

Licensing Sub-Committee Report

Item No:	
Date:	17 May 2018
Licensing Ref No:	18/03002/LIPN - New Premises Licence
Title of Report:	Ground Floor 13 Hereford Road London W2 4AB
Report of:	Director of Public Protection and Licensing
Wards involved:	Bayswater
Policy context:	City of Westminster Statement of Licensing Policy
Financial summary:	None
Report Author:	Miss Heidi Lawrance Senior Licensing Officer
Contact details	Telephone: 020 7641 2751 Email: hlawrance@westminster.gov.uk

1. Application

1-A Applicant and premises			
Application Type:	New Premises Licence, Licensing Act 2003		
Application received date:	19 March 2018		
Applicant:	Mr Mohammad Torfinejad		
Premises:			
Premises address:	Ground Floor 13 Hereford Road London W2 4AB	Ward:	Bayswater
		Cumulative Impact Area:	None.
Premises description:	According to the application the premises will operate as a cafe and tapas restaurant.		
Premises licence history:	This is an application for a new premises licence and therefore no history exists.		
Applicant submissions:	None submitted.		
Plan:	Plans are available to view upon request to the Licensing Authority and they will be made available at Licensing Committee.		

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	23:00
End:	00:00	00:00	00:00	00:00	00:00	00:00	00:00
Seasonal variations/ Non-standard timings:		None applied for.					

Since making the application, the applicant has agreed to amend the hours as follows:

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	23:00
End:	23:30	23:30	23:30	23:30	23:30	23:30	00:00
Seasonal variations/ Non-standard timings:		None applied for.					

Sale by retail of alcohol				On or off sales or both:			Both
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	10:00	10:00	10:00	10:00	10:00
End:	23:30	23:30	23:30	23:30	23:30	23:30	23:30
Seasonal variations/ Non-standard timings:		None applied for.					

Since making the application, the applicant has agreed to amend the hours as follows:

Sale by retail of alcohol				On or off sales or both:			Both
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	10:00	10:00	10:00	10:00	12:00
End:	23:00	23:00	23:00	23:00	23:00	23:00	22:30
Seasonal variations/ Non-standard timings:		None applied for.					

Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	10:00	10:00	10:00	10:00	10:00
End:	00:00	00:00	00:00	00:00	00:00	00:00	00:00
Seasonal variations/ Non-standard timings:		None applied for.					
Adult Entertainment:		Not applicable.					

Since making the application, the applicant has agreed to amend the hours as follows:

Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	10:00	10:00	10:00	10:00	10:00
End:	23:30	23:30	23:30	23:30	23:30	23:30	23:00
Seasonal variations/ Non-standard timings:		None applied for.					

2. Representations

2-A Responsible Authorities	
Responsible Authority:	Metropolitan Police Service (Withdrawn)
Representative:	PC Caroline Cockshull
Received:	9 th April 2018
<p>Following on from our conversation earlier today please can you confirm your agreement to amend the hours for supply of alcohol as follows:</p> <p>Mon – Sat 1000hrs – 2300hrs</p> <p>Sun 1200hrs – 2230hrs</p> <p>Also as discussed we would want the following additional condition attached to the licence:</p> <p>Outside the hours authorised for the sale of alcohol and whilst the premises are open to the public, the licence holder shall ensure that all alcohol within the premises (including alcohol behind the counter) is secured in a locked store room or behind locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by both customers and staff.</p> <p>Please can you confirm that you are happy for this condition to be added.</p> <p>With regards to the CCTV condition offered, we would like to bring it in line with the model condition by replacing “The premises has a comprehensive 7 camera CCTV system” with “The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team”</p> <p>Again, if you could confirm that you are happy with this change.</p> <p><u>Further correspondence from applicant</u></p> <p>Further to our conversation earlier today regarding the condition – “Outside the hours authorised for the sale of alcohol and whilst the premises are open to the public, the licence holder shall ensure that all alcohol within the premises (including alcohol behind the counter) is secured in a locked store room or behind locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by both customers and staff.” – please see further comment below –</p> <p>On further consideration of the condition regarding the secure storage of alcohol behind the counter – given that the premises is operating as a café and restaurant and that it is only during the last 60 minutes of each day’s trading hours which will not be licensed for alcohol sales as agreed with police licensing, my client feels it is disproportionate to request that alcohol be stored behind grilles/in a locked cabinet and is also not practical in this particular premises due to space and ambience. The premises is covered by CCTV cameras for the DPS to ensure that staff are working within the confines of the licence as he confirms his staff already do in his other restaurant in the same area.</p> <p>Instead he proposes the following condition to ensure adherence to the licensable hours –</p> <p>Staff will be trained on the conditions placed on the licence with particular regard to the hours</p>	

