

Penelope's

B Y A M A N O

Presentation to Westminster City Council

**In the Westminster Licensing Sub-Committee
In the Matter of an Application to Vary a Premises Licence for Penelope's, Drury House, 34-43 Russell Street, London WC2B 5HA.**

APPLICATION COMPARISON DOCUMENT

HOURS OF CURRENT LICENCE

Sale of Alcohol

Monday to Thursday	- 10am to 11.30pm
Friday and Saturday	- 10am to Midnight
Sunday	- Midday to 10.30pm
Sundays before Bank Holidays	- Midday to Midnight

Late Night Refreshment

Monday to Thursday	- 10am to 11.30pm
Friday and Saturday	- 10am to Midnight
Sunday	- Midday to 10.30pm
Sundays before Bank Holidays	- Midday to Midnight

Opening Hours

Monday to Thursday	- 8am to 11.30pm
Friday and Saturday	- 8am to Midnight
Sunday	- 8am to 10.30pm
Sundays before Bank Holidays	- 8am to Midnight

HOURS APPLIED FOR IN THIS APPLICATION

Sale of Alcohol

Monday to Thursday	- 10am to 1am
Friday and Saturday	- 10am to 1.30am
Sunday	- Midday to Midnight
Sundays before Bank Holidays	- 10am to 1.30am

Late Night Refreshment

Monday to Thursday	- 10am to 1am
Friday and Saturday	- 10am to 1.30am
Sunday	- Midday to Midnight
Sundays before Bank Holidays	- 10am to 1.30am

Opening Hours

Monday to Thursday	- 8am to 1.30am
Friday and Saturday	- 8am to 2am
Sunday	- 8am to Midnight Thirty
Sundays before Bank Holidays	- 8am to 2am

HOURS OPERATED UNDER TEMPORARY EVENT NOTICE

Regulated Entertainment and Sale of Alcohol	- 7pm to 2am
Late Night Refreshment	- 11pm to 2am
Opening Hours	- Customers off premises by 2.30am

PROPOSED UPDATED CONDITION 30

“MC15 There shall be no admittance or re-admittance to the premises after 23.00 Monday to Thursday, 23:30 Friday and Saturday, and 22:00 Sunday, except for patrons permitted to temporarily leave the premises (e.g. to smoke, make a phone call).”

ADDITIONAL CONDITIONS AGREED IN CONSULTATION WITH COVENT GARDEN COMMUNITY ASSOCIATION

- 1. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke or make a phone call, shall not be permitted to take glass containers with them.*
- 2. The premises licence holder shall ensure that any patrons drinking and/or smoking outside the premises do so in an orderly manner and are properly supervised by staff so as to ensure that there is no public nuisance or obstruction of the public highway.*
- 3. Patrons who have ordered taxis shall be encouraged by the Premises to wait inside the Premises for their taxi, up until 11pm daily, after which they shall be encouraged to wait in the Amano Hotel lobby.*
- 4. The main entrance/exit to the Premises located on the corner of Russell Street and Crown Court, shall be closed and not used (save for in an emergency) by patrons or staff, from 11pm until close of business daily. After that time, all patrons shall leave the Premises by way of the Amano Hotel lobby.*
- 5. The Premises Licence Holder shall ensure that staff are informed of the need to enter and leave the Premises quietly, and are not to congregate at the staff entrance in Crown Court at any time.*

6. *The Premises Licence Holder shall deploy staff/SIA Door Supervisors to patrol the Russell Street/Crown Court area unless a risk assessment shows that this is not necessary to support the Licensing Objectives.*

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IMAGES OF PREMISES AND OUR DISHES





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CURRENT MENU

SMALL PLATES

Ancient Loaf	6.00
Caramelised Onion · Whipped Roe	
Manouri Bourekas ^V	12.00
Sheep and Goat Cheese · Truffled Honey · Raspberry	
Kashkaval Fondue ^V	13.00
Kashkaval · Manchego · Red Chermoula · Chive Butter	
Beetroot ^{VG}	9.00
Sour Cherry · Avoganoush · Soy	
Tuna Ceviche ^N	15.00
Mango · Ajo Blanco · Seaweed · Jalapeno	
Seabream Tartare ^{GF}	13.50
Gazpacho · Caviar · Habanero	
Sheep Milk Labneh ^{VN GF}	11.00
Courgette · Rose · Marcona Almonds	
Hamachi Tiradito	15.00
Sea Buckthorn Salmorejo · Tobiko · Burnt Citrus	

