

Licensing Sub-Committee Report

Item No:	
Date:	16 th June 2017
Licensing Ref No:	17/02755/LIPN - New Premises Licence
Title of Report:	The George 55 Great Portland Street London W1W 7LQ
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:	Miss Yolanda Wade Senior Licensing Officer
Contact details	Telephone: 020 7641 1884 Email: ywade@westminster.gov.uk

1. Application

1-A Applicant and premises			
Application Type:	New Premises Licence, Licensing Act 2003		
Application received date:	13 March 2017		
Applicant:	The Crown Estate Commissioners		
Premises:	The George		
Premises address:	55 Great Portland Street London W1W 7LQ	Ward:	West End
		Cumulative Impact Area:	No
Premises description:	The premises currently operates as a bar on the ground floor (existing licensed area) and the addition of a first floor restaurant area (new licensed area), has been applied for that will be part of the same premises.		
Premises licence history:	The premises benefits from a premises licence (16/07454/LIPT) The applicant has proposed to surrender the existing licence if the new premises licence application is granted. The hours sought for the sale of alcohol on the Ground Floor are also greater than the current hours on the existing licence of the ground floor		
Applicant submissions:	None		

1-B Proposed licensable activities and hours							
Late Night Refreshment:				Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	23:00	23:00	23:00	23:00	23:00	23:00	
End:	23:30	23:30	23:30	00:00	01:00	01:00	
Seasonal variations/ Non-standard timings:			New Year's Eve from closing time until start time on New Year's Day				

Sale by retail of alcohol (Ground Floor)				On or off sales or both:			On
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	10:00	10:00	10:00	10:00	12:00
End:	23:30	23:30	23:30	23:30	01:00	01:00	22:30
Seasonal variations/ Non-standard timings:			New Year's Eve from closing time until start time on New Year's Day				

Sale by retail of alcohol (First Floor)				On or off sales or both:			On
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	10:00	10:00	10:00	10:00	12:0
End:	23:30	23:30	23:30	23:30	00:00	00:00	22:30
Seasonal variations/ Non-			New Year's Eve from closing time until start time on New				

standard timings:	Year's Day
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Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:30	07:30	07:30	07:30	07:30	07:30	11:00
End:	23:30	23:30	23:30	23:30	01:00	01:00	22:30
Seasonal variations/ Non-standard timings:		N/A					
Adult Entertainment:		N/A					

2. Representations

2-A Responsible Authorities	
Responsible Authority:	The Environmental Health Service (withdrawn)
Representative:	Mr Ian Watson
Received:	21st April 2017
<p>I refer to the application for a New Premises Licence.</p> <p>The applicant has submitted a floor plan of the Basement to First Floor reference 209, 210 and 211 L1.</p> <p>This representation is based on the plans and operating schedule submitted.</p> <p>The applicant is seeking the following</p> <ol style="list-style-type: none"> 1. To provide for the Supply of Alcohol 'On' the premises Monday to Thursday 10.00 to 23.30 hours, Friday and Saturday 10.00 to 01.00 hours and Sunday between 12.00 to 22.30 hours. Non-standard timings for the first floor Monday to Thursday 10.00 to 23.30 hours, Friday & Saturday 10.00 to 00.00 hours and Sunday between 12.00 to 22.30 hours. 2. To provide Late Night Refreshment 'Indoors' Monday to Wednesday 23.00 to 23.30 hours, Thursday 23.00 to 00.00 hours, Friday and Saturday 23.00 to 01.00 hours. 3. On New Year's Eve to provide late night refreshment and Supply of Alcohol from the end of authorised hours to commencement of authorised hours on New Year's Day. <p>I wish to make the following representation</p> <ol style="list-style-type: none"> 1. The provision and hours requested for the Supply of Alcohol will impact on Public Safety and have the likely effect of causing an increase in Public Nuisance within the area. 2. The provision and hours requested for Late Night Refreshment will impact on Public Safety and have the likely effect of causing an increase in Public Nuisance within the area. 3. The provision and hours requested for the Supply of Alcohol and Late Night Refreshment on New Year's Eve will impact on Public Safety and have the likely effect of causing an increase in Public Nuisance within the area. <p>The applicant has provided some conditions in support of the application but these do not satisfy the Environmental Health service and additional conditions will be proposed.</p> <p>Further to proposed conditions by the Environmental Health Service and agreement by</p>	

the applicant, the EH representation have been withdrawn.

