



City of Westminster

Licensing Sub-Committee Report

Item No:	
Date:	22 September 2016
Licensing Ref No:	15/11488/LIPN - New Premises Licence
Title of Report:	Georgian House Hotel 37 St George's Drive London SW1V 4DG
Report of:	Director of Public Protection and Licensing
Wards involved:	Warwick
Policy context:	City of Westminster Statement of Licensing Policy
Financial summary:	None
Report Author:	Miss Yolanda Wade Senior Licensing Officer
Contact details	Telephone: 020 7641 1884 Email: ywade@westminster.gov.uk

1. Application

1-A Applicant and premises			
Application Type:	New Premises Licence, Licensing Act 2003		
Application received date:	8 December 2015 The application was received in 2015 and was validated in 2016 due to ongoing invalidation issues with the plans.		
Applicant:	Shedden Partners		
Premises:	Georgian House Hotel		
Premises address:	37 St George's Drive London SW1V 4DG	Ward:	Warwick
		Cumulative Impact Area:	No
Premises description:	The premises operate as a hotel with several floors and a bar and restaurant on the lower ground floor.		
Premises licence history:	None		
Applicant submissions:	None		
Note:	<p>The applicant has amended his application on the following points:</p> <ul style="list-style-type: none"> Removal of late night refreshment as part of the original application. As they wish to only be able to serve food to the general public until 11pm, any food served after this time and until 5am will be to hotel residents only via room service. Removal of playing of recorded music as they only wish to be able to play background music that is not amplified. 		

1-B Proposed licensable activities and hours							
Sale by retail of alcohol				On or off sales or both:			
				On			
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	00:01	00:01	00:01	00:01	00:01	00:01	00:01
End:	00:00	00:00	00:00	00:00	00:00	00:00	00:00
Seasonal variations/ Non-standard timings:			N/A				

Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	00:01	00:01	00:01	00:01	00:01	00:01	00:01
End:	00:00	00:00	00:00	00:00	00:00	00:00	00:00
Seasonal variations/ Non-			N/A				

standard timings:	
Adult Entertainment:	N/A

2. Representations

2-A Responsible Authorities	
Responsible Authority:	The Environmental Health Service
Representative:	Maxwell Owusu Koduah
Received:	7 th July 2016

This representation is based on plans of basement to fourth floor submitted with the operating schedule.

The applicant is seeking the following:

1. Provision of recorded music "Indoors" Monday to Sunday from 00:01 – 00:00
2. Provision of late night refreshment "Indoors" Monday to Sunday from 23:00 – 05:00
3. Supply of alcohol for consumption "On" the premises Monday to Sunday from 00:01 to 00:00

I wish to make the following representation

1. The provision and hours requested for recorded music will have the likely effect of causing an increase in Public Nuisance and impact on Public Safety within the area
2. The provision and hours requested for late night refreshment will have the likely effect of causing an increase in Public Nuisance and impact on Public Safety within the area
3. The supply of alcohol and hours requested will have the likely effect of causing an increase in Public Nuisance and impact on Public Safety within the area

The applicant has provided conditions in support of the application which is being considered but do not fully address the concerns of Environmental Health.

The applicant is asked to contact the undersigned to arrange a site visit to assess the premises ensure the premises is satisfactory and following this, additional conditions may be recommended Environmental Health to support the licensing objectives Prevention of Public Nuisance and Public Safety.

The granting of the application as presented would have the likely effect of causing an increase in Public Nuisance and may impact on Public Safety within the area.

The Environmental Health Service has proposed conditions which have been agreed by the applicant. They are however maintaining their objection to the application.

