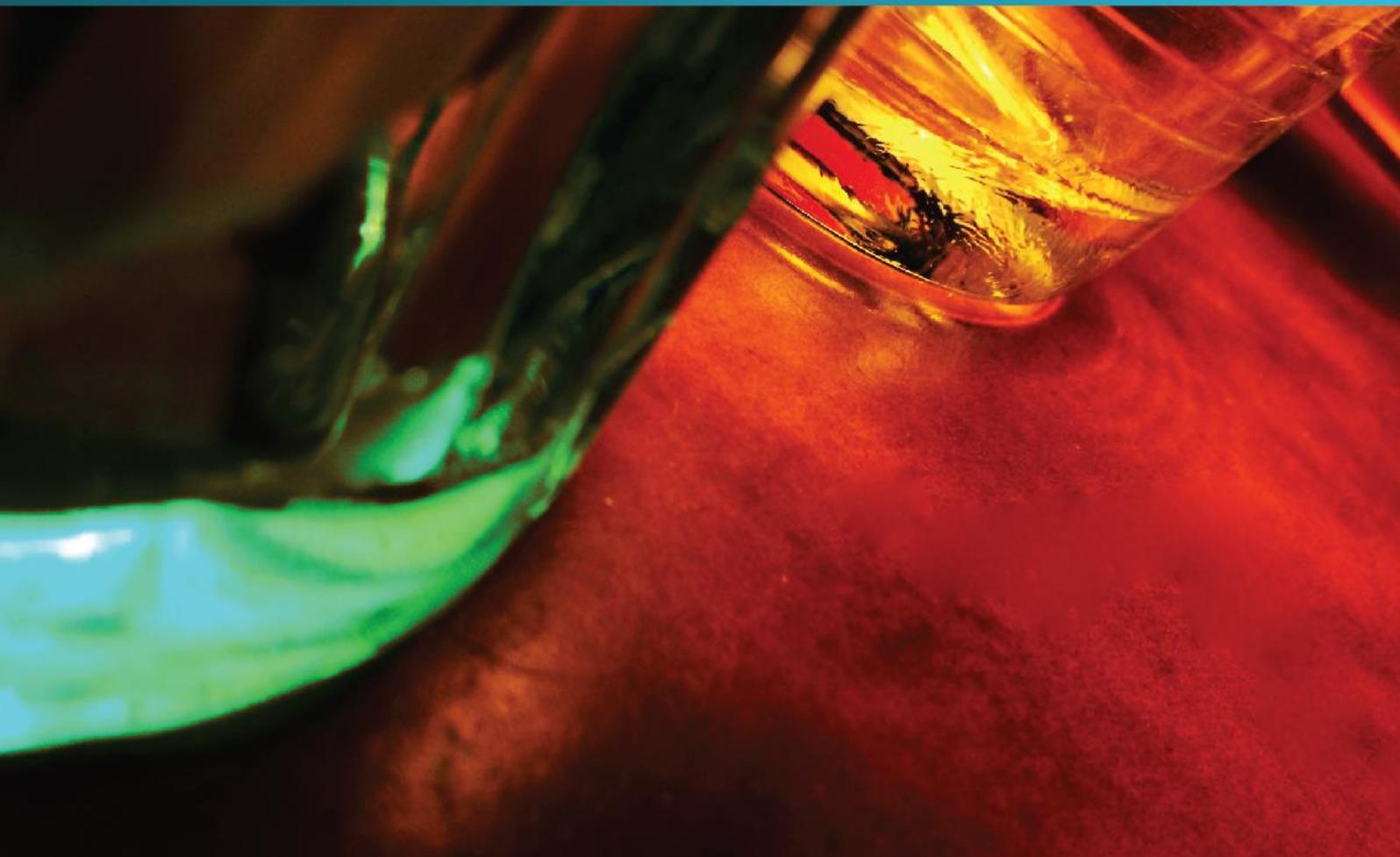


City of Westminster

Mayfair Evening and Night-time Economy Behaviour Study

Research Project to inform a
Review of the Statement of
Licensing Policy in 2017



www.philhadfield.co.uk



Final Report

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Executive summary

Berkeley Street / Dover Street / Berkeley Square and immediate surroundings

Mayfair at night, we discovered, is an unusual place. It is populated by the wealthy and occasionally, perhaps, the not-so-wealthy; however, it would appear that most night-time visitors are not spending with an eye to their budget, at least as indicated by their transport choices. There is a preference for transport by Black Cabs and private cars: not Night Buses, the Night Tube, or even minicabs. This is very non-typical of nightlife patron behaviour in London.

There are few licensed premises marketed straightforwardly as bars or nightclubs, but many restaurants with high alcohol (wet-)sales themes and that offer disc jockey entertainment and spaces to dance. The popular 'Mayfair model' is that of a restaurant-hybrid, with added club music, cocktails and late hours.

There are 24 licensed premises in the Berkeley Street area with advertised closing times of 01.00 hrs or later; these later-hours premises comprise five Private Members' Clubs (four of which appear to offer private function facilities for hire by non-members), one casino, two adult entertainment venues, two nightclub / late-night bars and four hotel bars with advertised public access. The remaining 10 late-night premises provide a bar/lounge/restaurant-type offer, typically with a mixture of bar counter or table-service and featuring dance floor areas and live-DJ entertainment. Several of these premises operate as de facto nightclubs with no, or minimal, food provision beyond 23:00 hrs.

There is a Mayfair 'table-clubbing' / bar scene, with late-hours impacts on the streets that extend well beyond 01.00 hrs., including, most notably, noise and congestion associated with patron dispersals. The activity outside and around licensed premises was found to be at constantly high levels, including large numbers of persons queuing to seek entry to venues, groups of customers smoking outside venues, and large numbers of patrons spilling from the pavements onto the road during closing-time dispersals that often lasted for 45-60 minutes and involved shouting and screaming. These activities were overseen by door supervisors employed by the licensed premises; however, their supervisory interventions were not - and could not reasonably have been - sufficient to prevent significant noise (public nuisance) impacts, given the numbers of patrons involved and their levels of alcohol intoxication.

The peak footfalls measured in Berkeley Street were generally recorded in the 23:30-00:45 hrs period, with numbers measuring in the 600s-700s typically recorded in our hourly 15-minute count periods (with some larger numbers in December). Late-night trading by 'nightclub-style' venues helped retain large crowds in the area as late as 03:30-03:45 hrs; with over 200 persons recorded on most occasions (within a 15-minute time slot), near the junction with Stratton Street and in separate counts on Dover Street.

Thursdays and Fridays were typically busier than Saturdays in the area's public houses and in some of the area's restaurants. Sundays are quiet, with many venues

closed. These trading patterns reflect the popularity of going out in the area after work amongst office-based professionals.

Surprisingly, the opening of Night Tube from August 2016 onwards appeared to have little notable effect on visitor dispersal behaviours, as observed through the direction of customer flows, as well as the volume of flows, in the direction of Green Park. This is despite Green Park's current position at the heart of TfL's weekend all-night service network.

