



City of Westminster

Licensing Sub-Committee Report

Item No:

Date:

27 April 2023

Licensing Ref No:

23/00942/LIPN - New Premises Licence

Title of Report:

Broadwick Soho
20 Broadwick Street
London
W1F 8HT

Report of:

Director of Public Protection and Licensing

Wards involved:

West End

Policy context:

City of Westminster Statement of Licensing Policy

Financial summary:

None

Report Author:

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Senior Licensing Officer

Contact details

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1.	Application		
1-A	Applicant and premises		
Application Type:	New Premises Licence, Licensing Act 2003		
Application received date:	13 February 2023		
Applicant:	Broadwick Street Holdings Limited		
Premises:	Broadwick Soho		
Premises address:	20 Broadwick Street London W1F 8HT	Ward:	West End
		Cumulative Impact Area:	West End
		Special Consideration Zone:	None
Premises description:	<p>According to the application form the premises will operate as a five-star luxury hotel. Featuring 57 rooms and suites and an exemplary ancillary food and beverage offering, the hotel endeavours to become a valued addition to the local neighbourhood.</p> <p>The Hotel will have a lobby bar and restaurant set over two floors (the ground and lower ground floors), a seventh-floor lounge bar and terrace and a dining room on the eighth floor, all open to both residents and the public. Additionally, a ground floor lounge for hotel guests will be present.</p>		
Premises licence history:	This is a new premises licence application and therefore no premises history exists.		
Applicant submissions:	<p>The application is submitted following pre-application licensing advice with Westminster's Environmental Health Consultation Team. Discussions have also taken place with local residents in respect of planning and licensing.</p> <p>As the site is located centrally within London, there are extensive local facilities and public transport services available within a short walking/cycling distance. Facilities surrounding the site include London Underground Stations, restaurants, hotels, cafes, retail stores, bus stops and car parks.</p> <p>Further written submissions have been made by the applicant which appear at Appendix 2</p>		
Applicant amendments:	The applicant has agreed 3 further conditions with the Metropolitan Police service which are set out at Appendix 6		

1-B	Proposed licensable activities and hours						
Films (Ground, Basement and 8th Floor):				Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:00	07:00	07:00	07:00	07:00	07:00	07:00
End:	00:00	00:00	00:00	00:00	00:30	00:30	00:00
Seasonal variations/ Non-standard timings:		<p>24 hours a day for Hotel guests (for rooms) From the end of permitted hours on New Year's Eve to the start of the permitted hours on New Year's Day. On the morning that Greenwich Mean Time changes to British Summer Time one hour will be added to the terminal hour of any activities where the existing terminal hour for the activities ends after 01.00.</p>					

Films (7th Floor- Flute):				Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:00	07:00	07:00	07:00	07:00	07:00	07:00
End:	00:00	00:00	00:00	01:00	01:00	01:00	00:00
Seasonal variations/ Non-standard timings:		<p>As per ground, basement and 8th floors. Sunday before a Bank Holiday 07:00 to 01:00</p>					

Live music (Ground, Basement and 8th Floor):				Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:00	07:00	07:00	07:00	07:00	07:00	07:00
End:	00:00	00:00	00:00	00:00	00:30	00:30	00:00
Seasonal variations/ Non-standard timings:		<p>From the end of permitted hours on New Year's Eve to the start of the permitted hours on New Year's Day. On the morning that Greenwich Mean Time changes to British Summer Time one hour will be added to the terminal hour of any activities where the existing terminal hour for the activities ends after 01.00.</p>					

Live music (7th Floor- Flute):				Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:00	07:00	07:00	07:00	07:00	07:00	07:00
End:	00:00	00:00	00:00	01:00	01:00	01:00	00:00
Seasonal variations/ Non-standard timings:		<p>As per ground, basement and 8th floors. Sunday before a Bank Holiday 07:00 to 01:00.</p>					

Recorded music (Ground, Basement and 8 th Floor):				Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:00	07:00	07:00	07:00	07:00	07:00	07:00
End:	00:00	00:00	00:00	00:00	00:30	00:30	00:00
Seasonal variations/ Non-standard timings:			<p>From the end of permitted hours on New Year's Eve to the start of the permitted hours on New Year's Day. On the morning that Greenwich Mean Time changes to British Summer Time one hour will be added to the terminal hour of any activities where the existing terminal hour for the activities ends after 01.00.</p>				

Recorded music (7 th Floor- Flute):				Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:00	07:00	07:00	07:00	07:00	07:00	07:00
End:	00:00	00:00	00:00	01:00	01:00	01:00	00:00
Seasonal variations/ Non-standard timings:			<p>As per ground, basement and 8th floors. Sunday before a Bank Holiday 07:00 to 01:00.</p>				

Performance of dance (8 th Floor – prebooked events):				Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:00	07:00	07:00	07:00	07:00	07:00	07:00
End:	00:00	00:00	00:00	00:00	00:30	00:30	00:00
Seasonal variations/ Non-standard timings:			<p>From the end of permitted hours on New Year's Eve to the start of the permitted hours on New Year's Day. On the morning that Greenwich Mean Time changes to British Summer Time one hour will be added to the terminal hour of any activities where the existing terminal hour for the activities ends after 01.00.</p>				

Recorded music (7 th Floor- Flute, prebooked events):				Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:00	07:00	07:00	07:00	07:00	07:00	07:00
End:	00:00	00:00	00:00	01:00	01:00	01:00	00:00
Seasonal variations/ Non-standard timings:			<p>As per ground, basement and 8th floors. Sunday before a Bank Holiday 07:00 to 01:00.</p>				

Anything of a similar description (Ground, Basement and 8th Floor):				Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:00	07:00	07:00	07:00	07:00	07:00	07:00
End:	00:00	00:00	00:00	00:00	00:30	00:30	00:00
Seasonal variations/ Non-standard timings:		<p>From the end of permitted hours on New Year's Eve to the start of the permitted hours on New Year's Day.</p> <p>On the morning that Greenwich Mean Time changes to British Summer Time one hour will be added to the terminal hour of any activities where the existing terminal hour for the activities ends after 01.00.</p>					

Anything of a similar description (7th Floor- Flute):				Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:00	07:00	07:00	07:00	07:00	07:00	07:00
End:	00:00	00:00	00:00	01:00	01:00	01:00	00:00
Seasonal variations/ Non-standard timings:		<p>As per ground, basement and 8th floors.</p> <p>Sunday before a Bank Holiday 07:00 to 01:00.</p>					

Late night refreshment (Ground, Basement and 8th Floor):				Indoors, outdoors or both			Both
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	23:00	23:00	23:00	23:00	23:00	23:00	23:00
End:	00:00	00:00	00:00	00:00	00:30	00:30	00:00
Seasonal variations/ Non-standard timings:		<p>Residents and their bona fide guests 23:00 to 05:00 Monday to Sunday.</p> <p>From the end of permitted hours on New Year's Eve to the start of the permitted hours on New Year's Day.</p> <p>On the morning that Greenwich Mean Time changes to British Summer Time one hour will be added to the terminal hour of any activities where the existing terminal hour for the activities ends after 01.00.</p>					

Late night refreshment (7th Floor- Flute):				Indoors, outdoors or both			Both
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	23:00	23:00	23:00	23:00	23:00	23:00	23:00
End:	00:00	00:00	00:00	01:00	01:00	01:00	00:00
Seasonal variations/ Non-standard timings:		<p>As per ground, basement and 8th floors.</p> <p>Sunday before a Bank Holiday 23:00 to 01:00.</p>					

Sale by retail of alcohol (Ground, Basement and 8th Floor):				On or off sales or both			Both
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:00	07:00	07:00	07:00	07:00	07:00	07:00
End:	00:00	00:00	00:00	00:00	00:30	00:30	00:00
Seasonal variations/ Non-standard timings:		<p>Residents and their bona fide guests 00:00 to 00:00 Monday to Sunday.</p> <p>From the end of permitted hours on New Year's Eve to the start of the permitted hours on New Year's Day.</p> <p>On the morning that Greenwich Mean Time changes to British Summer Time one hour will be added to the terminal hour of any activities where the existing terminal hour for the activities ends after 01.00.</p>					

Sale by retail of alcohol (7th Floor- Flute):				On or off sales or both			Both
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:00	07:00	07:00	07:00	07:00	07:00	07:00
End:	00:00	00:00	00:00	01:00	01:00	01:00	00:00
Seasonal variations/ Non-standard timings:		<p>As per ground, basement and 8th floors.</p> <p>Sunday before a Bank Holiday 23:00 to 01:00.</p>					

Sale by retail of alcohol (External terrace):				On or off sales or both			Both
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	08:00	08:00	08:00	08:00	08:00	08:00	08:00
End:	23:00	23:00	23:00	23:00	23:00	23:00	23:00
Seasonal variations/ Non-standard timings:		None					

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

2.	Representations
2-A	Responsible Authorities
Responsible Authority:	Metropolitan Police Service
Representative:	Steve Muldoon
Received:	12 March 2023
<p>I refer to the above-mentioned application to vary the premises licence – 23/00942/LIPN</p> <p>Following consideration of the application and how it may affect the Licensing Objectives, I wish to make the following representations:</p> <p>The proposal made is likely to undermine the following licensing objectives:</p> <ul style="list-style-type: none"> • The Prevention of Crime and Disorder <p>The Crime levels in the West End are extremely high. A new premises within this area will add to cumulative impact and as such potentially increase crime figures.</p> <p>I thank the applicant for taking the time to meet with me in person and for the time taken to show me round the various parts of the hotel that I had potential concerns with. I accept the conditions proposed by the applicant and have suggested 3 further. The applicant is working on the wording of those and will no doubt submit these in due course.</p> <p>The additional conditions proposed by the Police and agreed by the applicant are set out at appendix 6.</p> <p>Further submissions have been received from the Police which appear at Appendix 4</p>	
Responsible Authority:	Environmental Health
Representative:	Dave Nevitt
Received:	16 February 2023
<p>I wish to make Representations on the following grounds:</p> <p>Representation is made in relation to the application, as the proposals are likely to increase the risk of Public Nuisance and may impact upon Public Safety.</p>	
Responsible Authority:	Licensing Authority
Representative:	Angela Lynch
Received:	16 February 2023
<p>I write in relation to the application submitted for a new premises licence for Broadwick Soho, 22 - 24 Broadwick Street, London, W1F 8HT</p> <p>As a responsible authority under section 13 (4) of the Licensing Act 2003 as amended under the Police and Social Responsibility Act 2011, the Licensing Authority have considered your application in full. The Licensing Authority has concerns in relation to this application and how the premises would promote the four Licensing Objectives:</p>	

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

The Licensing Authority notes that the premises has sought pre application advice 19/04564/PREAPM which has been made under 18 Broadwick Street, which is consistent with the planning applications. For clarity, please confirm the address this premises application relates to.

The applicants have confirmed that the premises will operate as a hotel.

For the avoidance of doubt the application seeks the following:

- **Performance of Dance**

Sunday to Thursday 07:00 to 00:00
Friday to Saturday 07:00 to 00:30

Non-Standard timings NYE- from end of permitted hours on NYE to start of permitted hours on NYD (model condition) BST- add 1 hour after 1am (model condition)

- **Exhibition of Film**

Sunday to Thursday 07:00 to 00:00
Friday to Saturday 07:00 to 00:30

Non-Standard timings NYE- from end of permitted hours on NYE to start of permitted hours on NYD (model condition) BST- add 1 hour after 1am (model condition)

- **Performance of live music**

Sunday to Thursday 07:00 to 00:00
Friday to Saturday 07:00 to 00:30

Non-Standard timings NYE- from end of permitted hours on NYE to start of permitted hours on NYD (model condition) BST- add 1 hour after 1am (model condition)

- **Playing of Recorded Music**

Sunday to Thursday 07:00 to 00:00
Friday to Saturday 07:00 to 00:30

Non-Standard timings NYE- from end of permitted hours on NYE to start of permitted hours on NYD (model condition) BST- add 1 hour after 1am (model condition)

- **Anything of a Similar description**

Sunday to Thursday 07:00 to 00:00
Friday to Saturday 07:00 to 00:30

Non-Standard timings NYE- from end of permitted hours on NYE to start of permitted hours on NYD (model condition) BST- add 1 hour after 1am (model condition)

- **Late Night Refreshment**

Sunday to Thursday 23:00 to 00:00
Friday to Saturday 23:00 to 00:30

Non-Standard timings NYE- from end of permitted hours on NYE to start of permitted hours on NYD (model condition) BST- add 1 hour after 1am (model condition)

- **Supply of Alcohol On and Off the Premises**

Sunday to Thursday 07:00 to 00:00

Friday to Saturday 07:00 to 00:30

Non-Standard timings NYE- from end of permitted hours on NYE to start of permitted hours on NYD (model condition) BST- add 1 hour after 1am (model condition)

- **Opening Hours to Public**

Monday to Sunday 00:00 to 00:00

The premises is located within the West End Cumulative Impact Zone and as such various policy points must be considered namely HOT1, CD1, PS1, PN1, CH1 and including CIP1 and HRS1.

Policy CIP1 states;

Applications for other premises types within the West End Cumulative Impact Zones will be subject to other policies within this statement and must demonstrate that they will not add to cumulative impact.

The Licensing Authority would therefore encourage the applicant to provide further submissions to demonstrate how the premise will not add to the cumulative impact.

Policy HOT1 states;

1. Applications inside the West End Cumulative Impact Zone will generally be granted subject to:
2. The application meeting the requirements of policies CD1, PS1, PN1 and CH1.
3. The hours for licensable activities are within the council's Core Hours Policy HRS1.
4. The operation of any delivery services for alcohol and/or late-night refreshment meeting the council's Ancillary Delivery of Alcohol and/or Late-Night Refreshment Policy DEL1.
5. The sale by retail of alcohol, regulated entertainment and late-night refreshment must be an ancillary function to the primary purpose of the venue as a hotel.
6. The applicant has demonstrated that they will not add to cumulative impact within the Cumulative Impact Zone.
7. The application and operation of the venue meeting the definition of a Hotel as per Clause C. C. For the purposes of this policy a Hotel is defined as a premises that is primarily used as an establishment providing overnight accommodation for customers

As referred to above the applicant intends to operate the premises as a hotel. Within the hotel are four 'additional' licensed areas which will be used as restaurants and/or for private hire.

The operating schedule indicates that door supervisors will be provided on a risk assessment basis, the applicant is encouraged to submit the risk assessment for the Licensing Authority to consider together with the dispersal policy.

Condition 24 states, 'Other than in hotel bedrooms there shall be no striptease or nudity, and all persons shall be decently attired at all times, except when the premises are operating under the authority of a Sexual Entertainment Venue licence. The Licensing Authority notes that there is no application made for a sexual entertainment venue licence so raises a question as to the nature of this condition.

For note, there seems to be an error with the wording of condition 52 when referencing condition 50 in the content. The licensing authority presumes this should make reference to condition 51 so would ask that the applicant clarify this.

Concern is further raised with regard to condition 52 in particular subsection C) hotel residents and their bona fide guests and D) Employees, Performers and/or Artists and their bona fide

guests. Could the applicant provide further submissions as to how many persons this is to may be, whether there is a time restriction and how this will be managed.

Condition 54 states 'With the exception of the holding bar area, the supply of alcohol in the restaurant shall be by waiter or waitress only'. How will the holding bar operate? Will be used for customers before and after their meal?.

The licensing authority notes that for the 7th floor (Flute) there is no ancillary condition for the sale of alcohol to be with a meal. Therefore, who can access the 7th floor and what measures are put in place when the area is in use for private hire events.

Concern is raised to what happens with customers from the terrace when the area closes at 10pm. Where do customers go? Particular concern is that customers will then go to the bar area which encourages vertical drinking. Please provide further details on how the applicant will discourage this.

The Licensing authority also note that the area hatched blue for smoking is not restricted for drinking and can therefore allow customers to remain outside for longer periods of time and again encourages vertical drinking. How will this area will be managed to ensure that customers do not remain in the area?

The application also shows outside tables and chairs, however there is no mention of them in the conditions on the premises licence, the applicant is encourage to provide further submissions on how the tables and chairs will be operated.

Currently the application is outside the licensing policy's core hours for hotels, which are as follows:

Monday to Thursday: 9am to 11.30pm.

Friday and Saturday: 9am to Midnight. Sunday: 9am to 10.30pm.

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

For the sale of alcohol to guests for consumption in hotel/guest rooms only: Anytime up to 24 hours

The applicant must therefore demonstrate that they will not add to cumulative impact within the Cumulative Impact Zone. The Licensing Authority do not consider that the applicant has satisfied this part of the policy and therefore maintains its representation.

Should the applicant address the points raised above, the Licensing Authority will consider its position.

2-B	Other Persons		
Name:	[REDACTED]		
Address and/or Residents Association:	[REDACTED] [REDACTED] [REDACTED] [REDACTED]		
Status:	Valid	In support or opposed:	Opposed
Received:	21 February 2023		
<p>I am writing to express my opposition to the licensing application for the new hotel in our area, which is already well served by a number of hotels. I believe that this proposed hotel will cause harm to the community, including the increased risk of traffic accidents, the negative impact on residents, and the high level of alcohol consumption in the area.</p> <p>As a local resident, I am concerned about the impact that this new hotel will have on the safety of pedestrians. The high volume of foot traffic in our area, coupled with the increased traffic from</p>			

the hotel, will undoubtedly result in an increased risk of traffic accidents. Furthermore, the proposed hotel will lead to an increase in the amount of alcohol consumption in the area which will have a detrimental effect on the quality of life of residents.

Note the introduction of portaloos by the council on Broadwick street in an attempt to mitigate against the ongoing epidemic of street urination and defecation.

Finally, the the construction and operation of the hotel will cause significant disruptions to the daily lives of residents (in an area which has seen building construction for the last 9 years), including increased noise pollution and traffic congestion. Furthermore, the existing hotels in the area have already invested significant resources in the community, and the introduction of a new hotel will unfairly compete with these businesses negatively impacting the local economy.

I strongly urge you to reconsider this licensing application for the new hotel. The potential harm to the community, including the increased risk of traffic accidents, negative impact on residents, and the high level of alcohol consumption in the area, far outweigh any perceived benefits of this new hotel.

Name:	[REDACTED]		
Address and/or Residents Association:	[REDACTED] [REDACTED] [REDACTED]		
Status:	Valid	In support or opposed:	Opposed
Received:	20 February 2023		

I wish to object to the above application for a late night extension to the bar and the ability to hold live music vents and so on until 12.30am on some days.

This hotel and bar are [REDACTED], which contains 78 apartments. We live on [REDACTED]

Not only has the bar been designed such that we have a clear view in from all our rooms but the noise that will be created late at night will be intolerable. The noise from the large bar item will be bad enough but for there to be live music licensed each night will make the noise unbearable. My understanding when the planning application for the hotel first went through was that there would not be a late licence and it would be alarming if this were to be changed now

Name:	[REDACTED] [REDACTED]		
Address and/or Residents Association	[REDACTED] [REDACTED] [REDACTED]		
Status:	Valid	In support of opposed:	Opposed
Received:	13 March 2023		

We write to make a relevant representation to the above application on behalf of [REDACTED].

About the [REDACTED] [REDACTED] is a charitable company limited by guarantee established in 1972. The Society is a recognised amenity group and was formed to make Soho a better place to live, work or visit by preserving and enhancing the area's existing diversity of character and uses, and by improving its facilities, amenities and environment.

Application summary New Premises Licence

Summary

- 5 star hotel with 57 bedrooms
- Licensable Activities : Sale of alcohol on and off the premises. late night refreshment performance of dance, live music, playing recorded music, exhibition of a film
- **Opening Hours** : Monday to Sunday 00:00 - 00:00
- **Alcohol: between 7am - 10am Monday to Sunday** where permitted shall be limited to persons seated and taking a table meal except for hotel residents and up to 4 of their bona fide guests
- **Overall capacity : 315 (including events 370)**

Basement / Ground Floor : Gina's

- Operate as a restaurant
- **Sun - Thurs: 7am - 12am. Fri-Sat: 7am - 12.30am. Overall capacity 100**
- **Exceptions to the restaurant condition** : Persons in the holding bar limited to 8 patrons / Persons attending a pre-booked private function / Hotel residents and their bona fide guests / Employees, performers and/or artistes and bona fide guests

Rear Ground Floor Hotel Lounge : The Nook

- **Sun - Thurs: 7am - 12am. Fri - Sat: 7am - 12.30am. Capacity 45**
- Shall only be to: a) Residents of the hotel and guests max 5 per resident. b) Guests of the proprietor. c) Artistes or persons employed on the premises. d) Proprietors/directors, shareholders, management of the operating company and guests. e) Persons attending a pre-booked private function (members of the public cannot attend). f) People having a substantial meal in Gina's the GF/basement restaurant

7th Floor : Flute

- **Sun - Weds: 7am - 12am. Thurs - Sat: 7am - 1am**
- **Sale of alcohol:** waiter service to seated customers, exception seated and standing customers may be served in the bar area. Minimum 8 seats at the bar
- **Main terrace** : shall not be used between 10pm and 7am
- **The smoking terrace** : shall not be used between 12am and 7am, Sun - Weds. 1am - 7am Thurs - Sat
- **Capacity 140** (exception private pre-booked events). **From the plans 71 on the external terrace**
- **After 10pm, capacity 80** (exception private pre-booked events)
- **Private pre-booked event; capacity 175** (members of the public not invited)

8th Floor : The Dining Room • Sun - Thurs: 7am - 12am. Fri - Sat: 7am - 12.30am

- **Operate as a restaurant / private dining room**
- **Capacity 30. Private pre-cooked events 50** (members of the public not invited)
- **Exceptions to the restaurant condition:** Pre-booked private functions / Hotel residents and guests up to max of 5 / Guests of the proprietor / Employees, performers and or artists and their guests

External tables and Chairs : 7 tables & 22 chairs

Representation

██████████ objects to the application for licensable activities which fall outside the hotel core hours policy for the restaurants, bars and pre-booked events which are accessible to the general public. The application as currently presented will fail to promote the licensing objectives and increase cumulative impact in the West End Cumulative Impact Zone.

