

Licensing Sub-Committee Report

Item No:	
Date:	29 October 2015
Licensing Ref No:	15/06965/LIPN - New Premises Licence
Title of Report:	Blade Soho 26 Frith Street London W1D 5LE
Report of:	Director of Public Protection and Licensing
Wards involved:	West End
Policy context:	City of Westminster Statement of Licensing Policy
Financial summary:	None
Report Author:	David Sycamore Senior Licensing Officer
Contact details	Telephone: 020 7641 8556 Email: dsycamore@westminster.gov.uk

1. Application

1-A Applicant and premises			
Application Type:	New Premises Licence, Licensing Act 2003		
Application received date:	20 August 2015		
Applicant:	Blade Soho Limited		
Premises:	Blade Soho		
Premises address:	26 Frith Street London W1D 5LE	Ward:	West End
		Stress Area:	West End
Premises description:	Hair Salon with members bar on basement floor.		
Premises licence history:	None – not previously licensed		
Applicant submissions:	Letters of support submitted. Proposed conditions		

Sale by retail of alcohol				On or off sales or both:			ON
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	12:00	12:00	12:00	12:00	12:00	12:00	12:00
End:	22:00	22:00	22:00	22:00	22:00	22:00	20:00
Seasonal variations:	NONE						
Non-standard timings:	NONE						

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	12:00
End:	22:00	22:00	22:00	22:00	22:00	22:00	20:00
Seasonal variations:	NONE						
Non-standard timings:	NONE						
Adult Entertainment:	NONE						

2. Representations

2-A Responsible Authorities	
Responsible Authority:	Environmental Health
Representative:	Sally Thomas
Received:	In Time

Licensing Act 2003

Blade Soho, 26 Frith Street, London, W1D 5LD

I refer to the application for a new Premises Licence for the above premises.

The premises are situated in the West End Stress Area as stated in City of Westminster's Statement of Licensing Policy.

The applicant has submitted a floor plan for the basement and ground floor; these have no drawing numbers and have not been dated. This representation is based on the plans and Operating Schedule submitted.

1. The Supply of Alcohol for consumption 'on' the premises Monday to Saturday 12:00-22:00 hours and Sunday 12:00-20:00 hours.

I wish to make the following representations in relation to the above application:

1. The Supply of Alcohol will have the likely effect of causing an increase in Public Nuisance in the stress area, and may impact upon Public Safety.

The applicant has provided additional information and conditions with the operating schedule which are being considered but does not fully address the concerns of Environmental Health.

The granting of the new Premises Licence as presented would have the likely effect of causing an increase in Public Nuisance in the stress area and may impact on Public Safety.

Responsible Authority:	Metropolitan Police
Representative:	Sgt Bunch
Received:	In Time

The proposed plan shows a Counter/Bar being situated within the member's area. The premises itself is located within the West End stress area and the inclusion of this area goes against current policy.

2-B Other Persons – Support	
Name:	Dr Mark Friedman
Address and/or Residents Association:	26 Frith St London W1D5LD
Received:	6:28 PM on 16 Sep 2015
I anticipate that the addition of licensed facilities in accordance with the application would not result in any significant changes in my experience.	
Name:	Mr Lee Tomlinson
Address and/or Residents Association:	Milroy's of Soho 3 Greek Street London W1D 4NX
Received:	12:00 PM on 15 Sep 2015
On behalf of Milroy's of Soho I would like to express our support of Blade Soho. As an on-trade premises within easy walking distance, we are comfortable that Blade will not become a drinking led establishment. Our experiences both as a business and as individuals (as patrons) to date with Blade have been exemplary and we are very happy to endorse their application having had it explained and understanding the brand and it's values of offering great service to their customers, we understand this addition of an on-license is to further this service.	
Name:	Mr Jeffrey Connon
Address and/or Residents Association:	45 Dean St London W1D 4QB
Received:	9:27 PM on 10 Sep 2015
I would whole heartedly support the application for a new premises licence at 26 Frith St (Blade Soho). Blade is an exciting venue, and has really brought something quite unique to Soho. It has done this in a very quiet and relaxed way, and I believe under the control of their lovely management, that a premises licence can only enhance Blade and Soho.	

2-B Other Persons			
Name:	Soho Society		
Address and/or Residents Association:	Steve Chambers The Soho Society • 55 Dean Street • LONDON • W1D 6AF Office 020 7439 4303 • Mobile 07973 978096		
Status:	Valid	In support or opposed:	Opposed
Received:	In Time		

I write to make a relevant representation to the above application on behalf of The Soho Society.

The Soho Society objects to this application as it is currently presented, on the grounds of prevention of public nuisance, prevention of crime and disorder and cumulative impact in the West End Stress Area.

About The Soho Society

The Soho Society is a charitable company limited by guarantee established in 1972. The society is a recognised amenity group and was formed to make Soho a better place to live, work or visit by preserving and enhancing the area's existing diversity of character and uses, and by improving its facilities, amenities and environment. In particular, the society supports the Westminster City Council's policies, including the cumulative impact policy, as set out in the Statement of Licensing Policy.

New licensed premises in the West End Stress Area

The proposal is for a new licensed premises in the West End Stress Area. The new Sale by Retail of Alcohol On Premises licensable activity is of concern, with reference to Westminster City Council stress area and cumulative impact policy. Such new licenses should be prohibited. These venues destroy residential amenity over a wide area through noise nuisance as patrons disperse. It is therefore felt necessary that should this license be permitted, conditions must be applied to prevent problematic vertical drinking:

MC39 The supply of alcohol shall be by waiter or waitress service only.

MC41 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.

Licensing policy

This area has been identified by the Westminster City Council (2.4.1 of the Statement of Licensing Policy, as amended) as under stress because the cumulative effect of the concentration of late night and drink led premises and night cafes has led to serious problems of disorder and/or public nuisance affecting residents, visitors and other businesses.

The policies in relation to the stress areas are directed at the global and cumulative effects of licences on the area as a whole (2.4.5 of the policy). The policies are intended to be strict and will only be overridden in genuinely exceptional circumstances (2.4.2 of the policy). The growth in the entertainment industry in Soho has led to a marked deterioration in the quality of life and well-being of local residents and it has jeopardised the sustainability of the community. Soho has a substantial residential community and many of these residents suffer from problems such as, but not limited to, high levels of noise nuisance, problems with waste, urinating and defecating in the streets, threats to public safety, anti-social behaviour, crime and disorder and the change in character of historic areas. For the reasons I have set out, we believe that the application, if granted in its present form, would fail to promote the licensing objectives of prevention of public nuisance and prevention of crime and disorder. I respectfully urge the Licensing Sub-Committee to reject this application.

Please let me know if any proposals are made to amend the application; particularly in respect of the hours sought or any further conditions proposed.

3. Policy & Guidance

The following policies within the City Of Westminster Statement of Licensing Policy apply:	
STR1	Policy STR1 applies:
HRS1	<p>(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.</p> <p>(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. Policy STR2 applies:</p> <p>In deciding what steps, if any, are necessary to promote the licensing objectives in the determination of a review of a premises licence in a Stress Area, that the premises are in an area where special policies of cumulative impact apply and the need to reduce the cumulative impact of licensed premises within the Stress Area, will be taken into account. Policy HRS1 applies:</p> <p>(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.</p> <p>(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.</p>
STR2	

4. Appendices

Appendix 1	Premises plans
Appendix 2	Applicant supporting documents – Letters
Appendix 3	Premises history - None
Appendix 4	Proposed conditions