Responsible Authority:	The Metropolitan Police (withdrawn)
Representative:	PC Toby Janes
Received:	13 th April 2017

With reference to the above application, I am writing to inform you that the Metropolitan Police, as a Responsible Authority, make a representation against the above application.

It is our belief that if granted the application would undermine the licensing objectives in relation to the prevention of crime and disorder as there are insufficient conditions within the operating schedule.

We have concerns that this application could cause further policing problems in an already demanding area.

The proposed conditions listed below are those that police would like you to attach to your operating schedule as they will address police concerns in relation to crime and disorder.

1. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. 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.
2. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
3. A Challenge 21 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.
4. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police. It must be completed within 24 hours of the incident and will record the following: (a) all crimes reported to the venue (b) all ejections of patrons (c) any complaints received concerning crime and disorder (d) any incidents of disorder (e) any faults in the CCTV system (f) any refusal of the sale of alcohol (g) any visit by a relevant authority or emergency service.
5. Food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
6. After 2300 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.
7. The supply of alcohol on the first floor shall only be by waiter/waitress service to a person seated taking a table meal there and for the consumption by such person as ancillary to their meal.
8. No new entry after midnight on Friday and Saturday.

9. A minimum of 1 SIA licensed door supervisor shall be on duty at the premises from 2100 hours until close on Friday and Saturday.

Further to proposed conditions by the Police and agreement by the applicant, the Police representation have been withdrawn.

2-B Other Persons	
Name:	Fitzrovia Neighbourhood Association
Address and/or Residents Association:	Fitzrovia Neighbourhood Centre 39 tottenham street London W1T 4RX
Received:	18 th April 2017
<p>4:57 PM on 18 Apr 2017 In addition to our previous comment we would also like to make the following remark.</p> <p>We would like to see some restriction placed on the number of people standing drinking outside the premises, and how patrons outside would be managed.</p> <p>It is a frequent complaint that customers of pubs in and around, but not limited to, Great Portland Street and Great Titchfield Street block the pavement. This is often due to the sheer number of people drinking while standing on the pavement.</p> <p>Not only can this create a noise nuisance but we are also concerned about people being able to pass. This particularly affects those who have restricted mobility. It is also a public safety concern where members of the public may be forced to step into the carriageway to pass customers standing on the footway.</p>	
Name:	Linus Rees
Address and/or Residents Association:	Fitzrovia Neighbourhood Association 39 Tottenham Street London W1T 4RX
Received:	16 th April 2017
<p>11:32 AM on 16 Apr 2017 Our association objects to this application as the hours applied for are outside the "core hours". There are residents living near the premises who would likely be adversely affected by the premises being open or carrying out operations at the hours proposed.</p> <p>Our objection is based on the licensing objective of preventing public nuisance. However, this is an established public house at this location and we have no objection in principle to the application if the premises were to be restricted to within "core hours" as set out in the council's statement of licensing policy.</p>	

3. Policy & Guidance

The following policies within the City Of Westminster Statement of Licensing Policy apply:	
Policy HRS1 applies:	(i) Applications for hours within the core hours set out below in this policy will generally be granted, subject to not being contrary to other policies in the Statement of Licensing Policy. (ii) Applications for hours outside the core hours set out below in this policy will be considered on their merits, subject to other relevant policies.
Policy RNT1 applies:	Applications will generally be granted and reviews determined, subject to the relevant criteria in Policies CD1, PS1, PN1 and CH1.
Policy PB1 applies:	Applications will only be granted if it can be demonstrated that the proposal meets the relevant criteria in Policies CD1, PS1, PN1 and CH1.