licensed for alcohol sales. A training log will be maintained and all staff will be required to sign and date this log to confirm they have received this training and that they fully understand their responsibilities.

Please advise if this will be acceptable.

Further correspondence from police

We would want the condition below to remain on the Licence, therefore the Metropolitan Police, as a Responsible Authority, will object to 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 will cause further policing problems in an already demanding area.

If your client were to agree to have the condition remain then we could withdraw our objection, alternatively if the opening hours of the premises were amended to mirror the amended hours for sales of alcohol then this would negate the need for this condition & similarly we could withdraw our objection.

Following their agreement of conditions above, the MET Police have subsequently withdrawn their representation.

Responsible Authority:	Environmental Health Consultation Team
Representative:	Mr Ian Watson
Received:	18 th April 2018

Please find attached conditions proposed by Environmental Health. These incorporate conditions proposed in the operating schedule but converted to model conditions and conditions agreeable to the Licensing Police, PC Cockshull.

I have checked the premises operating history and no complaints of nuisance are noted.

It is noted that the application has been modified to reduce the hours for the sale of alcohol to Monday to Saturday 10.00 to 23.00 hours and Sunday 12.00 to 22.30 hours. The terminal hour for opening would be amended to Monday to Saturday 23.30 hours and Sunday 23.00 hours.

On this basis if the conditions are agreed I will withdraw my representation.

I refer to the application for a New Premises Licence.

Conditions are proposed following a visit to the premises, these may duplicate those offered by the applicant and Police.

- 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.

- 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.
- The supply of alcohol at the premises shall only be to a person seated and ancillary to that person consuming substantial food. Notwithstanding this condition customers are permitted to take from the premises part consumed and resealed bottles of wine supplied ancillary to their meal.
- The supply of alcohol shall be by waiter or waitress service only.
- Substantial 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.
- The number of persons seated in the premises consuming alcohol at any one time (excluding staff) shall not exceed 20 persons.
- There shall be no self-service of alcohol.
- There shall be no draught beer sold at the premises.
- 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.
- 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:
 - all crimes reported to the 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
 - any visit by a relevant authority or emergency service.
- No super-strength beer, lagers, ciders or spirit mixtures of 5.5% ABV (alcohol by volume) or above shall be sold at the premises, except for premium beers and ciders supplied in glass bottles.
- 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.
- Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
- There shall be no sales of alcohol for consumption 'Off' the premises after 23.00 hours.

- All sales of alcohol for consumption 'Off' the premises shall be in sealed containers only, and shall not be consumed on the premises.
- Sales of alcohol for consumption 'Off' the premises shall only be supplied with, and ancillary to a substantial take-away meal.
- Alcohol consumed outside the premises building shall only be consumed by patrons seated at tables.
- All windows and external doors shall be kept closed after 21:00 hours, except for the immediate access and egress of persons.
- All outside tables and chairs shall be rendered unusable by 23.00 hours each day.
- 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.
- All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
- No collections of waste or recycling materials (including bottles) from the premises shall take place between 23.00 hours and 08.00 hours on the following day.
- No deliveries to the premises shall take place between 20.00 hours and 08.00 hours on the following day.

Further comments from Environmental Health

On the basis of agreeing the conditions proposed Environmental Health withdraws their representation.

Following the agreement of conditions, Environmental Health have subsequently withdrawn their representation.