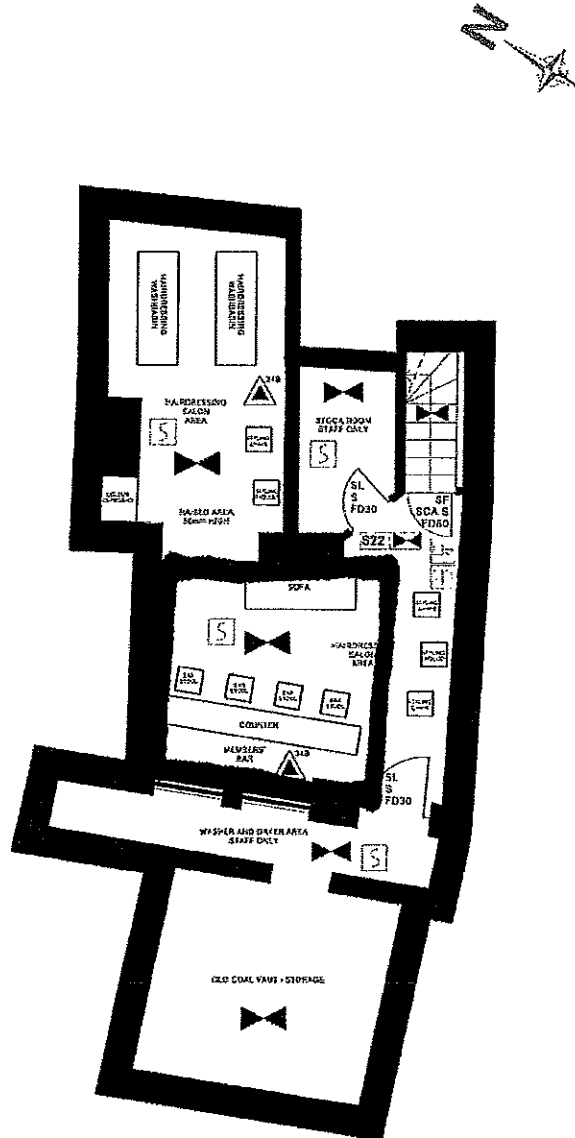
Appendix 5	Residential map and list of premises in the vicinity
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Report author:	David Sycamore Senior Licensing Officer
Contact:	Telephone: 020 7641 8556 Email: dsycamore@westminster.gov.uk

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

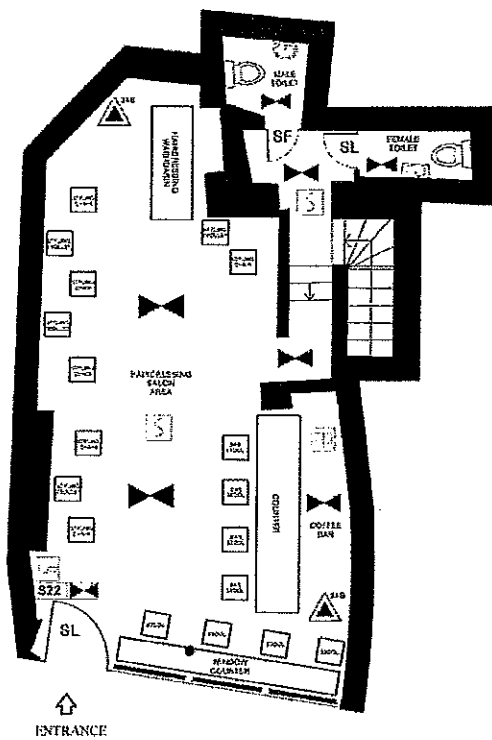
Background Documents – Local Government (Access to Information) Act 1972

1	Licensing Act 2003	N/A
2	City of Westminster Statement of Licensing Policy	7 th January 2011
3	Amended Guidance issued under section 182 of the Licensing Act 2003	March 2015
4	Letters of Support	During consultation
5	Submission of New Plan	During Consultation
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BASEMENT
GROSS INTERNAL FLOOR AREA
49.47m²(532.49sqft)
sc. 1:100

Loose furniture is
indicative only
All licensable
activities occur
within the premises









GROUND FLOOR
GROSS INTERNAL FLOOR AREA
39.70m²(427.32sqft)
sc.1:100

*Loose furniture is
indicative only*

*All licensable activities
occur within the
premises*

KEY TO PLAN SYMBOLS:

-  Fire alarm call point
-  Control panel sounder
- SL** Security lock door equipped with a key or a code lock
- SCE** Self-closing door incorporating an automatic release electro-magnetic door holder
- SF** Doors that have only a simple fastening which is easily and immediately openable by a person on his/her way out without use of a key
- S** Door assembly, which is able to resist the passage of smoke
- FD30** Door assembly rated with a fire resistance period of 30 minutes equipped with combined smoke and fire intumescent seals
- FD60** Door assembly rated with a fire resistance period of 60 minutes equipped with combined smoke and fire intumescent seals
-  **34B** Carbon dioxide fire extinguisher 34B
-  Area covered with a system of escape lighting that illuminate the area upon failure of the normal lighting power supply, to a sufficient standard to enable persons to leave the area safely
-  Area covered by automatic smoke detectors
-  **522** Fire exit, exit or emergency exit notice graphic symbol which is internally illuminated

APPENDIX 2

Licensing
Westminster City Council
London
W1

Re: 15/06965/LIPN – Blade Soho

Dear Sir/Madam,

I am writing to you with regards to the above premises and the recent application by the proprietors for a license to sell alcohol on their premises.

I am currently a resident in the property above the premises in question (No.26 Frith Street), and I have been resident here for 3 years (since September 2012). Upon learning that the salon had applied for the above mentioned license, I approached them to discuss why they had applied for such, how this would change the way in which the salon operated and any potential effects to myself and the other residents of our house above the premises.

I have enjoyed a very good neighbourly relationship with the owners and their staff over the years I have been resident here and they were happy to take the time to explain to me what they wanted to do with their license, if successful, in terms of simply offering alcoholic refreshment to their clientele and remaining to operate completely as a salon still, as opposed to opening a 'bar' in the traditional sense i.e. somewhere where people meet to drink.

I must say that I have always found their clientele to be the sort of people who I suspect would have a drink for refreshment (as I suppose would be rather welcome whilst having any of the various treatments) as opposed to those who would frequent a premises for drinking to get drunk. The idea of the area where drinks would be prepared – the basement – was also appealing in terms of it not being open to public view and therein creating no issues surrounding passing drinking trade.

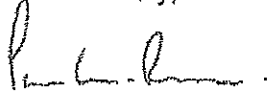
Most importantly, however, our conversation did allay any fears that I had with regards to concerns over disturbance, any unruly behaviour (as is sometimes associated with bars) or our personal safety as a result of that behaviour or indeed any of the families that frequent or live in the area.

Continued overleaf

In conclusion, I would like to finish by saying that I would have no objections to the approval of the application or hesitation in recommending the granting of the subsequent license. During my tenure at this property I have found Julia and Stoo Olofsson (and indeed their staff) to be professional, responsible and considerate to us (the residents/neighbours) in their professional capacity and as business owners. On a personal note, I would also like to say they are very welcoming and warm people and generally a pleasure to be in the company of as the occasion has arisen.

I trust this is of use and helps when reviewing the approval.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Piers Lee-Parsons', written in a cursive style.

Piers Lee-Parsons, BSc (Hons)
Resident, Second Floor, 26 Frith Street, London, W1D 5LD

Flat 13 Ingestre Court
Ingestre Place
Soho
W1F 0JL

25th September 2015

Reference 15/06965/LIPN

Dear Sir or Madam

I am writing in support of the application for an alcohol licence made by Blade Soho.

I am a Soho resident and have lived in Ingestre Court, Soho since 2002. I have known Julia and Strøo for around fifteen years since I have been a client of the establishments they have worked in. During this time I have been impressed by their professionalism both as Hair Stylists and as Business People, so much so that I have recommended them to many friends. It always strikes how much time and care they put into their business and I do not believe they would do anything to jeopardise the hard work and long hours they have put in.

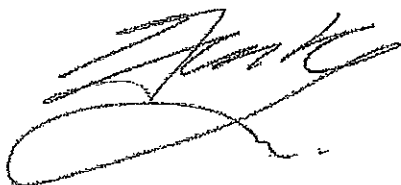
My experience of Blade has been that it is a very professionally run salon, used by a mainly professional clientele. I have attended events run at Blade which have been very pleasant, well run and a unique addition to what is on offer in Soho. I believe the addition of a drinks licence would subtly improve the experience that Blade is able to offer its customers.