Soho

We are concerned that granting any new licences in this area will have an impact on the licensing objectives, Soho has the highest concentration of licensed premises in Westminster,

478 with a large proportion (25%) being late night licences. There are **118** licensed premises between the hours of **1am - 6am**, with a capacity of over **22,480**. The area is densely populated at night with people creating loud levels of noise causing disturbance, alongside an increase in crime, disorder and anti-social behaviour.

Location

Previously a street with few licensed premises we note this is the third application for a new alcohol licence since 2022, all within a small section of Broadwick Street from the junction of Wardour Street to Berwick Street. Past midnight this street is relatively quiet and where residents live, the addition of a new hotel with a considerable food and drink offering and open to the public beyond core hours will have a negative impact.

Hours The terminal hours of the restaurants, bars, and pre-booked event space falls outside the policy unlike comparable hotels in Soho, for example the Ham Yard Hotel and Soho Hotel where the restaurants close between 10.30pm and 11pm, and the bar at Ham Yard at 11pm.

In relation to Flute the 7th floor bar, we take into consideration the conditions that the bar will not be advertised external to the building, and there will be no direct access to the 7th floor, however, the fact remains that this is a bar in Soho with a capacity of 140 and for events its even higher at 175 where the condition of waiter service and patrons being seated will not apply. It also includes a significant external terrace accommodating 71 people which is a huge selling point and highly popular with members of the public. Overall, this is an increase of 140 drinking until 10pm, and following the closure of the terrace 80 patrons will be permitted to consume alcohol until 1am.

In our view the premises being a high end hotel does not protect it from members of the public attending the bar or an event and from drinking to excess, becoming intoxicated and on leaving the hotel creating havoc in the street. This is a late night bar open to the public until 1am in an area already under such stress it has been declared a cumulative impact zone with high levels of crime and disorder and noise nuisance.

We find no justification to grant any licences in Soho beyond Westminster's own Core Hours Policy.

Conditions

We highlight a number of conditions which raise concern and we ask they are amended to protect the residents living in this area.

32. *'No rubbish, including bottles, shall be moved, removed or placed in the outside areas between 23:00 hours and 06:00 hours or as in compliance with Westminster City Council's own waste contractor collection hours'*. We request this to be 23:00 hours and 08:00 hours. 33. *'No deliveries to the premises shall take place between 23:00 hours and 06:30 hours on the following day.'* As above, we request this to be 23:00 hours and 08:00 hours.

Residents

There are real concerns amongst residents about the ever increasing numbers of licensed premises, they have been subjected to noise disturbance and anti-social behaviour that is beyond acceptable levels. They are disturbed by the late night activity as people walk by either shouting, screaming or arguing, noise from pedicabs, car doors slamming, horns honking and are subjected to anti-social behaviour with people vomiting and urinating in the street and in their doorways.

Residents are also disturbed even if an establishment is not located directly on their street, as patrons from those establishments still need to leave the premises to make their way home. This means locating the nearest bus stop, tube station or to flag down a taxi. This often brings those people at some point to have to walk down their street, or pass nearby it and with people who are usually highly intoxicated, this involves whooping, shouting, screaming or fighting.

With all of the above it is unsurprising residents experience sleep disturbance, a recent survey conducted by the ██████████ confirms that residents are disturbed by noise at night and this is having a negative impact on their lives. 87 people responded of which 78 are Soho residents with ages spread fairly evenly from 22 to 80, 59% having lived in Soho for more than 10 years.

When asked about disturbed sleep; 24% of respondents have their sleep disturbed 7 nights a week, 16% 5 or 6 nights a week and 19% 3 or 4 nights a week.

Furthermore, 64% of respondents agreed that noise nuisance from increased commercial activity at night is the most serious problem impacting Soho residents quality of life.

62% of respondents agreed that the council should not grant any extensions of hours for premises in Soho.

60% of respondents agreed that noise nuisance and sleep deprivation is adversely impacting my health and the health of the people they live with.

46% of respondents agreed that noise nuisance is so bad that they have considered moving away from Soho. The full survey can be found in **Appendix 1**.

Crime and Disorder

The Cumulative Impact Assessment 2020 presents overwhelming evidence of the year on year increase in cumulative impact in the West End Zone 1, **it highlights the rate of crime as 10 - 13 times higher between 6pm - 6am compared to the borough average**. The level of crime, disorder and anti social behaviour continues to be a huge problem in Soho, the crime figures are high and increasing. The recent police crime report for December 2022 highlights Soho as having the highest number of robberies, overall knife crime and violence against the person compared to other areas within the cumulative impact zone.

In Soho the majority of robberies take place at night, people are targeted as they leave venues. Alongside the robberies and assaults there's drug dealing which is a huge problem with groups of dealers congregating to sell drugs to people as they leave premises or out on the streets walking by. There are more dealers in the area at night than during the day, this is directly linked to the large number of venues and people which creates the drugs market. Pickpockets also operate in the area, they are a part of a well organised criminal group who arrive in a van at night and disperse into Soho before returning to be driven away.

It is well known that intoxicated people become victims of crime, their vulnerability being exploited by gangs or individuals who are in Soho explicitly to target them. We believe patrons leaving the restaurants and bar late at night will be at high risk of becoming victims of crime.

Cumulative Impact Policy CIP1

This area has been identified by the Westminster City Council as under stress because the cumulative effect of the concentration of late night and drink led premises and night cafes has led to serious problems of disorder and/or public nuisance affecting residents, visitors and other businesses. The evidence presented in the Cumulative Impact Assessment 2020 is overwhelming, it describes the high level of cumulative impact in the West End Zone between 2017-2019. It concludes that, *'After consideration of the cumulative impact assessment it is the Licensing Authority's view that the number of premises licences in the West End, are such that it is likely granting further types of licences or varying existing licences would be inconsistent with the authority's duty to promote the licensing objectives. The granting of licences for certain types of operation that are likely to add to Cumulative Impact within these areas would not be consistent with the Licensing Authority's duty under the Licensing Act 2003.'* (p.19) *(Our emphasis)*

This evidence supported further policy restrictions in the West End, however, the impact of COVID-19 resulted in the Licensing Authority deciding not to implement greater restrictions at

this stage, but it may in the lifetime of the policy if footfall moves toward pre-March 2020 levels (D1). Soho is fully open for business and thriving, our observation is Soho attracts more people now than at pre-COVID times.

Of importance the policies in relation to the cumulative impact zone are directed at the global and cumulative effects of licences on the area as a whole (D16. of the policy).

D23. ***'The proximity of residential accommodation is a general consideration with regard to the prevention of public nuisance. It goes on, 'The nature of cumulative impact is that it is cumulative and affects not only the immediate vicinity of the premises, but the wider area; thus the number of people visiting the premises, the nature of licensable activities and the lateness of operations have an impact on an area as a whole, irrespective of whether or not there is residential accommodation in proximity to the premises.'*** (our emphasis)

Under the Hotels Policy HOT1 the applicant has to demonstrate they will not add to cumulative impact, in our view the applicant has failed to do so.

Conclusion This application aims to create two new restaurants, bars and event space in a hotel with hours beyond the Core Hours Policy. It is contrary to policy and will fail to promote the licensing objectives and increase cumulative impact in the West End Cumulative Impact Zone.

Appendix 1 : ██████████ Sleep Survey Results

██████████ Sleep Survey Results - 31 October 2022

87 people have responded of which 78 are Soho residents with ages spread fairly evenly from 22 to 80.

59% have lived in Soho more than 10 years

26% between 3 and 10 years 6% between 1 and 3 years and

9% have lived here less than a year

42% own their homes

20% are Soho Housing Association and the rest tenants with other landlords 10 respondents have children living at home with them

58% have double glazing

37% single glazing

5% have triple glazing

24% of respondents have their sleep disturbed 7 nights a week

16% of respondents have their sleep disturbed 5 or 6 nights a week

19% of respondents have their sleep disturbed 3 or 4 nights a week

19% of respondents have their sleep disturbed once or twice a week

20% do not have a problem with environmental noise pollution

Topping the list in September was people drinking in the street with 54 mentions, then pedicabs with 51, waste collections at 48, construction noise 36 and car horns 33 and deliveries at 25.

Other noise sources identified were air conditioning, motorbikes revving, building alarms and music from licensed venues. The most common identified problem at 42% of respondents was people drinking and shouting in the street.

64% of respondents agreed that noise nuisance from increased commercial activity at night is the most serious problem impacting Soho residents quality of life

46% of respondents agreed that noise nuisance is so bad that they have considered moving away from Soho

60% of respondents agreed that noise nuisance and sleep deprivation is adversely impacting my health and the health of the people they live with.

67% of respondents agreed that the council should base its noise policy on the World Health Organisation guidelines

64% of respondents agreed that our ward councillors should make this their priority during the

next four years

69% of respondents agreed that during the time I have lived in Soho noise pollution has got significantly worse

73% of respondents agreed that if noise limits are being exceeded the council should consider reviewing existing alcohol licences

72% of respondents agreed that the council should install electronic noise monitoring in Soho

56% of respondents agreed that the council should not grant additional premises licence for the sale of alcohol in Soho.

62% of respondents agreed that the council should not grant any extensions of hours for premises in Soho

68% of respondents agreed that the council should renew its noise strategy as a matter of urgency

Many respondents made additional comments:-

I left Soho 4 years ago. After 20 years, the noise & air pollution finally broke me. Like the frog in the pan of water with the heat gradually turned up, it took me a while to realise that it wasn't me going soft, it was the significant degradation of the environment around me. Since moved out of my flat, several other tenants have moved in & swiftly out again citing sleep disruption & excessive night noise as their reason for leaving. The flat is now used as an office rather than as residential.

I am disappointed that another restaurant unit is going to be let on Hopkins Street by Shaftesbury when the residents already have an enormous amount of noise from the existing restaurants. No doubt they will also want an alcohol license, which will increase the noise and disturb residents even more.

As a disabled person working from home, I find it extremely exhausting not able to have rest at night, screams and noise of drunk people every night, The Landlord WCC does not want to change the windows to a double glazing nor allow tenants to pay privately for windows to be upgraded. Noise at home, lack of sleep, and concentration in the day time. I have a hand held noise monitor, I recorded noise levels of 97db outside the pub at the corner of Broadwick and Berwick Streets.

More consideration needs to be given to residents from councillors, people visiting the area and local businesses in particular those who serve alcohol and have late night licences. Decisions such as granting planning and licence applications should not be made by people who do not live in the area and are therefore not impacted by the decision making.

Very difficult to get the local authority to understand and take complaints seriously. Officers often helpful but then the case goes to committee and they always seem to rule in favour of the commercial premises rather than residents.

There is supposed to be a presumption to refuse new licences but in practice the council still lets new things through until after Midnight, which is far too late and has made a nonsense of the policy.

There should be a quiet window of 11pm to 8am every day. 7am deliveries are far too early for a lot of people if they are noisy or use cages or refrigeration. I live in Marshall St and overlook it. Regularly now (most nights) there are traffic jams in the street at 3am in the morning with cars picking up people leaving clubs. The cars frequently are using their horns. Last night they had their door open with music blaring. we have 2 motorbike stands close together. 1 in Broadwick St and 1 in Marshall St. There is always at least one bike revving up at either 3am or really early like 530am This noise has changed and increased over the past 3-4 years. I am woken up most nights at about 3am. And i have double glazing and am on [a high] floor.

Businesses take no responsibility for their customers drinking/eating and mainly shouting out-

side, including when they are queuing, and particularly when they are leaving. Post al fresco, there is a new attitude that anything goes on the streets and that includes contempt for the community who live here. The Council need to rethink this and put some major resource into enforcement.

I've lived in Soho for 60 years... Born and bred.. It's never been this noisy!

Early hours waste collections (including bottle smashing) also includes the food & beverage businesses putting their waste in the street and bottle bins at anti-social hours ahead of collection times. Our local restaurants are not supposed to put bottles out between the hours of 23:00 and 07:00 but they frequently do. Frequently delivery trucks some with noisy refrigeration units are also delivering early hours.

Also deliveries & pedicabs. Unfortunately my lack of sleep due to noise has caused serious health issues and I now cannot work and suffer anxiety and depression. I'm woken up on average 5 times per night and have considered suicide. Why I'm being denied sleep between the hours of 11pm and 7am astonishes me. The freeholders Shaftesbury Carnaby show a total disrespect to the effects that noise has on the residents of Soho

Further submissions have been received from the Interested Party which appear at Appendix 3

Name:		[REDACTED]	
Address and/or Residents Association		[REDACTED] [REDACTED] [REDACTED]	
Status:	Valid	In support or opposed:	Support
Received:	02 March 2023		
A fabulous addition to Soho			
Name:		[REDACTED]	
Address and/or Residents Association		[REDACTED] [REDACTED] [REDACTED]	
Status:	Valid	In support or opposed:	Support
Received:	14 March 2023		
Introduction			
The [REDACTED] would be grateful for the Licensing Authority's consideration of this representation in support of the above premises licence application, based upon the promotion of all four licensing objectives.			
The [REDACTED] provides a unified voice for all businesses in Soho, with the aim of protecting and growing the economic diversity of the area in which we do business, through engaging with each other, our residents, other amenity groups and Westminster City Council. We currently represent almost 100 businesses in the Soho area, with hospitality, retail and property being our current focus.			
Formed in 2020, initially as a forum to help each other face the unprecedented challenges of the Covid-19 pandemic, we are now focussed on partnership working through the Covid-19 recovery period and beyond. We are all committed to			

safeguarding Soho's iconic status as a world class destination for independent retail, cutting edge food, live entertainment and Soho's very special culture that defines our community and its unique heritage.

Night Time Economy & Statement of Licensing Policy

A key focus for the [REDACTED] is the protection of Soho's reputation as a centre for world beating hospitality and the night-time industries that contribute so much to the fabric of Westminster's culture and economy. This is recognised in Westminster's Statement of Licensing Policy:

The entertainment industry brings cultural and financial benefits to the city, with the night-time element alone being estimated as having over 14,000 firms with turnover of more than £24 billion and employing over 220,000 people. As a result,

Westminster has the largest evening and night-time economy in the UK, generating £3 billion per annum towards the UK's economic output. The council believes that good management of its vibrant entertainment industry and of the street environment within which it operates is essential to the continued success of central London and attracting a wide range of people who want to come here to work, to visit and to live. Licensed entertainment in Westminster contributes to London's appeal to tourists and visitors as a vibrant city.

The entertainment industry brings cultural and financial benefits to the city, with the night-time element alone being estimated as having over 14,000 firms with turnover of more than 24 billion and employing over 220,000 people.

Westminster has the largest evening and nighttime economy in the UK, generating 3 billion per annum towards the UK's net economic output – this is larger than the night-time economies of Edinburgh, Manchester and Birmingham combined.

The council believes that good management of its vibrant entertainment industry and of the street environment within which it operates is essential to the continued success of central London and attracting a wide range of people who want to come here to live, work and visit.

Westminster's licensed operators contribute significantly to enriching Westminster. Many licensed operators in Westminster play a pivotal role as cultural venues that are crucial in sustaining Westminster's visitor economy and offering a diversity of world class and cutting-edge cultural experiences. The council strongly believes that the Westminster should be accessible and inclusive for all; this includes those who live here, the many people who work here, and those who visit and support local businesses.

The Application

The hotel will be an extremely welcome addition to Soho, transforming a previously dilapidated building into a beautiful, multi-faceted space that can be enjoyed by both visitors and residents. It will enliven the corner of Broadwick Street, invigorating the area and improving security on the streets at night. And in keeping with Soho tradition, it will be independently run.

The dining and leisure options at the hotel will help to further cement Soho's position as a culinary and cultural capital; fresh investment like this - in new spaces with new ideas - is crucial in ensuring Soho maintains its cachet. The broad range of new employment opportunities should also weigh heavily in the licensing decision, with approximately 160 full-time positions promised. Far from adding to Cumulative Impact, the hotel's clientele and staff will enhance the locality, and its economy.

Given the nature of the proposed operation, safeguarded as it is by a comprehensive schedule of model licensing conditions and hours, and a rigorous Operational Management Statement (as mandated by the planning), the [REDACTED]

are confident that the applicant will promote the Licensing Objectives in Soho without adding to Cumulative Impact.

Thank you for considering the [REDACTED] views.

3.	Policy & Guidance
The following policies within the City Of Westminster Statement of Licensing Policy apply:	
Policy CIP1 applies	<p>A. It is the Licensing Authority's policy to refuse applications within the West End Cumulative Impact Zone for: pubs and bars, fast food premises, and music and dancing and similar entertainment, other than applications to:</p> <ol style="list-style-type: none"> 1. Vary the hours within Core Hours under Policy HRS1, and/or 2. Vary the licence to reduce the overall capacity of the premises. <p>C. Applications for other premises types within the West End Cumulative Impact Zones will be subject to other policies within this statement and must demonstrate that they will not add to cumulative impact.</p> <p>D. For the purposes of this policy the premises types referred to in Clause A are defined within the relevant premises use policies within this statement.</p>
Policy HRS1 applies	<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"> 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

	<p>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>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> <p>10a. Shops (all licensable activities that are provided as ancillary to the primary use of the premises as a shop except the off sale of alcohol)</p> <p>Monday to Thursday: 9am to 11.30pm. Friday and Saturday: 9am to Midnight. Sunday: 9am to 10.30pm. Sundays immediately prior to a bank holiday: 9am to Midnight.</p> <p>10b. Shops (off-sales of alcohol where it forms either the ancillary or primary use of the premises) Monday to Saturday: 8am to 11pm. Sunday: 9am to 10.30pm.</p> <p>D. Core hours are when customers are permitted to be on the premises and therefore the maximum opening hours permitted will be to the same start and terminal hours for each of the days where licensable activity is permitted.</p>
<p>Policy HOT1(B) applies</p>	<p>Applications inside the West End Cumulative Impact Zone will generally be granted subject to:</p> <ol style="list-style-type: none"> 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 operation of any delivery services for alcohol and/or late night refreshment meeting the council's Ancillary Delivery of Alcohol and/or Late-Night Refreshment Policy DEL1. 4. The sale by retail of alcohol, regulated entertainment and late-night refreshment must be an ancillary function to the primary purpose of the venue as a hotel. 5. The applicant has demonstrated that they will not add to cumulative impact within the Cumulative Impact Zone. 6. The application and operation of the venue meeting the definition of a Hotel as per Clause C. <p>C. For the purposes of this policy a Hotel is defined as a premises that is primarily used as an establishment providing overnight accommodation for customers.</p>

4. Equality Implications

The Council in its capacity as Licensing Authority has a duty to have regard to its public sector equality duty under section 149 of the Equality Act 2010. In summary, section 149 provides that a Public Authority must, in the exercise of its functions, have due regard to the need to:

- (a) eliminate discrimination harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and
- (c) foster good relations between persons who share a relevant protected characteristics and persons who do not share it.