SMALL PLATES

Jamon 100% Iberico ALTA EXPERESSION 2018 Iberico Acorn Fed 50g · Crystal Bread · Tomato Salsa	25.00
Pork Belly ^N Nduja · Ajo Blanco · Vanilla · Fennel	14.00
Roasted Israeli Aubergine ^{VG} Pomegrante Pico de Gallo · Date Glaze · Tahini · Soy	11.00
Calamari Black Challa · Coriander Aioli · Chilli Ferment	14.00
Gambas ^{GF} Spanish Hosos Prawns · Harissa · Confit Garlic	14.00
OX Cheek ^{GFN} Jerusalem Artichoke · Chestnut Dukka	16.00

LARGE PLATES

Israeli Style Paella	
Octopus · Freekeh · Tomato Gin · Ink	35.00
OR	
Artichoke · Freekeh · Sun-dried Tomato · Ve-du-ya ^{VG}	25.00
Chicken Shawarma	25.00
Mango Amba · Ancient Grain Mujadara	
Potato Dumplings ^{NV}	26.00
Girolles · Queso de Nata · Kasha Cashews · Tarragon Zhug	
Beef Sirloin 300g ^{GF}	38.00
Coal Roasted Aubergine · Sour Cherry Chimichurri	
Spiced Cod	30.00
Hawaij · Israeli Couscous · Mussel Escabeche	
Burnt Celeriac ^{VGf}	24.00
Shimeji Mushroom · Truffle · Manchego	
Lamb Rump ^N	36.00
Picada Rice · Aji Verde · Jus	
Seared Scallops ^{GF}	34.00
Four Divers · Saffron Cream · Keta	

DISHES TO SHARE

Beef Short Rib	70.00
12 Hour Braised · Fermented Charif · Laffa Bread	
Seafood on Fire	60.00
Mussels · Chorizo · Gambas · Scallops · Ouzo · Crystal Bread	

REACH FOR IT

Baharat Patatas · Lime · Dill ^{VG GF}	6.00
Portobello · Kale · Confit Garlic ^{VG GF}	7.00
Israeli Tomato Salad ^{VG GF}	6.50
Apple and Courgette Salad ^{VG GF}	6.00

DESSERTS

Basque Bomb	10.00
Meringue · Cherry & Hibiscus Ice-Cream · Chocolate	
Baklava Cheesecake ^N	11.00
Pistachio · Honey Syrup	
Dulce de Leche Flan ^{NGF}	10.00
Candied Pistachio · Cardamom Cream	
Banana Cake	9.00
Miso Ice-Cream · Date Caramel	
Bomba de Helados	2.00 (per scoop)
Selection of Handmade Ice Creams	

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DISPERSAL POLICY

1. Introduction

This document is drafted to support the operation of Penelope's, 34-43 Russell Street, London, WC2B 5HA ("the Premises"). All relevant staff will be trained in its implementation.

- 1.1 The applicant is committed to a high standard of professional management. The implemented management systems will ensure that the Premises is operated successfully, and sympathetically to the local residents.
- 1.2 The Policy will be reviewed regularly and whenever the Licence becomes aware of issues associated with dispersal of customers.

2. People Arriving, Departing & in the Vicinity

Dispersal Policy

- 2.1 The objective of the Dispersal Policy is to ensure a quiet, controlled and swift dispersal of the Premises' customers.
- 2.2 The Dispersal Policy promotes a professional and responsible management of customers as they leave the Premises to ensure they make their journey home without any adverse impact on local residents.
- 2.3 This Dispersal Policy will be followed throughout the opening hours, although particular attention will be paid to customer leaving late at night.

