



City of Westminster

# Licensing Sub-Committee Report

Item No:

Licensing Ref No:

**15/02559/LIPN**

Date:

**18 June 2015**

Classification:

**For General Release**

Title of Report:

**La Docta  
Unit A15 Queensway Market  
23 - 25 Queensway  
London W2 4QJ**

Report of:

**Director of Public Protection and Licensing**

Policy context:

**City of Westminster Statement of Licensing Policy**

Financial summary:

**None**

Report Author:

**Mr Ola Owojori  
Senior Licensing Officer**

Contact Details:

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E-mail: owojori@westminster.gov.uk**

## APPLICATION DETAILS

<b>Application Type:</b>	A new premises licence application under the Licensing Act 2003.		
<b>Applicant:</b>	La Docta Limited	<b>Date Application Received:</b>	8 April 2015
<b>Premises Name and Address:</b>	La Docta Unit A15 Queensway Market 23 - 25 Queensway London W2 4QJ		
<b>Ward Name:</b>	Lancaster Gate	<b>Stress Area:</b>	Bayswater
<b>Description of Premises:</b>	The premises operates as a butcher and retail shop in an indoor market		
<b>Preliminary Note:</b>	<p>The hours sought for licensable activity has been reduced from Monday to Sunday 10:00 to 20:30 to the hours stated below following discussion with the Police.</p> <p>The outcome of the discussion between the applicant and the Police has been communicated to other interested parties.</p>		
<p><i>Note: Where the committee is minded to grant the licence it will be granted subject to the mandatory conditions and conditions consistent with the operating schedule modified to such extent as the authority considers appropriate for the promotion of the licensing objectives detailed in Appendix D to this report.</i></p>			
<p><b>Proposed Licensable Activities, Proposed Hours:</b></p> <p><b>Sale by Retail of Alcohol</b>  Monday to Saturday: 11:00 to 20:00  Sunday 12:00 to 18:00</p> <p><b>Opening Hours</b>  Monday to Sunday 10:00 to 20:30</p>			
	<b>Relevant representations and policies applicable:</b>		<b>References / Notes</b>
1A	A representation was made against the application by the Police stating that the application if granted would undermine the Licensing Objectives, add to cumulative impact and cause further policing problem in a demanding area. Subsequently, their representation has been withdrawn following a reduction in hours and the agreement of their conditions by the applicant		<b>Metropolitan Police Service Representation, conditions and withdrawal</b>
1B	An adverse representation has been made against the application by the Environmental Health stating that the proposal may have the likely effect of causing an increase in public nuisance and its impact on public safety will need to be assessed. Subsequently, they have proposed conditions to be attached to the licence if the Committee is minded to grant.		<b>Environmental Health Service Representation and conditions</b>
1C	An adverse representation has been made against the application by The South East Residents Association (SEBRA) on the following grounds:		<b>SEBRA Representation and conditions</b>

	<ul style="list-style-type: none"> <li>• Additional licensed premises will add to cumulative impact in the Stress Area.</li> <li>• The application if granted may lead to an increase in pre-loading and street drinking.</li> <li>• The application if granted may lead to underage sales if appropriate measures are not in place.</li> <li>• The application if granted may lead to deliveries of stock and collection of waste during anti social times.</li> </ul> <p>SEBRA have proposed conditions to be attached to the licence if the Committee is minded to grant. Some of these conditions are or similar to those that have been proposed by the Environmental Health.</p> <p>The following policies within the City Of Westminster Statement of Licensing Policy apply:</p> <p><b>Policy STR1 applies:</b></p> <ul style="list-style-type: none"> <li>(i) It is the Licensing Authority's policy to refuse applications in the Stress Areas for: pubs and bars; fast food premises, and premises offering facilities for music and dancing; other than applications to vary hours within the Core Hours under Policy HRS1.</li> <li>(ii) Applications for other licensable activities in the Stress Areas will be subject to other policies and must demonstrate that they will not add to cumulative impact in the Stress Areas.</li> </ul> <p><b>Policy HRS1 applies:</b></p> <ul style="list-style-type: none"> <li>(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.</li> <li>(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.</li> </ul> <p><b>Policy OS2 applies:</b></p> <p>Applications will be granted subject to the relevant criteria in Policies CD1, PS1, PN1 CH1 and HRS1 and other policies in this Statement, provided it is demonstrated that they will not add to cumulative impact in the Stress Areas.</p>	<p><b>Policies applicable</b></p>
<p>1E</p>	<p>The Licensing Sub-committee may refuse, grant in full or grant in part this proposal, having taken into account the representations received and Westminster's Statement of Licensing Policy. The decision taken should promote the licensing objectives of:</p> <ul style="list-style-type: none"> <li>• prevention of public nuisance,</li> <li>• prevention of crime &amp; disorder,</li> <li>• public safety and</li> <li>• protection of children from harm.</li> </ul>	<p><b>Summary</b></p>