Mayfair at night has an Internationalist feel, being, for example, the setting for an exclusive Arab social season during the summer months. We found just one venue that attracted an audience that may be described as working class, White British. The patrons of this premises attended this premises only. All other premises on the Mayfair scene may be described as exclusive or aspirational, with high prices and a mixed patron profile, drawn from a number of affluent audiences for Central London nightlife.

We found an unusual propensity for ENTE patrons (mostly young men) to arrive in exotic 'show cars', which were often parked by valets. This added to congestion on the streets and traffic noise, as did the popularity of Black Cabs and their presence in the area in large numbers. Of primary concern in relation to the above was the frequent blockage of the carriageway, including the C2 bus route, which resulted on numerous occasions in temporary gridlock, the blowing of horns by impatient drivers and extended journey times for the buses. Furthermore, it was notable that many of the show cars emitted especially loud engine exhaust noises and/or had 'booming' in-car entertainment systems playing; both factors which ensured that the vehicles attracted people's attention and were hard to ignore.

We found no Late-Night Refreshment (takeaway food) outlets and no local stores supplying off-sales alcohol beyond 23.00hrs. These two factors helped reduce the amount of littering and discouraged on-street drinking and were therefore 'protective' elements in terms of the Licensing Objectives. Equally, however, the area had no cafes open after 23:00hrs where it was possible to purchase hot non-alcoholic drinks. The area presented as distinctly 'mono-cultural' late at night in terms of available facilities, with only restaurants, bars and hotels trading.

The wealth premium was found to have social environmental effects which differentiated the area from many other night-time entertainment zones in London: Mayfair is a magnet for Black Cabs, for persons begging and 'flower selling' amongst the crowds and for touts/cornermen involved in the informal economy, who target apparently affluent male clubbers, in particular, with offers of "girls".

It is considered that the negative impacts on the Licensing Objectives to be found in this area at night are cumulative, rather than being attributable to the operation and patrons of one – or, of a very small number of - licensed premises. As a result, the author believes Berkeley Street, Berkeley Square and Dover Street to be *primaefacie* candidate locations for Cumulative Impact Area designation, on the basis of current observational evidence and development trends.

It is further suggested that WCC may consider an adapted version of their 'Core Hours Policy' for Berkeley Street and vicinity, which contains a 'presumption not to grant' further new Premises Licences, or variation applications, where such applications involve late-hours trading. In order to address the negative cumulative impacts associated with late-night Licensable Activities in the Berkeley Street area it may be considered appropriate for 'restaurants' to be included within the scope of this new policy measure.

It is suggested that the findings of this research be compared to the statistical evidence held by the Metropolitan Police Service, the City of Westminster and London Ambulance Service, as to the location and timing of crime and disorder incidents and other factors, such as noise complaints, ambulance call-outs and demand for additional street cleansing, taxi and parking enforcement. The designation of a CIA would also, of course, require a process of public and stakeholder consultation so that the views and experiences of people who live and work in Mayfair may be understood and considered before forming a balanced view as to the way forward for the area in licensing terms.

Shepherd Market and immediate surroundings

Shepherd Market and environs has a much more relaxed atmosphere than the Berkeley Street / Dover Street / Berkeley Square area, focused mostly on evening dining and after-work drinks on Thursdays and Fridays in restaurants and public houses. Saturdays are quiet, with lower footfalls and on Sunday evenings many of the licensed premises are closed. Pedestrian footfalls never exceeded 300 persons over 15-minutes (as recorded at the peak times in this area of 23:00-23:15 hrs, when many premises are closing) and reduced dramatically from midnight onwards. These findings were directly related to current trading hours at licensed premises in the area.

There are few premises here that depend heavily on 'wet-sales' (alcohol) served without food, similarly there are no late-night alcohol off-sales shop outlets and no late-night fast food takeaways. The area does not typically suffer from vehicular traffic congestion and is not part of the Mayfair valet-parking and 'show cars' circuit (although some of these vehicles are cruised and parked along Curzon Street). There is a Black Cab rank on Hertford Street, which was seen to aid the rapid dispersal of ENTE patrons.

Licensed premises comprise a mixture of restaurants (pre-dominantly), traditional public houses, hotel bars, casinos and Private Members' Clubs. There is an alfresco shisha smoking offer in a number of venues, however, this activity is discrete and occurs at only one premises after midnight and not at all in the early-morning period beyond 01.30 hrs (unlike in nearby Edgware Road, which has a late-night shisha scene).

There are eight licensed premises in this immediate area with advertised closing times of 01.00 hrs or later. Four of these venues are Private Members' Clubs, one is a casino and the remaining three are bar/lounge/restaurant-type premises (two of which are within hotels), mostly with table-service. The operation of these premises is generally low-key due to their exclusive, discreet and predominately-seated nature and the fact that they are spatially dispersed and differing in offer; so attracting a range of patron types. Overall, we found very little late-night (post-01.00 hrs) activity, as observable at street-level.

Premises hosting special events or functions, which may temporarily disrupt the usual closing time order of the area, seem the mostly likely source of Licensable Activity that might impact negatively on the Licensing Objectives; although this was not directly observed.

Despite the high concentration of licensed premises found in this location, the above factors resulted in our recording little evidence of routine impacts on the Licensing Objectives. Shepherd Market and its immediate surrounds are not, in the author's opinion, candidates for Cumulative Impact Area designation at present, on the basis of observational evidence.

1. Aims and objectives of the study

In August 2016, The City of Westminster (the Council) sought to commission a suitably qualified consultant to conduct a 'behavioural study' of 'Evening and Night-time Economy' (ENTE) patron activities in and around two key locations in Mayfair (the two areas where the highest concentrations of licensed premises are currently to be found). This information gathering was required to complement the quantitative data, such as noise, crime, ASB, licensing and waste statistics, collated by the Council and its partner agencies. The intention of the exercise was to help answer the 'why?-questions' as to what might lie behind the known statistical patterns that were emerging; thereby helping to form a more accurate picture of Mayfair at night and any negative or positive impacts of the ENTE on the four statutory Licensing Objectives: 'the prevention of crime and disorder', 'prevention of public nuisance', 'public safety', and 'the protection of children from harm'.

The work was commissioned from Dr Phil Hadfield, the author of this report, whose approach to such tasks is shaped by over 15 years' experience in the developing field of licensing intelligence-gathering, cultural industries innovation and compliance studies, both in the UK and internationally (see Appendix 3).

This report relates the findings of the research by the author and his team, which concluded in December 2016. It describes how the project was devised and implemented so that the Council and its partner agencies might further understand:

- the behavioural impacts of the Mayfair ENTE and how they are manifested;
- what drives these impacts;
- what factors need to be considered for the development of future Licensing Policy as it applies to Mayfair (and possibly other distinct 'urban villages' within Westminster);
- what measures may assist in mitigating any negative impacts; including (based on current evidence) the possible establishment of a new Special Policy Area (SPA) in Mayfair relating to the cumulative impact of licensed premises.