2-B Other Persons**Received:** 2nd April 2018

We object to this application as concerned as to loss of amenity, noise to area with residents living above and opposite.

We object to hours requested for sale of alcohol. late night refreshment and opening hours of premises.

We note alcohol only going to be sold to persons 'taking a table meal;' but lawful use of premises is A1 not A3 restaurant use and we are not aware of any ventilation/ extract fans for removal of cooking smells etc

All doors/ windows to be closed after 19.00

We note no condition offered in respect of control of hours for deliveries and hours for collection of refuse and recycling.

As always we are happy to meet up with applicant and their solicitor or agent to discuss matter.

We had not realised 'Off Sales' also requested.

We object to this bit if granted would want decrease in hours pf 'off sales' no beer / cider over 5.5 % APV, no miniature bottles f alcohol, lockable cabinets for alcohol, all spirits only to be sold behing cash counter no more than 15 % of shop for 'off sales'

We cannot access plans to see layout and any change shop could go from 'coffee' shop to other uses in Class A1 e.g. mini food market

Also want 'no draft' beer allowed and persons off the premises at end of permitted hours

Received: 14th April 2018

I object to this application on the basis of noise, taking the business away from long established existing restaurants plus the fact that the person who made this application has already a coffee shop and a restaurant. I hope that you will take this into consideration.

Received: 26th May 2018

I feel that there are so many licensed premises in our immediate area, another one will only add to the unbearable noise we have to contend with. Most of the restaurants on Hereford Road allow people to drink outside their premises, and during the months of April through to October (weather dependant) we have to put up with loud drunken behaviour. This can continue until midnight most evenings.

So , no, I really don't want another premises with a licence. Instead I would like the premises already with a licence to show a lot more consideration for residents.

Received:

9th April 2018

Because of my poor eyesight and advancing years, it is very difficult for me to comment on Application Reference 18/0300/LIPN electronically.

My main comments are as follows:

1) Given that 13 Hereford Road, London, is directly behind my house at 10 Rede Place, W2 4TU, I am concerned as to any possibility of these premises being allowed to play music late at night?

2) Given the relatively small size of these proposed licensed premises, will the extractor fan from their kitchen be powerful enough?

3) Rede Place is a pleasantly little quiet mews, yet - for the past 2 years - we have suffered almost constant noise and disruption due to excavation of ground floors at Two Rede Place addresses, could we please now have some peace and quiet?!

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 FFP1 applies:

Applications will only be granted if it can be demonstrated that the proposal meets relevant criteria in Policies CD1, PS1, PN1 and CH1.

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, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

5. Appendices

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

Report author:	Miss Heidi Lawrance Senior Licensing Officer
Contact:	Telephone: 020 7641 2751 Email: hlawrance@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	April 2018
4	Application Form	19 th March 2018
5	Representation	2 nd April 2018
6	Representation	14 th April 2018
7	Representation	26 th March 2018
8	Representation	9 th April 2018
9	Representation	5 th April 2018

Applicant Supporting Documents

None submitted.

Premises History

There is no licence or appeal history for the premises.

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

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

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

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

Mandatory Conditions

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

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

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

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

Conditions consistent with the operating schedule

9. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police. It must be completed within 24 hours of the incident and will record the following:
 - (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received concerning crime and disorder
 - (d) any incidents of disorder
 - (e) all seizures of drugs or offensive weapons
 - (f) any faults in the CCTV system, searching equipment or scanning equipment
 - (g) any refusal of the sale of alcohol
 - (h) any visit by a relevant authority or emergency service.
10. 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 entry and exit points are covered enabling frontal identification of every person entering in any light condition. 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.
11. 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.
12. All sales of alcohol for consumption off the premises shall be in sealed containers only, and shall not be consumed on the premises.
13. No super-strength beer, lagers, or ciders of 5.5% ABV (alcohol by volume) or above shall be sold at the premises, except for premium beers and ciders supplied in glass bottles.
14. The supply of alcohol at the premises shall only be to a person seated taking a table meal there and for consumption by such a person as ancillary to their meal.
15. The supply of alcohol shall be by waiter or waitress service only.
16. Alcohol consumed outside the premises building shall only be consumed by patrons seated at tables.
17. All outside tables and chairs shall not be used after 23:00 each day.
18. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
19. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
20. 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.
21. A record shall be kept detailing all refused sales of alcohol. The record should include the date and time of the refused sale and the name of the member of staff who refused

the sale. The record shall be available for inspection at the premises by the police or an authorised officer of the City Council at all times whilst the premises is open.