<b>Current Licensing Position</b>	The premises has not been previously licensed
<b>Residential Density:</b>	326 units within a 75m radius of the premises are residential or proposed residential. Refer to <b>Appendix C</b> .
<b>Planning Position:</b>	Licensing cannot confirm the planning usage of the premises. However, permission was granted on 27.2.15 for continued use of 23 – 25 Queensway as a market for a further two years.
<b>List of Appendices:</b>	A – Premises Licence History B - Conditions C – Residential Map and list of premises in the vicinity

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

- Licensing Act 2003
- City of Westminster Statement of Licensing Policy (7<sup>th</sup> January 2011)
- Amended Guidance issued under section 182 of the Licensing Act 2003 (March 2015)
- Application form
- Plans
- Representations received
- Photos

## **Licence & Appeal 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 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.
- 5(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.
- 5(ii) For the purposes of the condition set out in paragraph 5(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.
- 5(iii). Where the permitted price given by Paragraph 5(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.
- 5(iv). (1) Sub-paragraph 5(iv)(2) below applies where the permitted price given by Paragraph 5(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.

#### **Consistent with the operating schedule**

6. Clear and legible notices shall be displayed at the exit requesting the public to respect the needs of nearby residents and to leave the premises and the area quietly.

#### **Proposed by Police**

7. 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 preceding 31 day period.
8. 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.

9. All sales of alcohol for consumption off the premises shall be in sealed containers only, and shall not be consumed on the premises.
10. Prominent signage indicating the permitted hours for the sale of alcohol shall be displayed so as to be visible before entering the premises, where alcohol is on public display, and at the point of sale.
11. 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
12. 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
13. No super-strength beers or lagers over 5.5% ABV (alcohol by volume) or above shall be sold at the premises excepting premium beers in glass bottles only **(Also proposed by SEBRA)**
14. The Sale and Supply of Alcohol shall be limited to :
  - (i) All South American Beers/Lagers and wines.
  - (ii) Pisco from Peru and Chile.
  - (iii) Rum from Colombia and Venezuela.
  - (iv) Fernet from Argentina.
  - (v) Fernet specific brand Branca from Italy.
15. Outside of the hours authorised for the sale of alcohol, all alcohol within the trading area is to be secured behind locked grilles/screens or secured behind locked cabinet doors so as to prevent access to the alcohol by both customers and staff.
16. There shall be no self service of spirits.
17. No more than 11.5 % of the sales area shall be used at any one time for the sale, exposure for sale, or display of alcohol. **(Also proposed by SEBRA)**
18. No single cans of beer or lager shall be sold at the premises.

#### **Proposed by Environmental Health**

19. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
20. No deliveries to the premises shall take place between 2200 and 0800 on the following day. **(Also proposed by SEBRA)**
21. No collections of waste or recycling materials (including bottles) from the premises shall take place between 2200 and 0800 on the following day **(Also proposed by SEBRA)**
22. No waste or recyclable materials, including bottles, shall be moved, removed or placed in outside areas between 2200 and 0800 the following day. **(Also proposed by SEBRA)**
23. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times. **(Also proposed by SEBRA)**
24. During the hours of operation 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 the aforementioned area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements.



25. The Licence will have no effect until the premises have been assessed as satisfactory by the Environmental Health Consultation Team and this condition has been removed from the Licence.

26. 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. **(Alternative to condition 12 and also proposed by SEBRA)**