4. Appendices

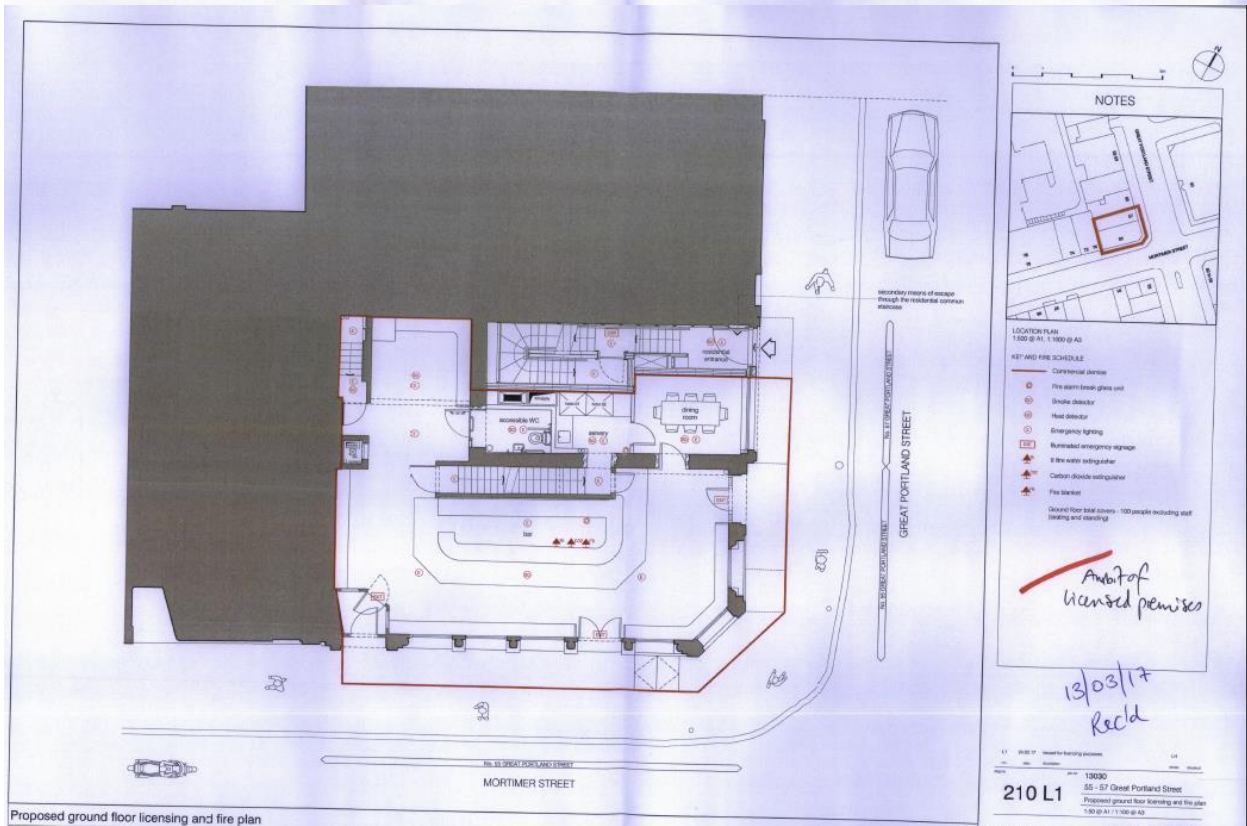
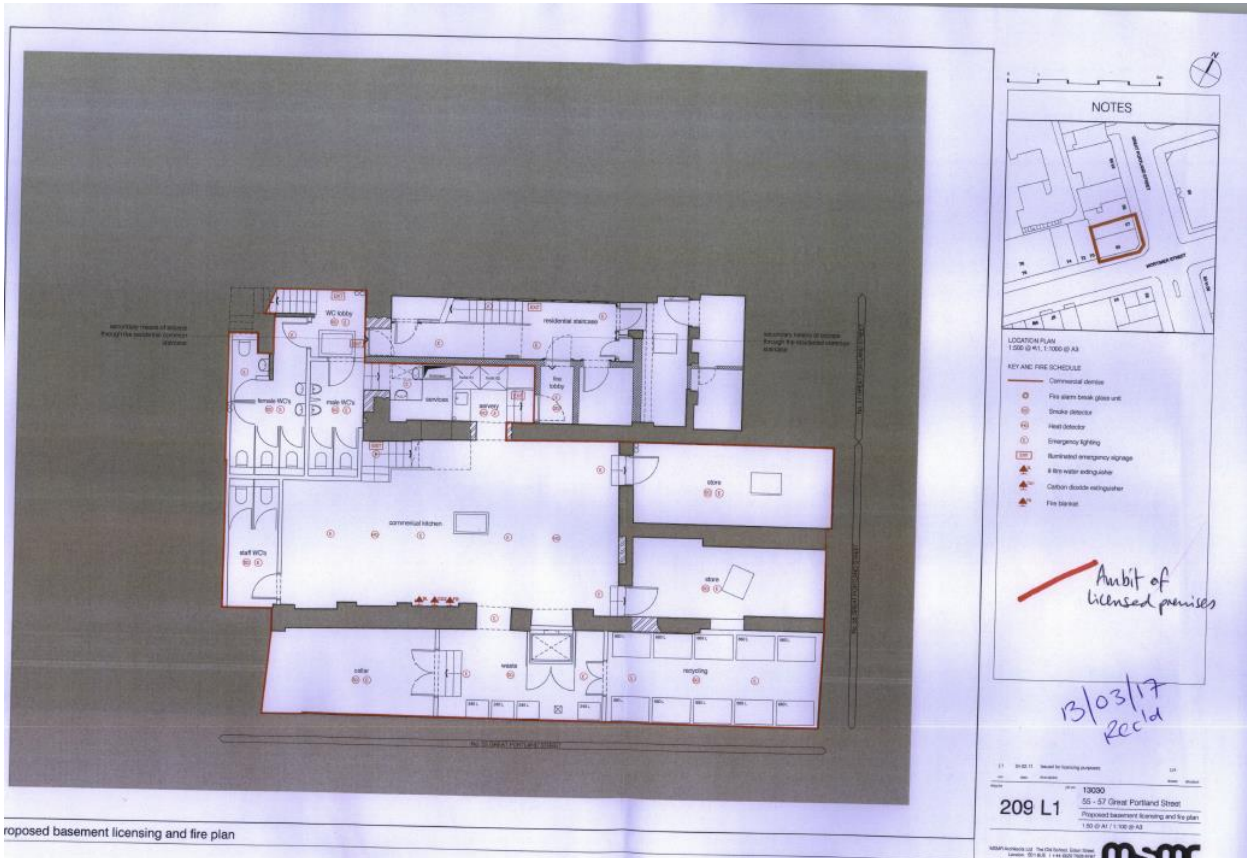
Appendix 1	Premises plans
Appendix 2	Applicant supporting documents
Appendix 3	Premises history
Appendix 4	Proposed conditions
Appendix 5	Copy of Existing premises licence for Ground Floor
Appendix 6	Residential map and list of premises in the vicinity