The study employs structured and pre-tested qualitative research methods, developed through previous projects in London, such as the 'Westminster Evening and Night-time Economy (ENTE) Behaviour Audit 2013-14' which focused on the West End and similar exercises in Camden (2010 and 2015), The City (2012), and Hackney (2016). The author adopts a licensing-specific approach to gather local intelligence which helps explain the causes / contributory factors that lie behind the concentration of environmental impacts recorded by the Council and its partner agencies around two identified clusters of licensed premises in Mayfair:

- Area 1:
 - Berkeley Street
 - Berkeley Square
 - Dover Street
 - The surroundings of these locations

-
- Area 2:
 - Shepherd Market
 - Shepherd Street
 - Areas immediately surrounding these locations

The areas of Mayfair covered by this research are illustrated in the ‘Project Location Maps’, included as Appendix 1.

Structure of this report

The following paragraphs describe the design and timescale of the study, followed by detailed ENTE area profiles, including comprehensive audits of the licensed premises in each location, thereby exploring the similarities and differences between the types, uses and functions of the businesses that currently operate within the two areas of Mayfair. This analysis is followed by presentation of the footfall data recorded at key points throughout the night and a commentary on each area based upon the structured observational work conducted. The report concludes with a discussion of the policy options open to the Council and its partners and an assessment of what may be considered justified and proportionate responses in licensing terms, based upon current social impact assessments, as presented in this research.

2. Research design

Total: 12 nights of data collection across four weekends, August-December 2016

Stage 1: Rapid Appraisal of all areas: Thursday 11 August 2016 (Night 1)

On the first night of the project in August a Rapid Appraisal was conducted in which both areas were visited and all licensed premises mapped against the project boundary maps provided in the Council's brief. Where it was apparent that the geographical area containing ENTE premises was broader or narrower than that indicated by the maps this was noted. This initial mapping exercise formed the basis for our audit of premises, which lists the location and trading profile of each business. The mapping exercise also allowed the research team to understand the location of 'pinch points', key facilities, travel and service hubs and the residential and commercial mix of each location.

How the Rapid Appraisal influenced the sampling of areas and resource allocation:

The Rapid Appraisal in August 2016 (Stage 1 of the project) and further on-going adjustments as described in Section 4, allowed the research team to assess how to most effectively deploy available time resources based upon their increasing knowledge of the areas; most particularly, the amount of time to be spent in each area across the lifetime of the project, the locations at which to take footfall counts and the scheduling of the visits across the five months of data collection.

It was judged necessary to 'over-sample' Area 1 and 'under-sample' Area 2. This was because of the very different profile of each area in terms of the uses and functions of licensed premises and their closing times, the comparative numbers of visitors and extent of vehicular traffic. The precise sampling approach adopted for each area is explained in Section 4 of this report.

Stage 2: Core data collection (August-December 2016, Nights 2-12)

Research Schedule Overview

The research was conducted in four blocks of three consecutive 'weekend-period' nights 18:00-04:00 (Thursday evening-Sunday early morning).

Visits were scheduled at approximately monthly intervals as follows:

August: Stage 2(1)

Night 2: Friday 12 August

Night 3: Saturday 13 August

September: Stage 2(2)

Night 4: Thursday 8 September

Night 5: Friday 9 September

Night 6: Saturday 10 September

November: Stage 2(3)

Night 7: Thursday 3 November

Night 8: Friday 4 November

Night 9: Saturday 5 November

December: Stage 2(4)

Night 10: Thursday 8 December

Night 11: Friday 9 December

Night 12: Saturday 10 December

Longitudinal approach

We strongly support the view, on the basis of previous experience, that longer periods of study are likely to capture important shifts in public behaviour associated with weather conditions / seasonality and public events. Our methods in this study allow us to encompass summer, autumn and winter months within the sample. We included the pre-Christmas festive period, but otherwise avoided predictably 'atypical' time-periods such as Bank Holidays, 'Halloween' etc. We believe that incorporation of one atypical period within a study of this size is both appropriate and justifiable, based upon our remit of seeking to understand the 'life of an area' across a five-month period, whilst also needing to work with limited resources and being mindful of the need to provide an account that is fair and balanced. We were mindful, also, that

non-predictable events may have effected what we found; for example, periods of especially hot or wet weather. What in fact occurred, however, was that the weather was mild and generally rain-free on all 12 nights of the study. During August the weather was warm and sunny on the nights of our visits, but not unusually hot for the time of year.

The study team did not seek access to individual licensed premises to assess their operational standards. The observable impacts of Licensable Activities as recorded in the public realm were our sole focus, rather than investigating the precise modes of trading in each instance (as might be the case were we to be commissioned to investigate licensing matters at particular premises, for example, during evidence-gathering related to the Review of an individual Premises Licence).

Footfall counts:

Count locations

1. Berkeley Street (south): east pavement.
2. Berkeley Street (mid-) at junction with Stratton Street: west pavement.
3. Shepherd Market: White Horse Street
4. Shepherd Market: Market Square.

Footfall as a measure: a realistic assessment

The measurement of pedestrian footfall is imperfect as stand-alone evidence to inform licensing policy. This is because simple indicators of ‘busyness’ or ‘vibrancy’ do not relate directly to the statutory Licensing Objectives, which are concerned with harmful acts or omissions that relate to Licensable Activities. Footfalls are simply indicative of the intensity of human activity in certain locations at certain times, in comparison to other locations and/or times.

Footfall counts are also imperfect indicators as there is no opportunity to qualify the intentions behind pedestrian movements. More specifically, pedestrians included in the counts may not all be patrons of the ENTE; some may be, for example, night workers, the staff of licensed premises, homeless people, or local residents going about their business.

The approach adopted in this project was to count all pedestrians passing a certain specified point during a fifteen-minute period each hour.

Despite the above qualifications there are important contextual reasons for conducting footfall counts as *part of* the evidence-base to inform licensing policy, at least in the UK.

These contextual reasons are partly cultural - that is they relate to the typical night-time habits of British citizens (and visitors) in comparison with the citizens of (some) other countries - and partly economic, in that UK cities almost invariably offer increasingly limited consumer options and experiences as evening passes into night and then into the early morning.

These cultural and economic factors produce a context in British cities at night whereby **an increasing retraction of retail and other business activity produces a street environment in which the vast majority of pedestrian movements are those of ENTE patrons.**

The reduction in alternatives to licensed premises in the night-time and into the early hours allows **footfall counts to become an increasingly accurate measure of ENTE-specific footfall as nights progress**; that is to say, the later counts will have 'less sampling' error than those of the evening (they will be more accurately measuring the movements of the 'target population').

It is simply common sense to note the comparison between the footfall of nightlife hubs with that of empty residential and day-time commercial streets, located just meters away. Whilst it is true to say that **commercial centres serve a wide range of functions for a range of people in the day-time, this is less true in the evening and not at all true of the late-night.** Furthermore, **footfall within the night-time hubs eventually subsides and these falls correspond directly with the graduated closure of licensed premises.** These contextual factors are true of almost all nightlife areas in the UK. They were certainly true of the two locations in Mayfair that form the subject of this study.