**Proposed by SEBRA**

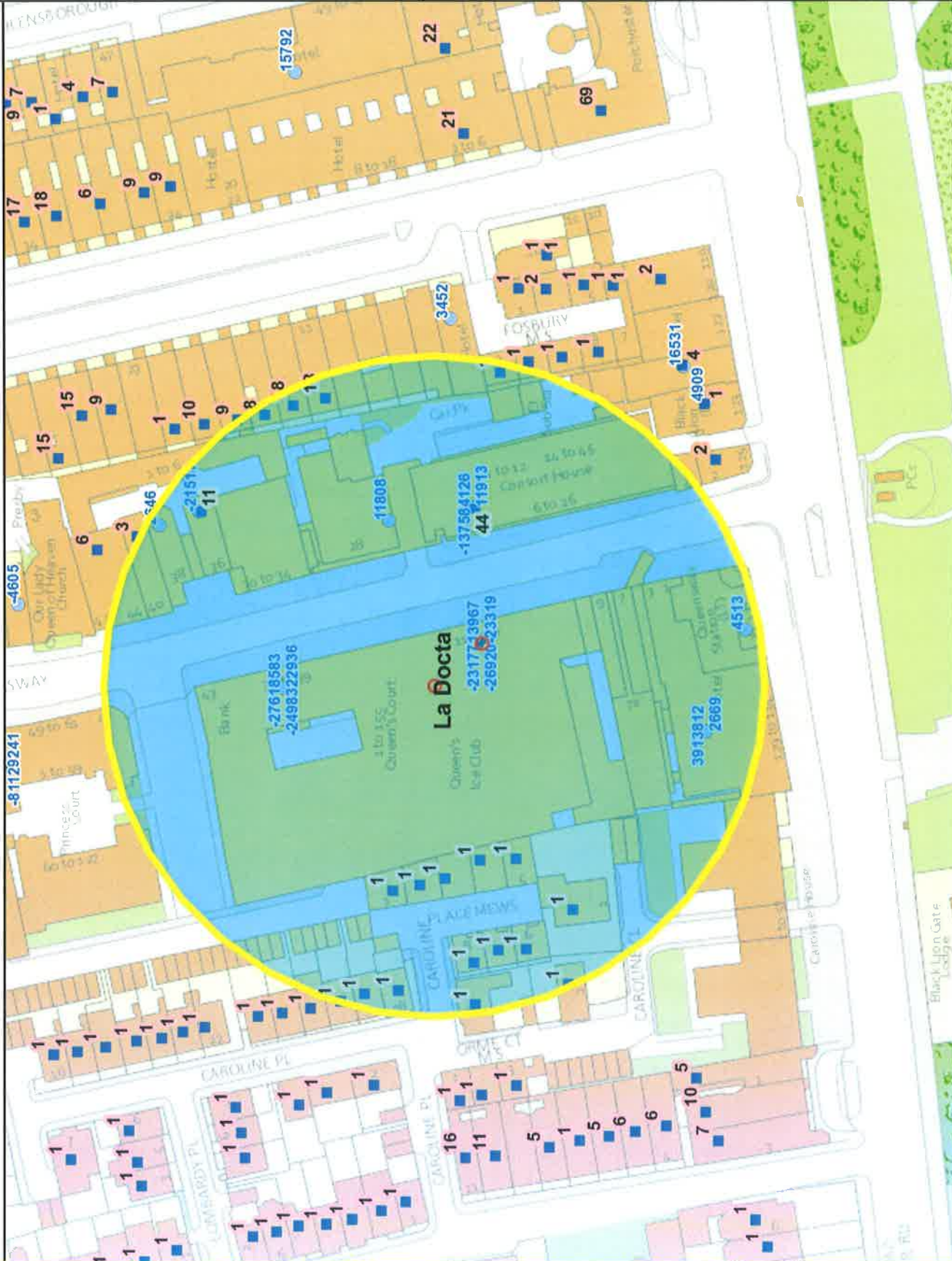
27. There shall be no self-service of alcohol on the premises. **(Alternative to condition 16 )**

28. There shall be no sales of spirits in vessels of 20ml or less.

29. There shall be no sales of beer, lager or ciders in bottles larger than 1 litre.



# La Docta



Residential / Proposed Residential	326
Under Construction	0
Other Uses	Not known
Proportion Residential of all Uses	Not known

## APPENDIX C

Data Source: Uniform Database

Date: 03/06/2015

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**Premises within 75 metres of: La Docta Unit 15 A Queensway Market**

<b>p / n</b>	<b>Name of Premises</b>	<b>Premises Address</b>	<b>Opening Hours</b>
11913	Mandarin Kitchen	14-16 Queensway London W2 3RX	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
22936	Queensway Food & Wine	37 Queensway London W2 4QJ	Monday to Saturday 08:00 - 23:00 Sunday 10:00 - 22:30
-26920	Queen's Ice Bowl	Queens Ice Club 17 Queensway London W2 4QP	Sunday 09:00 - 23:00 Monday to Saturday 09:00 - 23:30
-24983	Caps News	35B Queensway London W2 4QJ	Monday to Saturday 08:00 - 23:00 Sunday 10:00 - 22:30
-23319	Casa Brasil	Unit L001 Queensway Market 23-25 Queensway London W2 4QJ	Monday to Saturday 11:00 - 20:00 Sunday 12:00 - 18:00
-13758	Med Mezze	22 Queensway London W2 3RX	Friday to Saturday 10:00 - 00:00 Sundays before Bank Holidays 10:00 - 00:00 Monday to Thursday 10:00 - 23:00 Sunday 12:00 - 22:30
-23177	Del Casa	27 Queensway London W2 4QJ	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
-21511	Curry Place	36 Queensway London W2 3RX	Friday to Saturday 11:00 - 00:00 Monday to Thursday 11:00 - 23:30 Sunday 12:00 - 22:30
-2761	Kalinka	35 Queensway London W2 4QJ	Monday to Saturday 11:00 - 20:00 Sunday 12:00 - 18:30
812	Aubaine Hilton London Hyde Park Hotel	129 Bayswater Road London W2 4RJ	Sunday 07:00 - 23:00 Monday to Saturday 07:00 - 23:30
2646	Bedouin	38 Queensway London W2 3RS	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
2669	New Fortune Cookie	1 Queensway London W2 4QJ	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
3913	Hilton London Hyde Park Hotel	129 Bayswater Road London W2 4RJ	Monday to Sunday 00:00 - 00:00
4126	Lords Food & Wine	18-20 Queensway London W2 3RX	Monday to Sunday 07:00 - 00:00
4513	Lo Spuntino	128 Bayswater Road London W2 4RH	Sundays before Bank Holidays 07:00 - 00:00 Sunday 07:00 - 22:30 Monday to Thursday 07:00 - 23:30 Friday to Saturday 07:00 - 23:59
8583	Taza Take Away	35A Queensway London W2 4QJ	Monday to Sunday 10:00 - 00:00
13967	Royal China Chinese Restaurant	13 Queensway London W2 4QJ	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
11808	Food Basics Limited	28 Queensway London W2 3RR	Sunday 10:00 - 22:30 Monday to Saturday 10:00 - 23:00

# Background Documents

\* required information

### Section 1 of 19

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference  This is the unique reference for this application generated by the system.