Conditions proposed by Environmental Health, agreed by the applicant to form part of the operating schedule.

22. 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.
23. 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.
24. The supply of alcohol at the premises shall only be to a person seated and ancillary to that person consuming substantial food. Notwithstanding this condition customers are permitted to take from the premises part consumed and resealed bottles of wine supplied ancillary to their meal.
25. The supply of alcohol shall be by waiter or waitress service only.
26. Substantial 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.
27. The number of persons seated in the premises consuming alcohol at any one time (excluding staff) shall not exceed 20 persons.
28. There shall be no self-service of alcohol.
29. There shall be no draught beer sold at the premises.
30. 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.
31. 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
 - (g) any refusal of the sale of alcohol
 - (h) any visit by a relevant authority or emergency service.

32. No super-strength beer, lagers, ciders or spirit mixtures of 5.5% ABV (alcohol by volume) or above shall be sold at the premises, except for premium beers and ciders supplied in glass bottles.
33. 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.
34. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
35. There shall be no sales of alcohol for consumption 'Off' the premises after 23.00 hours.
36. All sales of alcohol for consumption 'Off' the premises shall be in sealed containers only, and shall not be consumed on the premises.
37. Sales of alcohol for consumption 'Off' the premises shall only be supplied with, and ancillary to a substantial take-away meal.
38. Alcohol consumed outside the premises building shall only be consumed by patrons seated at tables.
39. All windows and external doors shall be kept closed after 21:00 hours, except for the immediate access and egress of persons.
40. All outside tables and chairs shall be rendered unusable by 23.00 hours each day.
41. 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.
42. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
43. No collections of waste or recycling materials (including bottles) from the premises shall take place between 23.00 hours and 08.00 hours on the following day.
44. No deliveries to the premises shall take place between 20.00 hours and 08.00 hours on the following day.

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

45. Outside the hours authorised for the sale of alcohol and whilst the premises are open to the public, the licence holder shall ensure that all alcohol within the premises (including alcohol behind the counter) is secured in a locked store room or behind locked grilles,

locked screens or locked cabinet doors so as to prevent access to the alcohol by both customers and staff.

46. The premises has a comprehensive 7 camera CCTV system with the premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team

Residential Map and List of Premises in the Vicinity



Ground Floor 13 Hereford Road

Premises within 50 metres of: Ground Floor, 13 Hereford Road

p / n	Name of Premises	Premises Address	Licensed Hours
30190	Aphrodite Greek Taverna	Basement And Ground Floor 15 Hereford Road London W2 4AB	Monday to Saturday; 10:00 - 00:30 Sunday; 12:00 - 00:00
30196	Saran Supermarkets	Basement And Ground Floor Front 7 Hereford Road London W2 4AB	Monday to Saturday; 08:00 - 23:00 Sunday; 10:00 - 22:30
7694	Hafez	Ground Floor 5 Hereford Road London W2 4AB	Monday to Saturday; 10:00 - 00:30 Sunday; 12:00 - 00:00
30200	Hereford Road	Basement And Ground Floor 3 Hereford Road London W2 4AB	Monday to Saturday; 10:00 - 00:30 Sunday; 12:00 - 00:00
83100	Aphrodite Greek Taverna	Basement And Ground Floor 15 Hereford Road London W2 4AB	Monday to Saturday; 10:00 - 00:30 Sunday; 12:00 - 00:00
66347	Saran Supermarkets	Basement And Ground Floor Front 7 Hereford Road London W2 4AB	Monday to Saturday; 08:00 - 23:00 Sunday; 10:00 - 22:30