3. Mayfair ENTE area profiles

In order to understand how Mayfair 'works' at night in human behavioural terms it was necessary to differentiate the uses and functions of the licensed premises that populated each area in the evening/night-time (18:00 hours - 00:59 hrs) and late-night (01:00 - 04:00 hrs) periods. This exercise began with a comprehensive audit of licensed premises at a street-by-street-level, together with a record of their operating hours as advertised / operationalized (as opposed to those hours permitted by their Premises Licences, as recorded on the Council's licensing database). These premises' audits are provided below, together with a brief summary of the advertised / observed functions of each business within the ENTE, as recorded during the research period.

3.1 Location 1: Berkeley Street / Berkeley Square and surrounds

Premises Audit (as at 10 December 2016) east-to-west, plus Piccadilly section from Albemarle Street to Down Street:

Albemarle Street:

1. Sumosan 'restaurant cafe bar'; 26 Albemarle St, Mayfair, London W1S 4HY. Permanently closed and relocated to Sloane Street. These premises are currently vacant and were formerly a minimalist Sushi Restaurant and Bar.
2. Chor Bizarre at 16 Albemarle St, Mayfair, London W1S 4HW is a North Indian restaurant, with a 'bazaar' theme. Opening hours: 1200-1500, 18.00-23.30 Mon-Sat, Sunday closing at 22.30 hours.
3. Hix Mayfair and the Donovan Bar both in Brown's Hotel; 30-34 Albemarle St, London W1S 4BP. The Hix Mayfair is an upmarket hotel-based restaurant, decorated with iconic art. It opens until 23.00 Mon-Sat and 22.30 on Sundays. The associated Donovan Bar, which is also in Browns, is a refined bar/cocktail venue, featuring photographic art and also serving bar snacks. This bar is open 11.00-01.00 hrs Mon-Sat and until 00:00 on Sundays.
4. Petrocchi Sede Unica, Restaurant, Bar, Café; 36 Albemarle St, London W1S 4JE. Next to the Albemarle Club, this is an Italian restaurant, bar and café. It does not trade beyond 19.00 hrs.
5. 'A' The Albemarle Club London; 36 Albemarle St, Mayfair, London W1S 4JE. A private members club, originally a 'Gentleman's Club' dating back to the 1870's. These premises now offer refined 'adult' entertainment in the form of shows (cabaret, burlesque, and 'themed' nights), hostess accompaniment and cocktails and other bar offerings. Open Mon-Fri: 21.00-06.00. Closed on Sundays and Bank Holidays. No advertised opening times for Saturday's.

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6. Jinjuu Mayfair; 39 Albemarle St, Mayfair, London W1S 4JQ. This is a small, recently opened, Korean restaurant and cocktail bar, led by celebrity chef Judy Joo. There is a sister restaurant in Soho and another in Hong Kong. Opening times are 12:00-00:00 Mon-Sat.
 7. The Kings Head; 10 Stafford Street, London W1S 4RX. On the corner of Albemarle Street and Stafford Street, this large traditional pub (previously 'Shelley's') has an upstairs dining room and is part of the Nicholson's Pubs group. The Pub extends some way along Stafford Street. as well as the corner of Albemarle Street. The pavement is white-lined along its full length on both streets as a designated smoking and outdoor drinking area. Opening hours: 11:00-23:00 Mon-Weds and Saturday, 11:00-23:30 Thurs-Fri, and 12:00-22:30 Sunday.
 8. Gymkhana; 42 Albemarle St, London W1S 4JH. A 'Colonial Indian' inspired fine Indian restaurant and a basement 'punch room' serving cocktails, punch and other bar beverages, also with a colonial Indian theme. Opening for dining until 22:30 daily, the bar is open until 01:00 hours daily.

Stafford Street:

9. Goat Tavern; 3 Stafford St, London W1S 4RP. A traditional pub and restaurant serving real ales and pub meals, with a dining room upstairs. Part of the Taylor Walker group. Opening 11:00-23:00 Mon-Sat, and 12:00-22:30 Sundays.

Piccadilly:

10. The Wolseley; 157 - 160 Piccadilly, London W1J 9EB. On the corner of Piccadilly and Arlington Street, this large European Brasserie offers fine dining options throughout the day from breakfast until midnight. There is also a bookable private dining area. Opening hours: 07:00-00:00 Mon-Fri, 08:00-00:00 Saturday and 08:00-23:00 on Sundays.
11. The Ritz London: Rivoli Bar, Ritz Restaurant, Palm Court; 150 Piccadilly, London W1J 9BR. This iconic hotel, on Piccadilly and beside Green Park, has three publically accessible bars and dining options. The Ritz restaurant is open until 22:30 for fine dining, the Palm Court tea rooms are open with entertainment until 21:00, whilst the Rivoli Bar offers cocktails, champagne and other beverages, as well as gourmet bar food until 23:30 Mon-Sat, and 22:30 on Sundays. Private dining and events are also catered for within the hotel.
12. Cafe de Pierre; 73 Piccadilly, London W1J 88S. Opposite the Ritz Hotel, part of the Caffè Concerto group. This is a larger, stylish, Italian bistro/licensed restaurant and café/wine bar. Opening times: 07.00-23.00 daily.

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13. Henry's cafe and bar; 80 Piccadilly, London W1J 8HX. A café and bar opposite Green Park. One of a chain of stylish bar/restaurants – offering cocktails, and a wine list as well as craft beers and usual bar beverages, as well as various food options. Operating profile is very much that of a bar first and foremost. Opening hours: 08.00-23.00 Mon-Thurs, 08.00-00.00 Fri, 10:00-00:00 Sat, and 10:00-22:30 Sundays.
 14. The Athenaeum; 116 Piccadilly, Mayfair, London W1J 7BJ. The Athenaeum is a plush public access bar specialising in whiskies, in the Athenaeum Hotel. It is situated next to the Park Lane Hotel and on the corner of Down Street, with a view across Piccadilly to Green Park. There is also a restaurant in the hotel. The bar is open 11:00-01:00 daily.
 15. Park Lane Hotel/Palm Court Bar; Piccadilly, Mayfair, London W1J 7BX. The Park Lane Hotel, part of the Sheraton hotels group also houses the Palm Court Bar and Tea Rooms offering food and drinks, including cocktails and canapés in the evening. Opening: 08:00-02:00 daily.
 16. Smith and Whistle; Piccadilly, Mayfair, London W1J 7BX. This Bar at 112 Piccadilly, is also part of Sheratons Park Lane Hotel. Its operating profile is that of a detective themed bar/cocktail bar, and appears to be a separate entity from the rest of the hotel, with independent pavement entrance and frontage, it is on the most easterly edge of the Park Lane Hotel block. Opening 12:00-00:30 Mon-Sat, 12:00-18:00 Sundays.