Your reference  You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

Yes  No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

### Applicant Details

\* First name

\* Family name

\* E-mail

Main telephone number  Include country code.

Other telephone number

Indicate here if you would prefer not to be contacted by telephone

Are you:

Applying as a business or organisation, including as a sole trader

Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.

### Applicant Business

\* Is your business registered in the UK with Companies House?  Yes  No

\* Registration number

\* Business name  If your business is registered, use its registered name.

\* VAT number   Put "none" if you are not registered for VAT.

\* Legal status

Continued from previous page...

\* Your position in the business

Home country

The country where the headquarters of your business is located.

**Registered Address**

Address registered with Companies House.

\* Building number or name

\* Street

District

\* City or town

County or administrative area

\* Postcode

\* Country

**Section 2 of 19**

**PREMISES DETAILS**

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.

**Premises Address**

Are you able to provide a postal address, OS map reference or description of the premises?

- Address     OS map reference     Description

**Postal Address Of Premises**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Further Details**

Telephone number

Non-domestic rateable value of premises (£)

**Section 3 of 19****APPLICATION DETAILS**

In what capacity are you applying for the premises licence?

- An individual or individuals
- A limited company
- A partnership
- An unincorporated association
- A recognised club
- A charity
- The proprietor of an educational establishment
- A health service body
- A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- The chief officer of police of a police force in England and Wales
- Other (for example a statutory corporation)

**Confirm The Following**

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- I am making the application pursuant to a statutory function
- I am making the application pursuant to a function discharged by virtue of Her Majesty's prerogative

**Section 4 of 19****NON INDIVIDUAL APPLICANTS**

Provide name and registered address of applicant in full. Where appropriate give any registered number. In the case of a partnership or other joint venture (other than a body corporate), give the name and address of each party concerned.

**Non Individual Applicant's Name**

Name

**Details**

Registered number (where applicable)

Description of applicant (for example partnership, company, unincorporated association etc)

Continued from previous page...

Limited company

**Address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Contact Details**

E-mail

Telephone number

Other telephone number

**Section 5 of 19**

**OPERATING SCHEDULE**

When do you want the premises licence to start?  /  /   
dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end  /  /   
dd mm yyyy

Provide a general description of the premises

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off- supplies you must include a description of where the place will be and its proximity to the premises.

The premise is an approximately 4m x 6m butcher and retail shop where approximately two-thirds of the shop space is used by the butcher's fridges, service area and space to work, and the other third for people to walk and observe the different products. The premise is controlled by CCTV for security. There are no tables or sitting are for customers, as the shop is an off-premise. The people visiting the shop can access 6 shelves against a wall where there are non-refrigerated products and 2 fridges.

If 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend



*Continued from previous page...*

**Section 6 of 19**

**PROVISION OF PLAYS**

Will you be providing plays?

Yes  No

**Section 7 of 19**

**PROVISION OF FILMS**

Will you be providing films?

Yes  No

**Section 8 of 19**

**PROVISION OF INDOOR SPORTING EVENTS**

Will you be providing indoor sporting events?

Yes  No

**Section 9 of 19**

**PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS**

Will you be providing boxing or wrestling entertainments?

Yes  No

**Section 10 of 19**

**PROVISION OF LIVE MUSIC**

Will you be providing live music?

Yes  No

**Section 11 of 19**

**PROVISION OF RECORDED MUSIC**

Will you be providing recorded music?

Yes  No

**Section 12 of 19**

**PROVISION OF PERFORMANCES OF DANCE**

Will you be providing performances of dance?

Yes  No

**Section 13 of 19**

**PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE**

Will you be providing anything similar to live music, recorded music or performances of dance?

Yes  No

**Section 14 of 19**

**LATE NIGHT REFRESHMENT**

Will you be providing late night refreshment?

## Section 15 of 19

## SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

 Yes No

## Standard Days And Timings

MONDAY

Start End Start End 

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

TUESDAY

Start End Start End 

WEDNESDAY

Start End Start End 

THURSDAY

Start End Start End 

FRIDAY

Start End Start End 

SATURDAY

Start End Start End 

SUNDAY

Start End Start End 

Will the sale of alcohol be for consumption:

 On the premises Off the premises Both

If the sale of alcohol is for consumption on  
the premises select on, if the sale of alcohol  
is for consumption away from the premises  
select off. If the sale of alcohol is for  
consumption on the premises and away  
from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

There will be no seasonal variations.

Continued from previous page...

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

There will be no non-standard timings.

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

**Name**

First name

Family name

**Enter the contact's address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Personal Licence number (if known)

Issuing licensing authority (if known)

**PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT**

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

- Electronically, by the proposed designated premises supervisor
- As an attachment to this application

Reference number for consent form (if known)

If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

Continued from previous page...

**Section 16 of 19**

**ADULT ENTERTAINMENT**

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

None

**Section 17 of 19**

**HOURS PREMISES ARE OPEN TO THE PUBLIC**

**Standard Days And Timings**

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

State any seasonal variations

**Continued from previous page...**

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

## Section 18 of 19

### LICENSING OBJECTIVES

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e)

List here steps you will take to promote all four licensing objectives together.