2-B Other Persons	
Name:	Miss Babrara Dingle
Address and/or Residents Association:	69 Cambridge Street London SW1V 4PS
Received:	15 th July 2016
9:54 AM on 15 Jul 2016	
<p>I object most strongly to this application for the 24 hr sale of alcohol and also late night recorded music. My Cambridge Street residential property in the otherwise peaceful "Pimlico Grid" backs on to this hotel which has already caused disturbance due to light pollution following a recent refurbishment.</p> <p>Furthermore, I'm concerned that the granting of this licence will cause a troubling precedent leading to other hotels in St George's Drive to follow suit and also apply for such licences. Before we know it, the peaceful adjacent neighbourhood will suffer from unwanted noise in the evenings and night time.</p> <p>In particular, during the summer months in Cambridge Street, it is a joy to relax with open windows and use our balconies and patio gardens without disturbance from commercial ventures of this sort.</p> <p>I respectfully ask the Licencing Committee to decline this application.</p>	
Name:	Mrs Jacqui Wilkinson
Address and/or Residents Association:	22A Hugh Street Pimlico London SW1V 1RP
Received:	19 th July 2016
6:17 PM on 19 Jul 2016	
<p>I object in the strongest terms to the 24 hour retail of alcohol. The Georgian House Hotel is on a main thoroughfare in Pimlico which is surrounded by quiet residential streets. If the Hotel is given permission for 24/7 alcohol retail, it is not unreasonable to assume that other hotels in the area (3 are very close and a large number in the general vicinity particularly along Warwick Way) are likely to follow, quoting permission for the Georgian House Hotel as a precedent.</p> <p>We are well aware of the problems caused by 24 hour alcohol licences elsewhere in Westminster, such as anti-social behaviour and loss of amenity for residents. I believe this would be highly detrimental and totally unnecessary. I wish to speak at the relevant licensing committee.</p>	
Name:	Mrs Emily Hammer
Address and/or Residents Association:	71 Cambridge Street London SW1V 4PS
Received:	15 th July 2016

8:25 AM on 15 Jul 2016

I am very concerned about the potential noise disturbance from the opportunity for hotel guests to have the use of a 24 hour bar and for food to be served from 11pm - 5am. The kitchen noise would be an additional disturbance if food is being prepared as the kitchen equipment and fans would undoubtedly need to be used and would be loudly audible at night when there is very limited traffic and other noise. The Georgian House hotel backs on to a number of residential houses on Cambridge Street. The hotel already causes sporadic disturbances due to the lights being left on overnight and guests making noise late at night. We have often had to call to ask guests to quieten down. The extension of their license to allow for an all night bar gives serious concern about how much more noise would be caused late at night to a quiet area with young families.

Name:	Mrs Louise Walewska
Address and/or Residents Association:	Ground Floor 69 Cambridge Street London Sw1v 4pS
Received:	30 th June 2016

2:47 PM on 30 Jun 2016

We strongly object to the 24 hour bar licence requested by the Georgian House Hotel, as our bedrooms are just opposite the back of the hotel.

3. Policy & Guidance

The following policies within the City Of Westminster Statement of Licensing Policy apply:

Policy HOT1 applies:	<p>Subject to the effect on the promotion of the licensing objectives and other relevant policies in this Statement, premises licences for hotels will generally be granted so that:</p> <p>(a) Alcohol is permitted to be sold at any time to people staying in hotel rooms for consumption on the premises.</p> <p>(b) The hours of serving of alcohol to the general public will be subject to conditions limiting the sale of alcohol after a specified time to those attending pre-booked events held at the hotel,</p> <p>(c) The exhibition of film, in the form of recordings or non-broadcast television programmes to be viewed in hotel bedrooms, will generally be permitted.</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>
Policy HRS1 applies:	<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>

4. Appendices

Appendix 1	Premises plans
Appendix 2	Applicant supporting documents
Appendix 3	Premises history
Appendix 4	Proposed conditions
Appendix 5	Residential map and list of premises in the vicinity