Entrances and Exits

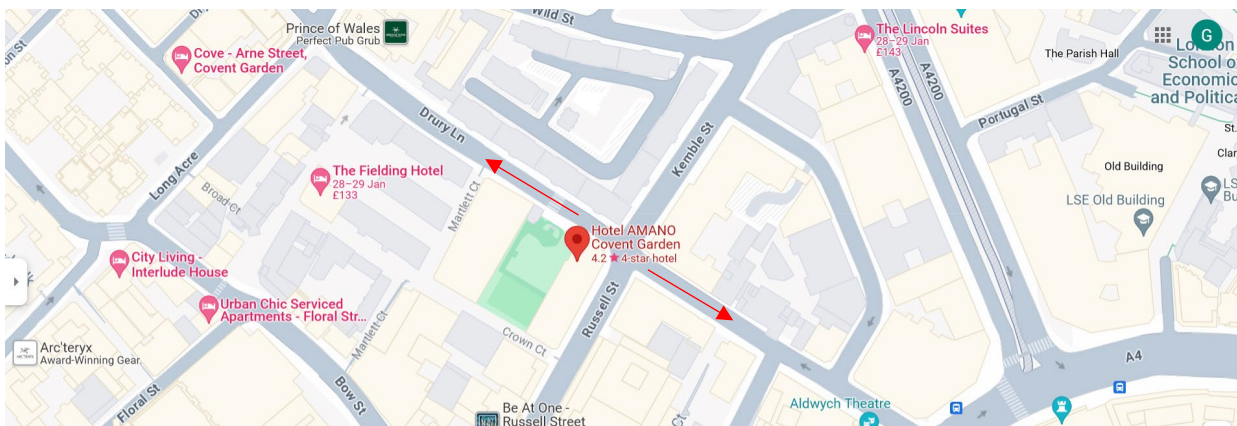
- 2.4 The main entrance/ exit of the Premises is located on Russell Street / Crown Court respectively. This will be managed by reception staff inside the Premises during all opening hours and in addition a security officer will be positioned outside the main entrance on every Friday and Saturday nights.
- 2.5 In the event of an emergency, a full fire evacuation plan is in place.
- 2.6 From 11pm daily, the main entrance/exit on Russell Street/Crown Court will be closed, and all patrons will enter and leave via the Amano hotel lobby.

Dispersal

- 2.7 It is anticipated there will be a natural dispersal of patrons throughout the evening. Customers are expected to depart the Premises in a gradual and controlled manner until close.
- 2.8 All licensable activities will cease 30 minutes prior to the terminal hour with any customers remaining at that time leaving the Premises in a gradual and controlled manner until close.
- 2.9 Towards closing time, the following measures are taken to ensure a gradual and quiet closure of the Premises:
 - The main entrance of the Premises will be locked from 11:00 pm. All patrons will be directed to exit via the main entrance of Hotel Amano Covent Garden.
 - The security officer will move to the main entrance of Hotel Amano Covent Garden ensuring patrons are leaving the hotel in a controlled manner via Drury Lane.

DISPERSAL POLICY

- One of the two security officers that will be positioned at the main entrance of Hotel Amano Covent Garden will patrol Crown Court every 15 minutes until the closing of the Premises to ensure no patrons/ employees or other customers congregate on Crown Court.
- Subject to a risk assessment, when necessary during dispersal times, an SIA Door Supervisor will be stationed on the corner of Russell Street/Crown Court to inform passers-by not to enter or linger in Crown Court.
- Raised lighting levels.
- Politely reminding customers the Premises is about to close.
- Asking customers if they require a taxi and advising customers to wait inside the Hotel
- Where appropriate, customers will be directed to nearby transport links and requested to leave quietly via the Russell Street/ Drury Lane exit.
- Any customers awaiting taxis ordered by telephone or “app” will be encouraged to wait inside the Hotel lobby after 11pm.



SIA Requirement

SIA licenced door supervisors shall be on duty at the Premises every Friday and Saturday night whilst it is open and carrying out licensable activities and will correctly display their SIA licences when on duty so as to be visible. The SIA agents will be present until the last patron has left the Premises via the correct exit.

Transport

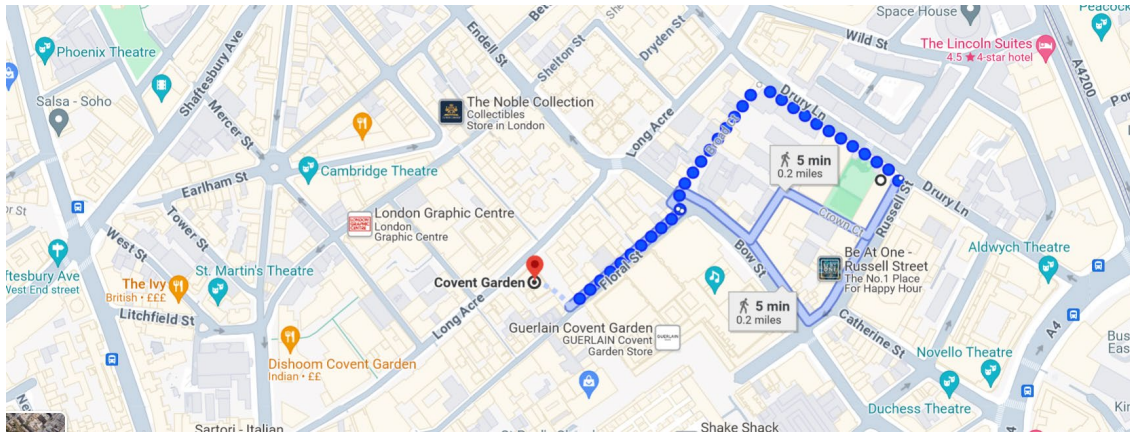
Customers arrive and depart by various modes of transport, including by foot and private car.