Dover Street:

17. The Mayfair Club; 49-50 Dover St, Mayfair, London W1S 4NY. Located at the Piccadilly end of Dover Street, opposite Mahiki, this 'Gentleman's Club' offers adult entertainment in the form of strippers, lap-dancing and other entertainments. It is one of the latest opening venues in the area, closing at 06:00 and opening at 21:00 Monday to Saturday, closed on Sundays. The strip club relocates for part of July/August, to accommodate private functions for the summer-visiting, Mayfair Arabic community. There is significant street corner presence and activity outside the club including up to 10-15 'street corner men' touting and suggesting other venue options, or directing revelers into the venue, or 'elsewhere'. This presence was noticeably largest on Thursday nights, reducing on other nights to around four-six persons. There is travel noted by these cornermen/touts between Dover Street and Berkeley Street; with their presence in the latter most obviously in the vicinity of Novikov, the Mayfair Bar, Charlie's and particularly the Berkeley Street Casino.
18. Mahiki; 1 Dover St, Mayfair, London W1S 4LD. A popular nightclub offering DJs, food, cocktails and events, with a sister venue in Dubai. We found the venue to be busy, attracting a young-adult crowd. There were pavement queues and a busy pavement smoking area into the early hours, with much activity outside until after 03:00 hrs. Opening 18.00-03.00 Mon-Sat, closed on Sundays. The dispersal scene, involving minicabs, touts, door staff and patrons leaving en masse, particularly around 03.30-03.50 hours, was

observed to have a significant impact at this end of Dover Street and Piccadilly.

19. The Clarence public house with A. Pope Dining Room upstairs; 4 Dover Street, Mayfair, London W1S 4LB. Traditional pub (Nicholson pubs) with a dedicated restaurant/dining room on the first floor. Popular and well placed for Piccadilly. Drinkers and smokers use the pavement frontage, which also forms a cordoned smoking area for the Mahiki nightclub (adjoining premises) once the pub closes. Opening times: 10:00-23:30 Mon-Thurs, 10:00-00:00 Fri-Sat, and 10:00-23:00 on Sunday.
20. Mnky Hse; 10 Dover St, Mayfair, London W1S 4LQ. A newly-opened premises (Sept/Oct 2016) on the site of what was the well-known Dover Street Wine. This is a Latin American themed late-night 'fusion' restaurant, cocktail bar and nightclub, with DJ sets. The venue operates across two floors: the basement restaurant and a ground floor lounge bar area, with 'club sounds' throughout. Capacity exceeds 200 persons. Mnky Hse is situated across the road from and just south of the Arts Club. It was observed to be popular and busy into the early hours and along with those of the Arts Club, its patrons had a significant late-night impact in this section of Dover Street. Opening hours: 17.30-01.30 Mon-Weds, 17.30-03.30 Thurs-Sat. Closed on Sundays.
21. The Arts Club; 40 Dover St, Mayfair, London W1S 4NP. A world famous private members club founded by Charles Dickens in 1863. The club boasts numerous rooms and spaces for art shows, live music and other performances and a restaurant and drinking spaces, including an outdoor garden/courtyard area at the rear. It also offers prestigious boutique hotel rooms on the upper floors. Observed to be a popular refined entertainment venue. The club itself is open throughout the week: 07.30-01.00 Mon-Tues, 07.30-03.00 Weds-Fri, 08.00-03.00 Saturdays and 08.00-00.00 on Sundays. The 1863 performance/live music space is open 19.30-03.00 Thursdays to Saturdays. Whilst a members-only club, guest access to functions/performances seemed apparent. The venue is also available for event hire.
22. QP London – previously Casa di Stefano; 20 Dover St, Mayfair, London W1S 4LU. Revamped or taken over in September 2016 its previous profile was as the Mayfair branch of St. Tropez Italian restaurant and bar/wine bar. This restaurant opened in 2015 and offered fine Italian food, a full bar, wines and cocktails. Bar opening 11:00-00:00 Mon-Sun.

QP x London; address as above, is the newly opened 'designer' Amalfi Italian restaurant, cocktail bar, and basement club (QP Lounge). The premises now offer Amalfi Italian food, cocktails/late bar, and a nightclub with DJ's. There is now a light modern, contemporary chic interior and a large outdoor (covered) seating area to the frontage, with flaming gas heaters. Advertised opening is until 01:00 Tues-Sat and to 03:00 'on selected nights'. Observationally, the premises appeared to be open until 03:00 routinely from Thurs-Sat. We found the premises to be operational in the early hours, with clear intention to become one of the club spots on the 'Mayfair circuit'. Despite its recent re-

launch, the premises had not attracted the immediate attention of busy crowds, as seen at Mnky Hse.

23. Aubaine Restaurant; 31 Dover St, Mayfair, London W1S 4ND. A chic French Bistro-Café/Restaurant/Wine bar. Part of the Aubaine restaurants chain with outlets in several prestigious areas of London and Dubai. The Aubaine also has a cocktail menu. Open until 22:30 Mon-Sat and 18:00 on Sundays.
24. Chucs; 30 Dover St, Mayfair, London. A Riviera-inspired clothing shop, bar and restaurant, with sister outlets in Notting Hill and St. Tropez. Opening hours are: 07.30-23.30 Mon-Fri, 09.30-00.00 Sat, and 11.00-16.30 on Sundays.

Bruton Street:

25. Hakkasan Restaurant; 17 Bruton St, Mayfair, London W1J 6QB. This is a popular modern Cantonese/dim sum and cocktail bar/restaurant on two floors. The Mayfair premises form part of a prestigious restaurant bar chain, with Hakkasans in key locations all over the world (two in London), together with a Las Vegas nightclub. Open until 01:00 Mon-Sat, and midnight on Sundays.
26. The Square restaurant; 6-10 Bruton St, Mayfair, London W1J 6PU. A Michelin-starred French haute cuisine restaurant. Latest opening is 22:30 on Saturdays (22:00 Mon-Fri and 21:00 on Sundays).
27. The Coach and Horses; 5 Bruton St, Mayfair, London W1J 6PT. This is a traditional, narrow, mock Tudor pub (Taylor-Walker), serving real ales and bar food. Open until 23:00 Tues-Fri, 00:00 Sat-Sun, with early closing on Mondays (20:00).

Bruton Place:

28. UMU; 14-16 Bruton Pl, Mayfair, London W1J 6LX. Japanese cuisine with a Kyoto-inspired, artistically presented, theme. Key offers are wine and sake. The premises have a smart, but low-key, external appearance. Opening hours: Mon-Fri 12:00-14:30 and 18:00-23:00, Saturdays 18:00-23:00 and closed on Sundays.
29. Bellamy's Bar and Oyster Bar; 18 Bruton Pl, Mayfair, London W1J 6LY. "Winner of Tatler Magazine's Most Civilised Restaurant Award". Next to UMU on Bruton Place, this French-inspired, high class Brasserie, operates as a restaurant, Oyster Bar and Wine/Cocktail Bar. Open 12:00-23:30 Monday-to-Friday, and 17:00-23:30 on Saturdays.
30. Greigs, Steak and Winehouse; 26 Bruton Pl, Mayfair W1J 6NG. An established high quality British steakhouse, with an extensive wine list; this restaurant was closed for refurbishment in spring/summer 2016. Their website

indicates: “due to reopen Autumn 2016”, however our December observations revealed no signs of this, as yet, with building work in progress or halted incomplete, and bulk building materials in evidence outside the restaurant. The Guinea/Guinea Grill is also using the frontage for storage of its empty bottle bins. Advertised opening hours are: 12:00-14:30 and 18:00-00:00 daily.