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

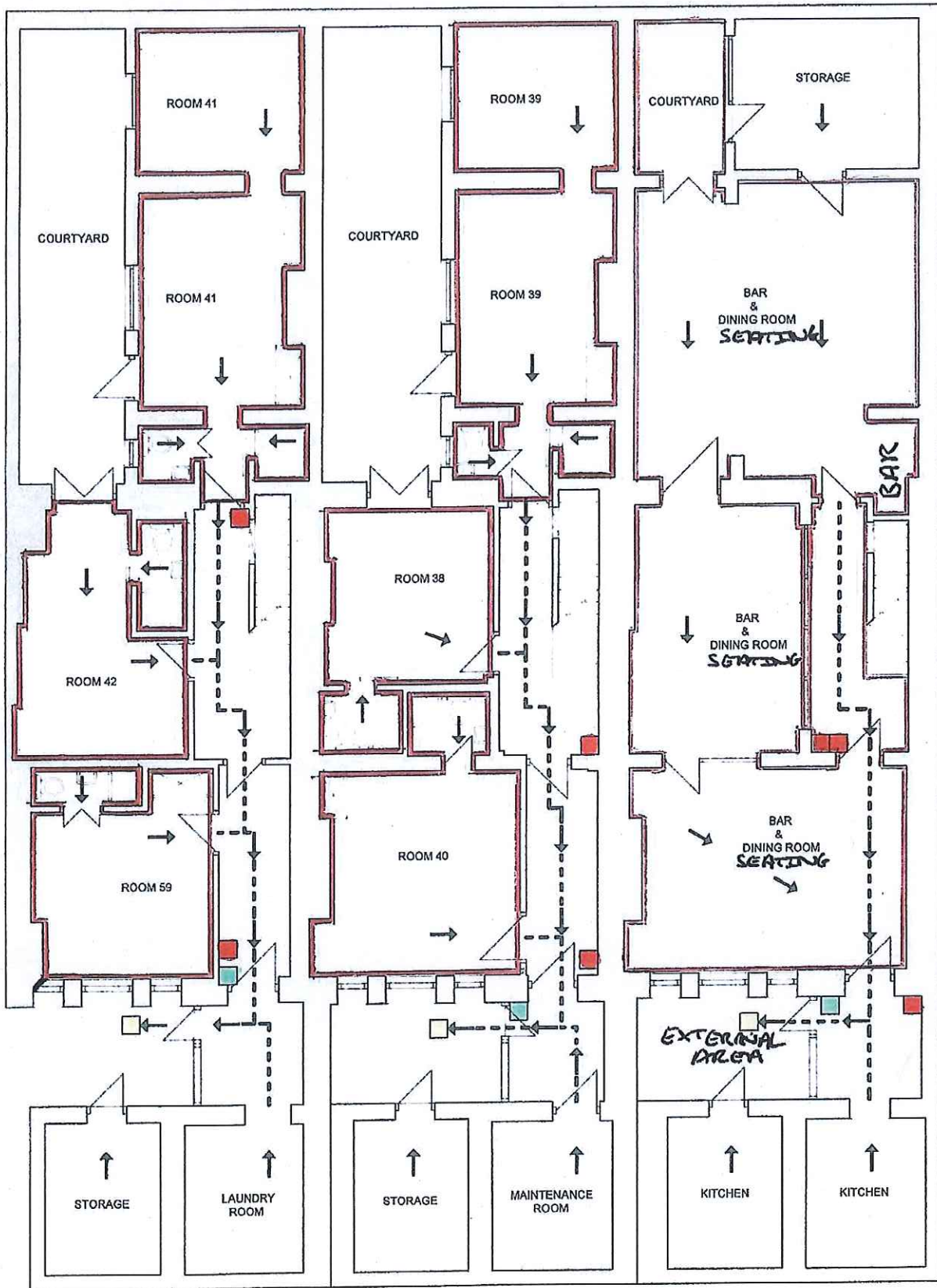
If you have any queries about this report or wish to inspect one of the background papers please contact the report author.

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



1	Licensing Act 2003	N/A
2	City of Westminster Statement of Licensing Policy	7 th January 2016
3	Amended Guidance issued under section 182 of the Licensing Act 2003	March 2015
4	Application Form	8 th December 2015
5	EH Rep	7 th July 2016
6	Miss Babrara Dingle	15 th July 2016
7	Mrs Jacqui Wilkinson	19 th July 2016
8	Mrs Emily Hammer	15 th July 2016
9	Mrs Louise Walewska	30 th June 2016
10	Proposed Conditions by EH	5 th August 2016