Section 149 (7) of the Equality Act 2010 defines the relevant protected characteristics as age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

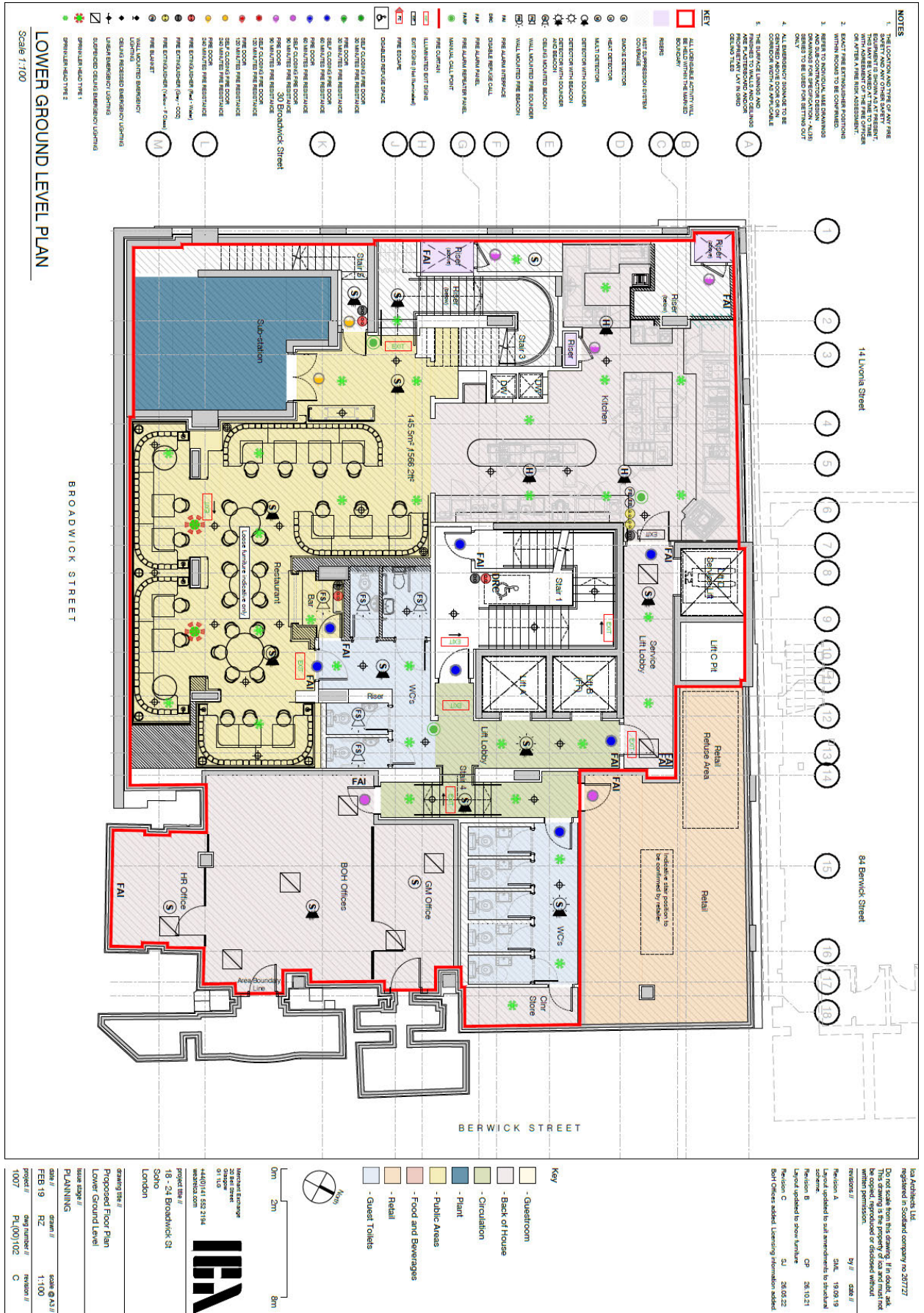
5.	Appendices
Appendix 1	Premises plans
Appendix 2	Applicant supporting documents
Appendix 3	Interested Party 3 supporting statement
Appendix 4	Police further submissions
Appendix 5	Premises history
Appendix 6	Proposed conditions
Appendix 7	Residential map and list of premises in the vicinity

Report author:	Kevin Jackaman
Contact:	Telephone: 020 7641 6500 Email: kjackaman@westminster.gov.uk

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

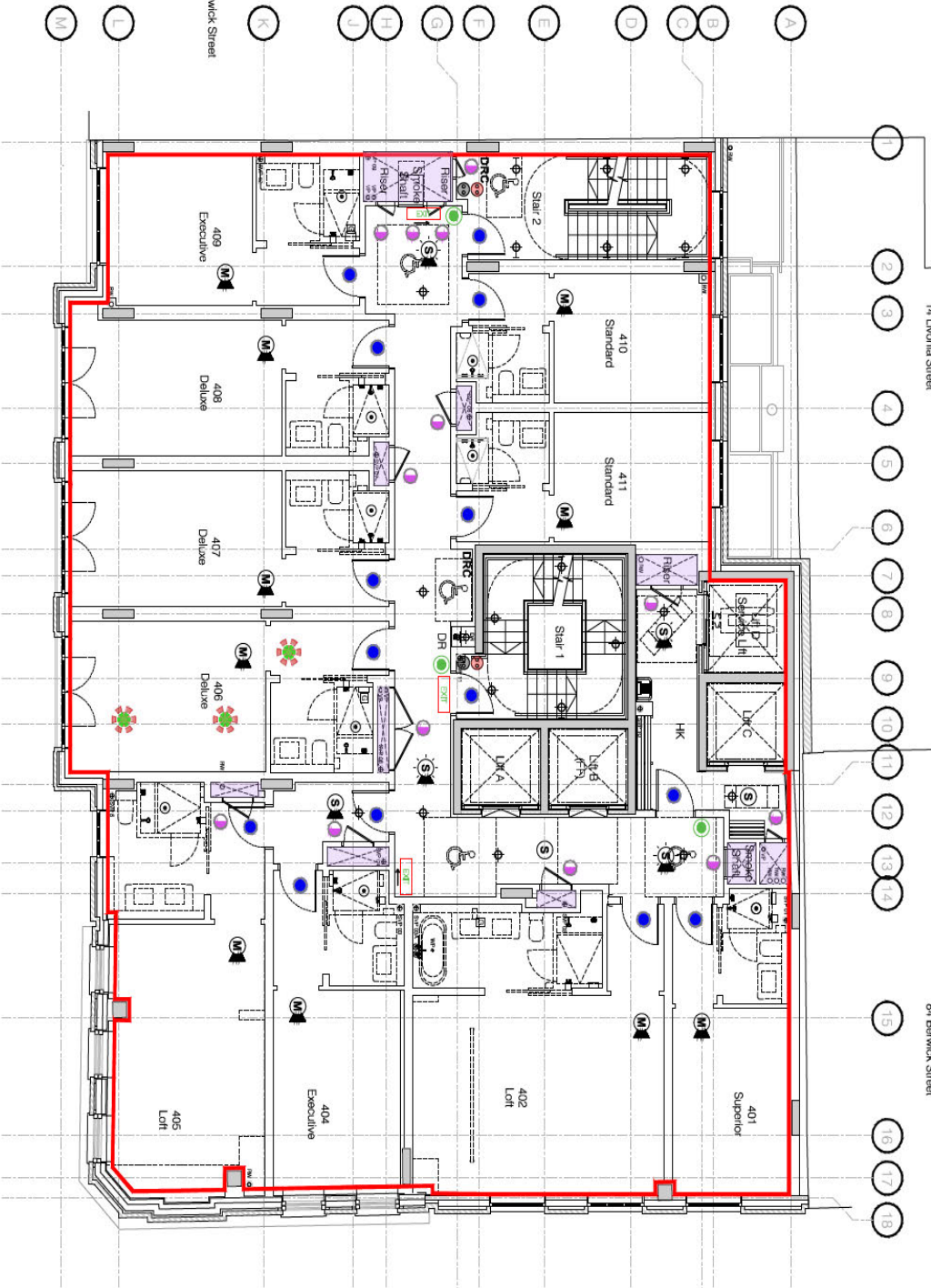
Background Documents – Local Government (Access to Information) Act 1972

1	Licensing Act 2003	N/A
2	City of Westminster Statement of Licensing Policy	October 2021
3	Amended Guidance issued under section 182 of the Licensing Act 2003	December 2022
4	Metropolitan Police Service representation	12 March 2023
5	Environmental Health representation	16 February 2023
6	Licensing Authority representation	16 February 2023
7	Interested party representation (1)	21 February 2023
8	Interested party representation (2)	20 February 2023
9	Interested party representation (3)	13 March 2023
10	Interested party representation (4)	02 March 2023
11	Interested party representation (5)	14 March 2023



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 By // date //
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- NOTES**
1. THE LOCATION AND TYPE OF ANY FIRE DETECTORS AND ANY OTHER SAFETY DEVICES SHOULD BE NOTED IN THE DRAWING. THIS MAY BE WAVED AT THE DISCRETION OF THE ARCHITECT ON AFTER A FIRE RISK ASSESSMENT.
 2. EXACT FIRE EXTINGUISHER POSITIONS WITHIN ROOMS TO BE COMPLETED.
 3. REFER TO INDIVIDUAL WALL DRAWINGS FOR SPECIFICATIONS. ALSO DRAWINGS TO BE USED FOR SETTING OUT.
 4. ALL EMERGENCY EXITS TO BE CENTRED ABOVE DOOR OR ONE CENTRE WITH AS APPLICABLE.
 5. THE SIGNAGE INDICATORS FINISHED TO PLASTERBOARD AND/OR RECREATED IN LAM IN CASE OF GLASS PANELS.



LEVEL 04 PLAN
 Scale 1:100

- KEY**
- ALL INTERNAL F. ACTIVITY WILL BE HELD WITHIN THE WORKED BOUNDARY
 - REVISION
 - MET SUPPRESSION SWITCH COVERAGE
 - SMOKE DETECTOR
 - HEAT DETECTOR
 - MULTI DETECTOR
 - DETECTOR WITH SMOKEM
 - DETECTOR WITH BEACON
 - DETECTOR WITH SMOKEM AND BEACON
 - CEILING MOUNTED BEACON
 - WALL MOUNTED THE BEACON
 - WALL MOUNTED THE BEACON
 - FIRE ALARM INTERFERENCE
 - DOUBLE SERVICE CALL
 - FIRE ALARM PANEL
 - FIRE ALARM REPEATER PANEL
 - MANUAL CALL POINT
 - FIRE GARDIAN
 - ILLUMINATED PORT SIGN
 - EXIT SIGN (not illuminated)
 - FIRE ESCAPE
 - CHARGED REFURGE SPACE
 - SELF-CLOSING FIRE DOOR
 - 30 MINUTES FIRE RESISTANCE
 - 30 MINUTES FIRE RESISTANCE
 - 30 MINUTES FIRE RESISTANCE
 - 60 MINUTES FIRE RESISTANCE
 - 60 MINUTES FIRE RESISTANCE
 - 90 MINUTES FIRE RESISTANCE
 - 90 MINUTES FIRE RESISTANCE
 - 120 MINUTES FIRE RESISTANCE
 - 120 MINUTES FIRE RESISTANCE
 - 240 MINUTES FIRE RESISTANCE
 - FIRE EXTINGUISHER (ABC - Water)
 - FIRE EXTINGUISHER (Water - CO2)
 - FIRE EXTINGUISHER (Water - F Class)
 - FIRE BREAKER
 - WALL MOUNTED EMERGENCY LIGHTING
 - CEILING RECESSIBLE EMERGENCY LIGHTING
 - LIVANIA EMERGENCY LIGHTING
 - SUPPLEMENT OUTLINE EMERGENCY LIGHTING
 - SPRINKLER HEAD (NON-ION CHINA)
 - SPRINKLER HEAD ON EXPOSED PIPEWORK

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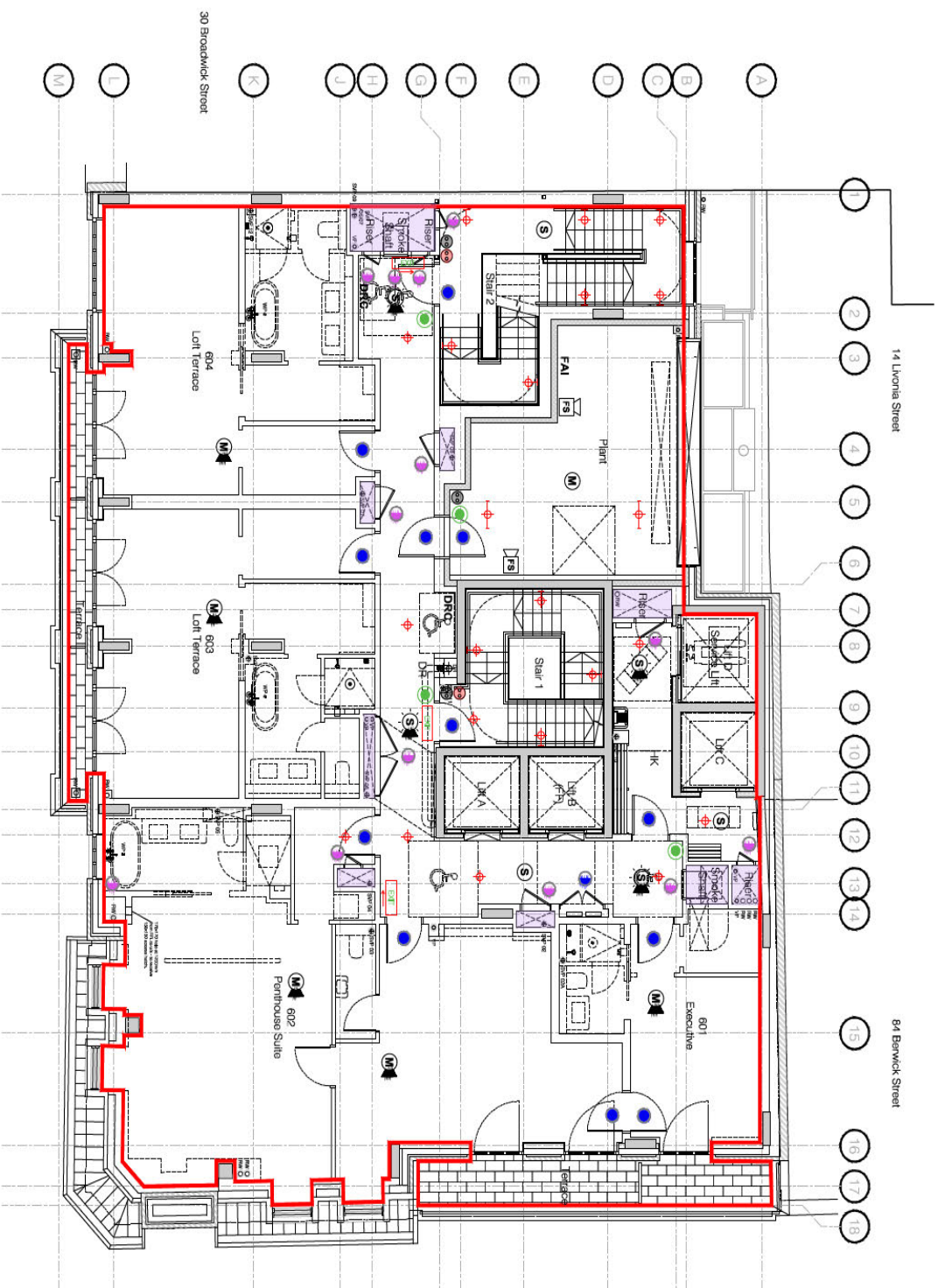
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 2. EXACT FIRE EXTINGUISHER POSITIONS WITHIN ROOMS TO BE CONFORM.
 3. REFER TO NATIONAL FIRE DRAWINGS FOR SPECIFICATION. ALSO ONLY TO BE USED FOR SETTING OUT.
 4. ALL EMERGENCY SERVICES TO BE CENTRED ABOVE DOOR OR ON WALLS AND CEILING ARE TO BE POSITIONED ACCORDING TO SPECIFICATION. ALSO ONLY TO BE USED FOR SETTING OUT.

- KEY**
- ALL LEGIBLE ACTIVITY WILL BE HELD WITHIN THE SHOWN SCHEME
 - WALL SMOKE SUPPRESSION SYSTEM COVERAGE
 - SMOKE DETECTOR
 - HEAT DETECTOR
 - WALL DETECTOR
 - DETECTOR WITH SOUNDER
 - DETECTOR WITH SMOKE
 - DETECTOR WITH SMOKE AND SOUND
 - CENTRAL MOUNTED SMOKE
 - WALL MOUNTED FIRE SOLARIS
 - FIRE ALARM INTERFACE
 - SEPARATE FIRE CALL
 - FIRE ALARM PANEL
 - FIRE ALARM REVERSIBLE PANEL
 - MANUAL CALL POINT
 - FIRE CHIRPAN
 - ILLUMINATED EXIT SIGNS
 - EXIT SIGNS (MILITARY)
 - FIRE SCOPE
 - SHARED REFUGER SPACE
 - 50 MINUTES FIRE RESISTANCE
 - 30 MINUTES FIRE RESISTANCE
 - 15 MINUTES FIRE RESISTANCE
 - 10 MINUTES FIRE RESISTANCE
 - 5 MINUTES FIRE RESISTANCE
 - 20 MINUTES FIRE RESISTANCE
 - 30 MINUTES FIRE RESISTANCE
 - 20 MINUTES FIRE RESISTANCE
 - 15 MINUTES FIRE RESISTANCE
 - 10 MINUTES FIRE RESISTANCE
 - 5 MINUTES FIRE RESISTANCE
 - FIRE EXTINGUISHER (PWP - WATER)
 - FIRE EXTINGUISHER (Dry - CO2)
 - FIRE EXTINGUISHER (W/M - F-CW)
 - FIRE BLANKET
 - WALL MOUNTED EMERGENCY LIGHTING
 - CEILING RECESSED EMERGENCY LIGHTING
 - CEILING EMERGENCY LIGHTING
 - SUBPRESSED CEILING EMERGENCY LIGHTING
 - SPRINKLER HEAD BELOW CEILING
 - SPRINKLER HEAD ON EXPOSED NETWORK



LEVEL 06 PLAN
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Broadwick Soho Hotel, Broadwick Street London
Application for new premises licence

I act for Broadwick Street Holdings Ltd, the applicant for the new premises licence.

Broadwick Soho is an independent 57 room five-star hotel in the heart of London's West End. Broadwick Soho is inspired by the community, essence and spirit of Soho's neighbourhood. The site comprises three properties: 18 Broadwick Street, 20-24 Broadwick Street and 85 Berwick Street

The total cost of the project is in excess of £95 million.

Broadwick Soho will provide 57 luxury rooms and its vision is to provide premium service and facilities to both overnight guests and non-residents who use its public facilities. In addition to providing much needed additional visitor accommodation, the hotel itself would add to the mix of commercial uses within Soho and seek to complement its character. The applicant wants Broadwick Soho to be an independent and intimate hotel where guests can embrace a family culture.

The hotel will offer impeccable, personalised service in cosy, yet opulent surroundings. Broadwick Soho is a place where everyone knows your name and how you like your tea. With a family style Italian restaurant, a private residents-only lounge and a destination dining bar and terrace on the top floors; guests will feel as though they have entered into their "eccentric godmother's townhouse".

The Broadwick Soho are proud of their heritage and their independence. Their employees respect one another and understand that every encounter matters and often, it is the smallest encounters that matter the most. They will continuously build their own special family of loyal and happy employees. They can only achieve the best when they work as a team. They are not corporate. They do not want the hotel to feel like anything is pleasantly forced. They will be charming and confidently British with an honest desire to assist. Their employees will be empowered and be educated on the wider hotel business, including finances and statistics. The team will be experts in their field and passionate about the hotel and our local community.

Broadwick Soho's beliefs will embody and capture the spirit of Soho, she is fun, surprising, and intriguing. Anyone who comes to visit us, will feel a level of comfort as though they are in our home. They are original, individual and bespoke in every way. Just like Soho, Broadwick Soho will be timeless.

Every part of the hotel will feel like a residential home. All details will be considered to create a consistent and special ambience throughout the entire building. They will curate an emotional and sensory journey for guests through touches such as:

- Specially designed flowers and fresh plant arrangements to complement our sumptuous interiors.
- Their custom made Broadwick Soho scent and candles, developed in partnership with renowned perfumier, Azzi Glazzner. Inspired by the spirit of Soho, Azzi created a scent that

combines tuberose, leather and artemisia with the rich scents of incense wood and black oud.

- Curated music playlists featuring a combination of classic familiar sounds and London's more modern up and coming talent. Their seasonal playlists are created bespoke to complement the 6 different areas of the hotel and the music has been specifically selected to accompany the different times of the day.
- Artworks and objects that have been meticulously sourced in antique markets, auctions and local galleries sourced in flea markets, auctions, and local galleries

The design of the building mixes art-deco and early 20th century warehouse architectural styles; indeed, it has taken many design cues from other buildings within Soho. The top two storeys will be an etched glass enclosure, set back from both principal facades. The top floor would be a copper clad mansard with dormer windows.

The principal land use would be Class C1 hotel in planning terms. Planning has been granted for this. The hotel will be accessed from Broadwick Street. The foyer would be public facing and as well as the hotel reception would include a café /restaurant area which would be open to both hotel guests and non-residents.

We confirm the premises meets the definition of a hotel in the Councils Licensing Policy and it is a premises that is primarily used as an establishment providing overnight accommodation for customers.

Hotels do not have a presumption to refuse under the Council's Licensing Policy and will be considered on their own merits, in line with other policies within the Policy and whether they have demonstrate that they will not add to cumulative impact

As per paragraph D22 the applicant has become an active member of the community and has engaged with local residents and businesses and local amenity associations such as the Soho Society on licensing and planning matters throughout the process. They have also made themselves known to the licensing police and will be a member of the local crime initiatives including pub watch, that enable businesses to share information and work together to tackle local issues. Licensing pre application advice was sought originally in 2019 and the EH officer has been consulted over time to discuss progress and layout as plans were finalised. EH and Police have had a tour of the site. The applicant has also conducted 5 hard hat tours with a combination of both residents and local business owners, approximately 20 people, as works continue to keep the community informed and in touch with progress. The support of local residents and businesses during this process has been impressive.

The premises aims to open to the public towards the end of the year, around October.

The process of hiring staff has begun. Staff training will commence in July 2023 and there will be a 14 week course covering all aspects including training in the Licensing Act 2003. Key management and security staff that are already working have completed WAVE training already and additional staff training on this is being arranged in accordance with recent programs being rolled out by Police and the Council on vulnerable customers..

The layout

The proposed development will deliver a world-class contextual building designed by Reardon Smith Architects and a hotel offering the highest standard of service and hospitality. For these principal reasons, as well as other licensing benefits set out in this statement, we consider that the proposals are in accordance with the Council's Licensing Policy and Guidance, and should be granted permission accordingly.

Two new basement levels have been excavated. The three subterranean floors would accommodate plant equipment, a kitchen, back of house facilities and a more formal restaurant area (associated with Dear Jackie).

The 57 hotel rooms would be located on the first to sixth floors; There are 11 standard rooms (priced at £605.night), 8 superior rooms (priced at £625.night), 15 luxury rooms (priced at £645.night), 13 deluxe rooms (priced at £865.night), 7 junior suite (priced at £1145.night), 2 balcony suite (priced at £1345.night) and the penthouse (priced at £6495.night). These are from prices so increasing with demand and seasonality. These prices are high and indicate the level of service and luxury one can expect.

An ancillary restaurant and bar, which would also be open to non-guests, will be at the seventh and eighth floors within the etched glass enclosure.

A terrace will wrap around the front of the extension at seventh floor level. The terrace will be subject to the same trading restrictions as the planning permission i.e. it shall not be used between 22:00 and 07.00.

Both the public and hotel resident spaces would be operated by the Broadwick Soho and they would very much be part of the hotel. The primary function of this five star hotel would be to ensure that guests benefit from a quiet environment during night time hours as well. Therefore, it is in the interests of the applicant to ensure that noise disturbance from the public facilities, both inside and outside, is kept to a minimum so that it does not impact adversely on the hotel. If not the Hotel would not be able to offer the premium service which is proposed and profitability will be decreased. The last thing *the* Broadwick Soho want to be dealing with is complaints (and refund requests) from their overnight guests due to noise. The Hotel, from its prices, is very much selling sleep and this is the key factor that will dictate the operation of the food and beverage spaces of the Hotel.