31. The Guinea and the Guinea Grill; 30 Bruton PI, Mayfair, London W1J 6NL. Long established (1888), popular and cosy Young’s Pub and Scottish steak specialty restaurant, also offering private dining and events, in the upstairs boardroom, for up to 28 people. There are fold- away tables as part of the pavement frontage. The area outside the pub was observed to be popular with patrons; particularly on Thursday and Friday evenings. Bar opening hours are: 11:00-23:00 Mon-Sat and 12:00-20:00 on Sundays.
32. Pizza Express; 23 Bruton PI, Mayfair, London W1J 6ND. Opposite the Guinea/Guinea Grill, this Mayfair outlet of the national Pizzeria chain, offers three floors of space. It is available for private bookings. There is outdoor dining to the pavement frontage. Opening hours are: 11:30-23:00 Mon-Fri, 11:30-22:00 Sat, and 11:30-21:00 on Sundays.

Berkeley Square:

33. Morton’s W1, private members club at 28 Berkeley Square, Mayfair, London W1J 6EN. This sophisticated private members club, occupies a large townhouse, overlooking and at the top (northern end) of Berkeley Square. An exclusive, but popular venue, Morton’s has four floors and a basement nightclub. There is a spacious restaurant offering Mediterranean-influenced cuisine in striking surroundings, on the first floor, with balcony seating overlooking the square, as well as a champagne, wines and a cocktail bar. The basement houses the opulent art deco Morton’s nightclub. Members may be accompanied by up to five guests, and the club is also available for private and event bookings. Bar opening times are advertised as 8.30-03:00 Mon-Fri, with DJ’s from 22:00 Thursday-Saturday. The club was observed to be active at weekends until late.
34. Benares Restaurant and Bar; 12a Berkeley Square, Mayfair, London W1J 6BS. A Michelin-starred fusion Indo-British restaurant and cocktail bar. Overlooking Berkeley Square on its east side, this restaurant is open until 23:00 Mon-Sat, and 22:00 on Sunday.
35. Sexy Fish; Berkeley Square House, Berkeley Square, London W1J 6BR. This is a large Asian-influenced fish and seafood restaurant with water features and bars offering Japanese spirits and inventive cocktails. Situated at the south east end of Berkeley Square on the corner of Bruton Lane and the top of Berkeley Street. There is a first floor private dining room with an integral bar as well as extensive table and bar space on the ground floor. The bars are open until 02:00 Mon-Sat, and 01:00 on Sundays, with last orders 30 minutes before bar closure.

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36. Fifty9; Landsdowne House, 59 Berkeley Square, Mayfair, London W1J 6ER. This is a popular - and by the standards of the area, less exclusive - nightclub/bar/cocktails venue. It offers live DJ's and dancing and has an active frontage on the south pavement of Berkeley Square, close to the north end of Berkeley Street. Opening times are: 12:00-01:00 Mon-Weds, and 12:00-03:00 Thurs-Sat. This is one of a number of core venues in and around Berkeley Street and Square that have a significant late-night impact.
37. Annabels (and the Garden at Annabels opening in spring 2018); 44 Berkeley Square, Mayfair, London W1J 5QB. Another elegant and exclusive club on the west side of Berkeley Square and next door to the Claremont private members dining and dancing club. Annabels boasts a starlit dance floor, liveried doormen and indulgent foods, champagne, wines, cigars, liqueurs, spirits and cocktails, with performance events. Frequenting by the rich and famous. Event bookings and specialty nights are advertised. Annabel's is open 20:00 until 03:00 hours, Monday-Saturday.
38. The Clermont Club; 44 Berkeley Square, Mayfair, London W1J 5AR. Exclusive private members dining and gaming club, in a sumptuous townhouse overlooking the west side of Berkeley Square. Liveried doormen and an elegant Georgian interior. The club is open from 13:00-06:00 seven days a week. The Clermont and Annabel's occupy adjacent Georgian townhouses overlooking Berkeley Square.

Mount Street:

39. Del Fino Pizzeria; 121 Mount St, Mayfair, London W1K 3NW. Situated on the corner of Mount Street Mews, this simple Italian Trattoria/Pizza restaurant is just north of Berkeley Square. Opening times: 12:00-22:30 Mon-Sat.

Hill Street:

40. The Coach and Horses; 5 Hill St, Mayfair, London W1J 5LD. A traditional Public House, serving pub meals. The premises are located close to Berkeley Square, on the corner of Hay's Mews. Opening times: 11:00-23:00 Mon-Fri.
41. 12 Hay Hill is a discreet Business and Private Members' Club. It contains a dining room, deli and lounge bar. Advertised trading hours are Monday-to-Thursday 07:30 to 23:30hrs and Fridays 07:30 to 01:00hrs. It appears to be possible for non-members to book tables within these facilities.

Charles Street:

42. The Footman (formerly The Only Running Footman), 5 Charles St, Mayfair, London W1J 5DF. The Footman is a large traditional British pub, occupying

three floors with an upstairs dining room. It is situated on the southern corner of Hay's Mews and Charles Street, with pavement seating on the Charles Street pavement. Open 11:00-23:00 Mon-Sat.

43. Mark's Club; 46 Charles St, Mayfair, London W1J 5EJ. A private members dining club with a terrace and dining room in a townhouse located opposite the Footman. Open 10.30-00.00 Monday-Friday, 19.00-00.00 Saturdays.
44. The Chesterfield; 35 Charles St, Mayfair, London W1J 5EB. The Chesterfield Hotel is situated further from Berkeley Square on the corner of Queen Street and Charles Street. It is an elegant 1740s building that has a restaurant (Butler's) and The Terrace Bar – serving champagne and cocktails. Private dining is also on offer. There are no advertised bar or restaurant opening hours for members of the public.

Berkeley Street:

45. Bocconcino; 19 Berkeley St, Mayfair, London W1J 8ED. A sophisticated dining room and bar, serving modern Italian cuisine, wine and cocktails. Open 12:00-00:30 Mon-Sat, 12:00-22:30 Sundays.
46. Park Chinois/Duck de Chine; 17 Berkeley St, Mayfair, London W1J 8EA. Park Chinois includes the Salon Chinois (restaurant/lounge), a bar (Duck de Chine) and the basement-located 'Club Chinois', which hosts live music events and dancing. There are also private dining rooms, some of which can be accessed from a Dover Street entrance at the rear. The restaurant, bar and nightclub are large, opulent, popular and active until late. The operating profile is reminiscent of opulent Franco-Chinese colonial dining and dancing clubs. Opening until 02:00 Monday-Saturday, it is one of a handful of busy and active late-night restaurant / clubs on Berkeley Street.
47. Charlie Berkeley Street; 15 Berkeley St, Mayfair W1J 8DY. A very popular and busy nightclub. The high patron numbers, very busy pavement smoking area, large numbers of doormen, and Black Cab ranking outside on central Berkeley Street make this probably the most significant late-night venue in the area. Open Thursday-Saturday 23:00-late, observed to be closing at around 03:05, with a clubbers exiting onto Berkeley Street mostly between 02.30-03.30 hours, but some as late as 03.45.
48. Nobu Berkeley Street; 15 Berkeley St, Mayfair, London W1J 8DY. A fashionable and popular two-floor, Japanese restaurant and bar. The premises includes restaurant, bar and sushi bar spaces and offers an extensive drinks menu of wines, beers, spirits, champagne and cocktails from around the world. Nobu is located next to Charlie's and contributes to the general business and street presence in this section of Berkeley Street. Bar opening times are: Mon-Weds 12:00-01:00, Thurs-Sat 12:00-02:00 and Sundays 18:00-00:00.