The Premises are services by various public transport options, as set out below. All staff are familiar with the transport links so they can advise customers when required.

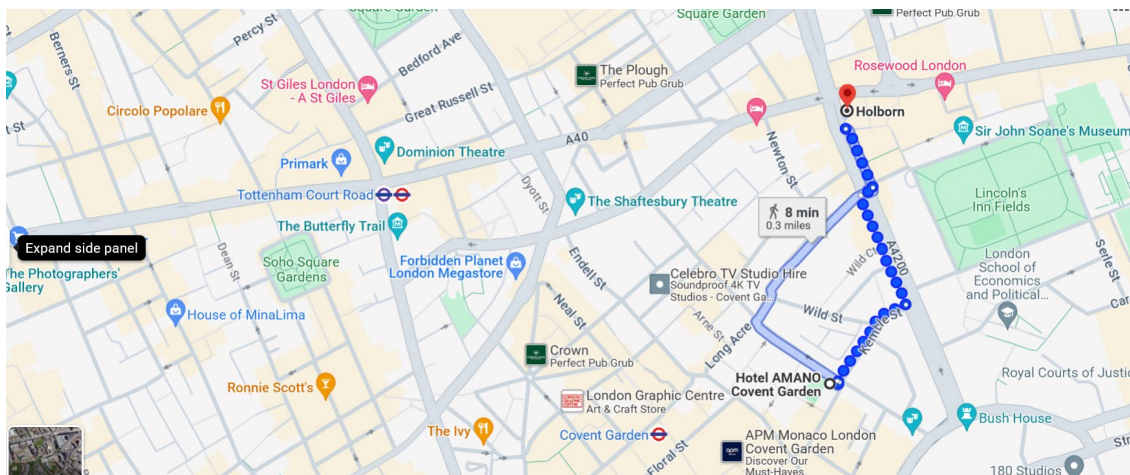
Tube

Covent Garden Station (Piccadilly, Northern Lines) is located within a 5-minute walking distance of the Premises and final trains on a Monday to Thursday are at 23:59, on a Friday the last train is at 00:29, on a Saturday the station operates 24h-night tube and on a Sunday the last train is at 00:14.

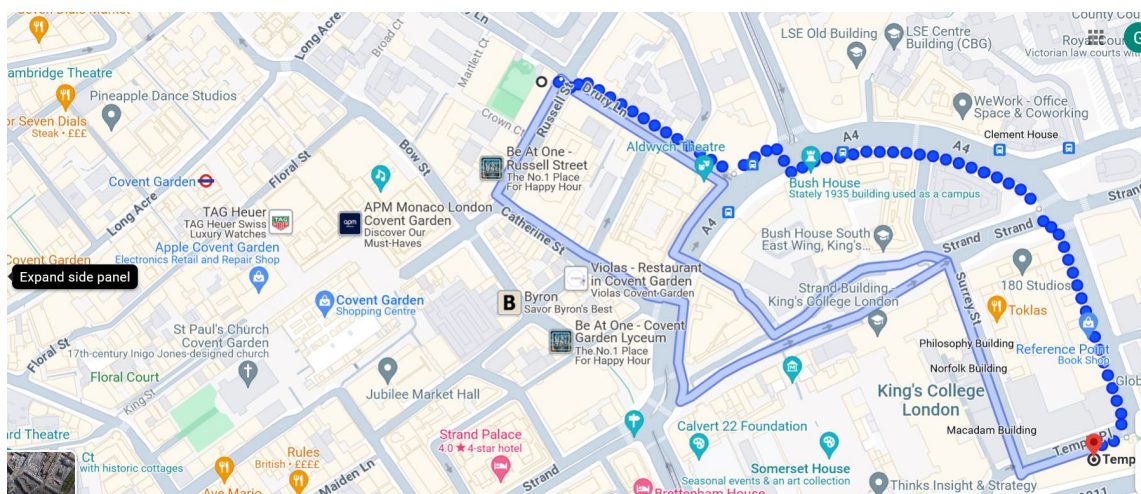
DISPERSAL POLICY



Holborn Station (Central, Piccadilly Lines) is located within a 7-minute walking distance of the Premises and the final trains on a Monday to Friday are at 23:59, on a Saturday the last train is at 01:28 am and on a Sunday the last train is at 23:29.