I have never witnessed any trouble on these occasions and believe that because Blade is situated off a main thorough fare away from the main residential parts of Soho that it would not cause any disturbances. The Salon does not open at unsociable hours and is a small enough venue not to attract large amounts of people. As this establishment is clearly a hair salon, I don't believe it will attract people who wish to drink as the idea is to enhance the salon experience that people can have here.

If I can be any further assistance, I would be most happy to oblige.

Yours Sincerely

Mark Crossman

A handwritten signature in black ink, appearing to read 'Mark Crossman', with a large, sweeping flourish underneath.

Vladislavs Kaltenieks
7 Candover Street
London W1W 7DN

Westminster City Council
Licensing Team, 4th Floor East
Westminster City Hall
64 Victoria Street
London SW1E 6QP

2 October 2015

Dear Madam or Sir:

This letter is in support of licensing application 15/06965/LIPN and to confirm that the application raises no concerns or objections.

I have been a resident of Westminster for many years, and most recently Fitzrovia for over 1.5 years, and a loyal customer of Blade Soho since their opening, which is only 10 minutes leisure walk from my house.

It has been a wonderful experience visiting the salon to get a haircut, the staff is pleasant and attentive and they make the best Turkish coffee in the area - a truly meeting place for locals.

In my view, granting the license would encourage a more social environment among patrons, and would cause no disturbance or anti-social behaviour. It would create a small and friendly space to pass time and meet people with little to no impact on the outside environment.

I trust the owners and staff to maintain an orderly environment, as it is important to note that their good work contributes to prevention of crime and disorder, prevention of public nuisance, public safety and protection of children (you can see that first hand when you visit the salon when it caters for little children, and how much care is taken of them).

Please take above information in making a decision,



Vladislavs Kaltenieks

7 Candover Street
London W1W 7DN

07940203420

Dario Mazzoli
Flat 1
55 Frith Street
London
W1D 4SJ

Westminster City Hall
64 Victoria Street
London
SW1E 6QP

REF: 15-06965-LIPN

Dear Westminster Council,

I am writing to in regard to the above licence application for BLADE SOHO.

I have been a resident in Soho for over 7 years and a patron of Blade Soho for over 2 years. I noticed that the premises have applied for a licence to be able to serve alcohol.

I live on the same street as Blade and pass the business on a daily basis.

They are a wonderful addition and have brought a real sense of community to the area. We have seen so many chains coming to this neighbourhood and Blade has brought back an individual quality that reflects the spirit of Soho. You see residents stopping by for a coffee and a hair cut, or even just saying hello and catching up on the latest recommendations in our area. The business is being run on such a respectful level to local residents, as well as their customers. Every day I see them taking care of the pavement, keeping it neat and tidy. I have never ever experienced any sort of disturbance.

The shop attracts a very pleasant and interesting mix of clientele as the owners always present themselves, act and behave in an utmost responsible and professional manner.

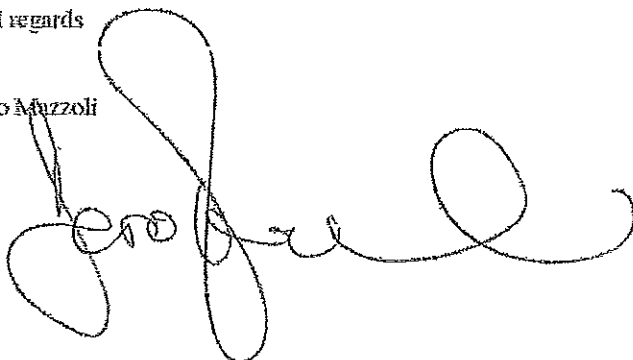
I have been made aware of the conditions of the application for the licence and I do not have any sort of objection to this application as, I believe, there are sufficient controls and policies in place to promote the licensing objectives. Blade is and intends to operate as a hair salon, not a bar, for the residents of Soho. Their trade comes from within the community, not thoroughfare or tourists. There are no late hours planned and the bar where alcohol will be sold from will not be visible to passing members of the public. Furthermore, alcohol can only be served in conjunction with a hair cut/styling. These conditions clearly support that Blade only intends to enhance their services as a hair salon and not attract alcohol trade from outside.

I cannot speak of Blade highly enough and have absolute no objection to the proposed licence application.

If you have any further questions please do not hesitate to contact me.

Kind regards

Dario Mazzoli

A large, stylized handwritten signature in black ink, appearing to read 'Dario Mazzoli', written over the printed name.

Maria Soares
Flat 53 St James Residences
23 Brewer Street
London
W1F 0RP

30th September 2015

Dear Sir or Madam

RE: Reference 15 / 06965 / LIPN

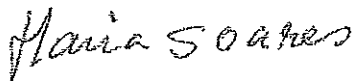
I am a resident in Soho for the past 20 years and I am writing in support of the application for an alcohol license made by Blade Soho.

I have known Julia and Stroo for almost 10 years and have always found them to be professional and very friendly. I have attended events held at Blade on several occasions and found them to have been run smoothly without any disturbances or excessive noise, therefore feel that an alcohol license would be acceptable and feel that it would offer an extended choice for clientele in addition to the refreshments on offer at the salon.

The salon opens during reasonable hours, is small in capacity (so it would not be overcrowded at any given time) and is situated off a main road away from any direct residential dwellings therefore it would not, I believe cause any concern or disturbances. In addition to this it is clearly trading as a hair salon therefore it would not be seen as a place in which to pop in for a quick drink, I feel the idea behind would be to cater primarily for their clients of which I am one.

Should you require any further comments or input on my behalf please do not hesitate to contact me.

Yours faithfully



Maria Soares

Paul Hope

Flat 2, 8-9 Moor Street • London • W1D 5ND • 07836 586143
paul.hope@gfhhotels.com

Date: 10th October 2015

Westminster City Council
Licensing Team
4 Floor East
Westminster City Hall
64 Victoria Street
London SW1E 6QP

Dear Sir or Madam:

This letter is in support of licensing application 15/06965/LIPN and that as a Soho resident the application raises no concerns or objections.

I have been a resident in the Westminster borough for many years and regularly visit Blade Soho. I have always found them to be a thoroughly professional and pleasant business. I believe that granting this license will create a wonderful social environment for patrons without causing any disturbance to local residents or passing members of the public. Supporting independent establishments and entrepreneurs is what contributes to Soho's uniqueness and charm.

Please can you take my support into consideration when making a decision - I am happy to be contacted at any time.

Sincerely,



Paul Hope

Gonzalo Domínguez Marchan
Flat 4
23 Frith St
London
W1D 4RR

Dear Sir / Madam: (Westminster council)

RE: 15/06965/LIPN

I have known Miss Julia Olofsson for more than 4 years. In fact, I met her at a different hair salon where she worked at the time, I hated that place, and would only go there to get a hair cut by Julia. I always wanted Julia to cut my hair, not only because she does an outstanding job but also but she is a very unique and warm person. I liked her so much that once she opened Blade Soho, no doubt I became one of her very first clients. The salon is conveniently located at my door step as I have been living at 23 Frith street since September 2009. Blade Soho and innovative ways of doing things brought to Soho something we didn't have, which is a sophisticated, affordable and relaxed place where to socialize and get your hair done. Blade Soho targets a clientele who want to avoid the kind of hair salons where they play loud music and cut your hair in under 10 minutes, offering a very tranquil and one to one experience where you walk out feeling special and looked after.

Julia is the kind of person who would spend whatever time it takes to make sure you have the perfect haircut. The moment you walk in you feel home, they play incredibly relaxing Jazz music while you're getting your haircut and they even have regular live jazz music nights. Their Cafe is a very nice touch, it adds on a very laid back and stress free atmosphere to the whole experience, if you come in early for your haircut you could enjoy a nice coffee or a freshly made fruit juice while you're waiting to be served and meanwhile overlooking outside Soho's busiest street.