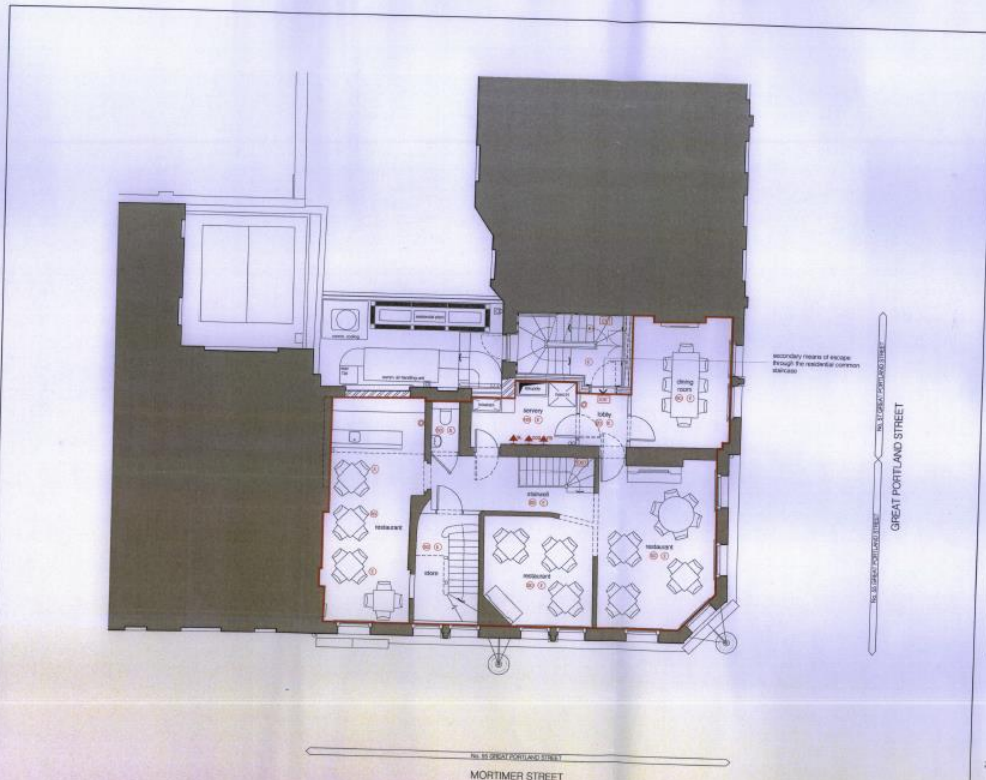
Report author:	Miss Yolanda Wade Senior Licensing Officer
Contact:	Telephone: 020 7641 1884 Email: ywade@westminster.gov.uk

