



Licensing Team
Westminster City Council
15th Floor, Westminster City Hall
64 Victoria Street
London
SW1E 6QP

21st October 2019

Dear Sir/Madam

McDonald's Restaurants, Communications House, 48 Leicester Square, London, WC2H 7LT
Application to Vary Premises Licence
Reference: 19-10353-LIPV

We write in support of the above application to vary the premises licence for the McDonald's restaurant at 48 Leicester Square to extend the hours of operation until 5am.

Leicester Square is a focal point for London's night-time economy, and many uses in the area operate on a 24-hour basis, including bars, casinos, and hotels, creating activity at all hours of the day.

Extension of the operating hours will provide a useful service to those ending or starting their working day in the area. It will assist in helping to manage the Square by staggering the dispersal of people through the Square and the restaurant as there will be less of a peak just before closing. It will also improve public safety through increased natural surveillance at all hours of the day, helping to prevent crime and disorder in line with Policy CD1.

There are a limited number of residential properties in the vicinity of the restaurant, and the extended hours would not have an adverse material impact upon noise and disturbance given that food is already served until 3am. As this is an existing fast food restaurant within the West End Cumulative Impact Area, the proposal accords with Policy FFP2.

Late-night food serveries play an important part in the night-time economy, and it is important that Leicester Square remains at the heart of this. The extended hours accord with considerations of Policy HRS1 and will provide a useful supporting service to those existing 24-h businesses. It is fully supported by the Hippodrome Casino.

Yours sincerely

Simon Thomas
Chief Executive

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