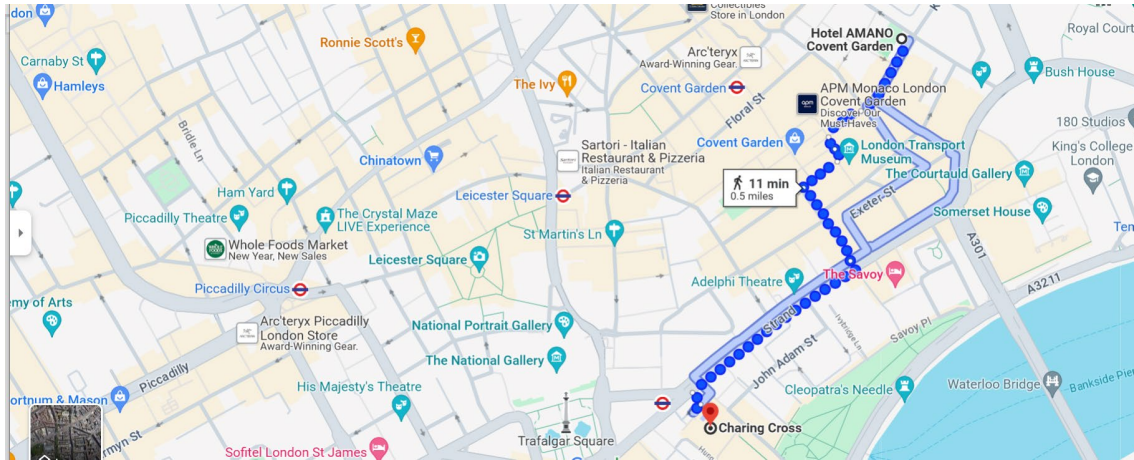
Temple Station (District Line) is located withing a 9-minute walking distance from the Premises.



DISPERSAL POLICY

Rail

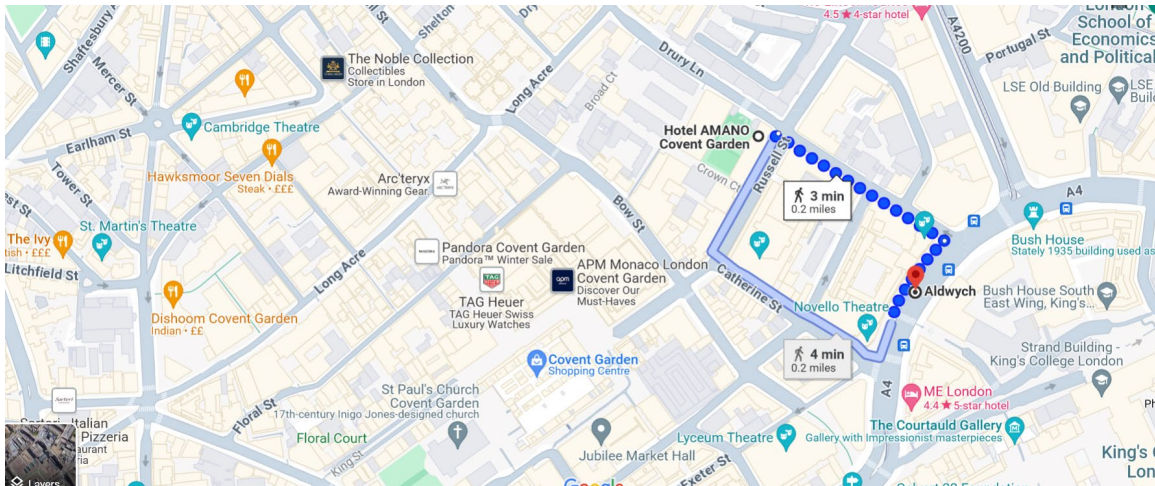
The Premises is within 11-min walk from Charing Cross train station.



Buses

The Premises is serviced by public buses. TFL bus services, including night buses, go to a variety of destinations throughout London from nearby bus stops. The nearest bus stops are on the Strand. Patrons will be directed to the nearest bus stop going south via Drury Lane.

Nearby bus routes include: 15, 26, 59, 243.



Taxi

Black cabs are readily available right through the day and night in the area.