APPENDIX 1

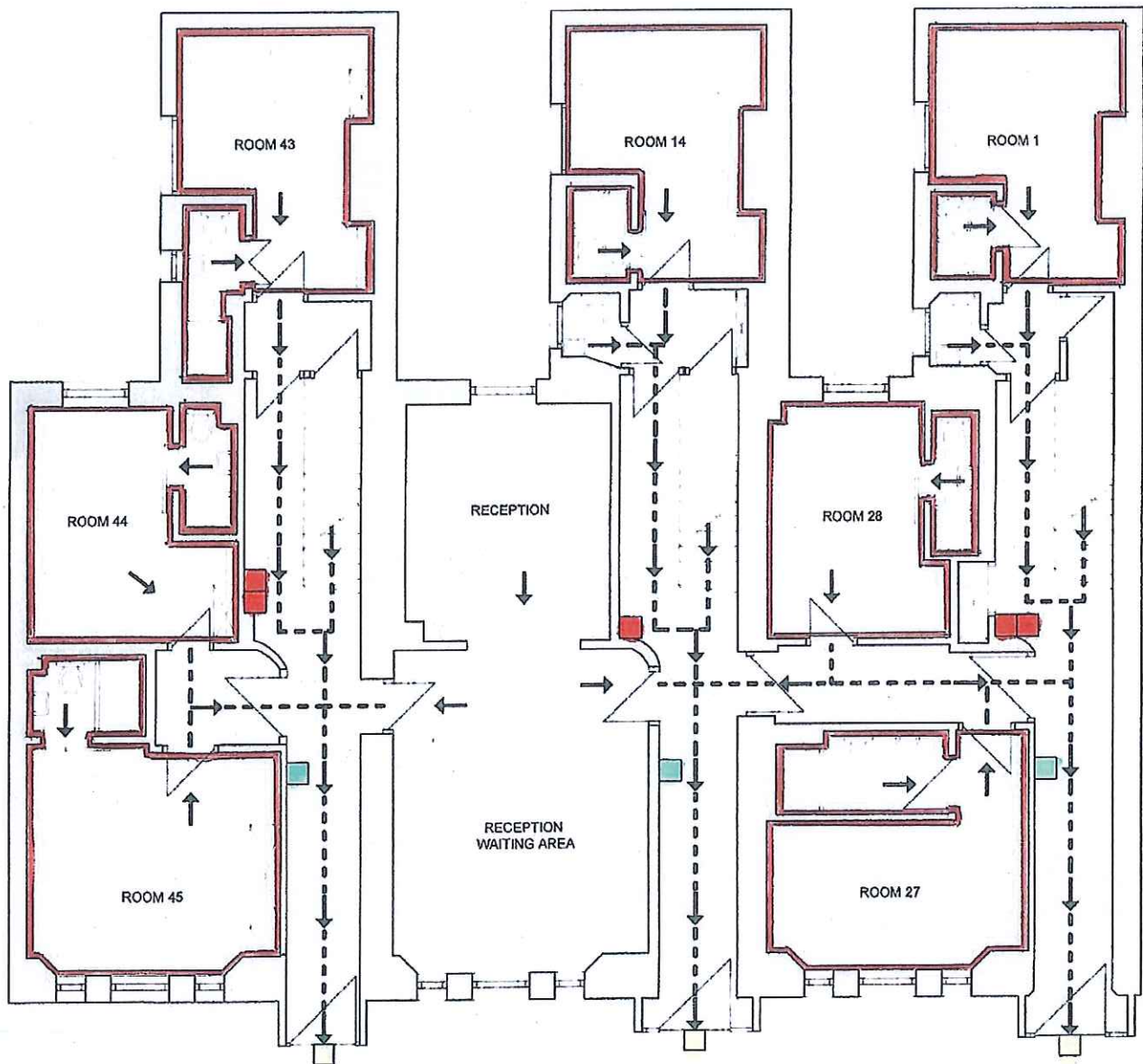
GEORGIAN HOUSE - BASEMENT



LEGEND

-  ESCAPE ROUTE
-  EMERGENCY EXIT
-  FIRE ALARM CALL POINT
-  FIRE EXTINGUISHER
-  FIRE BLANKET

GEORGIAN HOUSE - GROUND FLOOR



LEGEND

- ESCAPE ROUTE
- EMERGENCY EXIT
- FIRE ALARM CALL POINT
- FIRE EXTINGUISHER
- FIRE BLANKET

— LICENSABLE AREA

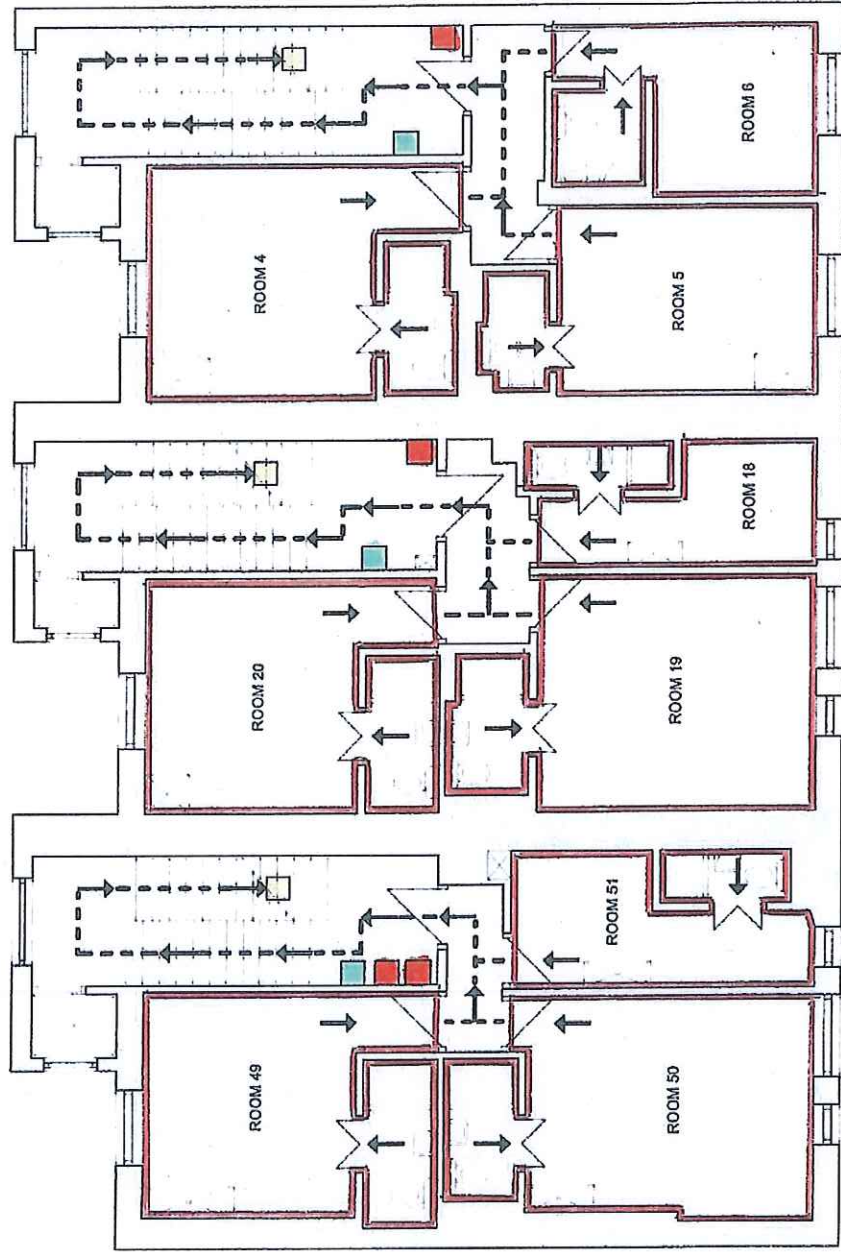
GEORGIAN HOUSE - FIRST FLOOR



LEGEND

- ESCAPE ROUTE
- EMERGENCY EXIT
- FIRE ALARM CALL POINT
- FIRE EXTINGUISHER
- FIRE BLANKET
- LICENSABLE AREA

GEORGIAN HOUSE - SECOND FLOOR

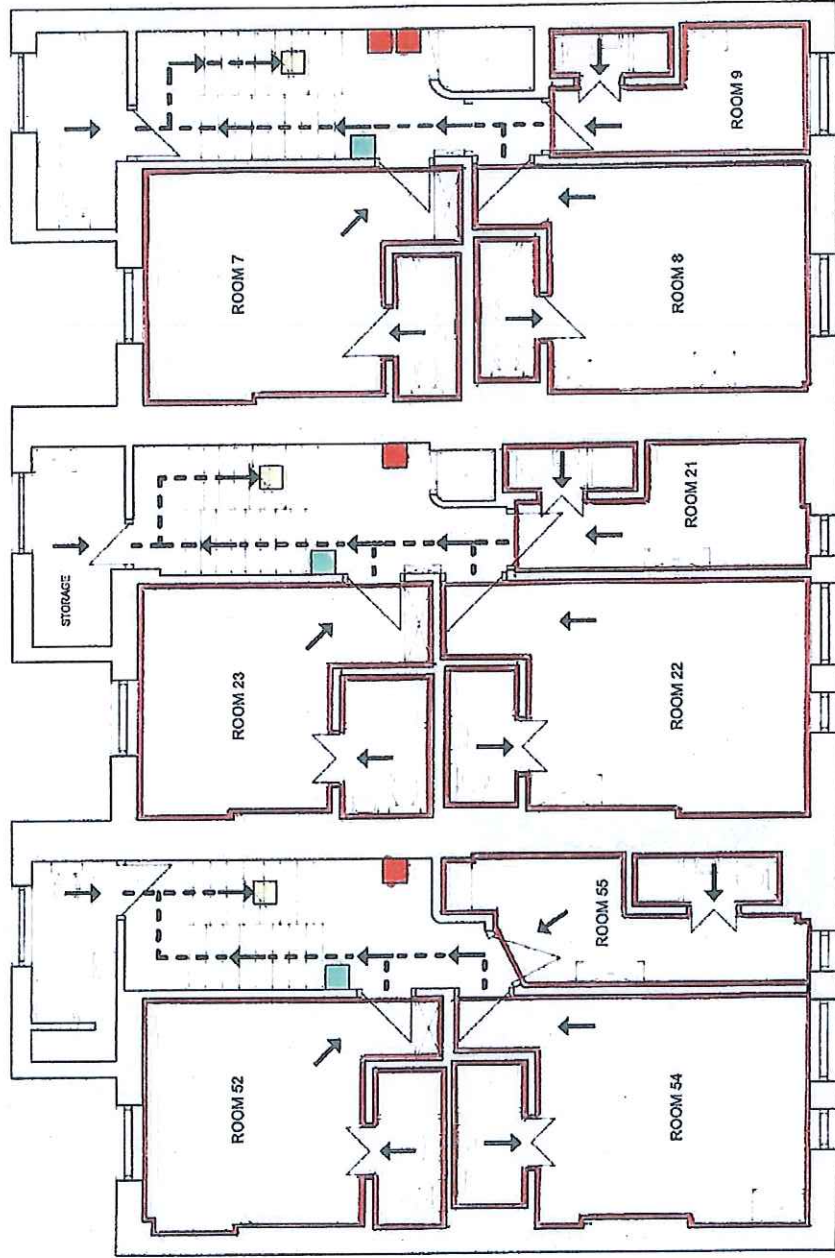


LEGEND

- ↑ ESCAPE ROUTE
- EMERGENCY EXIT
- FIRE ALARM CALL POINT
- FIRE EXTINGUISHER
- FIRE BLANKET

— LIGNATURE AREA

GEORGIAN HOUSE - THIRD FLOOR

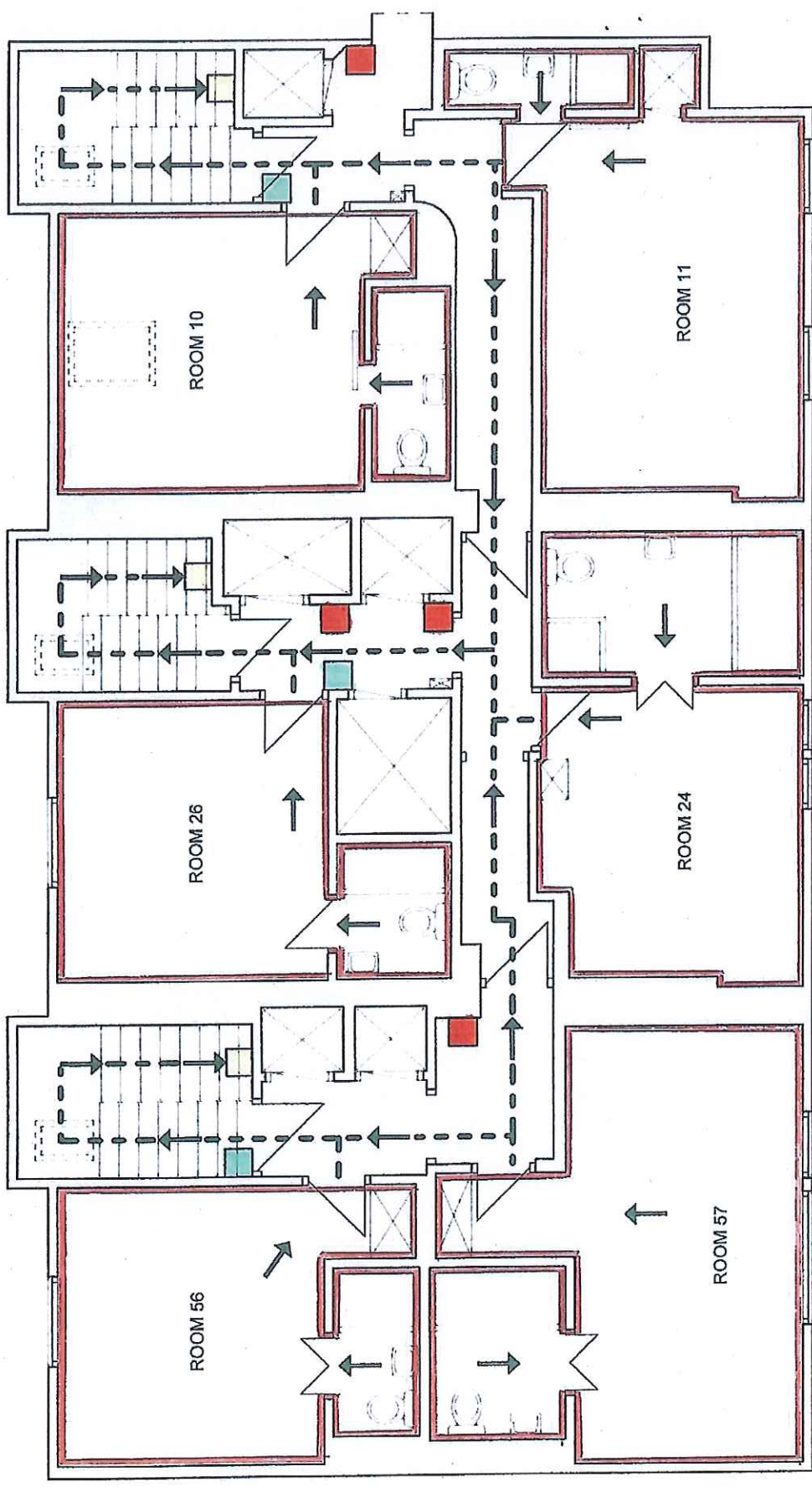


LEGEND

- ESCAPE ROUTE
- EMERGENCY EXIT
- FIRE ALARM CALL POINT
- FIRE EXTINGUISHER
- FIRE BLANKET

--- LICENSEABLE AREA

GEORGIAN HOUSE - FOURTH FLOOR (TOP FLOOR)



- LEGEND**
- ESCAPE ROUTE
 - EMERGENCY EXIT
 - FIRE ALARM CALL POINT
 - FIRE EXTINGUISHER
 - FIRE BLANKET
 - - - LICENSABLE AREA

No supporting documents received from applicant