I have recommended Blade Soho to many of my friends and all of them are currently regular clients who like me, wouldn't get a hair cut anywhere else.

I have also got to know the other members of staff Julia has hired over the last few years and like her, they all have that 'something' that Julia has. She has hand picked an outstanding team of people to work alongside her. They all share the same vision and have great working ethics.

(Continued on next page)

In my opinion, if Blades Soho's license were granted, it would help enhance the experience during the time you are there. I am certain it would not turn into a place where people would go exclusively to drink, because there are many other places in Soho where one can do that. And the kind of people that Julia attracts are the civilized and responsible people who would have a cheeky glass of wine while waiting for or having a haircut.

Already being a member of the Blade Soho Precision Club I would be very excited about the possibility of heading to Blade Soho for a drink even without a hair appointment, as a relaxing way to start the evening and introduce more friends to this welcoming oasis in Soho.

Please do not hesitate to contact me if you would like to ask me anymore more questions with regards to Blade Soho licence application. As a Soho resident I support this application 100%

Mobile phone: 07860897023

Email: gonzalo.dominguez@fly.virgin.com

Kind Regards,

Gonzalo Domínguez Marchan



BRITISH ACADEMY
OF FILM AND TELEVISION ARTS

To whom it may concern.

I am writing this letter to support Blade Soho licence application 15/06965/LIPN, I am the Head Chef at BAFTA 195 Piccadilly and have known Julia Olofsson for nearly all of that time. I have been a customer since they opened in August 2012.

Julia explained the application to me and in my professional view I'm very happy to support the application as I know that they are a very professional and competent team. I have been to events at the salon before which were staged and managed to a very high standard particularly regarding the sale of alcohol.

Please do not hesitate to contact me if you need any further information.

Yours Faithfully

Anton Manganaro

195 Piccadilly, London W1J 9LN
T+44 (0)20 7734 0022 F+44 (0)20 7292 5868
www.bafta.org

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Licensing
Westminster City Council
London W1

Re:15/06965/LIPN

To whom it may concern,

I am writing to you in support of the above license application made by Blade Soho of 26 Frith Street W1D 5LD.

I live at 26 Frith Street, W1D 5LD in the residential flat directly above Blade Soho salon. I have lived at this address since September 3rd 2012. When I first came to view the flat, I went in to Blade for a tea to find out more about the area, the building, the business and the landlords. I met Julia who was very friendly, welcoming and informative. I felt like the place had a good vibe and a pleasant atmosphere, nice tea and good wifi facilities and I thought it would be a good business to live above.

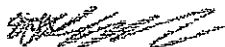
For the three years I have lived above them, I have found Blade to be very good neighbours and I have never had any problems with noise or problems with any of their customers. In fact I myself am a regular customer at the salon and get my hair cut and coloured there. I have also recommended Blade to friends, work colleagues and family who have had their hair done there. As a regular customer at the salon I usually book my hair appointments to coincide with special occasions and parties, for example when it was my 30th birthday when my sister and I spent the afternoon at Blade getting our hair done before the party. On these occasions I would be happy as a customer to be able to have a glass of wine or a cocktail while getting my hair done and this would add to the sense of relaxation and being pampered that you expect when you are paying for a top quality hairdresser.

To reiterate, I have had nothing but a positive experience with Blade as both a neighbour and a customer. Their premises is clean, tidy and presentable, we have no problems with noise and their staff are friendly. As neighbours they are very good at communicating with us about any events or issues or anything to do the building or landlords, they have taken in parcels and deliveries for us and I often drop off post that has come through our letterbox. I also follow them on Facebook so I am well informed on anything that is happening at Blade. Even a few weeks ago I returned home from a medical appointment feeling unwell after blood tests and I went into Blade first before I went upstairs to my flat and they looked after me and made me tea.

I have no concerns the application will cause any problems for me as either a neighbour or a customer and I do not believe that it will change the way they operate and run their business or affect their opening hours.

I hope that information I have included in this letter of support is of use to you in your consideration of their application.

Yours faithfully



Emma Hrycak

Resident
26 Frith St
London
W1D 5LD

Licensing
Westminster City Council
London

14/10/2015

Re: 15/06965/LIPN

Dear Sir/Madam,

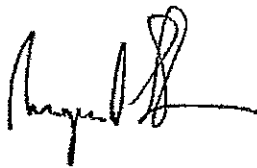
I am writing to you with regards to the application referenced above for a license to sell alcohol at the Blade Soho hair salon.

I have been a local resident for 3 years (since October 2012) and a regular client of Blade Soho since they opened in Aug 2012. Julia Olofsson (the owner) has thoroughly explained to me the details of their application.

Judging from my experience with Julia, Blade Soho salon and their staff I have no concerns about the effects of this application on the local community and I am happy to support it as both a regular client and a local resident.

I hope this information helps in the process of approval. Should you need any additional information feel free to contact me.

Kind regards,

A handwritten signature in black ink, appearing to read 'Rui Da Silva', with a stylized flourish at the end.

Rui Da Silva

Resident
36 Old Compton Street
London, W1D 4TT

18/10/2015

Re: 15/06965/LIPN

To whom it may concern,

I live in the flat directly above the Blade Soho hair salon since September 2013 and since then I have been a regular client. When the application for the licence has been submitted, Julia Olofsson (the owner) has invited me over, shown me around the premises and explained the application in detail.

Julia and Blade Soho staff have been so warm and welcoming even from leaving the house or calling in for a coffee or hair appointment. I work across the street from Blade so I see them a lot on a daily basis and no matter how busy they are they always show the highest level of professionalism and neighbourly greetings. They go above and beyond as neighbours, they collect our post if needed, they invite us in for a winter warmer tea or spring cold remedies and they are there for the odd chat and a catch up when life slows down. They couldn't be more genuinely helpful, easy going and hardworking and they show a great interest in our community. Not only as business owners but they take pride in the location and neighbourhood.

I work in events and at Ronnie Scott's jazz club and I always, without hesitation recommend Blade, not only as they happen to be wonderful neighbours or even the high tech iPads or even the delicious contemporary tea and coffee bar but their level of skill, professionalism and their all round knowledge of their craft puts a client like myself at ease. I hear nothing but positive feedback to those who have been to Blade.

(continued overleaf)

However, as an added treat it would be nice to have the choice of a glass of champagne/Irish Coffee etc to make the pampering extra special. I have visitors come stay with me and I have Blade first on my list as things to do in Soho/London so to have a drink while I wait on them or with them before we go out would be matching their current and forward thinking vibe. This would make the experience at Blade more personal and the application shows their priorities are their clients needs in this busy area.

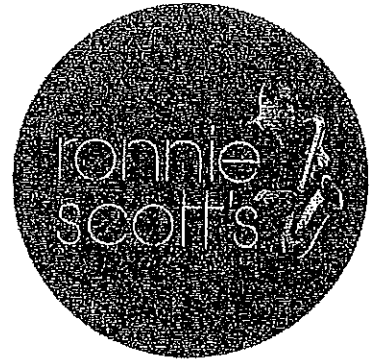
I hope my personal experience with Blade Soho both as a neighbour and a regular client will be useful in the application process. Should you need any additional information please do not hesitate to contact me.

Kind regards,

A handwritten signature in black ink, appearing to read 'Angela Fealy', with a stylized flourish at the end.

Angela Fealy

Resident
26 Frith Street
London, W1D 5LD



To Whom it May Concern,

Hello my name is Alex LoSardo and I am a manager at Ronnie Scott's Jazz Club and this is a reference letter for the application 15/06365/LIPN. I have been working at Ronnie Scott's for about 4 years now. I remember Blade being one of our neighbours since I started. They operate just a few doors down across the road. I have gone to Blade numerous times as a customer and recently for advice regarding their credit card machine operating systems. Every visit I have made to Blade Soho I have noticed all of the staff acting in a very respectfully and all of the patrons were very mild-mannered while enjoying their time. As a manager and holder of a personal license in an alcohol-selling premises in the centre of London I feel I am a good judge of character when judging if a business is suitable to serve alcohol responsibly. I feel the staff working for Blade Soho would act responsibly and accordingly to all regulations within their alcohol license if provided. I wish them luck on their application and feel free to contact me with any further questions.