Two passenger lifts are being installed to provide access from the ground floor foyer to the floors where there would be guest rooms. Corridors at the first to sixth floors would be wide enough to allow wheelchair manoeuvrability and there would be a disabled refuge area on each floor in case of fire. As a minimum, six rooms would be wheelchair accessible, exceeding the 10% requirement set out within the London Plan. Level access would also be provided to all areas.

A dedicated hotel refuse store measuring approximately 22 sqm will be provided at basement level -1. Waste and recyclables would be stored here and be moved shortly in advance of collection to a holding area on the ground floor, close to the dedicated servicing door.

Refuse would then be collected from Berwick Street as per the current situation. Hotel staff would be responsible for leaving and bringing back in waste storage containers at the appropriate time. A servicing management plan has been prepared and submitted for planning and that planning condition has been discharged. A copy is attached. [REDACTED] has requested waste be collected after 8am and this can be agreed by the applicant.

Deliveries will take place after 7am. This is required as the premises is a hotel and needs to provide fresh produce for breakfast. The delivery and servicing plan coordinator will, however, issue written / email instructions to all hotel suppliers who book deliveries setting out the delivery procedures to be adopted by them.

- Deliveries will be programmed so as to avoid waste / recycling collections.
- Drivers will be informed that vehicle engines must be switched off whilst goods are being loaded / unloaded (i.e. when their vehicle is stationary).
 - The staff of the hotel will be responsible for the transfer of goods from the point of receipt to their ultimate destination.
 - The coordinator will be responsible for the smooth and efficient operation of the 'Plan'.

The Site

The application site is situated in central Soho on the north-western corner of the Broadwick Street and Berwick Street junction. The junction that this site sits on reflects Soho's original 17th century layout, being based on old field patterns. Broadwick Street is a prominent east to west thoroughfare, which has a cobbled carriageway to the front of the building, whilst Berwick Street runs north to south. Broadwick Street is wide and open when compared against the typically narrow Soho street pattern. This site is located in a cosmopolitan area and is genuinely mixed-use, with many offices, bars, shops and restaurants nearby.

As we know, Soho spreads across 90 intricate and colourful streets packed into one square mile and is the centre of London. Soho has been the heartbeat of London for centuries and is a brand name in itself. Soho is many different things to many different people: theatreland, London's film industry epicentre, the place for nightclubs and sex shops and originally Henry VIII's hunting ground. Soho has character, soul and history.

Today, Soho is the heart of London's LGBTQ+ community and the spiritual home of London Pride. Soho has always been a destination for artists, writers, and actors. The area was and is full of small, independent business which thrived in the vibrant, colourful, cosmopolitan environment.

The Broadwick Soho will become renowned for its distinctive, playful spirit and characterful interiors; setting the scene for limitless experiences; for its attention to detail and generosity with guests and patrons; and for being home to a timeless neighbourhood restaurant, serving delicious, honest, occasion worthy food.

The buildings are located in a central London location, easily accessible on foot and by public transport. The site has a Public Transport Accessibility Level (PTAL) of 6B, which indicates that it is very well served by public transport. A Santander bicycle docking station is located directly in front of 20-24 Broadwick Street.

It is sought to provide a bespoke five-star hotel with premium service and facilities. The hotel would seek to complement the cosmopolitan character of Soho and would be expected to attract workers from key local industries, including film, fashion and media, as guests

The Hotel is within a predominantly commercial area and within walking distance of tourist attractions and businesses within Soho, Covent Garden, Oxford Street and Leicester Square, it is considered to be an appropriate location to provide hotel accommodation. It is located in a position where guests would support other local activities, including shops, theatres and other cultural and entertainment activities. This proposal would complement the existing mix of uses in the Soho area as well as cater for tourist and business travellers. It is not considered that there is an over proliferation of hotel uses in the surrounding area

Residents

The nearest residential units are at 16 Broadwick Street, 22 Berwick Street, 25 Berwick Street, 14 Livonia Street and Trenchard House.

A detailed Operational Management Statement prepared by the operator forms part of this application. The proposed measures within this seek to ensure that local residential amenity would not be harmed and a copy is attached

The hotel will be open and accessible to overnight guests 24 hours a day, seven days a week. However the proposed hours of operation of the public facilities will be restricted as to non-residents as per the application.

The hotel will have a manager on site permanently and a private, direct contact number would be made available to local residents and businesses to enable them to contact the hotel management directly. The reception would be staffed 24 hours a day and provide a supervision function to ensure that all overnight guests and nonresidents arrive and depart in a quiet manner. Employees would also be expected to leave the hotel quickly and quietly at all times

Although there are residential flats on the southern side of Broadwick Street, at Trenchard House, and to the rear on Livonia Street the area does not have a strong residential character like areas outside the CIA.

Public Spaces- residents and non residents

The food and beverage will feature various food and drink offerings under the direction of executive chef Matteo D'Elia. Matteo's background includes, over the last 10 years:

Since November 22-2021-head chef at Caprice Holdings Ltd

May 3,2021-November 3-2021 head chef at The Hari Hotel, 5star boutique hotel in Belgravia.

September 9,2019- April 30-2021 sous chef at Galvin at windows * Michelin Star

May 1,2019-September 1-2019 sous chef at Bibendum ** Michelin star
January 4,2016-April 2019 -chef de partie at Waldorf Astoria Amsterdam, hot section
entremettier, libreur zuzje **Michelin star (now renamed in Spectrum)
November 4, 2013- January 4,2016 Chef de Partie (roti chef) at the restaurant of Roberto's
Hilton Amsterdam Previously Demi Chef de Parties.

The application

The application for consideration is a new hotel premises licence.

As members may be aware, the hotel was granted planning permission. Planning was originally granted for a hotel conversion, and listed building consent in 2017. The permission was for a hotel (Class C1) with up to 69 bedrooms, with associated bar and restaurant facilities including terraces at sixth and seventh floor levels;

The applicant has no intention to sell on the premises and it will be operated by the licence holder. If members believe it would assist, my client would agree a condition that reads:

Licensable activities shall only be carried on by Broadwick Street Holdings Limited

This would give further reassurance, if needed, that this is a long term investment for my client and will be operated in the manner in which the Members have been informed

The easiest way, I believe to discuss this application is to break down the different areas of the Hotel, bearing in mind the over-riding condition proffered as:

- *Licensable activities authorised under this licence shall remain ancillary to the main use of the premises as a hotel.*

Each of the trading spaces shall have designated management who will be trained in the conditions and will be able to manage conditions. The areas will always be managed and patrons will be greeted entering the area so staff will be fully aware of any non residents attending to ensure compliance. Naturally, given the investment, the staff will not risk a review of the licence or enforcement issues.

Comment has been made about the inclusion of the Council's model condition relating to SEV licensing. This condition has been included to confirm no nudity shall be provided in the usual way. I can however also confirm that it is not the intention of the applicant to apply for a SEV licence. It is entirely up to Members to decide whether or not to impose this condition and we have no objection either way as SEV entertainment will not be provided at the Hotel. It was included as belt and braces for the Council only.

Floors- 1st to 6th- Bedrooms

There will be 57 bedrooms which can be occupied for premium prices. Room service will be offered and there will be mini bars in the rooms as well. The windows are triple glazed.

The bedrooms will mean that there is a further 'incentive' to my client to operate the public area of the premises quietly and efficiently as my client is selling sleep and will not want

residents to be disturbed in any way as this will only generate complaints and dissatisfaction amongst hotel residents.

All possible noise reduction works have been undertaken within the Hotel's public areas to ensure residents of the Hotel, and by extension local residents, will not be disturbed by activity around and in the Hotel.

Outdoor Seating- ground floor

The space shown on Broadwick Street will be used in conjunction with Dear Jackie (the ground floor restaurant), and it is to seated patrons. It is my client's intention to sell hot and cold beverages throughout the day and alcohol to our guests, along with food.

A pavement licence/ tables and chairs licence will shortly be applied for to cover this space in line with the planning permission. The outdoor seating would be applied for to 11pm in line with current Westminster Policy.

We confirm there are no loudspeakers on the terraces or any outside areas of the Hotel. #

Proposed conditions are:

- All sales of alcohol for consumption 'Off' the premises to the public shall be either (a) in sealed containers or (b) restricted to alcohol consumed by persons who are seated in an area appropriately authorised for the use of tables and chairs on the highway, and where the supply of alcohol is by waiter or waitress service only.

Rear Ground Floor Hotel Lounge - The Nook

Broadwick Soho's residents-only ground-floor lounge offers hotel guests an exclusive, convivial space in which to enjoy a cocktail or coffee or read a book by the fireplace. Extravagant but chic, The Nook is decorated with hand-painted Italian silks and vintage finds – including a 1970s Murano chandelier. The Nook has been designed as a relaxed seated space. Food and drinks are served through breakfast and lunch as well as the evening; This is a more private area for hotel guests and invited persons and will not be open to the general public. It shall be table service only.

Proposed conditions are:

- Licensable activities in the rear ground floor Hotel Lounge, shall only be to:
 - a. residents of the hotel and their bona fide guests (up to a maximum of 5 guests per resident).
 - b. guests of the proprietor; a list of such guests shall be maintained at reception.
 - c. Artistes or persons employed on the premises.
 - d. Proprietors, directors, shareholders and management of the operating company and their bona fide guests.
 - e. persons attending a bona fide pre-booked private function to which members of the public cannot attend;

f. persons who are having a substantial table meal in the ground/basement restaurant known as Dear Jackie.

- A register of persons attending any private prebooked events shall be kept for a minimum period of 31 days at the premises and made available for immediate inspection by police or an authorised officer of the Council throughout the entire 31 day period. A register will not be required for “drop in” events such as exhibitions or auctions.
- The sale and supply of alcohol shall be by waiter or waitress service and only to seated customers except when there is a private pre-booked function in this area of the Hotel
- The rear ground floor Hotel Lounge, shall close to non hotel residents and their bona fide guests between the hours of [00.00 -0700 Sun-Thurs and 00.30 -0700 Fri-Sat]
- The number of persons permitted at any one-time (excluding staff) shall not exceed 45 persons.

Ground Floor, also known as Dear Jackie.

This is Broadwick Soho’s all-day street level brasserie and terrace, and they pay tribute to the legendary and flamboyant Jackie’s of our past, present and future. Everybody has their Jackie: a personal icon that embodies fun, fabulousness and joy. The vibrantly decorated space serves coffees and bomboloni, aperitivo classics such as Pinsa Romana, arancini and antipasti as well as negronis, vermouths and homemade gelati and granita. Set over two floors – with a more formal dining option on the lower ground floor. Downstairs, at Dear Jackie Restaurant, seductive Murano lighting, red silk walls and plush booths create a sense of discreet intimacy and an atmosphere that is part dolce vita elegance, part disco fabulous. Open for dinner, the menu is a love letter to Italian gastronomy – featuring superior pasta dishes and reimagined Italian classics, as well as an extensive list of exquisite wines. It will be a loved local and a gourmet destination that provides the perfect setting for anything from a celebratory dinner to a relaxed lunchtime bite.

By its nature non-residents and resident guests will be permitted under restaurant conditions. It is likely that the space can be used for events but these will be restricted to a handful of events each year

Proposed conditions are:

- With the exception of condition [], the ground and lower ground hotel restaurant shall only operate as a restaurant,
 - (i) in which customers are shown to their table or the customer will select a table themselves,
 - (ii) where the supply of alcohol is by waiter or waitress service only,
 - (iii) which provide food in the form of substantial table meals that are prepared on the premises and are served and consumed at the table,

(iv) which do not provide any takeaway service of food or drink for immediate consumption off the premises,

(v) where alcohol shall not be sold or supplied, otherwise than for consumption by persons who are seated in the premises and bona fide taking substantial table meals there and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.

(vi) For the purpose of this condition 'Substantial Table Meal' means – a meal such as might be expected to be served as the main midday or main evening meal, or as a main course at either such meal and is eaten by a person seated at a table, or at a counter or other structure which serves the purposes of a table and is not used for the service of refreshments for consumption by persons not seated at a table or structure servicing the purposes of a table.

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

- The sale of alcohol in the restaurant shall be to persons seated at tables and as ancillary to table meals as per condition [] except to:

- a) persons in the holding bar area hatched on the plans at Annex 4 and limited to 8 persons; and/or

- b) persons attending a bona fide pre-booked private function to which members of the public cannot attend;

- c) hotel residents and their bona fide guests;

- d) Employees, Performers and/or Artistes and their bona fide guests;

- The restaurant shall be laid out as a restaurant except when there is a pre-booked private function.

- With the exception of the holding bar area, the supply of alcohol in the restaurant shall be by waiter or waitress only.

- A register of persons attending any private prebooked events shall be kept for a minimum period of 31 days at the premises and made available for immediate inspection by police or an authorised officer of the Council throughout the entire 31 day period. A register will not be required for "drop in" events such as exhibitions or auctions.

- The number of persons permitted at any one-time (excluding staff) shall not exceed [100] persons

7th Floor, also known as Flute

In the 19th century, Broadwick Street was home to a noted flute-maker, who inspired the name of the lounge that crowns the hotel. Perched high in the sky, Flute's landscaped wraparound outdoor terrace offers guests spectacular views over the Soho streets and skyline. Inside, the décor combines cocooned comfort with colourful swagger – animal-print upholstery, cork walls and mirrored ceilings united by an extravagant palm-frond carpet. From the onyx-topped central bar, Flute's bartenders serve up an ever-changing list of innovative cocktails – plus all the classics – complemented by lunch and dinner menus featuring food designed to be enjoyed with friends.

Proposed conditions are:

- The sale and supply of alcohol shall be by way of waiter/waitress and only to seated customers, with the exception that seated and standing customers may be served at the bar in the area hatched on the plan. There shall be a minimum of 8 seats at the bar
- Condition [] shall not apply to persons attending a private pre-booked function to which members of the public have no access, a list of which shall be retained for a period of 31 days and made available for immediate inspection by police or an authorised officer of the Council throughout the entire 31 day period
- The main terrace hatched in red on the 7th floor shown on the approved plan at Annex 4 shall not be used between 22:00 and 07.00.
- The smoking terrace hatched in green on the approved plan at Annex 4 shall not be used between 23:00 and 0700 Sunday to Saturday
- Entrance to the 7th floor for patrons shall be via a reception/host
- From 20:00 there shall be a minimum of 1 door supervisor on duty dedicated to the 7th floor, unless otherwise agreed in writing with the Westminster Police Licensing Team. Further door supervisors shall be provided on a risk assessed basis
- A register of persons attending any private prebooked events shall be kept for a minimum period of 31 days at the premises and made available for immediate inspection by police or an authorised officer of the Council throughout the entire 31 day period. A register will not be required for “drop in” events such as exhibitions or auctions.
- With the exception of private prebooked events to which members of the public are not invited, the number of persons permitted at any one-time (excluding staff) shall not exceed (140) persons.
- With the exception of private prebooked events to which members of the public are not invited, after 22.00 the number of persons permitted at any one-time (excluding staff) shall not exceed (80) persons.
- When the 7th floor operates for a private prebooked event to which members of the public are not invited the number of persons permitted at any one-time (excluding staff) shall not exceed {175) persons

It is noteworthy that the capacity on the planning permission far exceeds that proposed for licensing. The planning permission provides a capacity of 370 over the 7th and 8th floor.

Further, please note that when the application was lodged it was proposed the rear smoking area on the 7th floor was to operate to the close of trade on the 7th floor. This proposal is now amended so that the rear smoking area on the 7th floor will close at 11pm each night.

8th Floor, also known as The Dining Room

Situated on the eighth floor of the hotel with floor-to-ceiling windows offering wonderful views over London's skyline, The Dining Room feels like you have just walked into the most elegant and desirable dining room imaginable. The room can seat up to **22** guests and features a stunning fireplace within an area where our guests can relax before or after eating. The room, which looks down onto colourful bustling Berwick Street, is the ultimate in comfort - with drinks by the fire and board games to enjoy. Drape curtains, bespoke wallpaper, beautiful furniture and curated artworks give The Dining Room a magical residential feel. It is the room you want to be in and never want to leave. For those that wish to use The Dining Room for business meetings or product launches, the room comes with state of the art technology and AV capabilities.

This will in the main be used for sit-down dinner events that shall be pre-booked and generally by invite. My client still however requires the possibility to have stand up canape events that we have all attended.

Proposed conditions are:

- With the exception of condition [], the 8th floor shall only operate as a restaurant/private dining room,
 - (i) in which customers are shown to their table or the customer will select a table themselves,
 - (ii) where the supply of alcohol is by waiter or waitress service only,
 - (iii) which provide food in the form of substantial table meals that are prepared on the premises and are served and consumed at the table,
 - (iv) which do not provide any takeaway service of food or drink for immediate consumption off the premises,
 - (v) where alcohol shall not be sold or supplied, otherwise than for consumption by persons who are seated in the premises and bona fide taking substantial table meals there and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.
 - (vi) For the purpose of this condition 'Substantial Table Meal' means – a meal such as might be expected to be served as the main midday or main evening meal, or as a main course at either such meal and is eaten by a person seated at a table, or at a counter or other structure which serves the purposes of a table and is not used for the service of refreshments for consumption by persons not seated at a table or structure servicing the purposes of a table.
 - (vii) Notwithstanding this condition customers are permitted to take from the premises part consumed and resealed bottles of wine supplied ancillary to their meal.

- The sale of alcohol shall be to persons seated at tables and as ancillary to table meals (in accordance with condition 64) except:
 - a) persons attending a bona fide pre-booked private function to which members of the public cannot attend; and/or
 - b) to hotel residents and their bona fide guests (up to a maximum of 5 guests per resident); and/or
 - c) guests of the proprietor; a list of such guests shall be maintained at reception and/or
 - d) Employees, Performers and/or Artistes and their guests;

- Entrance to the 8th floor for patrons shall be via a reception/host
- A register of persons attending any private prebooked events shall be kept for a minimum period of 31 days at the premises and made available for immediate inspection by police or an authorised officer of the Council throughout the entire 31 day period. A register will not be required for “drop in” events such as exhibitions or auctions.
- The 8th floor shall be laid out as a restaurant except when there is a private pre-booked function to which members of the public have no access on this floor.
- The supply of alcohol shall be by waiter or waitress only.
- The number of persons permitted at any one-time (excluding staff) shall not exceed 30 persons.
- When the 8th floor operates for a private prebooked event to which members of the public are not invited the number of persons permitted at any one-time (excluding staff) shall not exceed {50} persons

Private Events

Like all hotels, Broadwick Soho can provide a stylish setting for a wide range of events, right in the heart of central London. Designed to evoke the residential feel of a classic townhouse, whether you are planning a business meeting, launch, press junket or private celebration, Broadwick Soho’s tailored service, state-of-the-art technical facilities and discreet, experienced team will ensure that everything runs smoothly on the day.

The hotel will be promoting the event rooms for a variety of different purposes. We also expect to take enquiries and to promote private dining in all of the spaces. The hotel expects the vast majority of events to be seated dinner functions. Some events, may result in live entertainment or music and dance, hence why regulated entertainment is being sought

My client would not seek for events to be limited in number however as they would not want to turn away events given the investment in this hotel. Thus, whilst the hotel will be promoting the event spaces my client believes that there will be negligible adverse impact of West End Cumulative Impact Area because:

- 1) The hotel is a high end lifestyle hotel whose management team are experienced in managing such a property in similar residential locations..
- 2) Events are pre-booked and managed by the hotel team. The event spaces are not sub let and the licence holder will be in charge of every aspect of the events
- 3) Events are generally sit-down dining experiences or meetings for business purposes.
- 4) The hotel has multiple access points (staircase/lifts and exits) and therefore departures can be managed later in the evening

- 5) The applicant is a member of the local associations and has developed neighbourhood contacts for the residents groups and is willing to engage with community further to alleviate any perceived or actual impact of the events that will take place..
- 6) The event spaces provide a further amenity for the community in Soho and it is hoped that the community and the groups that are active around the hotel see it as a space that may wish to take committee meetings and conduct their business as well as to service their hospitality needs as well.
- 7) The hotel will assess the risk of each event and SIA will be employed as needed.
- 8) WCC's Licensing Policy Statement also acknowledges under HOT1 that hotels commonly seek extended hours in order to hold events for non-residents

Proposed condition

- Prior to any event/function being taken at the premises a risk assessment for that event/function shall be undertaken which will address as a minimum entrance and dispersal of patrons, provision and service of alcohol and the monitoring of consumption of alcohol and whether the provision of SIA shall be required. This risk assessment shall be retained at the premises for 31 days after the event takes place and must be made available on request to the Responsible Authorities and signed off by a person with management responsibilities and must contain information and assessments, as a minimum, on the following aspects where relevant:
 - i. Details of responsible persons present including at least one person with management responsibilities of the licence holder
 - ii. Stewarding
 - iii. Ticketing and entrance check arrangements, eg bag search
 - iv. Non-glass drinking receptacles
 - v. Emergency Evacuation
 - vi. Maximum Capacity for the function space
 - vii. Temporary Structures including any licensing requirements
 - viii. Use of Special effects such as dry ice, cryogenic fog, smoke machines, firearms, pyrotechnics, real flame, strobe lighting, lasers etc
 - ix. Noise Management Plan including arrival and dispersal arrangements

This condition has been discussed and approved with the Police licensing team

Dispersal/Smoking

My client has a dispersal and outdoor management policy. My client has referenced this policy in the proposed conditions as follows:

- *The licence holder shall implement a dispersal and outdoor management policy. This policy shall deal with, as a minimum, the entry and entrance of patrons and staff to the Hotel, the management of smoking areas and the duty of staff and security to ensure the prevention of public nuisance is being upheld. This policy shall be made available to local residents and responsible authorities upon request. All necessary staff, including security shall be trained on the contents and implementation of the dispersal policy and records of training shall be retained by the licence holder. The dispersal policy shall be reviewed regularly, at least annually, or whenever a complaint is received (whichever is the earlier) and thereafter amended if needed to respond to such complaint.*

When you consider the ability of my client's hotel to control exits later in the evening and the experience that their senior team have in managing other high class hotels in Westminster my client believes they have an advantage over other smaller establishments that tend to focus on non-resident clientele that rely more heavily on alcohol sales and vertical drinking.