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	7 th January 2016
3	Amended Guidance issued under section 182 of the Licensing Act 2003	March 2015
4	Application Form	13 th March 2017
5	The Environmental Health Service- Rep	21st April 2017
6	The Metropolitan Police- Rep	13 th April 2017
7	Fitzrovia Neighbourhood Association- Rep	18 th April 2017
8	Linus Rees c/o Fitzrovia Neighbourhood Association-Rep	16 th April 2017





NOTES

LOCATION PLAN
1:500 @ A1: 1:1000 @ A3

KEY AND FIRE SCHEDULE

Generalised devices

- Fire alarm break glass unit
- ⊕ Smoke detector
- ⊕ Heat detector
- ⊕ Emergency lighting
- ⊕ Illuminated emergency signifier
- ⊕ Fire water extinguisher
- ⊕ Carbon dioxide extinguisher
- ⊕ Fire blanket

First floor total capacity - 80 people including staff seating and standing

Area of Licensed premises

13/03/17
Reed

1:1 1:500 1:1000
DATE: 13/03/17
SCALE: 1:500
PROJECT: 13000
211 L1 35 - 57 Great Portland Street
PROPOSED FIRST FLOOR LICENSING AND FIRE PLAN
1:500 @ A1: 1:1000 @ A3

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Proposed first floor licensing and fire plan

**Applicant Supporting Documents
(None)**

Appendix 2

Premises History

Appendix 3

Application	Details of Application	Date Determined	Decision
05/06899/LIPCV	Conversion Application	28.09.2005	Granted by Licensing Sub Committee
05/12274/LIPDPS	Application to Vary the Designated Premises Supervisor	08.12.2005	Granted under Delegated Authority
06/05006/LIPDPS	Application to Vary the Designated Premises Supervisor	20.06.2006	Granted under Delegated Authority
06/07484/LIPV	Variation Application	13.09.2006	Granted under Delegated Authority
06/05396/WCCMAP	New Premises Application	13.09.2006	Granted under Delegated Authority
06/10402/LIPDPS	Application to Vary the Designated Premises Supervisor	17.11.2006	Granted under Delegated Authority
06/11461/LIPDPS	Application to Vary the Designated Premises Supervisor	16.11.2006	Granted under Delegated Authority
08/05388/LIPDPS	Application to Vary the Designated Premises Supervisor	29.08.2008	Granted under Delegated Authority
08/09436/LIPDPS	Application to Vary the Designated Premises Supervisor	28.11.2008	Invalid Application
08/10381/LIPDPS	Application to Vary the Designated Premises Supervisor	22.01.2009	Granted under Delegated Authority
09/00171/LIPDPS	Application to Vary the Designated Premises Supervisor	30.01.2009	Granted under Delegated Authority
09/00574/LIPDPS	Application to Vary the Designated Premises Supervisor	07.04.2009	Granted under Delegated Authority