Kind Regards,

A handwritten signature in black ink, appearing to be 'Alex LoSardo', with a long horizontal line extending to the right.

Alex LoSardo

075 9848 1531

alex.losardo@ronniescotts.co.uk







CAFE = RISTRETTO BAR + IPAD

- MEAN 100% ARABICA / ROOIBOS RED ESPRESSO
- 1.80
- 2.00
- 2.20
- 2.40
- 2.60
- 2.80
- 3.00
- 3.20
- 3.40
- 3.60
- 3.80
- 4.00
- 4.20
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- 7.60
- 7.80
- 8.00
- 8.20
- 8.40
- 8.60
- 8.80
- 9.00

ISALON = HAIR STYLING + IPAD

- BLADE PRECISION CUT**
- 27.00
- BOYS PRECISION CUT - ALL HAIR LENGTHS**
- 27.00
- LADIES PRECISION CUT - ALL HAIR LENGTHS**
- 9.00
- LADIES PRECISION SHAVE - ALL HAIR LENGTHS**
- 15.00
- PRECISION SHAVE AND RINSE - UNISEX**
- 15.00
- AIR-BLADE BLOW DRY BAR**
- 24.00
- SHORT HAIR**
- 25.00
- PLENUM LONG HAIR**
- 27.00
- LONG HAIR**
- 29.00
- BLADE PRECISION COLOUR**
- 35.00
- CAMOUFLAGE GIRL (HIPS)**
- 37.00
- SHOE SHINE (BOYS)**
- 39.00
- 1 SECTION HIGHLIGHTS**
- 41.00
- 2 SECTIONS HIGHLIGHTS**
- 43.00
- 3 SECTIONS HIGHLIGHTS**
- 45.00
- 4 SECTIONS HIGHLIGHTS**
- 47.00
- 5 SECTIONS HIGHLIGHTS**
- 49.00
- 6 SECTIONS HIGHLIGHTS**
- 51.00
- 7 SECTIONS HIGHLIGHTS**
- 53.00
- 8 SECTIONS HIGHLIGHTS**
- 55.00
- 9 SECTIONS HIGHLIGHTS**
- 57.00
- 10 SECTIONS HIGHLIGHTS**
- 59.00







CEREMONIAL GRADE MATCHA 3.00
 3.00
 3.90
 16.00

MATCHA SHOT
 MATCHA SOY LATTE / MAROCCHINO
 MATCHA CITRUS MILK PRESSO
 CEREMONIAL GRADE MATCHA BAG 50g

FRESHLY PRESSED JUICES 3.00
 3.80
 3.00

TEAPIGS TEA

ENGLISH BREAKFAST / EARL GREY / CHAI TEA
 ORGANIC GREEN TEA WITH MINT / WHITE TEA 1.20
 RED WINTER TEA / SUPERFRUIT TEA 0.30
 PEPPERMINT / YERBA MATE

*Spiced
 Chai
 Americano
 w/ ayo Milk
 \$3.60*

FAEMA
E61

**MM
 MM
 BLENDER**

MATCHA C...

ROCCCHINO
PRESE
MATCHA BAG 50g

PRESSED JUICES

SE / GRAPEFRUIT
MEGRANATE
STRON PRESSE

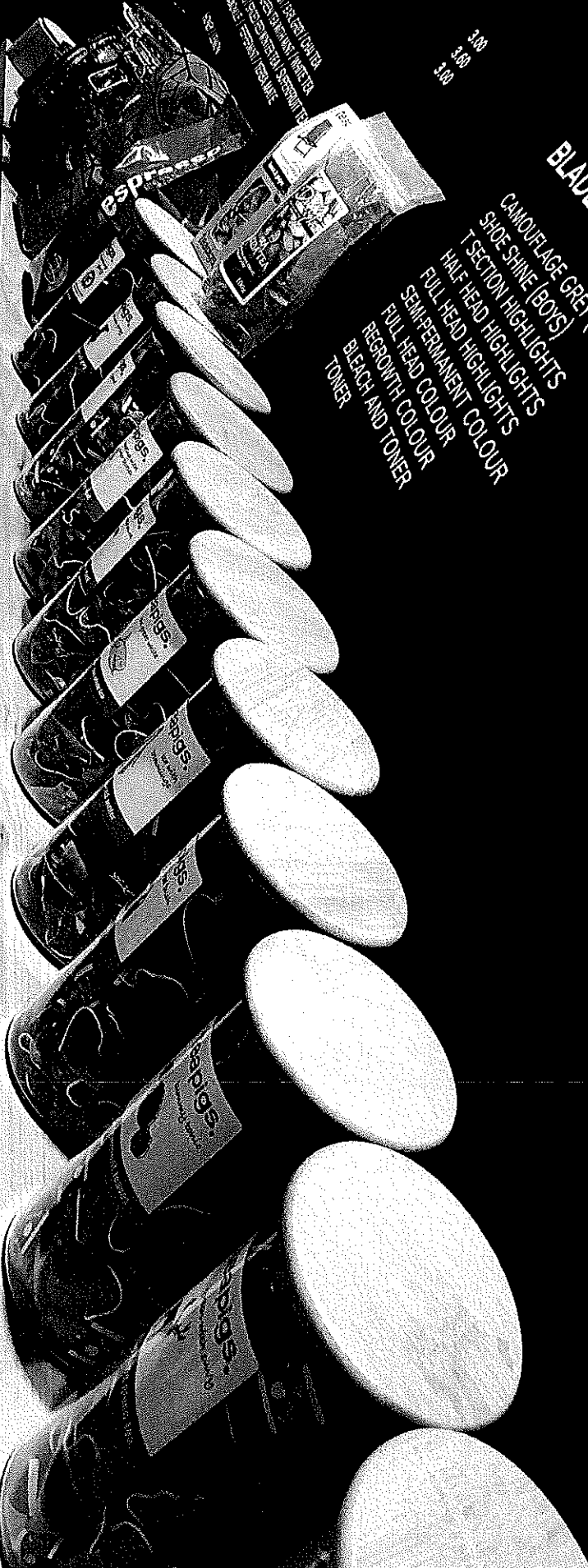
TEAPIGS TEA

ENGLISH BREAKFAST / EARL GREY / CHAI TEA
GREEN TEA / GREEN TEA WITH MINT / WHITE TEA
ROOIBOS / SPICED RED WINTER TEA / SUPERFRUIT TEA
CHAMOMILE / PEPPERMINT / YERBA MATE
HONEY / LEMON

3.00
3.60
3.00

STILL





dry and finish with Precision Cut
 Precision SHAVE AND RINSE - UNISEX
 Includes iPod™, clipper cut all over, shampoo and head massage
 3.99
 3.99
 15.00