TO PROMOTE ALL FOUR LICENSING OBJECTIVES WE WILL KEEP:

Management controls, and effective training of all staff so that they are aware of the premises licence and the requirements to meet the four licensing objectives with particular attention to:

- a/ no selling of alcohol to underage people
- b/ no drunk and disorderly behavior on the premises area
- c/ vigilance in preventing the use and sale of illegal drugs at the retail area
- d/ no violent and anti-social behaviour
- e/ no harm to children

- Operating Schedule providing the hours of operation and licensable activities during those hours.
- Designated premises supervisor confirmed it is obligated to be in day-to-day control of the premises, to provide good training for staff on the Licensing Act (Training Record), to make or authorize each sale
- Clear "Challenge 25" information to prevent the supply of alcohol to under-age drinkers.
- CCTV system installed with recording option available
- Roller metal exterior window shutter will be fixed to ensure that shop front is safe and secure at all times

b) The prevention of crime and disorder

CCTV System installed to monitor entrances, exits, and other parts of the premises in order to address the prevention of crime objective.

A clear and legible notice outside the premises indicating the normal hours under the terms of the premises licence during which licensable activities are permitted.

Clear and conspicuous notices warning of potential criminal activity, such as theft, that may target customers will be displayed.

Not selling of alcohol to drunk or intoxicated customers.

Custom will not be sought by means of personal solicitation outside or in the vicinity of the premises.

Prevention and vigilance in illegal drug use at the retail unit area.

Staff will be well trained in asking customers to use premises in an orderly and respectful manner and prevent drinking alcohol at the retail unit (ex. canned or bottled beer).

c) Public safety

*Continued from previous page...*

Internal and external lighting fixed to promote the public safety objective.  
Well trained staff adherence to environmental health requirements.  
Training and implementation of underage ID checks.  
A log book or recording system shall be kept upon the premises in which shall be entered particulars of inspections made; those required to be made by statute, and information compiled to comply with any public safety condition attached to the premises licence that requires the recording of such information. The log book shall be kept available for inspection when required by persons authorised by the Licensing Act 2003 or associated legislation.  
All parts of the premises and all fittings and apparatus therein, door fastenings and notices, lighting, heating, electrical, air condition, sanitary accommodation and other installations, will be maintained at all times in good order and in a safe condition.

d) The prevention of public nuisance

Clear and legible notices will be displayed at the exit requesting the public to respect the needs of nearby residents and to leave the premises and the area quietly.  
Deliveries of goods necessary for the operation of the business will be carried out at such a time or in such a manner as to prevent nuisance and disturbance to nearby residents.  
The Licensee will ensure that staff who arrive early morning or depart late at night (ex. for unpacking, pricing newly delivered goods) when the business has ceased trading conduct themselves in such a manner to avoid causing disturbance to nearby residents.  
Customers will be asked not to stand around loudly talking in the street outside the premises.  
Customers will not be admitted to premises above opening hours.  
The movement of bins and rubbish outside the premises will be kept to a minimum after 11.00pm. This will help to reduce the levels of noise produced by the premises.  
Any lighting on or outside the premises will be positioned and screened in such a way so as to not cause a disturbance to nearby residents.

e) The protection of children from harm

"Challenge 25" sign which is a retailing strategy that encourages anyone who is over 18 but looks under 25 to carry acceptable ID (a card bearing the PASS hologram, a photographic driving license or a passport) if they wish to buy alcohol.  
Well trained staff about requirement for persons' identification, age establishment etc.  
All the details provided in Training Record Book available the retail unit.  
Log Book will be kept upon the premises all the time.  
Nothing belong existing Health & Safety requirements.

**Section 19 of 19**

**PAYMENT DETAILS**

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Premises Licence Fees are determined by the non domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at [http://www.voa.gov.uk/business\\_rates/index.htm](http://www.voa.gov.uk/business_rates/index.htm)

Band A - No RV to £4300	£100.00
Band B - £4301 to £33000	£190.00
Band C - £33001 to £8700	£315.00
Band D - £87001 to £12500	£450.00*
Band E - £125001 and over	£635.00*

\*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then you are required to pay a higher fee

Band D - £87001 to £12500	£900.00
Band E - £125001 and over	£1,905.00

There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government. If, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.

**Continued from previous page...**

Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.

If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time

Capacity 5000-9999	£1,000.00
Capacity 10000 -14999	£2,000.00
Capacity 15000-19999	£4,000.00
Capacity 20000-29999	£8,000.00
Capacity 30000-39000	£16,000.00
Capacity 40000-49999	£24,000.00
Capacity 50000-59999	£32,000.00
Capacity 60000-69999	£40,000.00
Capacity 70000-79999	£48,000.00
Capacity 80000-89999	£56,000.00
Capacity 90000 and over	£64,000.00

\* Fee amount (£)

**ATTACHMENTS**

**AUTHORITY POSTAL ADDRESS**

**Address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**DECLARATION**

\* I/we understand it is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application.

Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

\* Full name

\* Capacity

Date (dd/mm/yyyy)

***Continued from previous page...***

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/westminster/apply-1> to upload this file and continue with your application.

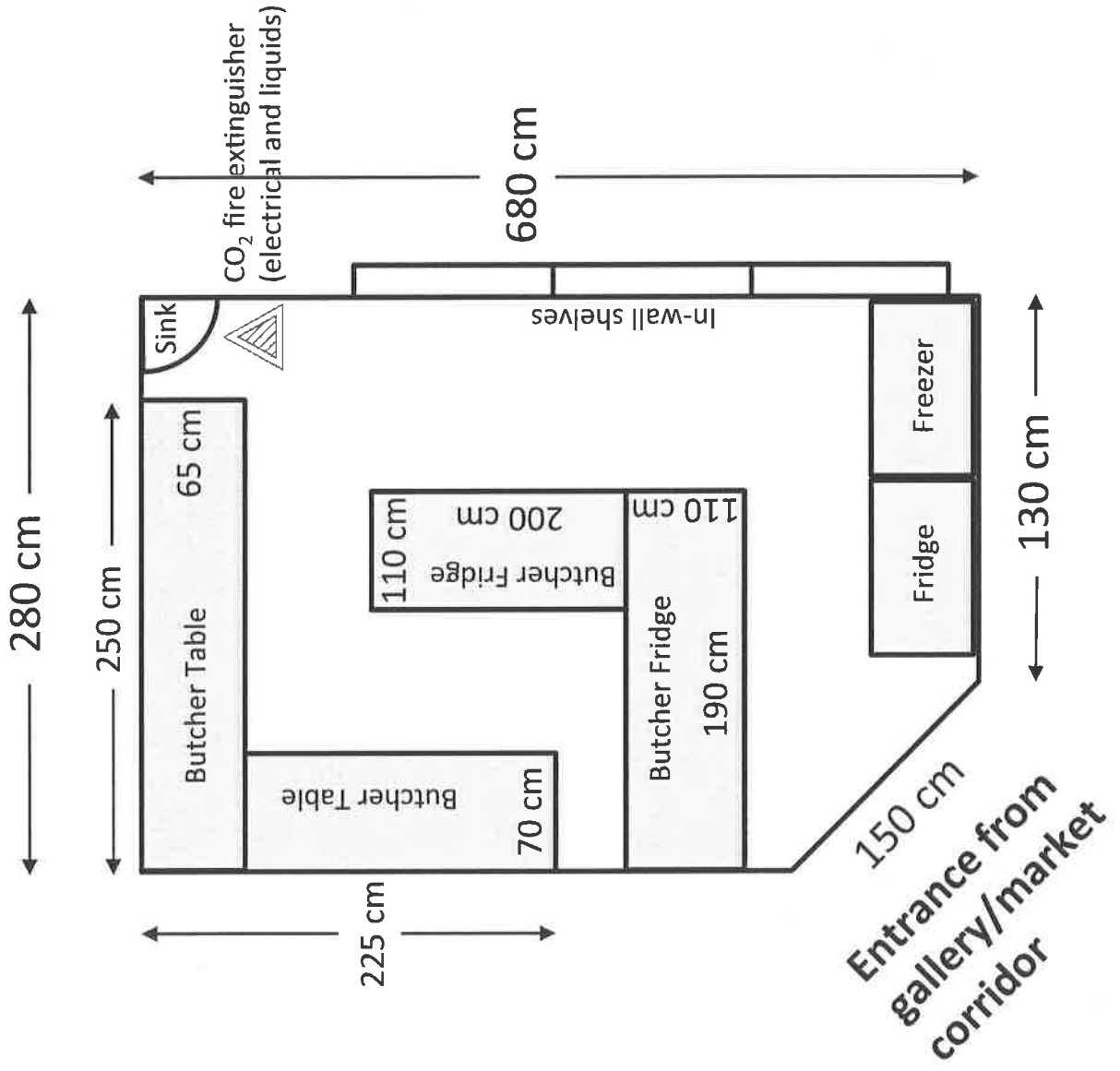
Don't forget to make sure you have all your supporting documentation to hand.

**IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION**



# Sketch of Premise

Area: approx 19 m<sup>2</sup>



Your

Our reference:PT 15/02559/LIPN

Date: 29<sup>th</sup> April 2014

**METROPOLITAN POLICE SERVICE**

**Constable Chris Marriott 3540CW**

Westminster Police Licensing Unit

**Westminster City Hall**

Fourth Floor

64 Victoria Street

London

**Application for a New Premises Licence: Unit 15A Queensway Market, 23-25  
Queensway Edgware Road, W2**

Dear Sir/Madam,

With reference to the above application, I am writing to inform you that the Metropolitan Police, as a responsible authority have representations to this application. It is our belief that if granted the application would undermine the Licensing Objectives.

The venue is situated within the Queensway stress area where this is traditionally high crime and disorder. There are concerns that this application will cause further policing problems in an already demanding area and add to the cumulative impact.

Below are the conditions police require. Should you agree to them being added to the operating schedule along with those proposed, we may be in a position to withdraw our representation.