11/07296/LIPV	Variation Application	07.09.2011	Withdrawn Application
14/05475/LIPDPS	Application to Vary the Designated Premises Supervisor	20.08.2014	Granted under Delegated Authority
15/02229/LIPDPS	Application to Vary the Designated Premises Supervisor	01.04.2015	Granted under Delegated Authority
15/04537/LIPDPS	Application to Vary the Designated Premises Supervisor	23.06.2015	Granted under Delegated Authority
16/04073/LIPDPS	Application to Vary the Designated Premises Supervisor	05.05.2016	Granted under Delegated Authority
16/07454/LIPT	Transfer Application	17.01.2017	Granted under Delegated Authority

Temporary Event Notices

Application	Details of Application	Date Determined	Decision
09/07271/LITENP	Temporary Event Notice	25.09.2009	Invalid Application
09/02383/LITENP	Temporary Event Notice	30.03.2009	Notice Granted

There is no appeal history for the premises.

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

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

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

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

Mandatory Conditions

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

- (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;
 - (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
 - (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
5. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
6. (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
- (2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
- (3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—
- (a) a holographic mark, or
 - (b) an ultraviolet feature.
7. The responsible person must ensure that—
- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
 - (i) beer or cider: ½ pint;
 - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
 - (iii) still wine in a glass: 125 ml;
 - (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
 - (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

A responsible person in relation to a licensed premises means the holder of the premise licence in respect of the premises, the designated premises supervisor (if any) or any individual aged 18 or over who is authorised by either the licence holder or designated premises supervisor.

For premises with a club premises certificate, any member or officer of the club present on the premises in a capacity that which enables him to prevent the supply of alcohol.

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

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

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

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

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

Where -

(i) P is the permitted price,

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

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

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

(i) the holder of the premises licence,

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

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

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

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

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

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

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

9. All persons guarding premises against unauthorised access or occupation or against outbreaks of disorder or against damage (door supervisors) must be licensed by the Security Industry Authority.

Conditions proposed by the Applicant consistent with the operating schedule

10. The supply of alcohol on the first floor shall only be by waiter/waitress service to a person seated taking a table meal there and for consumption by such a person as ancillary to their meal.
11. No new entry after midnight on Friday and Saturday.

Conditions proposed by the Environmental Health and agreed by Applicant

12. The number of persons permitted to the first floor of the premises at any one time (excluding staff) shall not exceed xxx persons. (to be confirmed on completion of works)
13. There shall be no sales of hot food or hot drink for consumption off the premises after 23.00 hours.
14. All windows and external doors shall be kept closed after 23.00 hours, or at any time when regulated entertainment takes place, except for the immediate access and egress of persons.
15. All outside tables and chairs shall be removed or rendered unusable by 23.00 hours each day.
16. Loudspeakers shall not be located in the entrance lobby or outside the premises building.
17. 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.
18. The premises licence holder shall ensure that any patrons drinking and/or smoking outside the premises do so in an orderly manner and are supervised by staff so as to ensure that there is no public nuisance or obstruction of the public highway.
19. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.
20. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
21. 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.
22. 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.

23. 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.
24. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
25. All emergency doors shall be maintained effectively self-closing and not held open other than by an approved device.
26. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
27. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
28. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23.00 hours and 08.00 hours on the following day.
29. No deliveries to the premises shall take place between 23.00 hours and 07.00 hours on the following day.
30. No licensable activities shall take place at the premises until the premises have been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the Licensing Authority.

Conditions proposed by the Police

31. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. 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.
32. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
33. A Challenge 21 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.
34. 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) any faults in the CCTV system (f) any refusal of the sale of alcohol (g) any visit by a relevant authority or emergency service.

35. Food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
36. After 2300 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.
37. The supply of alcohol on the first floor shall only be by waiter/waitress service to a person seated taking a table meal there and for the consumption by such person as ancillary to their meal.
38. No new entry after midnight on Friday and Saturday.
39. A minimum of 1 SIA licensed door supervisor shall be on duty at the premises from 2100 hours until close on Friday and Saturday.