AIR-BLADE BLOW DRY BAR

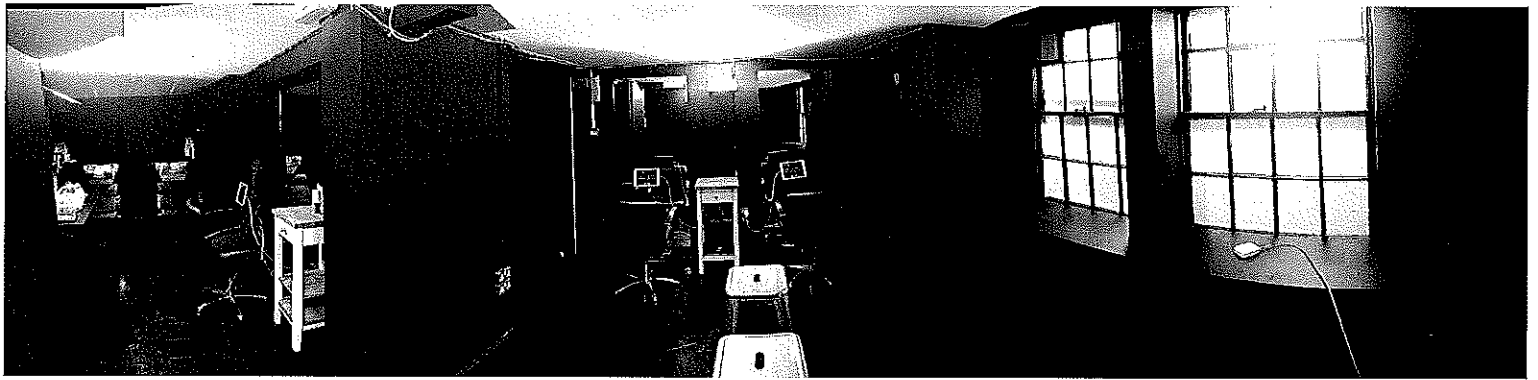
SHORT HAIR
 MEDIUM-LONG HAIR
 LONG HAIR
 Includes iPod™, shampoo and conditioner, head massage,
 Air-Blade blow dry and finishing products

BLADE PRECISION COLOUR

CAMOUFLAGE GREY (BOYS)
 SHINE SHINE (BOYS)
 T SECTION HIGHLIGHTS
 HALF HEAD HIGHLIGHTS
 FULL HEAD HIGHLIGHTS
 SEMI-PERMANENT COLOUR
 FULL HEAD COLOUR
 REGROWTH COLOUR
 BLEACH AND TONER
 TONER

30.00
 39.00
 45.00
 63.00
 63.00
 90.00
 90.00
 72.00
 54.00
 27.00
 36.00





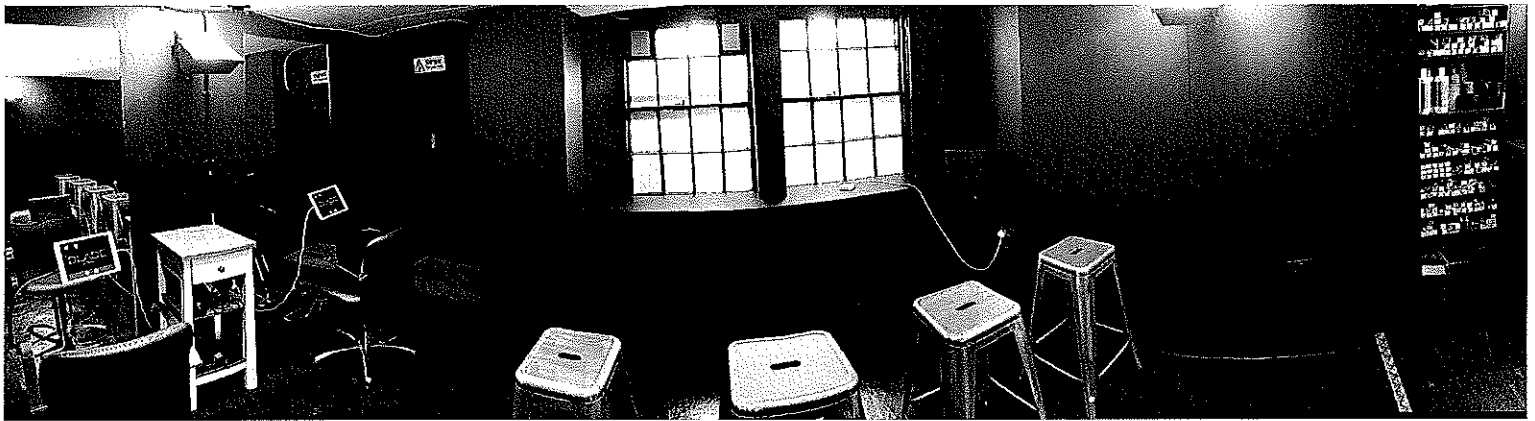






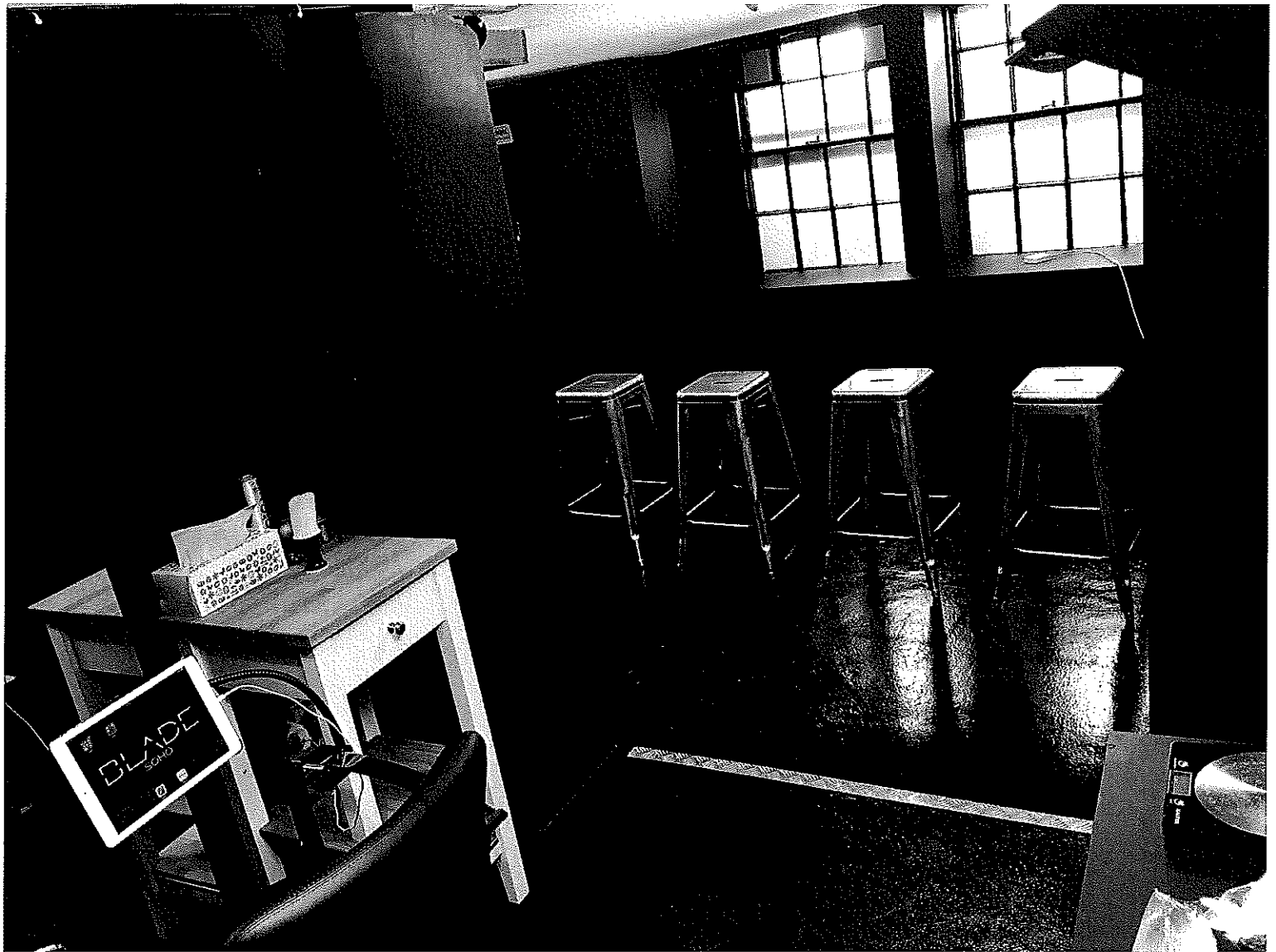


















APPENDIX 4

Original Proposed Conditions by applicant

The licensable activities authorised by this licence and provided at the premises shall be ancillary to the main function of the *premises as a hairdressers*

Alcohol may only be sold to and consumed by (a) patrons attending the premises for, and ancillary to, haircuts and hairstyling and/or (b) in the basement area outlined in blue by members of a private club and their bona fide guests (not exceeding (3) guests per member). No person shall be admitted to membership of the private club or be entitled to take advantage of any of the privileges of membership without an interval of at least 48 hours between their nomination or application for membership and their admission

A list of the names and addresses of members of the Club shall be kept on the premises at all times together with a book showing the names and dates of attendance of any guests introduced by members. Both the list and the book shall be produced on demand for inspection by the police or an authorised officer of the Council.