49. Holiday Inn Bar (Nightingales)/Holiday Inn Mayfair; 3 Berkeley St, Mayfair, London W1J 8NE. Nightingales Bar/Nightingales Restaurant forms the public face of this more affordable Mayfair hotel and is frequented by hotel residents and others. The bar premises are on the ground floor, with a view onto the lower part of Berkeley Street. Opening from 11:00-00:00 daily. There is some coming and going onto Berkeley Street from the hotel throughout the night. The hotel car park is used for valet parking by the very busy Novikov restaurant / bar across the road. An alleyway leads across the car park from Dover Street and some foot traffic was noted entering and leaving this lower section of Berkeley Street, moving between licensed premises on the Mayfair circuit.

50. Novikov Restaurant and Bar; 50A Berkeley St, Mayfair, London W1J 8HA. This three-floor, Russian-owned restaurant/bar (Italian and Asian restaurant menus and areas, as well as a lounge bar area with DJ's) describes itself as a "see and be seen" venue. It is an extremely busy place, both in terms of pavement queues and crowd presence in its cordoned/managed smoking area on the Berkeley Street pavement frontage and its car and taxi arrival and pickup/departure traffic. Vehicle activity is intense; with the Mayfair Arabic community and others arriving and leaving in 'show' vehicles of all sorts (Rolls Royces, Lamborghinis, Bentleys etc.– many with Kuwaiti or Qatari number plates). Car exchange and handover to a valet for parking occurs throughout the night, and frequently leads to double-parking with a significant impact on traffic flow and resultant noise impacts.

There is also a managed Black Cab rank directly outside Novikov (two car spaces) and outside the Holiday Inn (one space). Novikov along with Charlie, is the most significant venue on Berkeley Street, in terms of numbers and 'churn' of clientele, pavement foot traffic impact/blockages and road traffic 'externalities', up until full patron dispersal in the early-hours of the morning.

Novikov is a large venue with bookable private areas, as well as multiple dining spaces, bars and cocktail bars. It is frequented by a range of well-heeled groups and individuals (such as professional footballers) and is a significant location for the Mayfair Arabic community (as are other venues in this area – the Mayfair Hotel and Palm Beach Casino, the Dover Street venues and the Shepherd Market restaurants); Arab-owned 'show vehicles' can often be seen cruising around solely within these limited locations.

Novikov also offers a takeaway and delivery service, catering for the private Jet market and delivering to airports in S.E. England. Opening hours: latest opening restaurant areas are open from 12:00 until 01:00 hours, whilst the Lounge Bar is open between 17:00 and 02:00 daily.

Berkeley Street/Stratton Street:

51. Sainsbury Local/off licence; 38 Stratton St, Mayfair, London W1J 8LT. This large Sainsbury's Local outlet is found on the corner of Berkeley Street and Stratton Street opposite the Mayfair Hotel and its various bar and restaurant spaces. Opening times: 06:30-23:00 Mon-Sat and 12:00-18:00 on Sundays.
52. May Fair Bar; The Mayfair Hotel, Stratton St, Mayfair, London W1J 8LT. The May Fair Bar, located in the Mayfair Hotel, occupies the corner of Stratton Street and a large section of Berkeley Street, with an entrance onto Berkeley Street. It is also accessed via the Mayfair Hotel main entrance on Stratton Street. The bar itself is a large area, with views onto Berkeley Street and Stratton Place. The bar offers indulgent drinking options, including cocktails, table service, valet parking and food. Opening hours: 08.00-23.00 Mon-Tues, 08.00-01.00 Weds-Fri and 11:00-01:00 on Saturdays.
53. The Crystal Room at The Mayfair Hotel; this is a bookable, licensed event/banquet space at the Mayfair Hotel. The Mayfair also houses a Theatre/Cinema Space. The main entrance to the Mayfair Hotel is on Stratton Street.
54. The Palm Beach Casino/Berkeley Street Bar and Restaurant (Mayfair Hotel); 30 Berkeley St, Mayfair, London W1J 8EH. This 24-hour casino, restaurant and cocktail bar is owned and managed by the Mayfair Hotel. It is located on Berkeley Street, just north of the Mayfair Hotel block, adjoining Lansdowne Row, and opposite Park Chinois. The restaurant serves food until 02:30 daily, the Bar/Cocktail Bar (with DJ's) is open from 19:00-05:00 daily. These premises are active throughout the night and were observed to be a part of the visible late-night Arabic (and others) social scene in this area. We found a crowd of persons smoking outside the entrance - mostly men - to be a constant presence. The premises are a further location for the parking of 'show cars' on Berkeley Street.

Stratton Street:

55. May Fair Kitchen; The Mayfair Hotel, Stratton St, Mayfair, London W1J 8LT. This restaurant in the Mayfair Hotel has independent access from Stratton Street, just beyond the Hotel's main entrance. There is a large glass pavement frontage, with pavement seating protected by awnings. The restaurant is on the ground floor with a lounge bar area and terrace access. Open for dining until 23:00 Fri-Sat and 22:30 Sun-Thurs, the Lounge Bar is open until 01:00 throughout the week.
56. Langan's Brasserie; Stratton St, Mayfair, London W1J 8LB. This well-established, larger British Brasserie is located on the section of Stratton Street adjoining Piccadilly. It is popular and has a first-floor private dining/event space that can accommodate up to 120 people. Opening times are: 12:00-23:00 Mon -Thurs and 12:00-23:30 Fri-Sat.

Lansdowne Row:

57. Enoteca da Luca Mayfair; 11-12 Lansdowne Row, Mayfair, London W1J 6DY. This intimate Italian Restaurant is located on the end of Lansdowne Row, adjoining Fitzmaurice Place and opposite the Lansdowne Club. It is one of a chain of five in prestigious London areas. Opening times: Mon-Fri 11:00-23:30 and Saturdays 15:00-23:30.
58. Papaya/Leban Eats/Baku Bistro; Lansdowne Row, Mayfair, London W1J 6DY. These three Middle Eastern eateries/shisha bars, with indoor and pavement seating, are part of the night-time scene. All close by 23:00 and Lansdowne Row is quiet thereafter.