Copy of Existing Licence for Ground Floor (16/07454/LIPT)



City of Westminster
64 Victoria Street, London, SW1E 6QP

Schedule 12
Part A

WARD: West End
UPRN: 100022757667

Premises licence

Regulation 33, 34

Premises licence number:

16/07454/LIPT

Original Reference:

05/06899/LIPCV

Part 1 – Premises details

Postal address of premises:

The George Public House
55 Great Portland Street
London
W1W 7LQ

Telephone Number:

Where the licence is time limited, the dates:

Not applicable

Licensable activities authorised by the licence:

Performance of Live Music
Playing of Recorded Music
Anything of a similar description to Live Music or Recorded Music
Late Night Refreshment
Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit
Sale by Retail of Alcohol

The times the licence authorises the carrying out of licensable activities:

Performance of Live Music

Monday to Saturday: 18:00 to 23:00
Sunday: 18:00 to 22:30

Playing of Recorded Music

Unrestricted

Anything of a similar description to Live Music or Recorded Music

Monday to Saturday: 18:00 to 23:00
Sunday: 18:00 to 22:30

Late Night Refreshment

Monday to Wednesday: 23:00 to 23:30
Thursday to Saturday: 23:00 to 00:00

Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit Unrestricted

Sale by Retail of Alcohol

Monday to Wednesday:	11:00 to 23:00
Friday to Saturday:	11:00 to 00:00
Thursday:	11:00 to 23:30
Sunday:	12:00 to 22:30
Sundays before Bank Holidays:	12:00 to 23:00

For times authorised for Christmas, New Year and Good Friday see conditions at Annex 1

The opening hours of the premises:

Monday to Wednesday:	11:00 to 23:30
Thursday to Saturday:	11:00 to 00:00
Sunday:	12:00 to 23:00

Where the licence authorises supplies of alcohol, whether these are on and/or off supplies:

Alcohol is supplied for consumption both on and off the Premises.

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:

The Crown Estate Commissioners
16 New Burlington Place
London
W1S 2HX
:

Registered number of holder, for example company number, charity number (where applicable)

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol:

Name: Aleksandar Asenov Rizov

Please note: It is the policy of the Licensing Authority not to display the address details of a designated premises supervisor.

Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol:

Licence Number: 15/04261/LIPERS
Licensing Authority: City Of Westminster Council

Date: 17th January 2017

**This licence has been authorised by Miss Yolanda Wade on behalf of the Director -
Public Protection and Licensing.**

Annex 1 – Mandatory conditions

1. No supply of alcohol may be made at a time when there is no designated premises supervisor in respect of this licence.
2. No supply of alcohol may be made at a time when the designated premises supervisor does not hold a personal licence or the personal licence is suspended.
3. Every supply of alcohol under this licence must be made or authorised by a person who holds a personal licence.
4.
 - (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
 - (2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—
 - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to;
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
 - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
 - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;
 - (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
 - (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
5. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
6.
 - (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
 - (2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

- (3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—
- (a) a holographic mark, or
 - (b) an ultraviolet feature.

7. The responsible person must ensure that—

- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
 - (i) beer or cider: ½ pint;
 - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
 - (iii) still wine in a glass: 125 ml;
- (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
- (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

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

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

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

- (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
- (b) "permitted price" is the price found by applying the formula -

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

Where -

- (i) P is the permitted price,
 - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
 - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
- (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -
- (i) the holder of the premises licence,

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

Conditions which reproduce the effect of any restriction imposed on the use of the premises by specified enactment

9. No person under fourteen shall be in the bar of the licensed premises during the permitted hours unless one of the following applies:
- (a) He is the child of the holder of the premises licence.
 - (b) He resides in the premises, but is not employed there.
 - (c) He is in the bar solely for the purpose of passing to or from some part of the premises which is not a bar and to or from which there is no other convenient means of access or egress.
 - (d) The bar is in railway refreshment rooms or other premises constructed, fitted and intended to be used bona fide for any purpose to which the holding of the licence is ancillary.

In this condition "bar" includes any place exclusively or mainly used for the consumption of intoxicating liquor. But an area is not a bar when it is usual for it to be, and it is, set apart for the service of table meals and alcohol is only sold or supplied to persons as an ancillary to their table meals.