It should further be noted that the different hours in the premises will allow a gradual dispersal of patrons from the hotels (non residents). The conditions are strict

Regulated entertainment

My client has applied for regulated entertainment after 23.00 (Live Music Act) and intends to have music by DJ or live music in some public spaces to create ambiance and entertainment (depending on the area). This entertainment will primarily occur on the 7th floor and any private, events, although my client is seeking for permission throughout the public spaces.

Regulated entertainment will not cause noise disturbance as the hotel has been acoustically treated throughout during the build and the building is also restricted by planning condition to ensure that there is no music audible outside of the building.

My client has also offered model conditions dealing with noise:

- *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.*
- *A direct telephone number for the manager of the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents and businesses in the vicinity.*
- *Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.*
- *Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.*

Further, and crucially, the hotel is selling sleep so it is within its own interests to control the noise from events within the building.

Alcohol Sales- pre core hours

The earlier than core hours sought at the premises for the retail sale of alcohol relate to service of my clients breakfast and brunch menus where food and a reduced selection of alcohol (for example champagne and orange juice etc) will be available from 7am. Alcohol served between 7am and 10am for this breakfast/brunch menu shall be ancillary to food.

The proposed condition is:

- *The Sale and supply of alcohol between the hours of 07:00 and 10:00 Monday to Sunday where permitted shall be limited to persons seated taking a table meal except for hotel residents and up to 4 of their bona fide guests*

CCTV

There is a CCTV control room in the premises. Coverage easily complies with the WCC's proposed model conditions (which have been offered). There will be 98 CCTV cameras throughout the interior and exterior of the building. My client will invite the MPS WCC Licensing Officer to view the CCTV prior to opening

Accordingly, given the nature of the proposed operation as a hotel, its comprehensive schedule of proposed licensing conditions (83 in total), proposed hours, operational policies, and being supported by the planning regime, the applicant is of the view it will promote the Licensing Objectives without adding to Cumulative Impact.



BROADWICK

S O H O

Broadwick Street Holdings Limited (trading as Broadwick Soho) Broadwick Street, London W1F 8HT

OPERATIONAL MANAGEMENT STATEMENT (Licensing)

Introduction and Purpose of Statement

This document has been prepared to meet section 2 of Schedule 1 of the Section 106 agreement dated 20 November 2020. This requires an Operational Management Plan to be provided for approval by the City Council which is something that must be adhered to for the life of the development. The Section 106 agreement sets out that the plan must explain how “the development will be managed and to ensure the operation of the development will not disturb neighbours”.

Broadwick Soho will operate as a five-star luxury hotel. Featuring 57 rooms and suites and an exemplary ancillary food and beverage offering, our hotel endeavours to become a valued addition to the local neighbourhood.

The Hotel will be operated by Broadwick Street Holdings Limited. The Hotel will have a lobby bar and restaurant set over two floors (the ground and lower ground floors), a seventh-floor lounge bar and terrace and a dining room on the eighth floor, all open to both residents and the public. Additionally, a ground floor lounge for hotel guests will be present.

This Operational Management Statement (“OMS”) seeks to highlight the management principles which will be adopted by Broadwick Street Holdings Limited. The OMS sets out a number of controls to ensure the Hotel meets its ambition to become a valuable asset to the local area, with a commitment to a high standard of professional and responsible management. The implemented management systems will ensure that the Hotel is operated successfully, sympathetically and without adversely affecting the local neighbourhood.

Vision and Philosophy

Broadwick Soho’s vision is to be an independent family-owned luxury Hotel that reflects the eccentric and eclectic community and fabric of Soho. It is the ambition of Broadwick Street Holdings Limited for the Hotel to become a focal point of the area that appeals to Soho’s residents, workers and visitors alike. Every part of the Hotel will feel like a residential townhouse and all details will be considered to create a consistent and successful business, whilst maintaining excellent relationships with the local community and nearby residents.



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Management and Staffing

A range of employment opportunities will be created providing both full and part time roles. The Hotel expects to employ approximately 160 full time employees. These will include a General Manager, Director of Operations, Food and Beverage Manager, Director of Human Resources, Director of Security, Duty Manager, Housekeeping Manager, Night Manager, Executive Chef, Restaurant and Bar Managers, Sous Chefs and additional operational employees.

At any one time approximately 50 employees will be on shift and a designated Duty Manager as well as an SIA accredited Duty Security Officer will be on property at all times. Furthermore, the hotel reception desk on the ground floor will be staffed at all times the Hotel is in operation. A direct telephone number for the Duty Manager shall always be publicly available when the premises are open. The telephone number will be displayed on the Hotel's website and social media channels and will also be made available to residents and businesses in the vicinity.

Employee's will not be allowed at any time to smoke in front of the building on either Broadwick Street or Berwick Street. In addition, Management will actively control employee's use of mobile phones outside the building so that there is no disturbance caused to neighbouring properties.

Employee Dispersal at Late Evening

All team members will be instructed to leave the building quietly and respectfully each and every evening, immediately leaving and making their way home. No loitering of Employees will be permitted. Employees will also not be permitted to smoke in the vicinity of the premises and they will be instructed not to talk on their mobile phones outside the Hotel after 9.00pm. Should any of the above parameters be breached by an Employee then disciplinary action will be instigated.

Access and Egress

All overnight hotel guests will enter the Hotel from the Broadwick Street entrance/exit. The main public access to the ancillary food and beverage outlets will be via the Broadwick Street entrance/exit. Employee access and egress will be via the Berwick Street entrance/exit. The dual entrances and exits promote a controlled and well managed dispersal of patrons and Employees at all times. Door Employees will supervise the entrance and exit at all times when in use by guests and the general public.

Public access to the seventh and eighth floor ancillary food and beverage outlets will be via two of three lifts. The internal ground floor public area will house people awaiting the lift to manage patrons and minimise activity and noise.



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Patrons wishing to temporarily leave the Hotel to smoke shall be directed to the dedicated smoking terrace on the seventh floor of the Hotel. Any patron smoking in front of the hotel entrances/exits on the ground floor will be asked to move away by the Employee's supervising the door. Patrons permitted to temporarily leave and then re-enter the Hotel shall not be permitted to take drinks or glass containers with them.

Transport and Servicing

Due to the Hotel being situated in a location that is highly accessible by public transport, it is expected that the majority of guests and Employees will arrive via this means. A full list of local public transport options will also be made available on our website. No on-site car parking will be provided however storage racks for 12 bicycles will be present and Employees will be encouraged to cycle to work. There are numerous car parks in the near vicinity of the hotel and patrons will be informed of these as well.

Licensed black cabs are readily available day and night in the Soho area. Patrons will be encouraged to go directly into a waiting cab when leaving the Hotel. If there are no available black cabs, patrons will be asked to wait inside the Hotel until a cab becomes available to avoid customers waiting outside on the street unnecessarily. Employees will assist patrons to call a taxi if required. We anticipate patrons will also use Uber or the like and directions will be given in this forum as to suitable pick up and drop off points.

When arriving by private car or taxi, customers and drivers will be reminded not to leave engines running unnecessarily; to keep conversation to a minimum and to avoid slamming car doors. Unnecessary sounding of car horns will not be tolerated under any circumstances.

Hours of Operation

The Hotel will be operational twenty-four hours a day for hotel residents and their guests. The hotel reception desk will be staffed at all times. The ground and lower ground floor lobby bar and restaurant will open for non-guests at 07:00hrs and close at 00:00hrs Sunday to Thursday and 00:30hrs on Friday and Saturday. The seventh floor lounge bar will open for non-guests at 07:00hrs and close at 00:00hrs Sunday to Wednesday and 01:00hrs on Thursday, Friday and Saturday. The seventh-floor exterior terrace on Broadwick Street and Berwick Street will close at 22:00hrs, in line with condition 23 of the planning permission. The exterior smoking terrace on the rear of the building will close at 01:00hrs on Thursday, Friday and Saturday. There will be an SIA accredited security employee at the terrace entrance after 22:00hrs to make sure there is no noise disturbance. Guests will not be allowed to bring any drinks onto the smoking terrace after 22:00hrs.



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Noise Control

We are committed to being a good neighbour. Any sound produced by the Hotel's musical amplification system or by its associated plant or equipment, will be contained within the building to ensure that it does not provide a nuisance to local residents or businesses.

Notices will be prominently displayed at all exits requesting patrons to respect the needs of local residents and use the area quietly. Additionally, Employees will be trained to ensure that non-residents leave the building in a quiet, controlled and swift manner so that there is no harm to local amenity.

Employees will also be instructed to enter and leave the Hotel quickly and quietly at all times.

Security and CCTV

SIA accredited security Employees, managed by a Security Manager, will be present on site at all times. A comprehensive CCTV system will be installed and the CCTV system will continuously record at all times. All entry and exit points will be covered by CCTV, enabling frontal identification of every person entering, in any light condition. All CCTV recordings will be stored for a minimum period of 31 days with date and time stamping. An Employee who is conversant with the operation of the CCTV system shall be on the premises at all times. In addition, we will fully cooperate with any request from the Police or another authorised body to immediately make available any CCTV footage required.

An incident log will be kept on the premises and made available on request to an authorised officer of WCC or the Police. This incident log will record: all crimes reported to venue; all ejections of patrons; any complaints received concerning crime and disorder; any incidents of disorder; all seizures of drugs or offensive weapons, any faults in the CCTV system; any refusal of the sale of alcohol and any visit by a relevant authority or emergency service.

A Challenge 25 proof of age scheme will be in operation in relation to the sale of alcohol and the Hotel will only accept a driving licence, passport or proof of age card with the PASS hologram as an acceptable form of identification. There will be no self-service of alcohol except in the guest bedrooms.

Dispersal Policy

This dispersal policy is designed to provide guidance for the Management and Employees of Broadwick Soho by setting out the terms for the dispersal of customers from the Hotel's restaurants and event space. The purpose of this policy is to set out the reasonable steps the business will undertake to prevent unnecessary avoidable disturbance to residents, services and other businesses operating in the vicinity of the premises.



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It is the stated intention of Broadwick Soho to operate in a manner:

- Which is fully compliant with our Premises License conditions.
- Ensures there is a minimum of noise and nuisance caused to our neighbours and the general public.
- Minimises the risk of crime and disorder outside Broadwick Soho as patrons arrive and leave.

To this end, all relevant Employees will be trained in this policy, general awareness of the Licensing Act 2003, the Premises License conditions and other appropriate skills to achieve an orderly and safe dispersal from the premises. All Employees are compelled by the terms and conditions of their Contract of Employment to comply with and actively implement this dispersal policy; where their job role includes these responsibilities.

Should any instances of anti-social behaviour or nuisance be observed by Employees, or brought to the attention of the Management of Broadwick Soho, this policy shall be reviewed by the Hotel's General Manager and Director of Security. In other instances, this policy will be reviewed annually by the General Manager and Director of Security.

Towards the closing time of the ancillary food and beverage outlets, measures will be taken to ensure a gradual and closing of the areas including:

- Slowly and gradually raising the lighting levels towards the end of the night to allow patrons time to acclimatise to the brighter surroundings and the need to exit the premises.
- Lowering the music volume gradually towards the end of the night to reduce shouting and boisterous behaviour when patrons exit the premises.
- Politely reminding patrons that the restaurants/bar are about to close.

At this time many customers will naturally begin to leave of their own free will and a controlled exit is assured. In order to prevent any incidents at the cloakroom at the end of the evening a member of the Hotel's Management Team, will oversee the safe and orderly collection of coats and bags from the cloakroom.

Notices will be prominently displayed at all exits requesting patrons to respect the needs of local residents and use the area quietly. Additionally, Employees will be trained to ensure that non-residents leave the building in a quiet, controlled and swift manner so that there is no harm to local amenity.

Management will ensure that all members of the public are off the premises by the authorised closing times. Other than hotel residents and their bona fide guests, there will be no exceptions to this rule whatsoever.



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Servicing and Deliveries

Deliveries will be received through the Berwick Street entrance and all deliveries and collections will be arranged carefully and sympathetically to avoid causing nuisance to local neighbours and businesses. Furthermore, deliveries and collections will take place within the hours specified by WCC and will not be scheduled late at night or early in the morning to avoid disturbing hotel guests and local residents. Where possible, multiple deliveries and/or collections will be combined to avoid a high number of vehicles servicing the Hotel.

The services of a private contractor will be engaged to collect all refuse and recycling. All refuse and recycling will be stored in a dedicated waste storage area within the basement of the Hotel until it is due to be collected. Prior to collection, and no earlier than thirty minutes before the scheduled collection time, refuse and recycling will be placed on Berwick Street ready to be picked-up. Bins will then be brought back inside the hotel building immediately after collection.

Litter

The Hotel will maintain the area immediately to the front of the premises on Broadwick and Berwick Streets to ensure the area is clear of litter and debris. Furthermore, Employees will regularly sweep the pavements immediately in front of the premises and take any other action required to ensure the area remains clean and tidy.

Summary

We will manage Broadwick Soho as described in this statement to ensure that it provides high quality luxury hospitality in a manner which upholds amenity for hotel guests and the neighbouring residential community, something which is of paramount importance and vital to our reputation and success. We are committed to providing strong on-site management and we will manage the Hotel in an exemplary and controlled manner. We remain open to further suggestions from WCC to ensure that the premises are managed appropriately.



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**Broadwick Street Holdings Limited (trading as Broadwick Soho)
Broadwick Street, London W1F 8HT**

DISPERSAL POLICY

Introduction and Purpose of Policy

The owners and operators of Broadwick Soho recognise the importance of ensuring that our customers leave our Hotel at the end of the night in a safe, controlled and efficient way, so as to cause minimum disturbance to other neighbours and without risk of injury to themselves.

This dispersal policy is designed to provide guidance for the Management and Employees of Broadwick Soho by setting out the terms for the dispersal of customers from the Hotel's restaurants and event space. The purpose of this policy is to set out the reasonable steps the business will undertake to prevent unnecessary avoidable disturbance to residents, services and other businesses operating in the vicinity of the premises.

It is the stated intention of Broadwick Soho to operate in a manner:

- Which is fully compliant with our Premises License conditions.
- Ensures there is a minimum of noise and nuisance caused to our neighbours and the general public.
- Minimises the risk of crime and disorder outside Broadwick Soho as patrons arrive and leave.

To this end, all relevant Employees will be trained in this policy, general awareness of the Licensing Act 2003, the Premises License conditions and other appropriate skills to achieve an orderly and safe dispersal from the premises. All Employees are compelled by the terms and conditions of their Contract of Employment to comply with and actively implement this dispersal policy; where their job role includes these responsibilities.

Should any instances of anti-social behaviour or nuisance be observed by Employees, or brought to the attention of the Management of Broadwick Soho, this policy shall be reviewed by the Hotel's General Manager and Director of Security. In other instances, this policy will be reviewed annually by the General Manager and Director of Security.

Local Co-operation

The premises will work in co-operation, where appropriate, with other premises, local residents and any neighbourhood association in the area to ensure that local policies are co-ordinated. The premises will, where practicable, work in partnership to share information and best practices.



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Access and Egress to Premises

All overnight hotel guests will enter the premises from the Broadwick Street entrance/exit. Public access to the ancillary food and beverage outlets will be via the Broadwick Street entrance/exit. Employee access and egress will be via the Berwick Street entrance/exit. The dual entrances and exits promote a controlled and well managed dispersal of patrons and Employees at all times.

Public access to the seventh and eighth floor ancillary food and beverage outlets will be via two of three lifts. The internal ground floor public area will house people awaiting the lifts to manage patrons and minimise activity and noise.

Patrons visiting any of the ancillary food and beverage outlets will not be permitted to queue outside the premises. If a queuing system is required, this will take place inside the Hotel, subject to space restrictions and customers will be advised on the likely waiting time. If space restrictions prevent patrons from waiting inside or if waiting times are anticipated by Employees to be excessive, customers will be asked to leave.

Any customers causing noise or disturbance or who appeared to be impaired / intoxicated through alcohol or drugs will be refused entry.

Door Employees

Door Employees will supervise the entrance and exit at all times when in use by guests and the general public.

Additional Door Supervisors, licensed by the Security Industry Authority will be employed by the Hotel based upon the risk assessment carried out and dependant on several factors:

- Expected volume of customers in the ancillary food and beverage outlets
- Time of year
- Special occasion (New Year, Halloween, etc.)
- Premises Licence Conditions

Door Supervisors shall assist with the dispersal of customers from the areas surrounding the premises. The purpose of an effective dispersal is to ensure that patrons leave the area quickly, quietly and in an orderly manner. Door Supervisors/Employees will have the means of communicating with one another so as not to create external congregation issues.



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Door Supervisors/Employees will:

- Be well informed of all available public and private hire transport routes in the surrounding area so that patrons exit swiftly in their direction of travel.
- Be proactive about dispersal of groups of people outside the venue.
- Ensure that exiting patrons do not block the immediate roads or pavements.
- Patrol outside the premises to ensure customers leave the area quietly. Any customers causing noise or disturbance will be asked to be quiet.
- Regularly monitor activity in Broadwick and Berwick Street throughout each night to ensure no crime and disorder, noise or disturbance arises from customers of Broadwick Soho.
- Assist any relevant authority or emergency service to the best of their ability.

Encouraging Dispersal

Towards the closing time of the ancillary food and beverage outlets, measures will be taken to ensure a gradual and closing of the areas including:

- Slowly and gradually raising the lighting levels towards the end of the night to allow patrons time to acclimatise to the brighter surroundings and the need to exit the premises.
- Lowering the music volume gradually towards the end of the night to reduce loud talking and any excitable behaviour when patrons exit the premises.
- Politely reminding patrons that the restaurants/bar are about to close.

At this time many customers will naturally begin to leave of their own free will and a controlled exit is assured. At the end of the evening a member of the Hotel's Management Team, will oversee the safe and orderly collection of coats and bags from the cloakroom.

Notices will be prominently displayed at the exit requesting patrons to respect the needs of local residents and use the area quietly. Additionally, Employees will be trained to ensure that non-residents leave the building in a quiet, controlled and swift manner so that there is no harm to local amenity.

Management will ensure that all members of the public are off the premises by the authorised closing times. Other than hotel residents and their bona fide guests, there will be no exceptions to this rule whatsoever.



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Employee Dispersal at Late Evening

All team members will be instructed to leave the building quietly and respectfully each and every evening, immediately leaving and making their way home. No loitering of Employees will be permitted. Employees will also not be permitted to smoke in the vicinity of the premises and they will be instructed not to talk on their mobile phones outside the Hotel after 9.00pm. Should any of the above parameters be breached by an Employee then disciplinary action will be instigated.

General

A direct telephone number for the Duty Manager shall always be publicly available when the premises are open and the reception desk on the ground floor will be staffed at all times the Hotel is in operation.

An incident log will be kept on the premises and made available on request to an authorised officer of WCC or the Police. This incident log will record:

- All crimes reported to venue; all ejections of patrons.
- Any complaints received concerning crime and disorder.
- Any incidents of disorder.
- All seizures of drugs or offensive weapons.
- Any faults in the CCTV system.
- Any refusal of the sale of alcohol and
- Any visit by a relevant authority or emergency service.

This Dispersal Policy will be made available to local residents and responsible authorities upon request. All necessary Employees, including all security Employees shall be trained on the contents of the Dispersal Policy and records of this training will be retained on file by Broadwick Street Holdings Limited.

Transport

In order to facilitate the dispersal of patrons from the premises, patrons can be provided with information on the various means of transport available from Broadwick Soho:

- Taxi & Taxi Ranks – The Hotel shall have a list of the locations of any taxi rank located in the proximity of the premises. Licenced black cabs are also readily available day and night in the Soho area. Patrons will be encouraged to go directly into a waiting cab when leaving the Hotel. If there are no available black cabs, patrons will be asked to wait inside the Hotel until a cab becomes available to avoid customers waiting outside on the street unnecessarily. Employees will assist patrons to call a taxi if required.
- Uber and similar apps are also now commonly in use and helpful as phone calls do not need to be made which may cause noise nuisance. Such vehicles should not sound their horns on arrival.



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- Local & Night Bus Services – information will be available upon request.
- Underground – information will be available upon request.

Furthermore, Door Supervisors/Employees will:

- Be proactive about asking drivers of vehicles to lower the volume of any loud music being played.
- Ask drivers of vehicles to park / idle away from the entrance of the Hotel.
- Discourage any customer from double parking or obstructing the street.

Any persons found to be in need of additional assistance when leaving the premises will be escorted politely by our Door Supervisors or a member of the Management Team to ensure that they can safely leave - where necessary a taxi will be arranged to take them to their ultimate destination.

Smoking Areas

The Hotel has a dedicated smoking terrace located on the seventh floor and this area will be monitored closely by team members at regular intervals.

Patrons wishing to temporarily leave the Hotel to smoke shall be directed to the dedicated smoking terrace on the seventh floor of the Hotel. Any patron smoking in front of the hotel entrances/exits on the ground floor will be asked to move away by the Employee's supervising the door. Patrons permitted to temporarily leave and then re-enter the Hotel shall not be permitted to take drinks or glass containers with them.