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.

A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises are open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.

No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.

Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.

Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly

A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents and businesses in the vicinity

All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.

No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between (23.00) hours and (08.00) hours on the following day.

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

No collections of waste or recycling materials (including bottles) from the premises shall take place between (23.00) and (08.00) on the following day.

No deliveries to the premises shall take place between (23.00) and (08.00) on the following day

There shall be no striptease or nudity, and all persons shall be decently attired at all times, except when the premises are operating under the authority of a Sexual Entertainment Venue licence

No unauthorised advertisements of any kind (including placard, poster, sticker, flyer, picture, letter, sign or other mark) that advertises or promotes the establishment, its premises, or any of its events, facilities, goods or services shall be inscribed or affixed upon the surface of the highway, or upon any building, structure, works, street furniture, tree, or any other property, or be distributed to the public

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.

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, which 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 or searching equipment or scanning equipment
- (g) any refusal of the sale of alcohol
- (h) any visit by a relevant authority or emergency service.

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.

The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.

The basement capacity shall not exceed 25 persons (excluding staff) with the overall premises capacity not exceeding 30 persons (excluding staff).

**There shall be no self-service of alcohol*

**All drinks served at hairdressing stations shall be done so by waitress/waiter service*

The Licence will have no effect until the Licensing Authority are satisfied that the premises is constructed or altered in accordance with the appropriate provisions of the District Surveyor's Association – Technical Standards for Places of Entertainment and the reasonable requirements of Westminster Environmental Health Consultation Team, at which time this condition will be removed from the Licence

Prior to the Licence taking effect, the plans as deposited will be checked by the Environmental Health Consultation Team to ensure they are an accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the LFEPA, Environmental Health Consultation Team, the Police and the Licensing Authority

*Proposed after discussions with Environmental Health – not agreed in full.

Proposed Conditions from Environmental Health

Proposed Position

Blade, 26 Frith Street, London, W1D 5LD
15/06965/LIPN

Proposed EH conditions

08/10/15

1. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance. *(To replace proposed condition)*
2. There shall be no fixed bar at the premises.
3. There shall be no self-service of alcohol.

After submission of a new plan, Environmental Health has agreed to the following condition which was offered by the applicant in the operating schedule.

The basement capacity shall not exceed 25 persons with the overall premises capacity not exceeding 30 persons (excluding staff).

APPENDIX 5

Premises within 75 metres of: Blade Soho			
p / n	Name of Premises	Premises Address	Licensed Hours
14012	Compton News	48 Old Compton Street London W1D 4UA	Monday to Saturday 07:00 - 01:00 Sunday 08:00 - 22:00
-31469	G-A-Y Bar	Basement To First Floor 30 Old Compton Street London W1D 4TP	Sunday 09:00 - 00:30 Monday to Saturday 09:00 - 01:30
-27833	Y Ming	35-36 Greek Street London W1D 5DN	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
-26910	Ronnie Scott's Jazz Club	Basement And Ground Floor And Part First Floor 47 Frith Street London W1D 4SE	Sunday 09:00 - 00:30 Monday to Saturday 09:00 - 03:30
-25359	Bar Italia	Basement And Ground Floor Front 22 Frith Street London W1D 4RP	Monday to Saturday 10:00 - 05:00 Sunday 12:00 - 05:00
-24423	Little Italy	21A Frith Street London W1D 4RW	Monday to Sunday 09:00 - 05:30
-24225	BA Shan Restaurant	24 Romilly Street London W1D 5AH	Monday to Saturday 12:00 - 00:00 Sunday 12:00 - 23:30
-23442	Golden Lion Public House	51 Dean Street London W1D 5BH	Friday to Saturday 07:00 - 00:00 Sunday 07:00 - 00:00 Monday to Saturday 07:00 - 00:30 Sunday 07:00 - 23:00 Monday to Thursday 07:00 - 23:30
-22967	The Groucho Club	44-45 Dean Street London W1D 4QB	Monday to Saturday 09:00 - 02:30 Sunday 12:00 - 00:00
-22860	The Vintage House	Basement And Ground Floor 42 Old Compton Street London W1D 4TX	Monday to Saturday 08:00 - 23:00 Sunday 10:00 - 22:30
-22705	Cay Tre (Soho)	42-43 Dean Street London W1D 4QA	Monday to Sunday 09:30 - 01:30
-21963	Bar Soho	23 Old Compton Street London W1D 5JL	Sunday 09:00 - 01:00 Monday to Thursday 09:00 - 01:30 Friday to Saturday 09:00 - 03:30
-20445	Dozo	Basement To First Floor 32 Old Compton Street London W1D 4TP	Monday to Saturday 10:00 - 01:30 Sunday 12:00 - 00:00
-20093	Gauthier At Lindsay House	21 Romilly Street London W1D 5AF	Friday to Saturday 10:00 - 00:00 Sunday 10:00 - 22:30 Monday to Thursday 10:00 - 23:30
-20058	Bar Shu	28 Frith Street London W1D 5LF	Sunday 11:00 - 00:00 Monday to Saturday 11:00 - 00:30
-19360	Rosa's	Ground Floor And Basement 48 Dean Street London W1D 5BF	Monday to Saturday 10:00 - 23:30 Sunday 12:00 - 23:00
-18601	Soho House	40 Greek Street London W1D 5JJ	Sundays before Bank Holidays 09:00 - 00:00 Monday to Saturday 09:00 - 03:30 Sunday 09:00 - 23:00
-18299	Ku Bar	Basement To First Floor 25 Frith Street London W1D 5LB	Friday to Saturday 10:00 - 00:00 Sundays before Bank Holidays 10:00 - 00:00 Sunday 10:00 - 22:30 Monday to Thursday 10:00 - 23:30
-13442	Muriel's Kitchen	36 Old Compton Street London W1D 4TT	Monday to Sunday 07:00 - 01:30
-13386	Amalfi Restaurant	29-31 Old Compton Street London W1D 5JR	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
-12320	Hotel Chocolat	25 Old Compton Street London W1D 5JN	Friday to Saturday 08:00 - 00:00 Monday to Thursday 08:00 - 23:00 Sundays before Bank Holidays 10:00 - 00:00 Sunday 10:00 - 22:30
-11300	Top Dog Eats	Basement And Ground Floor 48 Frith Street London W1D 4SF	Friday to Saturday 10:00 - 00:00 Monday to Thursday 10:00 - 23:30 Sundays before Bank Holidays 12:00 - 00:00 Sunday 12:00 - 22:30
-8400	26 Greek Street	26 Greek Street London W1D 5DE	Monday to Thursday 09:00 - 00:00 Friday to Saturday 09:00 - 00:30 Sunday 10:00 - 23:00
-8058	Little Italy	21 Frith Street London W1D 4RN	Monday to Sunday 09:00 - 05:00