10. The terminal hour for late night refreshment on New Year's Eve is extended to 05:00 on New Year's Day.

Annex 2 – Conditions consistent with the operating Schedule

None

Annex 3 – Conditions attached after a hearing by the licensing authority

11. The permitted hours for the sale of alcohol shall be:-

- (a) Monday to Wednesday 11.00 - 23.00
- (b) Thursday 11.00 - 23.30
- (c) Friday and Saturday 11.00 - 00.00
- (d) Sunday 12.00 - 22.30
- (e) Sunday immediately preceding a Bank Holiday 12.00 - 23:00
- (f) On New Year's Eve from the end of permitted hours on New Year's Eve to the start of permitted hours on the following day (or, if there are no permitted hours on the following day, 00.00 midnight on 31st December).

NOTE - The above restrictions do not prohibit:

- (a) the sale or supply of alcohol to or the consumption of alcohol by any person residing in the licensed premises;
- (b) the ordering of alcohol to be consumed off the premises, or the despatch by the vendor of the alcohol so ordered;
- (c) the sale of alcohol to a trader or registered club for the purposes of the trade or club;
- (d) the sale or supply of alcohol to any canteen or mess, being a canteen in which the sale or supply of alcohol is carried out under the authority of the Secretary of State or an authorised mess of members of Her Majesty's naval, military or air forces;
- (e) the taking of alcohol from the premises by a person residing there;
- (f) the supply of alcohol for consumption on the premises to any private friends of a person residing there who are bona fide entertained by him at his own expense, or the consumption of alcohol by persons so supplied;
- (g) the supply of alcohol for consumption on the premises to persons employed there for the purposes of the business carried on by the holder of the licence, or the consumption of liquor so supplied, if the liquor is supplied at the expense of their employer or of the person carrying on or in charge of the business on the premises.

In this condition, any reference to a person residing in the premises shall be construed as including a person not residing there but carrying on or in charge of the business on the premises.

12. The Performance of Live Music shall be limited to two in a bar.

Annex 4 – Plans

Attached



City of Westminster
64 Victoria Street, London, SW1E 6QP

Schedule 12
Part B

WARD: West End
UPRN: 100022757667

Premises licence
summary

Regulation 33, 34

Premises licence number:

16/07454/LIPT

Part 1 – Premises details

Postal address of premises:

The George Public House
55 Great Portland Street
London
W1W 7LQ

Telephone Number:

Where the licence is time limited, the dates:

Not applicable

Licensable activities authorised by the licence:

Performance of Live Music
Playing of Recorded Music
Anything of a similar description to Live Music or Recorded Music
Late Night Refreshment
Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit
Sale by Retail of Alcohol

The times the licence authorises the carrying out of licensable activities:

Performance of Live Music

Monday to Saturday: 18:00 to 23:00
Sunday: 18:00 to 22:30

Playing of Recorded Music

Unrestricted

Anything of a similar description to Live Music or Recorded Music

Monday to Saturday: 18:00 to 23:00
Sunday: 18:00 to 22:30

Late Night Refreshment

Monday to Wednesday: 23:00 to 23:30
Thursday to Saturday: 23:00 to 00:00

Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit Unrestricted

Sale by Retail of Alcohol

Monday to Wednesday:	11:00 to 23:00
Friday to Saturday:	11:00 to 00:00
Thursday:	11:00 to 23:30
Sunday:	12:00 to 22:30
Sundays before Bank Holidays:	12:00 to 23:00

For times authorised for Christmas, New Year and Good Friday see conditions at Annex 1

The opening hours of the premises:

Monday to Wednesday:	11:00 to 23:30
Thursday to Saturday:	11:00 to 00:00
Sunday:	12:00 to 23:00

Where the licence authorises supplies of alcohol, whether these are on and/or off supplies:

Alcohol is supplied for consumption both on and off the Premises.

Name and (registered) address of holder of premises licence:

The Crown Estate Commissioners
16 New Burlington Place
London
W1S 2HX

Registered number of holder, for example company number, charity number (where applicable)**Name of designated premises supervisor where the premises licence authorises for the supply of alcohol:**

Name: Aleksandar Asenov Rizov

State whether access to the premises by children is restricted or prohibited:

Restricted

Date: 17th January 2017

This licence has been authorised by Miss Yolanda Wade on behalf of the Director - Public Protection and Licensing.

The George 55 Great Portland Street



June 1, 2017