Employees will not be permitted to smoke in the immediate vicinity of the building at any time.



Broadwick Street Holdings Limited

20-24 BROADWICK STREET

Servicing Management Plan

June 2021

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Registered in England: 9930032

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1 INTRODUCTION

1.1 This document sets out the basis of the Servicing Management Plan (SMP) that will be adopted at No. 18-24 Broadwick Street (the 'Development'), W1F 8HT, in the City of Westminster (WCC).

1.2 This DSP has been written to discharge Condition 14 and 15 of the hotel's planning permission (Planning ref: 16/09526/FULL as revised in 19/07554/FULL and 20/04766/FULL), which states the following:

Condition 14: 'Prior to occupation of the hotel, you shall submit and have approved in writing by the local planning authority, a Servicing Management Plan for the hotel to demonstrate management of the servicing requirements of the hotel and management and access arrangements for the ancillary entertainment spaces. This should include an assessment of process, storage locations, scheduling of deliveries and staffing arrangements; as well as how delivery vehicle size will be managed. All servicing shall be undertaken in accordance with the approved strategies unless otherwise agreed in writing by the local planning authority.'

Condition 15: 'The 'Back of House and Temporary Holding Area' marked on drawing PL(00)103 RevA shall be used for holding deliveries and refuse & recycling bins associated with the hotel use and no other purpose.' Condition 15 is updated as per the latest Variation of Condition Decision notice (Planning ref: 20/04766/FULL) as follows:

'Condition 1 stated that the development had to be carried out in accordance with the approved drawing numbers. Consent is now sought to vary this condition to allow for amendments to the approved scheme to include; - relocation of the temporary waste / recycling holding station at ground floor level to be closer to the access doors...'

1.3 This report outlines the measures that will be implemented with regards to delivery and servicing, setting out the way in which 'goods' will be delivered to the Development. It also specifies how the Plan will be managed and monitored for the life of the building. In addition, the Developments waste storage and collection strategy are identified.



- 1.4 The Development will comprise the following:
- A hotel (C1) consisting of 57 hotel rooms
 - Ground and lower ground bar and restaurant which will be ancillary to the hotel
 - A ground and lower ground floor A1 retail floorspace
- 1.5 The hotel and ancillary uses at the site will be occupied and managed by Broadwick Street Holdings Limited (Development Owner), operating as a standalone hotel operation.
- 1.6 The aforementioned retail floor space is owned and managed by an external body (Shaftesbury PLC) and as such will be managed as a separate entity to the hotel and associated ancillary uses. Therefore this DSP will consider the hotel and associated ancillary uses only (henceforth known as the hotel).

Objectives

- 1.7 The primary objectives of the DSP will be to manage deliveries and servicing to and from the hotel in order to ensure that servicing activity is undertaken successfully and without conflict between vehicles and / or pedestrians.
- 1.8 The DSP will manage deliveries and servicing to the hotel in order to ensure that:
- Local goods and services are utilised as much as possible.
 - Where possible, deliveries are planned so as to minimise the potential for deliveries coinciding, therefore reducing any wait time.
 - Deliveries are undertaken by small to medium sized vehicles; that are electric / hybrid electric, where possible.
 - Vehicles load / unload for the minimum time necessary, in order to ensure that the on-street loading facilities are available for other commercial activities and to avoid obstructions or congestion on the adjacent highway whenever possible.



Scope of the Report

1.9 The remainder of the DSP is set out as follows:

- Section 2 sets out the Development's servicing arrangements;
- Section 3 identifies the initiatives of this Plan;
- Section 4 details the monitoring and review of this Plan;
- Section 5 sets out the waste storage and collection strategy for the Development; and,
- Section 6 provides a conclusion.



2 SERVICING ARRANGEMENTS

- 2.1 The Development Owner is fully committed to reduce their servicing demand and associated waste at the Development.
- 2.2 The Development Owner will also seek to utilise companies that limit packaging use and that will remove packaging materials before departing the site. Additionally, it is the intention to utilise nearby retail outlets to allow walking mode to be used for deliveries. For example, there are several market stalls that operate a short walk distance to the south of the site on Berwick Street. Items such as flowers and fresh fruit can be transported from the market stalls to the hotel using trollies.
- 2.3 The hotel will be serviced on Berwick Street via a dedicated delivery and servicing entrance located at the north-eastern corner of the building. The service access allows convenient movement of goods for vehicles utilising the on-street loading facilities on Berwick Street.
- 2.4 Delivery vehicles seeking to access the hotel may use the on-street loading facilities located on the western side of the carriageway located immediately adjacent to the site, in accordance with relevant controls.
- 2.5 All delivery and servicing activities associated with the hotel will be formally arranged to occur within pre-set delivery periods in order to ensure no more than one vehicle services the site at any one time and so that materials delivered can be distributed through the site in a timely fashion.
- 2.6 Vehicle tracking has been undertaken to assess the feasibility of the proposed loading arrangement on Berwick Street, as shown at **Appendix I**. The tracking has identified two appropriately sized delivery bays within an appropriate distance of the Development.

Number of delivery vehicles

Hotel

- 2.7 Hotels typically generate daily delivery demand for items such as clean towels and linen. Deliveries of other hotel amenities, such as fresh flowers, cleaning products and customer toiletries, will be required on a less frequent basis.



2.8 Survey data generated from central London hotel operations indicate that this type of use can generate up to 15 deliveries per 100 rooms per day. As such the proposed hotel is expected to generate 9 deliveries per day. The proposed site is anticipated to generate this demand, however some of these deliveries may be undertaken on-foot.

Commercial Operations

2.9 The ground and lower ground floor bar and restaurant facilities will be directly linked to and operated by the hotel.

2.10 The above hotel servicing demands include standard hotel food and beverage offerings. The hotel bar and restaurant areas would likely generate approximately 4-6 of the 9 deliveries per day.

Summary

2.11 In light of the above, the estimated total delivery demand for the hotel would be circa 9 deliveries per day, some of which may be transported via trolley to the site from local business.

2.12 In addition, the Development is likely to generate demand for 3-5 refuse / recycling collections per day. Waste collection is further discussed in Section 5 of this report.

Types of Vehicles

2.13 It is anticipated that the vast majority of deliveries will be undertaken by small to medium sized vehicles e.g. transit vans, with the occasional delivery by a larger 7.5 / 8m box van.

Scheduling

2.14 Restrictions will be implemented for when delivery and servicing vehicles may access the Development. This will prevent activities occurring during unsociable hours for residents of the hotel, as well as occupiers of residential buildings in the surrounding area.

2.15 All delivery and servicing activities will be undertaken between 7am – 7pm Monday to Sunday.



Vehicle Routing

- 2.16 All delivery and servicing vehicles will approach the Development via Berwick Street, which is a one-way southbound road. This strategy is required for vehicles to access the desired loading facilities located on the western side of Berwick Street, located immediately to the east and north-east of the Development.
- 2.17 As such, vehicles travelling from Shaftesbury Avenue, located to the south of the Development, will progress northwards on Wardour Street and turn left onto Noel Street in order to progress southwards on Berwick Street to access the loading facilities.
- 2.18 Vehicles travelling westward on Oxford Street to access the Development will be able to turn left onto Berwick Street, while those travelling eastwards will be required to utilise the one-way systems in order to access Wells Street via either Margaret Street or Mortimer Street.
- 2.19 Vehicles approaching from Regents Street will be able to turn into Great Marlborough Street from each direction. Great Marlborough Street turns into Noel Street, which then provides a right turn onto Berwick Street.



3 INITIATIVES OF THE PLAN

- 3.1 The hotel staff will be appointed to oversee all delivery and servicing activities at the Development. Hotel staff will ensure all servicing activity is undertaken safely and efficiently, particularly for any deliveries consisting of bulky and / or many items. Hotel staff will be aware of all forthcoming planned delivery and servicing activity, particularly, if / when exceptional activity is planned / expected.
- 3.2 It is the responsibility of the hotel managers to ensure hotel staff are informed if / when exceptional delivery / servicing activity is expected.
- 3.3 A DSP coordinator, who is envisaged to be at management level within the hotel staff team, will be appointed to ensure that the DSP initiatives are upheld.

Delivery and Servicing Activities

- 3.4 In order to meet the objectives of the DSP, the following initiatives will be adopted:
- The DSP coordinator will issue written / email instructions to all hotel suppliers who book deliveries setting out the delivery procedures to be adopted by them.
 - Deliveries will be programmed so as to avoid waste / recycling collections.
 - Drivers will be informed that vehicle engines must be switched off whilst goods are being loaded / unloaded (i.e. when their vehicle is stationary).
 - The staff of the hotel will be responsible for the transfer of goods from the point of receipt to their ultimate destination.
 - The DSP coordinator will be responsible for the smooth and efficient operation of the 'Plan'.
- 3.5 The supplier instructions will be put together in a factsheet, similar to the example at **Appendix II**.



4 MONITORING AND REVIEW

- 4.1 The role of the DSP coordinator will be to ensure the smooth running of the Plan, which is set out in this document, and will have overall responsibility of upholding, monitoring, and reviewing the Plan for the life of the Development.
- 4.2 The hotel staff will maintain a record of all delivery and servicing activities at the Development, which will include the following information:
- Day
 - Date
 - Delivery slot(s) booked
 - Mode and type of vehicle
 - e.g. 'walk – trolley' or 'vehicle – transit van'
 - Goods carried
 - Time of arrival
 - Time of departure
 - Any other comments
- 4.3 The DSP coordinator and hotel staff will constantly monitor / review the success of the Plan and, if considered necessary / appropriate, will propose changes to the Plan to be approved by the Local Planning Authority (LPA).
- 4.4 As part of the monitoring / review of the Plan, the DSP coordinator will take into consideration any other developments in the locality which could potentially affect, or be affected by, servicing activity associated with the Development.
- 4.5 The Plan will be the subject to a regular review (six months after first occupation and annually thereafter) with the LPA, unless the LPA confirm that a formal review is not necessary.



- 4.6 The DSP coordinator will review any comments received from occupants of the development and / or third parties regarding servicing and delivery activity and notify the LPA if necessary / appropriate during the following review of the Plan.



5 WASTE STORAGE AND COLLECTION

- 5.1 Hotel waste will be stored at basement level 1. The waste store will be provided with waste processing facilities to reduce the scale of waste production and maximise the waste storage capacity on-site. Waste containers will be clearly marked as general waste, recycling, oil, and organic waste.
- 5.2 The Development Owner is currently in contact with private waste collection services to arrange the collection of waste from the Development.
- 5.3 Prior to refuse collection, waste collection operatives will call ahead to confirm hotel site staff of their arrival time and the specific waste materials to be collected. The relevant hotel staff, such as the BOH Manager, goods runner, or houseman, will then ensure that the relevant waste materials are transferred from basement level 1 to ground floor via the service lift. The service lift has been designed for convenient access to / from the site's service access which is located to the north-east of the site.
- 5.4 Up to 2 waste containers will be held within the service corridor for the short time between deposit of containers by site staff and collection of waste by the waste collection operatives.
- 5.5 Waste collection operatives and hotel staff will work together to transfer containers to / from the waste collection vehicle. Hotel staff will then ensure all waste containers are returned to basement level 1 so that the service lift and corridor is available for deliveries scheduled for the remainder of the day.
- 5.6 All deliveries will be scheduled to ensure that there is sufficient time for waste to be collected and allow time for waste containers to be returned to basement level before their scheduled arrival. Similarly, a suitable window will be given prior to waste collection to ensure the service lift is available.
- 5.7 It is in the hotel's interest to ensure the above transfer strategy is employed due to the multi-function operation of the service access.
- 5.8 Refuse collection vehicles will approach the Development as per the delivery strategy described in Section 2 of this report. The refuse vehicle will stop adjacent to the Development, on Berwick Street while collecting refuse / recycling materials from the Development.



6 CONCLUSION

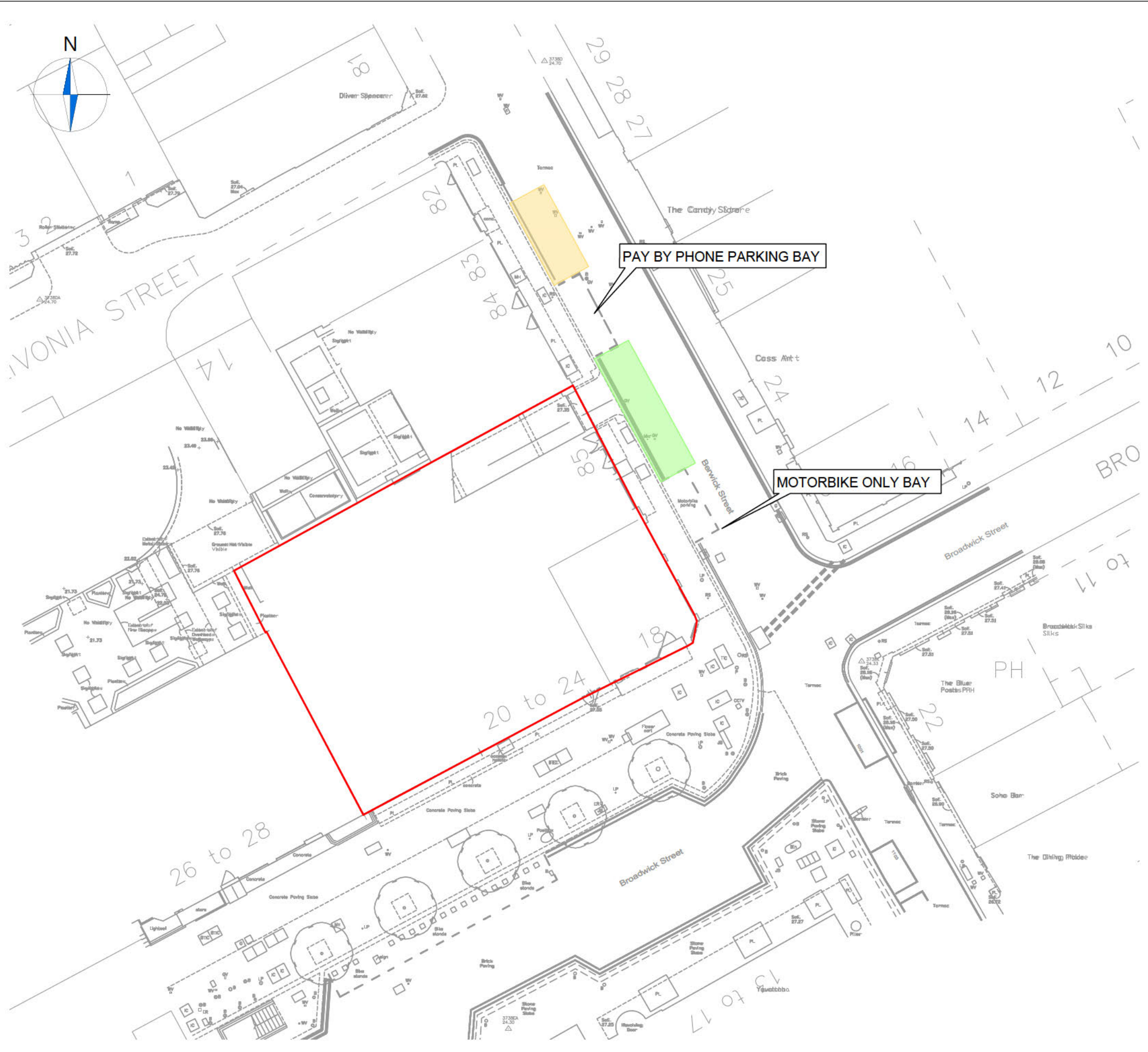
- 6.1 Overall, the DSP will ensure the successful operation of hotel servicing and delivery activity on a day to day basis.
- 6.2 The DSP will ensure that the likelihood of conflicts between pedestrians and vehicles will be minimised and that the servicing of the Development will not affect existing commercial activities utilising existing on-street loading facilities. All delivery vehicles will service in accordance with on-street controls. The DSP will help to minimise the number of deliveries and associated waste generated by the site and ensure the Development will not negatively affect the free flow or environmental condition of the public highway.

Statement

'The agreed contents of this Delivery and Servicing Plan must be complied with unless otherwise agreed in writing with the Council. The DSP Coordinator shall work with the Council to review this Delivery and Servicing Plan, as necessary. Any future revised plan must be approved by the Council and complied with.'

Appendix I



Vehicle Tracking



NOTES

1. Do not scale from this drawing.
2. This drawing to be read & printed in colour.
3. This drawing is for illustrative purposes only.

KEY:

	Site Boundary
	Loading Area - Single Yellow Line
	Loading Area - Double Yellow Lines

Rev	Details	A	New sheet added.	AFG	LD	09.06.21
		REVISION HISTORY		Drawn	Checked	Date
Status:	<input type="checkbox"/> Preliminary	<input type="checkbox"/> For Approval	<input type="checkbox"/> For Construction			
	<input checked="" type="checkbox"/> For Information	<input type="checkbox"/> For Tender	<input type="checkbox"/> As Built			