Appendix 3

There is no licence or appeal history for the premises.

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

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

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

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

Mandatory Conditions

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

less in a manner which carries a significant risk of undermining a licensing objective;

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

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

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

9. There shall be no self-service of alcohol on the premises.
10. 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 to non-residents.
11. 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.
12. The premises shall install and maintain a 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 officers throughout the preceding 31 day period.
13. 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 to non-residents of the hotel. 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.
14. The number of persons permitted within the bar & dining rooms in the basement at any one time (excluding staff) shall not exceed 60 persons
15. 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.
16. There shall be no striptease or nudity, in the public licensed area 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.
17. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and business and leave the area quietly.
18. Patrons will be encouraged by staff to leave quietly and respect the interests of the occupiers of any nearby noise sensitive premises, Where appropriate the licensee or a suitable staff member will monitor patrons leaving at the closing time.
19. Contact numbers for local taxi firm(s) shall be kept at the premises and made available to patrons requiring a taxi
20. Children under the age of 16 shall not be permitted to enter the premises after 21:00 unless dining with an adult or attending a pre booked function or resident in the hotel.
21. 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.

22. The sale of alcohol after 23:00 is only for consumption by residents or their bona-fide guests or to non-residents attending pre-booked events
23. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
24. 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
25. All exit doors on designated escape routes shall be available at all material times without the use of a key, code, card or similar means.
26. 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
27. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance
28. No fumes, steam or odours shall be emitted from the licensed premises so as to cause a nuisance to any persons living or carrying on business in the area where the premises are situated

APPENDIX 5

Georgian House Hotel 37 St George's Drive



Residential / Proposed Residential	Under Construction	Other Uses	Proportion Residential of all Uses
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Data Source: Uniform Database
Date: 08/09/2016

Premises within 75 metres of: Georgian House Hotel 37 St George's Drive

p / n	Name of Premises	Premises Address	Licensed Hours
27861	Bash Supermarket	59 Cambridge Street London SW1V 4PS	Monday to Saturday 08:00 - 23:00 Sunday 10:00 - 22:30