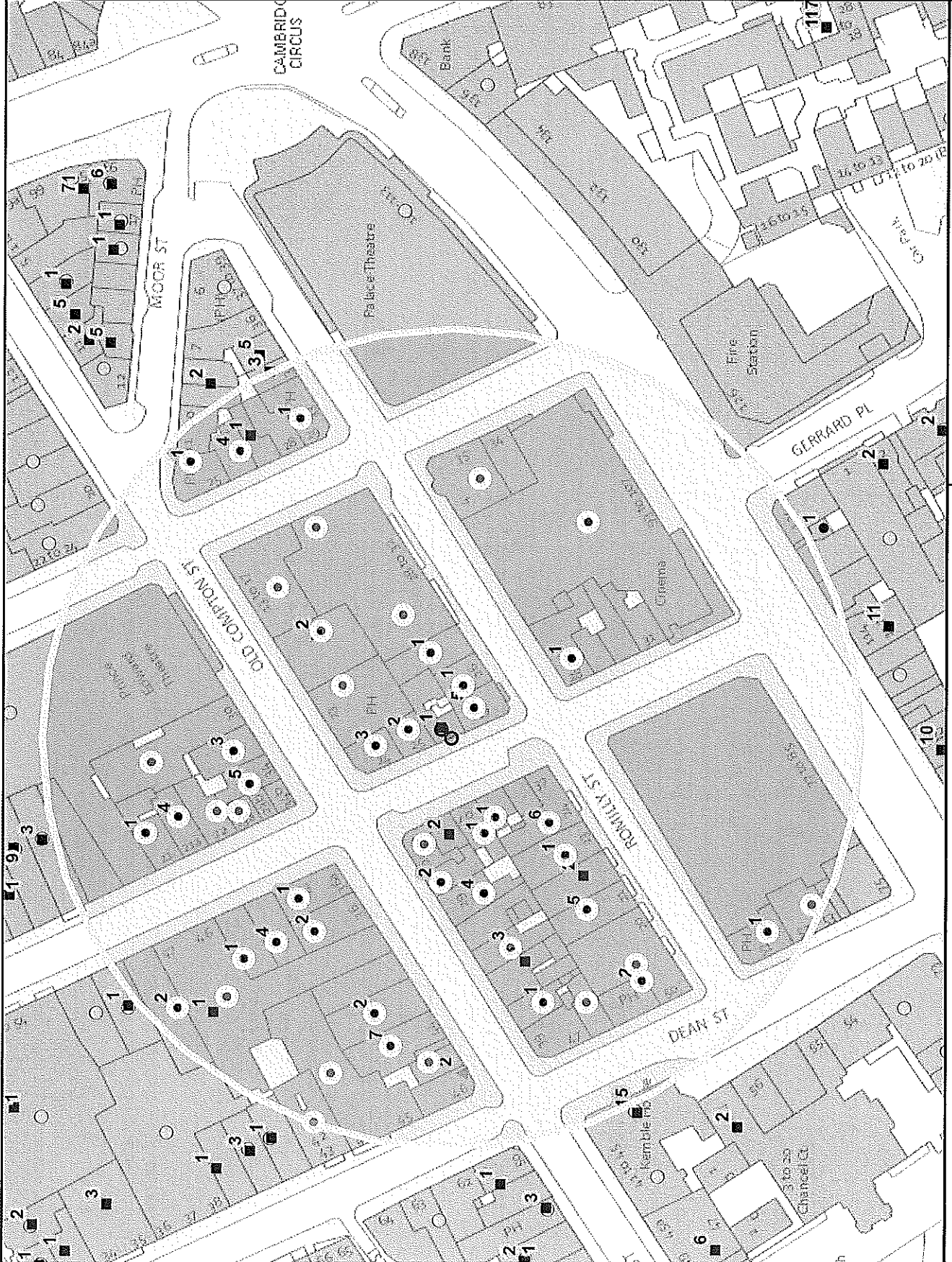
-1990	Genling Casino London China Town	First Floor Wingate House 93 - 107 Shaftesbury Avenue London W1D 5DY	Monday to Sunday 00:00 - 23:59
-1114	Soho Kitchen And Bar	19-21 Old Compton Street London W1D 5JJ	Monday to Sunday 00:00 - 00:00
509	Buen Gusto Cafe	39 Frith Street London W1D 5LL	Monday to Sunday 06:00 - 03:00
626	Pulcinella Restaurant	Basement To First Floor 37 Old Compton Street London W1D 5JY	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
2632	Coach & Horses Public House	29 Greek Street London W1D 5DH	Friday to Saturday 10:00 - 00:00 Monday to Thursday 10:00 - 23:30 Sundays before Bank Holidays 12:00 - 00:00 Sunday 12:00 - 22:50
14448	Buffo	45 Frith Street London W1D 4SD	Monday to Saturday 10:00 - 01:00 Sunday 12:00 - 00:00
23392	Bistro 1	27 Frith Street London W1D 5LE	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
25820	Curzon Soho Cinema	93-107 Shaftesbury Avenue London W1D 5DY	Sunday 09:00 - 00:00 Monday to Saturday 09:00 - 02:30
27287	Herman Ze German	Basement And Ground Floor 33 Old Compton Street London W1D 5JU	Friday to Saturday 11:00 - 00:00 Sunday 11:00 - 22:30 Monday to Thursday 11:00 - 23:30
31426	Muse Soho	Basement 23 Frith Street London W1D 4RR	Sunday 09:00 - 01:00 Monday to Saturday 09:00 - 04:00
-31968	Patisserie Valerie	44 Old Compton Street London W1D 4TY	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
-31650	Dodo Supermarket	Basement And Ground Floor 24 Frith Street London W1D 5LA	Monday to Thursday 08:00 - 01:00 Friday to Saturday 08:00 - 03:00 Sunday 10:00 - 22:30
-27234	Kettners	29 Romilly Street London W1D 5HP	Monday to Saturday 10:00 - 01:30 Sunday 12:00 - 00:00
-23516	The Delhi Brasserie	44 Frith Street London W1D 4SB	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
-21781	Balans Cafe	34 Old Compton Street London W1D 4TP	Monday to Saturday 10:00 - 05:00 Sunday 12:00 - 05:00
-17952	Amalfi Restaurant	29-31 Old Compton Street London W1D 5JR	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
-17945	Assa	23 Romilly Street London W1D 5AQ	Monday to Saturday 10:00 - 00:30 Monday to Saturday 10:00 - 23:30 Sunday 12:00 - 23:00
-16333	Dozo	Basement And Ground Floor 40 Frith Street London W1D 5LN	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
-15922	Cho Won Korean Restaurant	27 Romilly Street London W1D 5AL	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
-12988	Caffe Nero	Ground Floor 43 Frith Street London W1D 4SA	Sunday to Wednesday 23:00 - 02:00 Thursday to Saturday 23:00 - 04:00
-11877	Cafe Boheme	Basement And Ground Floor 13 - 17 Old Compton Street London W1D 5JH	Monday to Saturday 09:00 - 05:00 Sunday 12:00 - 00:00
-745	French House Public House	49 Dean Street London W1D 5BG	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
-303	Gerry's Club	Basement 52-53 Dean Street London W1D 5BJ	Monday to Saturday 10:00 - 03:30 Sunday 12:00 - 23:00
1774	Kyoto	26 Romilly Street London W1D 5AJ	Monday to Saturday 10:00 - 00:30 Sunday 12:00 - 00:00
7884	Little Italy Two	Ground Floor 21A Frith Street London W1D 4RF	Monday to Saturday 10:00 - 05:00 Sunday 12:00 - 05:00
15276	Soho Whisky Club	First Floor 42 Old Compton Street London W1D 4TX	Friday to Saturday 10:00 - 00:00 Sunday 10:00 - 22:00 Monday to Thursday 10:00 - 23:00
16352	Opuz Kitchen	Basement And Ground Floor 27 Old Compton Street London W1D 5JP	Monday to Wednesday 08:00 - 00:30 Thursday to Saturday 08:00 - 01:00 Sunday 10:00 - 00:00

17983	LVPO Restaurant	50 Dean Street London W1D 5BQ	Monday to Saturday 09:00 - 03:30 Sunday 12:00 - 00:00
19751	Three Greyhounds Public House	The Three Greyhounds Public House 25 Greek Street London W1D 5DD	Monday to Thursday 07:00 - 00:00 Friday to Saturday 07:00 - 00:30 Sundays before Bank Holidays 07:00 - 00:30 Sunday 07:00 - 23:00



City of Westminster

Blade Soho 26 Frith Street



Residential / Proposed Residential	Under Construction	Other Uses	Proportion Residential of all Uses
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10 Meters

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