Client:
Broadwick Street Holdings Ltd

Project:
18 - 24 Broadwick Street

Drawing Title:
Vehicular Swept Paths Analysis using 3.5T Panel Van

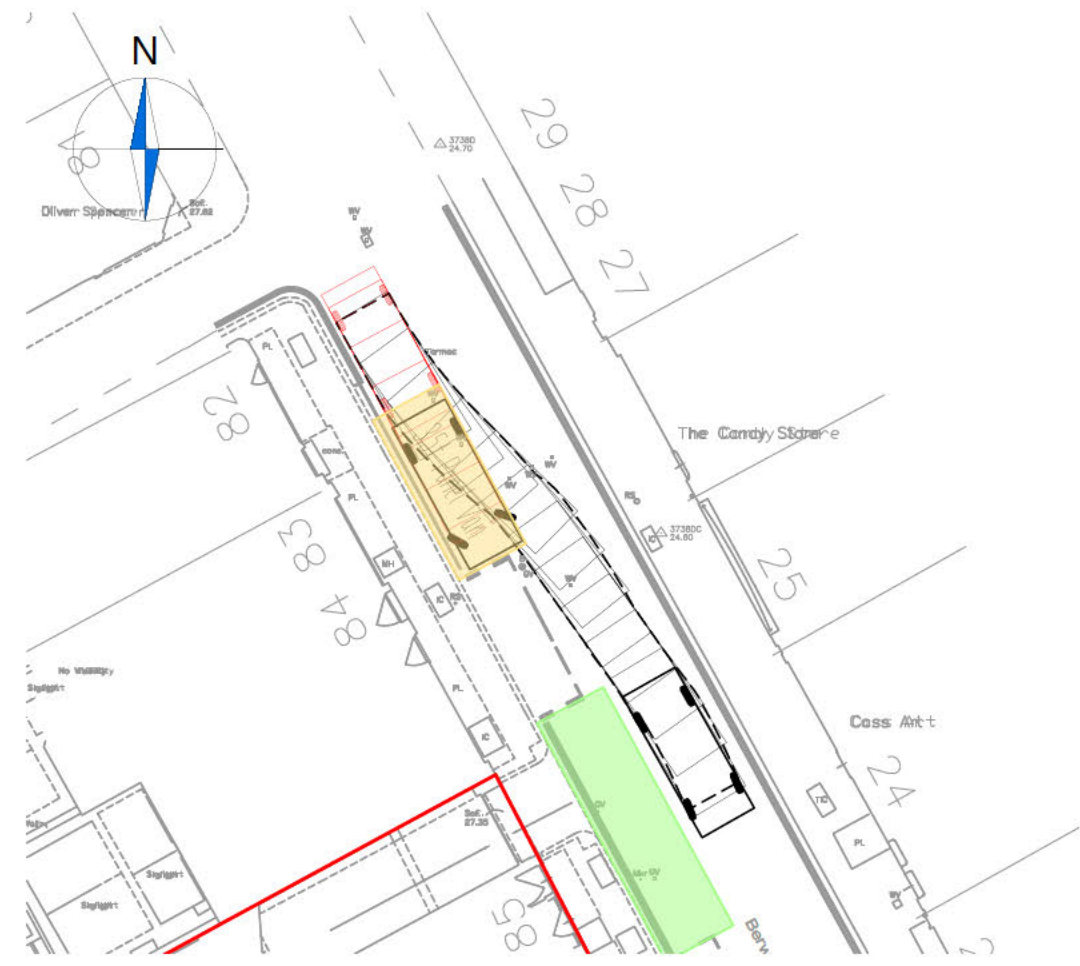
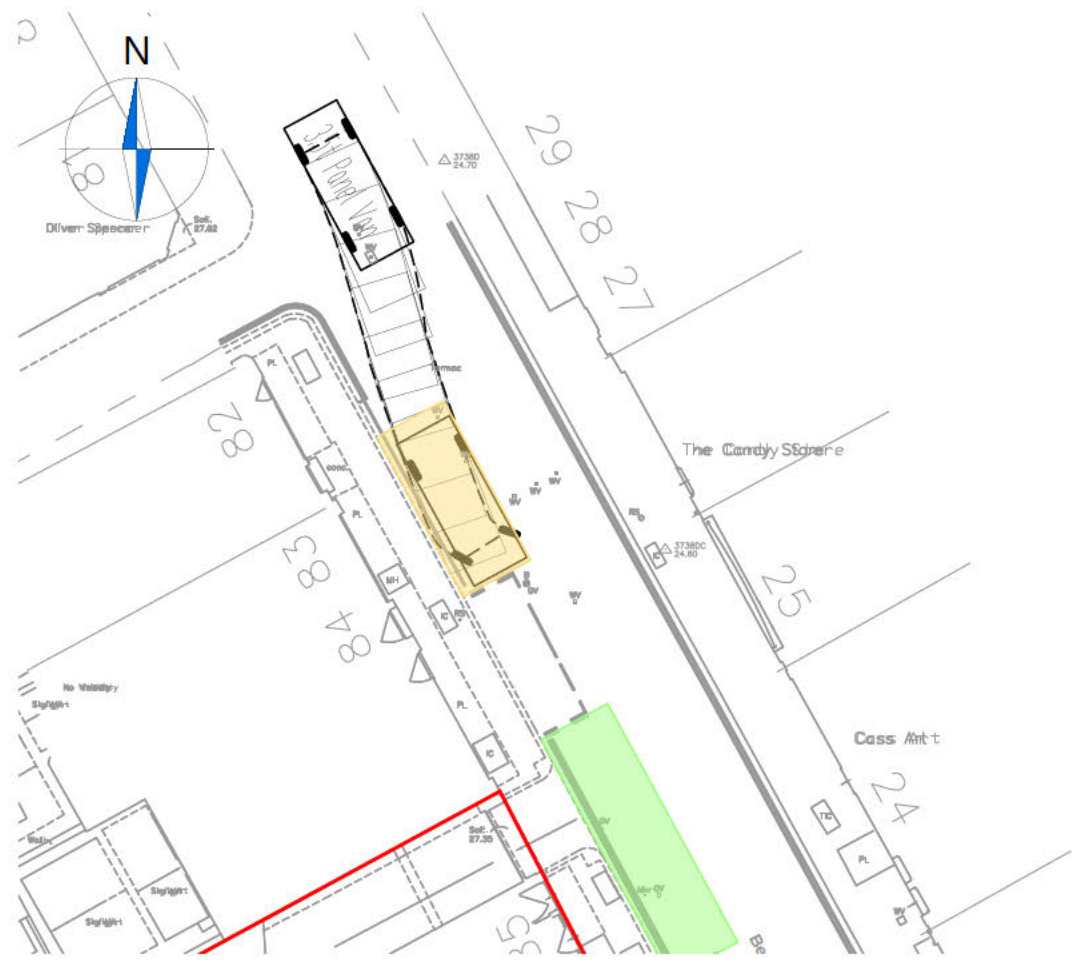
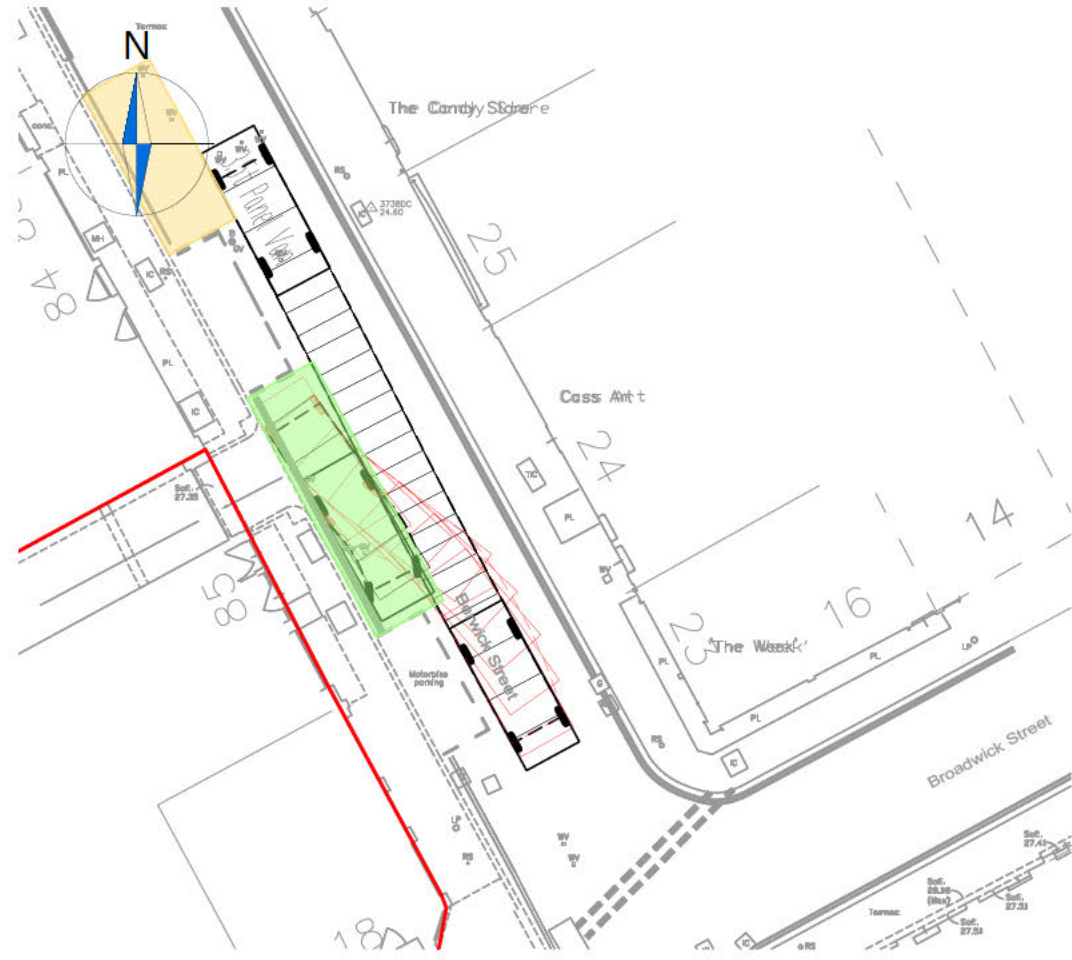
Scale: **1:250** Size: **A3**

Drawn by: **DW** Checked by: **LD** Date: **23.09.2016**

CANEPARO ASSOCIATES
Transport Planning & Highway Design
131-151 Great Titchfield Street • London • W1W 5BB • Tel. 020 3542 4840

Scheme Ref:	Drawing No:	Sheet:	Rev:
3113	TR01	1 of 1	A

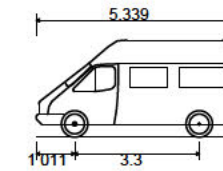
CA_3113_TR01_A - VEHICULAR SWEEP PATHS ANALYSIS USING 3.5T PANEL VAN.DWG



NOTES

1. Do not scale from this drawing.
2. This drawing to be read & printed in colour.
3. This drawing is for illustrative purposes only.

3.5T PANEL VAN



Overall Length	5.339m
Overall Width	1.986m
Overall Body Height	2.565m
Min Body Ground Clearance	0.338m
Track Width	1.986m
Lock to Lock Time	4.00s
Kerb to Kerb Turning Radius	6.400m

 FORWARD MOVEMENTS ARE SHOWN IN BLACK (design speed - 0.1kph)

 REVERSE MOVEMENTS ARE SHOWN IN BLUE (design speed - 0.1kph)

A	Site Boundary Added.	AFG	LD	09.06.21
Rev	Details	REVISION HISTORY		Drawn Checked Date
Status:	<input type="checkbox"/> Preliminary	<input type="checkbox"/> For Approval	<input type="checkbox"/> For Construction	
	<input checked="" type="checkbox"/> For Information	<input type="checkbox"/> For Tender	<input type="checkbox"/> As Built	

Client:
Broadwick Street Holdings Ltd

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Vehicular Swept Paths Analysis using 3.5T Panel Van

Scale: 1:250 Size: A3

Drawn by: DW Checked by: LD Date: 23.09.2016

CANEPARO ASSOCIATES
Transport Planning & Highway Design
131-151 Great Titchfield Street • London • W1W 5BB • Tel. 020 3542 4840

Scheme Ref: 3113	Drawing No: TR01	Sheet: 1 of 1	Rev: A
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Appendix II

Supplier Instructions

20-24 Broadwick Street – Supplier Instructions

In order to meet the objectives of the Delivery and Servicing Management Plan for the building, the following initiatives will be adopted:

- The DSP coordinator will issue written / email instructions to all suppliers of the hotel and ancillary uses (restaurant and bar) who book deliveries setting out the delivery procedures to be adopted by them.
- Deliveries will be programmed so as to avoid waste / recycling collections.
- Drivers will be informed that vehicle engines must be switched off whilst goods are being loaded/unloaded (i.e. when their vehicle is stationary).
- The staff for all hotel and ancillary uses will be responsible for the transfer of goods from the point of receipt to their ultimate destination.
- The DSP coordinator will be responsible for the smooth and efficient operation of the 'Plan'.

From: [Jackaman, Kevin: WCC](#)
To: [Jackaman, Kevin: WCC](#)
Subject: Licensing application - Broadwick Hotel : Letter of Support from Ken White
Date: 19 April 2023 14:02:52

From: [REDACTED]
Sent: 17 March 2023 11:08
To: [REDACTED]
Cc: [REDACTED]
Subject: Licensing application - Broadwick Hotel

Licensing sub-committee, Westminster.
Broadwick Hotel, 23/00159/FULL

I write in support of the application for an extension of weekend hours to 1.30am and a capacity of 65 for the roof restaurant of the Broadwick hotel, Soho.

I have lived [REDACTED] for the last 26 years. Before retirement in 2003 I was uniform police inspector for 13 years at West End Central police station, whose operational area covered Soho.

For many years I was active in local community groups and charities, including being on the board of the Soho Housing Association, a member of the steering group that developed the Soho Neighbourhood Plan and Chair of the Soho Police/Community liaison group. As such I have developed an intimate knowledge of the late night economy and its associated problems of noise, crime and disorder. I am also acutely aware of the need to strike a balance between the competing needs of business, residents and visitors in order to ensure a thriving and well regulated Soho and the wider West End.

The hotel owners have reached out to the wider Soho community at every stage. I am also well acquainted with [REDACTED] of the restaurant Randall and Aubin who has consulted on the hotel project. Randall and Aubin [REDACTED] and it has always been well managed, ensuring the quiet enjoyment of our home, whilst adding to the vibrancy of Soho.

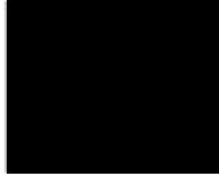
In my opinion the Broadwick will be a well managed, high end hotel, where food and beverage is ancillary to hotel usage. To borrow a phrase, the hotel is in the business of selling sleep not noise. Access to the roof restaurant will be monitored, with no direct access; noise mitigation will be in place and the balcony terrace will be restricted to 10pm; traffic will not be increased and servicing will be appropriate to ensure neighbours peace.

The four licensing objectives will be maintained and not adversely affected. Although core hours will be exceeded I believe that there will be little or no cumulative impact, whilst giving a well needed boost to the Soho and West End economy.

I am willing to attend any hearing if required.

[REDACTED]
[REDACTED]





Friday, 14 April 2023

Licensing Service
Public Protection and Licensing
Westminster City Council
15th Floor
Westminster City Hall
64, Victoria Street
London SW1E 6QP

Sent via email to licensing@westminster.gov.uk

Dear Sir

Reference: 23/00942/LIPN: Broadwick Soho Hotel, 22-24, Broadwick Street W1F 8HT

I have read the objection to the above application by the [REDACTED] dated 12 March 2023 and am writing to add my support to that objection.

I would have objected in my capacity as neighbour personally but I had been told by a representatives of the applicant that there would be no use of the outdoor terrace after 10pm but it is now no longer clear to me that that is the case.

I live [REDACTED]
[REDACTED]

[REDACTED] The bedroom has four large sash windows looking to the South and to the West. Noise at street level is amplified by the narrow street and high buildings and is audible within the bedroom.

I live in the flat with my partner and my 16 year old daughter who visits at the weekend. She is doing her A levels next year.

The premises are on the North West corner of the intersection rising some eight storeys with the outdoor terraces immediately above my flat overlooking the garden at the area at the back.

I moved to my flat in January 1991 and have lived here for more than 30 years. The agent of change principle here is relevant in terms of protecting my existing residential use. Prior to the hotel development the premises were offices above and retail at the ground floor and created no noise nuisance whatsoever and were not occupied after 6 pm.

The hotel is still under construction and it has been for the last 3 or 4 years. It has not opened so we have no direct experience of what will happen when it opens to customers later this year in terms of noise from deliveries, dispersal and cars and taxis picking up and dropping off outside the hotel on Broadwick Street where car parking space is extremely limited (2 or 3 spaces I believe).

I am concerned about:-

noise from the terraces above me on the 7th and 8th floor being audible in my flat and damaging my residential amenity - noise in the early evening can be disruptive as you can't read or watch TV if there is constant background noise from people shouting, talking and drinking;

noise from dispersal of customers when they leave the premises at the end of the evening;

noise from cars and taxis either collecting or dropping customers outside the hotel and the risk that traffic will back up along Broadwick Street blocking Wardour and Berwick Streets leading to drivers using their car horns both during the day but more specifically at night

Currently there is noise from customers from the Blue Posts pub on the South East corner of the intersection as many of them drink outside and block the pavement from about 6 pm though the pub has agreed to move customers off Broadwick Street at 10pm which does reduce the problem to a degree. Some noise continues on Berwick Street to about 11.20pm when drinking up time ends. Noise then increases for a period of about 20 mins as the fifty or so customers leave the pub - they often shout and Ubers and taxis use their car horns to identify themselves to customers. By midnight the situation calms down again and although there is further noise - occasional pedicabs, and loud groups, this is more intermittent rather than continuous.

My concern is that if granted this application will push the noise envelope another hour into the night as customer dispersal will start again at 1 am on Friday and Saturday and 12am on Thursday and last 20 minutes. I think it is reasonable to expect the same profile that we get from the pub as roughly the same number of people who have been drinking disperse. That will mean waiting until 1 am before some degree of quiet is available on Friday and Saturday nights.

Street noise two or three nights of the week until 12.30am and later is likely to have a significant impact on residential amenity for me directly and a number of other residents in [REDACTED] [REDACTED] Trenchard house is a matter of yards away on Broadwick Street and has some 60 flats, there are residents on Duck Lane, further east on Broadwick and up and down Berwick Street. Dispersal will impact residents that are not immediately adjacent to the hotel as customers make their way through Soho on foot to find transport home.

I have spoken at length to the management of the hotel.

They have suggested:-

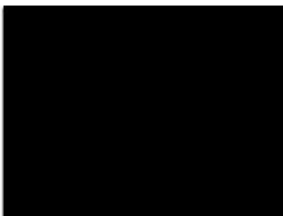
- a) because the hotel will have guests sleeping they have a strong incentive to manage the problem
- b) they will manage the dispersal effectively as they have the staff to do so
- c) there guests are of a type that will not cause a disturbance

I don't agree with a) because the hotel is brand new and the hotel has used expensive triple glazing in all its bedrooms. Its own guests will likely not suffer from the noise from the street or the terraces. Even if they did it would only be for the duration of their stay. Many flats around here are older and will not have the same level of sound insulation (mine does not). Sash windows are poor at sound insulation and cannot be replaced as we are in the Soho Conservation Area. Alternatives such as secondary glazing are very expensive and difficult to retrofit. My own planning application to build a sound proof and insulated bedroom on the roof of my flat was turned down by the council some years ago.

I don't agree with b) as we know that once customers have left the premises the hotel staff have zero legal authority over them in terms of what noise they make or what route or method they take to get home. This has been amply demonstrated at the other end of Broadwick Street with the dispersal of customers from Le Cirque nightclub on Ganton Street. On a number of occasions the police have told me that they have little legal authority and even less inclination to ask people to be quiet when leaving premises in Soho at night. Street marshals and city inspectors have told us the same thing. So the management plan suggesting that staff can control customers once they have left the premises is not something that can be relied upon.

I don't really agree with c) as we have no idea what sort of client the hotel will attract. The interior designer of the hotel also designed Annabel's and Sexy Fish in Belgrave Square and it might be assumed a similar profile of client might be interested in drinking in this hotel. These customers will be wealthy but that does not mean they will necessarily be quiet. Our experience is often the opposite. Wealthy customers are much more likely to take private cars and Ubers which can cause really significant disturbance were there is little room for parking and narrow one way streets that congest as here. Noise from powerful expensive cars is a real issue in Belgrave Square and we might expect the same issues here.

For these reasons all parts of the application that go beyond core hours should be refused. The roof terrace should be closed at 10pm without any exceptions.





Westminster Licensing Team
Westminster City Hall
15th Floor 64 Victoria Street
SW1E 6QP

Westminster Police Licensing Team
Westminster City Hall
15th Flr 64 Victoria Street
SW1E 6QP
Mobile - 07442419872
Email – steve.muldoon@met.police.uk
Email – smuldoon1@westminster.gov.uk
Licensing Team mailbox -
AWMailbox.LicensingCW@met.police.uk

Wednesday, 19 April 2023

Re: - 23/00942/LIPN – Broadwick Soho, Broadwick Street W1. – Further Submissions

Dear Ms Tricker,

Please see the below crime stats for Soho. I have below documented the stats which run for 1 month from 1st March – 31st March 2023.

I have included the crime maps for Robbery, Violent Crime, Violent Crime (Assault ABH and GBH), Theft from/Theft other (pickpocketing/theft from tables, All crime and finally a table showing the peak times for all crime in Soho.

Robbery -





**METROPOLITAN
POLICE**

TOTAL POLICING



CENTRAL WEST POLICE

Violent Crime Gbh/ABH –



Theft From/Theft other –



**METROPOLITAN
POLICE**

TOTAL POLICING





All Crime –



Peak Times –

	0700 - 0959	1000 - 1259	1300 - 1559	1600 - 1859	1900 - 2159	2200 - 0059	0100 - 0359	0400 - 0659																	
Mon	2	2	2	6	2	2	3	10	5	5	9	4	4	1	4	1	2	2	1	67					
Tue	1		1	3	3	2	3	2	3	8	10	11	9	8	4	1	2	3	3	1	79				
Wed	1	1	1	3	1	3	8	5	4	3	7	9	9	12	10	12	5	6	2	5	3	5	3	118	
Thu			3	2	4	3	4	10	2	4	12	17	6	8	13	9	11	10	5	5	5			133	
Fri		2	4	2	5	5	5	8	3	11	8	20	15	13	28	25	18	8	12	13	2			207	
Sat	1	1	1	1	1	2	3	3	11	12	8	8	14	14	15	15	13	17	12	12	8	2	4	178	
Sun		2		1	1	3	3	7	5	5	5	5	12	5	3	4	3	2			1	1		65	
Total	3	6	6	12	8	22	31	28	43	30	48	62	80	70	63	83	59	57	37	39	35	17	4	4	847

We accepted and have agreed conditions with the venue but maintain our objection based on the high levels of crime within the area.

Yours sincerely

Pc Steve Muldoon
Westminster Licensing Unit

Yours sincerely

Steve Muldoon 2332AW
Pc Steve Muldoon 2332AW
Westminster Police Licensing Team



There is no licence or appeal history for the premises.

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

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

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

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

Mandatory Conditions

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

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

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

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

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

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

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

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

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

Where -

(i) P is the permitted price,

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

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

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

(i) the holder of the premises licence,

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

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

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

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

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

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

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

9. Admission of children to the premises must be restricted in accordance with the film classification recommended by the British Board of Film Classification or recommended by this licensing authority as appropriate.

Conditions consistent with the operating schedule

10. Licensable activities authorised under this licence shall remain ancillary to the primary use of the premises as a hotel.
11. The Sale and supply of alcohol between the hours of 07:00 and 10:00 Monday to Sunday where permitted shall be limited to persons seated taking a table meal except for hotel residents and up to 4 of their bona fide guests.
12. There will be no self-service of alcohol except in the guest bedrooms.
13. There shall be waiter/waitress service available throughout the entire premises with the exception of hotel bedrooms.
14. The reception desk on the ground floor shall be staffed at all times the premises are in operation.
15. There shall be no advertising of the bar facilities or alcohol sales external to the premises building.
16. The exhibition of film is permitted in the hotel bedrooms and as an ancillary to other licensable activities throughout the premises.
17. Between the hours of 20:00 and 01:30 there shall be a personal licence holder on the premises whenever alcohol is sold at the premises.
18. From 20:00 until the close of all public restaurant/lounge spaces a minimum of 2 SIA licensed door supervisors shall be on duty at the premises at all times whilst it is open to the public, who will be wearing distinctive uniforms. Such door supervisors shall be trained in conflict management. Further door supervisors shall be provided on a risk assessed basis
19. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises are open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31-day period.
20. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises are open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
21. 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 e equipment g. any refusal of the sale of alcohol h. any visit by a relevant authority or emergency service.

22. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
23. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
24. 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.
25. A noise limiter must be fitted to the musical amplification system set at a level determined by and to the satisfaction of an authorised officer of the Environmental Health Service, Premises Management so as to ensure that no noise nuisance is caused to local residents or businesses. The operational panel of the noise limiter shall then be secured by key or password to the satisfaction of officers from the Environmental Health Service and access shall only be by persons authorised by the Premises Licence holder. The limiter shall not be altered without prior agreement with the Environmental Health Service. No alteration or modification to any existing sound system(s) should be effected without prior knowledge of an authorised Officer of the Environmental Health Service. No additional sound generating equipment shall be used on the premises without being routed through the sound limiter device.
26. A direct telephone number for the manager of the premises shall be publicly available at all times the premises are open. This telephone number is to be made available to residents and businesses in the vicinity.
27. From 19.00 the licence holder or duty manager shall make regular patrols at no less than hourly intervals around the perimeter of the premises when regulated entertainment is taking place
28. Patrons permitted to temporarily leave and then re-enter the premises to smoke shall be restricted to designated smoking areas on the ground floor and supervised by staff after 22:00. All designated smoking areas shall be monitored by CCTV.
29. Smokers shall be limited to 10 persons at any one time in the designated smoking area on the ground floor, as hatched in red.
30. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall not be permitted to take drinks or glass containers with them.
31. The licence holder shall implement a dispersal and outdoor management policy. This policy shall deal with, as a minimum, the entry and entrance of patrons and staff to the Hotel, the management of smoking areas and the duty of staff and security to ensure the prevention of public nuisance is being upheld. This policy shall be made available to local residents and responsible authorities upon request. All necessary staff, including security shall be trained on the contents and implementation of the dispersal policy and records of training shall be retained by the licence holder. The dispersal policy shall be

reviewed regularly, at least annually, or whenever a complaint is received (whichever is the earlier) and thereafter amended if needed to respond to such complaint.

