury Lane London WC2B 5RR	Public house or pub restaurant	Sunday; 12:00 - 00:00   Monday to Saturday; 10:00 - 00:30
20/10520/LIPDPS	Freemasons Arms Public House	81 - 82 Long Acre London WC2E 9NG	Public house or pub restaurant	Sunday; 12:00 - 22:50   Monday to Thursday; 10:00 - 23:30   Friday to Saturday; 10:00 - 00:00



17/14798/LIPN	Not Recorded	30 - 35 Drury Lane London WC2B 5RH	Shop	Monday; 06:00 - 00:00   Tuesday; 06:00 - 00:00   Wednesday; 06:00 - 00:00   Thursday; 06:00 - 00:00   Friday; 06:00 - 00:00   Saturday; 06:00 - 00:00   Sunday; 06:00 - 00:00
21/08911/LIPN	Not Recorded	42 Drury Lane London WC2B 5RT	Not Recorded	Monday; 08:00 - 23:30   Tuesday; 08:00 - 23:30   Wednesday; 08:00 - 23:30   Thursday; 08:00 - 23:30   Friday; 08:00 - 23:30   Saturday; 08:00 - 23:30   Sunday; 10:00 - 22:30
22/03249/LIPDPS	Prince Of Wales Public House	150 - 151 Drury Lane London WC2B 5TD	Public house or pub restaurant	Sunday; 07:00 - 22:50   Monday to Thursday; 07:00 - 23:30   Friday to Saturday; 07:00 - 00:00   Sundays before Bank Holidays; 07:00 - 23:30
15/04754/LIPV	Barrafina	Basement And Ground Floor 43 Drury Lane London WC2B 5RT	Restaurant	Sunday; 12:00 - 00:00   Monday to Saturday; 10:00 - 00:30
20/11169/LIPN	Not Recorded	45 Great Queen Street London WC2B 5AA	Restaurant	Sunday; 12:00 - 00:00   Monday to Saturday; 10:00 - 00:30
18/04072/LIPVM	Margot Restaurant	45 Great Queen Street London WC2B 5AA	Restaurant	Sunday; 12:00 - 00:00   Monday to Saturday; 10:00 - 00:30

22/06163/LIPDPS	Sun Tavern	66 Long Acre London WC2E 9JD	Public house or pub restaurant	Sunday; 12:00 - 22:30   Monday to Thursday; 10:00 - 23:30   Friday to Saturday; 10:00 - 00:00   Sundays before Bank Holidays; 12:00 - 00:00
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