## Owojori, Olaposi

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**From:** Marriott, Chris  
**Sent:** 28 May 2015 16:53  
**To:** Pablo Galli  
**Cc:** Owojori, Olaposi; Premises Licensing  
**Subject:** RE: La Docta - 23 Queensway, W2 - 15/02559/LIPN

Good afternoon Pablo,

Thank you for your email, as you agree with the further conditions police withdraw our representations to this application.

Many thanks also, for your time and work with the application.

Kind regards

Chris

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**From:** Pablo Galli [mailto:pablo@ladocta.co.uk]  
**Sent:** 18 May 2015 15:15  
**To:** Marriott, Chris  
**Cc:** Owojori, Olaposi; Premises Licensing  
**Subject:** Re: La Docta - 23 Queensway, W2 - 15/02559/LIPN

Dear Mr Marriott, and Premises Licensing Department,

As applicant of the premise license on behalf of La Docta Ltd, I would like to communicate to the relevant authorities that the company will incorporate into its premise license operating schedule all the items requested by the Police. We would like to take all the below mentioned measures to better achieve the Licensing Objectives, and to cooperate with the community in maintaining the Queensway area safe.

We understand all the items mentioned, and are already in processing of applying them (i.e. Preparing warning signs, procedure for operation of CCTV, etc).

Kind regards,  
Pablo Galli

Director at La Docta

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**From:** "Marriott, Chris" <cmarriott2@westminster.gov.uk>  
**Date:** Friday, May 15, 2015 at 12:03 PM  
**To:** Pablo Galli <pablo@ladocta.co.uk>  
**Cc:** "Owojori, Olaposi" <oowojori@westminster.gov.uk>, Premises Licensing <premiseslicensing@westminster.gov.uk>  
**Subject:** RE: La Docta - 23 Queensway, W2 - 15/02559/LIPN

Good afternoon Pablo,

Thank you for your email.

Following on from our telephone call yesterday, I have revised the conditions and included it to cover the sale of spirits.

Please find below the final list requested by police:

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 preceding 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. All sales of alcohol for consumption off the premises shall be in sealed containers only, and shall not be consumed on the premises.
4. Prominent signage indicating the permitted hours for the sale of alcohol shall be displayed so as to be visible before entering the premises, where alcohol is on public display, and at the point of sale.
5. 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
6. 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
7. No super-strength beers or lagers over 5.5% ABV (alcohol by volume) or above shall be sold at the premises excepting premium beers in glass bottles only
8. The sale of alcohol shall be between the hours of:  
1100-2000 Mon to Sat  
1200-1800 Sunday
9. The Sale and Supply of Alcohol shall be limited to :  
  
All South American Beers/Lagers and wines.  
Pisco from Peru and Chile.  
Rum from Colombia and Venezuela.  
Fernet from Argentina.  
Fernet specific brand Branca from Italy.
10. Outside of the hours authorised for the sale of alcohol, all alcohol within the trading area is to be secured behind locked grilles/screens or secured behind locked cabinet doors so as to prevent access to the alcohol by both customers and staff.
11. There shall be no self service of spirits.
12. No more than 11.5 % of the sales area shall be used at any one time for the sale, exposure for sale, or display of alcohol.
13. No single cans of beer or lager shall be sold at the premises.

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**TO** Mr Ola Owojori

**REFERENCE** 15/02559/LIPN

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**FROM** EH Consultation Team, 4<sup>th</sup> Floor, City Hall

**REFERENCE** 15/012451/EHCT

**BEING DEALT WITH BY** Anil Drayan

**TELEPHONE EXT.** 1774

**DATE** 18 May 2015

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**LICENSING ACT 2003**

**LA DOCTA, UNIT A15, QUEENSWAY MARKET, 23 - 25 QUEENSWAY**

I refer to the application for a new Premises Licence for the above premises which is located in the Queensway Stress area..

The applicant has submitted floor plans of the premises – no reference.

**The applicant is seeking the following:**

1. Supply of alcohol 'Off' the premises Monday to Sunday from 10:00 to 20:30 hours.

**The following representation is made:**

1. The supplies of alcohol 'off' the premises and for the hours requested may have the likely effect of an increase in Public Nuisance in the Queensway Stress area.

It is not clear in the application if the premises have been fitted out for the proposed use and will have to be assessed for Public Safety on completion.

Some conditions / undertakings have been provided to support the application and these are under consideration.

The applicant should be advised to contact the undersigned to arrange a site visit after which Environmental Health may propose additional conditions to allay its concerns.

Should you wish to discuss the matter further please do not hesitate to contact me.

**Anil Drayan**  
**Environmental Health Officer**  
**EH Consultation Team**

## Owojori, Olaposi

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**From:** Drayan, Anil  
**Sent:** 03 June 2015 11:15  
**To:** Pablo Galli  
**Cc:** Owojori, Olaposi  
**Subject:** RE: 15/02559/LIPN Queensway,23-25.La Docta18.05.15.rtf

Hi Pablo

**In addition to the police conditions Environmental Health would wish the following additional conditions:**

1. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
2. No deliveries to the premises shall take place between 2200 and 0800 on the following day
3. No collections of waste or recycling materials (including bottles) from the premises shall take place between 2200 and 0800 on the following day
4. No waste or recyclable materials, including bottles, shall be moved, removed or placed in outside areas between 2200 and 0800 the following day.
5. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
6. During the hours of operation 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 the aforementioned area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements.
7. The Licence will have no effect until the premises have been assessed as satisfactory by the Environmental Health Consultation Team and this condition has been removed from the Licence.