32. 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.
33. Other than in hotel bedrooms there shall be no striptease or nudity, and all persons shall be decently attired at all times, except when the premises are operating under the authority of a Sexual Entertainment Venue licence.
34. Substantial food and non-alcoholic beverages including drinking water shall be available in all parts of the premises where alcohol is sold or supplied for the consumption on the premises.
35. There shall be no sales of hot food or hot drink to the public for consumption 'Off' the premises after 23:00 hours
36. All sales of alcohol for consumption 'Off' the premises to the public shall be either (a) in sealed containers or (b) restricted to alcohol consumed by persons who are seated in an area appropriately authorised for the use of tables and chairs on the highway, and where the supply of alcohol is by waiter or waitress service only
37. Prior to any event/function being taken at the premises a risk assessment for that event/function shall be undertaken which will address as a minimum entrance and dispersal of patrons, provision and service of alcohol and the monitoring of consumption of alcohol and whether the provision of SIA shall be required. This risk assessment shall be retained at the premises for 31 days after the event takes place and must be made available on request to the Responsible Authorities and signed off by a person with management responsibilities and must contain information and assessments, as a minimum, on the following aspects where relevant:
 - i. Details of responsible persons present including at least one person with management responsibilities of the licence holder
 - ii. Stewarding
 - iii. Ticketing and entrance check arrangements, eg bag search
 - iv. Non-glass drinking receptacles
 - v. Emergency Evacuation
 - vi. Maximum Capacity for the function space
 - vii. Temporary Structures including any licensing requirements
 - viii. Use of Special effects such as dry ice, cryogenic fog, smoke machines, firearms, pyrotechnics, real flame, strobe lighting, lasers etc
 - ix. Noise Management Plan including arrival and dispersal arrangements.
38. In the event that a serious assault is committed on the premises (or appears to have been committed) the management will immediately ensure that:
 - a. The police (and, where appropriate, the London Ambulance Service) are called without delay;
 - b. All measures that are reasonably practicable are taken to apprehend any suspects pending the arrival of the police;
 - c. The crime scene is preserved so as to enable a full forensic investigation to be carried out by the police; and
 - d. Such other measures are taken (as appropriate) to fully protect the safety of all persons present on the premises.

39. No unauthorised advertisements of any kind (including placard, poster, sticker, flyer, picture, letter, sign or other mark) that advertises or promotes the establishment, its premises, or any of its events, facilities, goods or services shall be inscribed or affixed upon the surface of the highway, or upon any building, structure, works, street furniture, tree, or any other property, or be distributed to the public.
40. 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.
41. No rubbish, including bottles, shall be moved, removed or placed in outside areas between 2300 hours and 0800 hours or as in compliance with Westminster City Council's own waste contractor collection hours.
42. No deliveries to the premises shall take place between 23:00 hours and 07:00 hours on the following day.
43. All waste shall be stored internally prior to collection.
44. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
45. No licensable activities shall take place at the premises until the Environmental Health Consultation Team has determined the capacity of the premises and the Licensing Authority has replaced this condition on the licence with a condition detailing the capacity so determined
46. The licence holder, duty manager or member of security shall make regular patrols at no less than hourly intervals around the perimeter of the premises when regulated entertainment is taking place.
47. Any special effects or mechanical installations shall be arranged and stored so as to minimise any risk to the safety of those using the premises. The following special effects will only be used on 10 days prior notice being given to the Licensing Authority where consent has not previously been given. a. dry ice and cryogenic fog b. smoke machines and fog generators c. pyrotechnics including fireworks d. firearms f. lasers g. explosives and highly flammable substances f. real flame g. strobe lighting.
48. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
49. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
50. All emergency doors shall be available at all material times without the use of a key, code, card or similar means.

51. All emergency doors shall be maintained effectively self-closing and not held open other than by an approved device.
52. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
53. Curtains and hangings shall be arranged so as not to obstruct emergency safety signs or emergency equipment.
54. All fabrics, curtains, drapes and similar features including materials used in finishing and furnishing shall be either non-combustible or be durably or inherently flame-retarded fabric. Any fabrics used in escape routes (other than foyers), entertainment areas or function rooms, shall be non-combustible.
55. Flashing or particularly bright lights on or outside the premises shall not cause a nuisance to nearby properties, save insofar as they are necessary for the prevention of crime.
56. The premises may remain open for the sale of alcohol, regulated entertainment and the provision of late-night refreshment from the terminal hour for those activities on New Year's Eve through to the commencement time for those activities on New Year's Day.
57. On the morning that Greenwich Mean Time changes to British Summer Time one hour will be added to the terminal hour of any activities and to the closing time for the premises where the existing terminal hour for the activities and/or closing hour for the premises ends after 01.00.
58. Before the premises open to the public, the plans as deposited will be checked by the Environmental Health Consultation Team to ensure they are an accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the Environmental Health Consultation Team and the Licensing Authority.
59. The licence will have no effect until the Licensing Authority are satisfied that the premises is constructed or altered in accordance with the appropriate provisions of the District Surveyors Association – technical Standards for Places of Entertainment and the reasonable requirements of Westminster Environmental Health Consultation Team, at which time this condition will be removed from the licence.
60. Loudspeakers shall not be located on any terraces or outside the building.

Conditions specific to the lower ground and ground floor restaurant area, also known as Dear Jackie

61. With the exception of condition [62], the ground and lower ground hotel restaurant shall only operate as a restaurant,
 - (i) in which customers are shown to their table or the customer will select a table themselves,
 - (ii) where the supply of alcohol is by waiter or waitress service only,
 - (iii) which provide food in the form of substantial table meals that are prepared on the premises and are served and consumed at the table,

(iv) which do not provide any takeaway service of food or drink for immediate consumption off the premises,

(v) where alcohol shall not be sold or supplied, otherwise than for consumption by persons who are seated in the premises and bona fide taking substantial table meals there and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.

(vi) For the purpose of this condition 'Substantial Table Meal' means – a meal such as might be expected to be served as the main midday or main evening meal, or as a main course at either such meal and is eaten by a person seated at a table, or at a counter or other structure which serves the purposes of a table and is not used for the service of refreshments for consumption by persons not seated at a table or structure servicing the purposes of a table.

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

62. The sale of alcohol in the restaurant shall be to persons seated at tables and as ancillary to table meals as per condition [61] except to:
- a) persons in the holding bar area hatched on the plans at Annex 4 and limited to 8 persons, where alcohol may be supplied and consumed prior to their meal;
 - b) persons attending a bona fide pre-booked private function to which members of the public cannot attend;
 - c) hotel residents and their bona fide guests;
 - d) Employees, Performers and/or Artistes and their bona fide guests;
63. The restaurant shall be laid out as a restaurant except when there is a pre-booked private function.
64. With the exception of the holding bar area, as hatched in condition [56] the supply of alcohol in the restaurant shall be by waiter or waitress only.
65. A register of persons attending any private prebooked events shall be kept for a minimum period of 31 days at the premises and made available for immediate inspection by police or an authorised officer of the Council throughout the entire 31 day period. A register will not be required for "drop in" events such as exhibitions or auctions.
66. The number of persons permitted at any one-time (excluding staff) shall not exceed [100] persons.

Conditions specific to the 7th floor, also known as Flute

67. The sale and supply of alcohol shall be by way of waiter/waitress and only to seated customers, with the exception that seated and standing customers may be served at the bar in the area hatched on the plan. There shall be a minimum of 8 seats at the bar
68. Condition [67] shall not apply to persons attending a private pre-booked function to which members of the public have no access, a list of which shall be retained for a period of 31 days and made available for immediate inspection by police or an authorised officer of the Council throughout the entire 31 day period
69. The main terrace hatched in red on the 7th floor shown on the approved plan at Annex 4 shall not be used between 22:00 and 07.00.

70. The smoking terrace hatched in green on the approved plan at Annex 4 shall not be used between 23:00 and 0700 Sunday to Saturday
71. Entrance to the 7th floor for patrons shall be via a reception/host
72. From 20:00 there shall be a minimum of 1 door supervisor on duty dedicated to the 7th floor, unless otherwise agreed in writing with the Westminster Police Licensing Team. Further door supervisors shall be provided on a risk assessed basis
73. A register of persons attending any private prebooked events shall be kept for a minimum period of 31 days at the premises and made available for immediate inspection by police or an authorised officer of the Council throughout the entire 31 day period. A register will not be required for “drop in” events such as exhibitions or auctions.
74. With the exception of private prebooked events to which members of the public are not invited, the number of persons permitted at any one-time (excluding staff) shall not exceed (140) persons.
75. With the exception of private prebooked events to which members of the public are not invited, after 22.00 the number of persons permitted at any one-time (excluding staff) shall not exceed (80) persons.
76. When the 7th floor operates for a private prebooked event to which members of the public are not invited the number of persons permitted at any one-time (excluding staff) shall not exceed (175) persons

Conditions specific to the 8th floor, also known as The Dining Room

77. With the exception of condition 78, the 8th floor shall only operate as a restaurant/private dining room,
 - (i) in which customers are shown to their table or the customer will select a table themselves,
 - (ii) where the supply of alcohol is by waiter or waitress service only,
 - (iii) which provide food in the form of substantial table meals that are prepared on the premises and are served and consumed at the table,
 - (iv) which do not provide any takeaway service of food or drink for immediate consumption off the premises,
 - (v) where alcohol shall not be sold or supplied, otherwise than for consumption by persons who are seated in the premises and bona fide taking substantial table meals there and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.
 - (vi) For the purpose of this condition ‘Substantial Table Meal’ means – a meal such as might be expected to be served as the main midday or main evening meal, or as a main course at either such meal and is eaten by a person seated at a table, or at a counter or other structure which serves the purposes of a table and is not used for the service of refreshments for consumption by persons not seated at a table or structure servicing the purposes of a table.
 - (vii) Notwithstanding this condition customers are permitted to take from the premises part consumed and resealed bottles of wine supplied ancillary to their meal.

78. The sale of alcohol shall be to persons seated at tables and as ancillary to table meals (in accordance with condition 77) except:
 - a) persons attending a bona fide pre-booked private function to which members of the public cannot attend; and/or
 - b) to hotel residents and their bona fide guests (up to a maximum of 5 guests per resident); and/or
 - c) guests of the proprietor; a list of such guests shall be maintained at reception and/or
 - d) Employees, Performers and/or Artistes and their guests;
79. Entrance to the 8th floor for patrons shall be via a reception/host
80. A register of persons attending any private prebooked events shall be kept for a minimum period of 31 days at the premises and made available for immediate inspection by police or an authorised officer of the Council throughout the entire 31 day period. A register will not be required for “drop in” events such as exhibitions or auctions.
81. The 8th floor shall be laid out as a restaurant except when there is a private pre-booked function to which members of the public have no access on this floor.
82. The supply of alcohol shall be by waiter or waitress only.
83. The number of persons permitted at any one-time (excluding staff) shall not exceed 30 persons.
84. When the 8th floor operates for a private prebooked event to which members of the public are not invited the number of persons permitted at any one-time (excluding staff) shall not exceed {50} persons.

Rear ground floor Hotel Lounge known as ‘The Nook’

85. Licensable activities in the rear ground floor Hotel Lounge, shall only be to:
 - a. residents of the hotel and their bona fide guests (up to a maximum of 5 guests per resident).
 - b. guests of the proprietor; a list of such guests shall be maintained at reception.
 - c. Artistes or persons employed on the premises.
 - d. Proprietors, directors, shareholders and management of the operating company and their bona fide guests.
 - e. persons attending a bona fide pre-booked private function to which members of the public cannot attend;
 - f. persons who are having a substantial table meal in the ground/basement restaurant known as Dear Jackie
86. A register of persons attending any private prebooked events shall be kept for a minimum period of 31 days at the premises and made available for immediate inspection by police or an authorised officer of the Council throughout the entire 31 day period. A register will not be required for “drop in” events such as exhibitions or auctions.
87. The sale and supply of alcohol shall be by waiter or waitress service and only to seated customers except when there is a private pre-booked function in this area of the Hotel

88. The rear ground floor Hotel Lounge, shall close to non hotel residents and their bona fide guests between the hours of [00.00 -0700 Sun-Thurs and 00.30 -0700 Fri-Sat]
89. The number of persons permitted at any one-time (excluding staff) shall not exceed 45 persons.

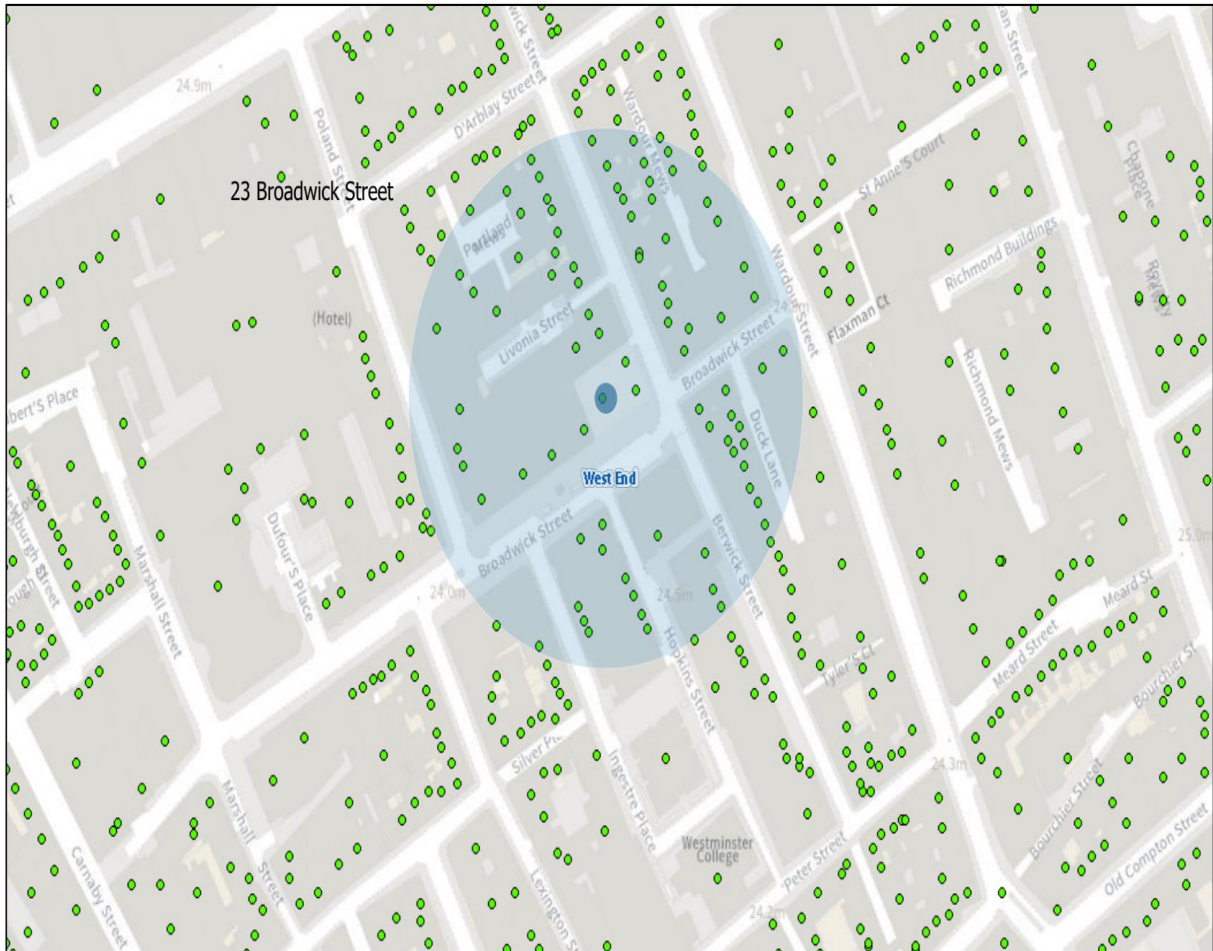
Conditions proposed by the Police and agreed by the applicant so as to form part of the operating schedule

90. There shall be a written training document/policy for dealing with 'vulnerable people'. This document/policy shall be reviewed every year on or before 1st April and signed each year as current by the DPS.
91. The premises licence holder shall ensure that the management team and all relevant staff as agreed with the Police Licensing Team, at the premises complete the nationally recognised counter terrorism training product referred to as ACT eLearning package within 3 months of the licence becoming operational
92. The premises licence holder shall ensure that the management team and all relevant staff as agreed with the Police Licensing Team, at the premises complete Welfare And Vulnerability Engagement (WAVE) training within 3 months of the licence becoming operational

Conditions proposed by the Environmental Health

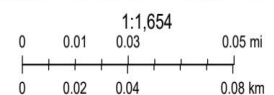
None

Broadwick Soho, 20 Broadwick Street



12/04/2023, 10:47:41

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



Resident count: 52

Licensed premises within 75m of 20 Broadwick Street, London, W1				
Licence Number	Trading Name	Address	Premises Type	Time Period
22/03290/LIPDPS	Ivy Soho Brasserie	Amalco House 26 - 28 Broadwick Street London W1F 8JB	Restaurant	Sunday; 08:00 - 23:00 Monday to Thursday; 08:00 - 00:00 Friday to Saturday; 08:00 - 00:30

17/06881/LIPN	Nespresso	Amalco House 26 - 28 Broadwick Street London W1F 8JB	Not Recorded	Sunday; 07:00 - 22:30 Monday to Saturday; 07:00 - 23:00
21/04982/LIPCHD	Not Recorded	23 Berwick Street London W1F 8RB	Shop	Monday to Sunday; 07:00 - 22:00
19/06990/LIPN	Not Recorded	23 Berwick Street London W1F 8RB	Shop	Monday to Sunday; 07:00 - 22:00
21/09379/LIPDPS	Blue Posts Public House	22 Berwick Street London W1F 0QA	Pub or pub restaurant with lodge	Sunday; 12:00 - 23:00 Monday to Saturday; 10:00 - 23:30
22/09052/LIPRW	My Place	Basement And Ground Floor 21 Berwick Street London W1F 0PZ	Cafe	Sunday; 10:00 - 22:30 Monday to Wednesday; 07:00 - 23:30 Thursday to Saturday; 07:00 - 00:00 Sundays before Bank Holidays; 10:00 - 00:00
21/09669/LIPDPS	Yauatcha	Basement And Ground Floor 15 - 17 Broadwick Street London W1F 0DA	Restaurant	Monday to Sunday; 08:00 - 01:00
11/00024/LIPDPS	Yauatcha	Basement 15 - 17 Broadwick Street London W1F 0DL	Restaurant	Sunday; 10:00 - 00:00 Sunday; 12:00 - 23:00 Monday to Saturday; 08:00 - 01:00 Monday to Saturday; 10:00 - 23:30
15/04952/LIPN	Red Dog	Basement And Ground Floor 20 Berwick Street London W1F 0PY	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
19/06818/LIPCH	The Player	Basement 8 - 12 Broadwick Street London W1F 8HN	Night clubs and discos	Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 01:30
22/06888/LIPRW	Miznon	8 Broadwick Street London W1F 8HW	Not Recorded	Sunday; 09:00 - 22:30 Monday to Thursday; 09:00 - 23:30 Friday to Saturday; 09:00 - 00:00
22/08995/LIPT	Violets	Ground Floor 19 Berwick Street London W1F 0PX	Restaurant	Monday; 10:00 - 01:00 Tuesday; 10:00 - 01:00 Wednesday; 10:00 - 01:00 Thursday; 10:00 - 01:00 Friday; 10:00 - 01:00 Saturday; 11:00 - 01:00 Sunday; 12:00 - 00:00
22/08991/LIPT	Mediterranean Cafe	18 Berwick Street London W1F 0PU	Restaurant	Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 00:30
19/01200/LIPDPS	Maharani Restaurant	77 Berwick Street London W1F 8TH	Restaurant	Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 00:30
22/11067/LIPT	Not Recorded	77 Berwick Street London W1F 8TH	Restaurant	Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 00:30
21/08576/LIPN	Shadow - Whole Premises	90 Berwick Street London W1F 0QB	Not Recorded	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
20/00815/LIPCH	Duck & Rice	90 Berwick Street London W1F 0QB	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
22/12056/LIPDPS	Hub By Premier Inn	90 Berwick Street London W1F 0QB	Hotel, 4+ star or major chain	Sunday; 07:00 - 23:00 Monday to Saturday; 07:00 - 00:00
15/06480/LIPN	Duck & Rice First Floor	90 Berwick Street London W1F 0QB	Restaurant	Sunday; 12:00 - 22:30 Monday to Thursday; 10:00 - 00:00 Friday to Saturday; 10:00 - 00:30
23/01063/LIPCH	Flat White	17 Berwick Street London W1F 0PT	Cafe	Sunday; 08:00 - 22:30 Monday to Thursday; 08:00 - 23:30 Friday to Saturday; 08:00 - 00:00 Sundays before Bank Holidays; 09:00 - 23:00
19/11661/LIPDPS	Temper	Former Trenchard House 19 - 25 Broadwick Street London	Restaurant	Sunday; 10:00 - 22:30 Monday to Thursday; 08:00 - 23:30 Friday to Saturday; 08:00 - 00:00
21/07753/LIPT	Princi	Basement And Ground Floor 135 - 139 Wardour Street London W1F 0UT	Restaurant	Monday to Sunday; 00:00 - 00:00