Staff will assist customers by calling a taxi if required and will direct guests to wait inside the Premises until their black cab has arrived to ensure a quick and quiet exit.

3. Planned Management Measures for Control of Noise

Executive Summary

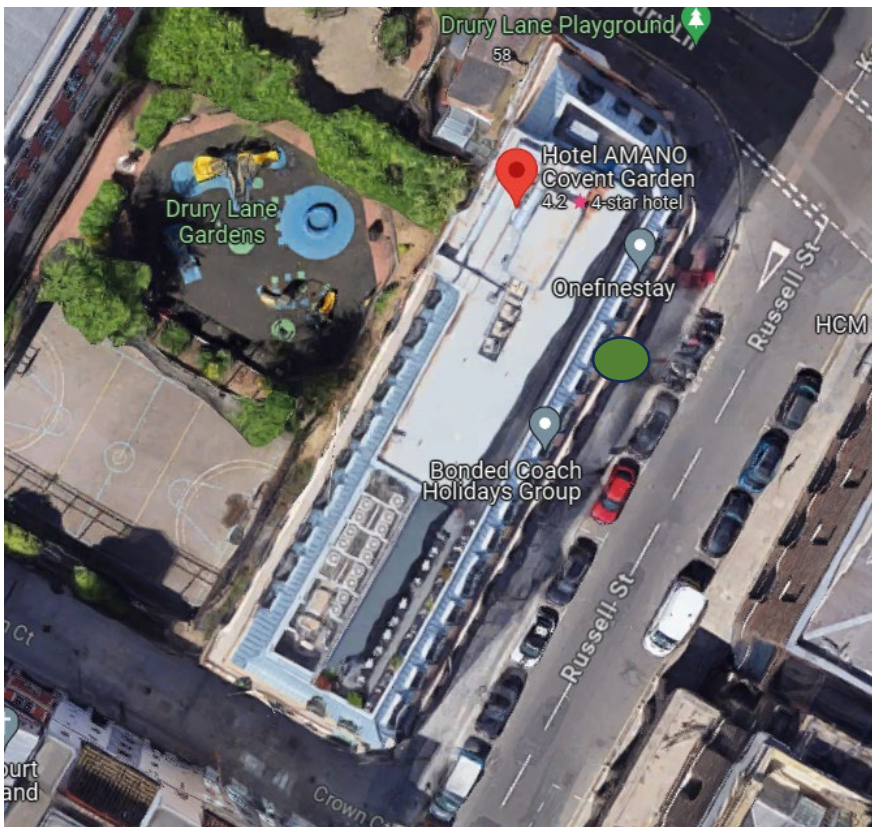
- 3.1 The main entrance point for customers is Russell Street / Crown Court. Patrons will be allowed to use this as an exit up until 23:00. From 23:00 onwards the patrons will be directed to exit via the main entrance of Hotel Amano Covent Garden on Russell Street/ Drury Lane corner.
- 3.2 The departure of patrons will be managed in accordance with the Dispersal Policy, such as that in the section 2 of this document. The management controls set out in the Dispersal Policy are designed to ensure all customers leave the area as quickly and as quietly as possible.

Prevention of Noise

3.3 The following actions shall be taken:

- 3.3.1 Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall be limited to **10 persons at any one time**. Smokers will be directed to smoke on Russell Street, on a designated area that will be monitored by the SIA supervisor.
- 3.3.2 The SIA supervisor or Manager on Duty will walk the Crown Court section every 30 min during the times of 21:00 till 23:00 to monitor noise levels. From 23:00 the SIA supervisor will walk the Crown Court section every 15 minutes to ensure patrons are no congregating in the area."

3.4 The designated smoking area is located as detailed in green on the plan below:



4. Closing Procedure

4.1 Management controls are implemented to ensure that the closing procedures have no adverse impact on local residents. The procedure promotes a quick and quiet closure of the Premises.

Management controls include:

4.2 Ensuring all customers will be off the premises by the authorised closing times. There are no exceptions to this rule whatsoever.

4.3 A prompt clean and clear up of the Premises as soon as possible after closure.

4.4 Employees must leave the Premises quickly and quietly, at all times following the Dispersal Policy set out above.

4.5 Employees are not permitted to loiter outside the Premises after closing. Failure to comply with this rule is deemed as a gross misconduct and can lead to dismissal.

4.6 The area immediately outside the Premises shall be swept and cleaned in a quick and quiet manner by the Hotel Amano Covent Garden night cleaning team.