**I would also want the Challenge 21 condition to be changed to Challenge 25.**

**I've requested the 'works' condition 7 above as I would need to check all the signage and appropriate 'locked screens/grills' have been put in place prior to the licence being able to be operated.**

**Please contact me if you require further advice or information.**

**Regards**

Anil Drayan  
Environmental Health Officer  
Environmental Health Consultation Team  
tel/mob 0207 641 1774  
fax 0207 641 3436  
[adrayan@westminster.gov.uk](mailto:adrayan@westminster.gov.uk)  
[www.westminster.gov.uk](http://www.westminster.gov.uk)

**Premises Management  
Westminster City Council  
4F, City Hall  
64 Victoria Street  
London SW1E 6QP**

Licensing Applications  
Westminster City Council  
4th Floor (South)  
City Hall  
64 Victoria Street  
London SW1E 6QP

By email only: [premiseslicensing@westminster.gov.uk](mailto:premiseslicensing@westminster.gov.uk)

2 May 2015

Dear Sirs

**La Docta, Unit A15 Queensway Market, 23-25 Queensway, W2 4QJ**  
**Application for new premises licence ref: 15/02559/LIPN**

The South East Bayswater Residents' Association (SEBRA) writes to make a relevant representation objecting to the grant of this application in the terms applied for.

SEBRA objects on the basis that the likely effect of the application, if granted, would be to harm the licensing objectives of prevention of public nuisance and prevention of crime and disorder. As the premises are located in the Queensway/Bayswater Stress Area, it also raises issues in respect of the City Council's 'Stress Area' policy STR and OS2.

#### **Prevention of public nuisance and crime and disorder**

The area has a history of noise and nuisance arising from the 'cumulative impact' of licensed establishments, which is reflected by the fact that it is within a designated 'Stress Area'. Great care therefore needs to be taken when granting new licences for off-sales because of the problems they can cause, if not properly regulated. We refer to the Council's Statement of Licensing Policy section on 'off sales'. In particular, we do not wish to see street drinkers being able to purchase single cans, or high strength beer, lager or cider to consume on the street. We also do not want to see 'pre-loading' where customers can purchase single cans or small bottles of spirits to drink on their way to on-licensed premises. This causes problems later in the evening for local residents.

We are also concerned with under age sales. Perhaps the Applicant could explain the measures they have in place for age-verification to ensure that the licensing objectives are upheld.

Care also needs to be taken that deliveries of stock and collections of rubbish etc do not happen at anti-social times which are likely to wake residents or to keep them from sleep.

#### **Stress Area Policy**

Under Policy STR1(ii) and OS2, the applicant must demonstrate that the application would not, if granted, add to cumulative impact.

Therefore, should a licence be granted, we propose some additional conditions which we trust can be agreed or, failing that, imposed.

### **Proposed conditions**

We propose the following conditions in addition and/or instead of the measures proposed in the Operating Schedule.

- No super-strength beers, lagers ciders or spirit mixtures of 5.5%ABV (alcohol by volume).
- No more than 15% of the sales area shall be used at any one time for the sale, exposure for sale, or display of alcohol.
- There shall be no self-service of alcohol on the premises.
- There shall be no sales of spirits in vessels of 20ml or less.
- There shall be no sales of beer, lager or ciders in bottles larger than 1 litre.
- The premises licence holder will ensure that an age verification policy will apply to the premises whereby all cashiers will be trained to ensure that an age verification policy will apply to the premises whereby all cashiers will be trained to ask any customer attempting to purchase alcohol, who appears to be under the age of 25 (or older if the licence holder so elects) to produce, before being sold alcohol, identification being a passport or a photocard driving licence bearing a holographic mark or other form of identification bearing the customer's photograph, date of birth and the Proof of Age Standards Scheme (or similarly accredited scheme) hologram.
- No deliveries to the premises shall take place between 2200 and 0800 on the following day
- No collections of waste or recycling materials (including bottles) from the premises shall take place between 2200 and 0800 on the following day
- No waste or recyclable materials, including bottles, shall be moved, removed or placed in outside areas between 2200 and 0800 the following day.
- All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.

We look forward to being kept updated as to the progress of the application and would welcome dialogue with the Applicant in the hope that an agreement can be reached without the need for a hearing. If a hearing is necessary, we would wish to attend.

Yours faithfully,

John Zamit  
Chairman  
SEBRA (South East Bayswater Residents' Association)



2 Claremont Court  
Queensway  
LONDON  
W2 5HX

Tel: 020 7727 6104  
Mobile: 07768 068277

Email: [Chairman@SEBRA.org.uk](mailto:Chairman@SEBRA.org.uk)  
Website: [www.sebra.org.uk](http://www.sebra.org.uk)



18/04/2015 10:24 AM



18/04/2015 10:26 AM