Fitzmaurice Place:

59. The Lansdowne Club; 9 Fitzmaurice Pl, Mayfair, London W1J 5JD. This is a large, established, exclusive and traditional, private members club that has been in operation since 1935. It has allowed equal access for men and women since opening. The building itself is a very large detached townhouse and listed building and dates to the 18th Century. The club provides event booking spaces, performances, bar, dining and sports facilities and pool, for its high society members, as well as housing 73 rooms and suites that are available for booking for the use/comfort of visiting members and guests. The cocktail bar and lounge are advertised as opening 06:00-00:00 daily.

Location 1 Premises Audit Summary:

There are 24 licensed premises in this immediate area with advertised closing times of 01.00 hrs or later; these later-hours premises comprise five Private Members' Clubs (four of which appear to offer private function facilities for hire by non-members), one casino, two adult entertainment venues, two nightclub / late-night bars and four hotel bars with advertised public access. The remaining 10 late-night premises provide a bar/lounge/restaurant-type offer, typically with a mixture of bar counter or table-service and featuring dance floor areas and live-DJ entertainment. The cocktail bar–restaurant is the currently fashionable format for late-night trading in Mayfair and several of these premises operate as de facto nightclubs with no, or minimal, food provision beyond 23:00 hrs and notable noise and congestion impacts associated with patron dispersal.

The author suggests that additional checks are made as to whether all 'restaurants' and 'members' clubs' in this area are, in fact, compliant with their Premises Licence or Club Licence conditions in relation to matters such as the sale of alcohol without food and admissions by non-members. It may be that the Premises Licences are ambiguous as to certain aspects of the way in which premises are permitted to

operate and these are issues to be addressed; equally, operators may not have paid sufficient heed to the Conditions of their Premises Licences and whether they operate in full compliance.

3.2 Location 2: Shepherd Market and surrounds

Premises audit, as at 10 December 2016:

Queen Street:

60. Little House Mayfair; 2 Queen St, Mayfair, London W1J 5PA. On the bottom corner of Queen Street adjoining Curzon Street. This late opening restaurant / salon bar also has pavement seating on Queen Street. Describing itself as a “meeting, eating and drinking space” its opening hours are: 07:30-01:00 Mon-Thurs, 07:30-02:00 Friday, 09:00-02:00 Sat, 09:00-18:00 on Sundays. The premises are operated by the Soho House Group, who host private members’ clubs and bar/lounge/restaurant-type venues across London and internationally.
61. Tamarind Mayfair; 20 Queen St, Mayfair, London W1J 5PR. Chic, Michelin starred, Indian fine dining restaurant, open for lunch and dinner until 23:00 daily, with valet parking.

Curzon Street:

62. Madison’s Bar; The Washington Mayfair Hotel, The Washington Mayfair, 5 Curzon St, Mayfair, London W1J 5HE. Elegant, casual lounge bar/cocktail bar and restaurant in the Washington Mayfair Hotel. Opening hours are: 08:00-01:00 Sun-Thurs, and 08:00-02:00 Fri-Sat and Bank Holidays.
63. Tesco Mayfair Express; 50-52 Curzon St, Mayfair, London W1J 7UP. Open 07.00-23.00 daily, this smaller ‘express’ outlet of the national supermarket chain offers the usual sales and an alcohol off-licence.
64. I Robert; 54 Curzon St Mayfair, London W1J 8PG. Charcuterie, café/bar/restaurant – Italian/Mediterranean food, wine and spirits. Describing itself as a “neighbourhood” Italian restaurant, I Robert is owned by Arkidy Novikov (Novikov – Berkeley Street). Indoor and pavement dining is available, as well as a bookable private dining room on the first floor. Opening times: 11:30-23:00 Monday to Saturday.
65. Noura; 16 Curzon St, Mayfair, London W1J 5HP. A Lebanese restaurant/bar and grill. There is outdoor seating at the front of Noura, belly dancing and

private bookings are also available in the upstairs lounge space. Shisha smoking is also an option at this Middle Eastern restaurant. Opening hours are: 09:00-23:30 daily.

66. Curzon Mayfair; 38 Curzon St, Mayfair, London W1J 7TY. A famous two-screen art house cinema, focusing on independent and foreign films. The cinema is available for event bookings.
67. The Mamounia Lounge Shisha Bar; 37a Curzon St, Mayfair, London W1J 7TX. A lounge bar and restaurant, serving Moroccan/Lebanese foods, cocktails and shisha in an ornate Arabic style; the premises has a sister restaurant in Knightsbridge. Operating over two floors with two dining areas and two bars, there is also a heated outdoor terrace at the front of the lounge for Shisha smoking. This venue is next door to the Curzon cinema. Opening hours: 12:00-01:30 Mon-Sat, Sunday 18:00-00:30. This is a popular late-night spot for seated alfresco shisha smoking and cocktails, overlooking the street.
68. Crockfords / Genting Crockfords London; 30 Curzon St, Mayfair, London W1J 7TN. This is a modern casino, one of a chain in this part of London (they also run the Mayfair Palm Beach and others). Offering 24-hour gambling options in different rooms in an elegant period townhouse. There is also a dining room/restaurant offering European, Middle Eastern, Indian and Chinese food options until 02:30 hours, and lounge bar on the premises.
69. Crown Aspinalls; 27-28 Curzon St, Mayfair, London W1J 7TJ. This is another long-established and opulent, members-only (over 18's), gaming club on Curzon Street, attended by an international elite clientele. Aspinalls also offers private gaming rooms, and other gaming options on several floors, a bookable restaurant and fine dining options are available, as well as a heated, covered, outdoor terrace. Discrete with no advertised opening/closing times, though presumably open to members 24-hours.

Clarges Street:

70. Beiteddine Express; 19 Clarges St, Mayfair, London W1J 8AG. A Lebanese fast food restaurant, situated on the corner of Clarges and Curzon Streets, with indoor and pavement seating on Curzon Street. Opening until 00:00 on our observation periods.
71. Burger and Lobster; 29 Clarges St, London W1J 7EF. An American-style diner, offering burgers, lobster, lobster rolls, chips salads and drinks. Popular and one of a chain of restaurants. Opening times: 12.00-22.30 Mon-Sat and 12.00-20.00 on Sundays.
72. Miyama Restaurant; 38 Clarges St, Mayfair, London W1J 7EN. Established and highly-rated restaurant serving traditional Japanese cuisine and drinks in a minimalist setting. The restaurant is bookable for events, and is open for lunch and dinner, Mon-Sat until 22:15.

Half Moon Street:

73. Hilton London Green Park; Half Moon St, Mayfair, London W1J 7BN. Occupying most of the west side of Half Moon Street. This Hotel houses the Tiger Green and Berry Bar listed below.
74. Tiger Green Brasserie; Half Moon St, Mayfair, London W1J 7BN. A brasserie/restaurant, located in the Hilton Hotel, latest opening 21:30 hours.
75. Berry Bar & Lounge; Half Moon St, Mayfair, London W1J 7BN. This plush Gin Bar/Cocktail Bar and lounge, also located in the Hilton Hotel block Green Park, serves afternoon teas in addition to its bar offerings. It is open from early morning until late: 07:00-02:00 daily.
76. Flemings Mayfair; 7-12 Half Moon St, London W1J 7BH. This smaller, high-end hotel, situated opposite the Hilton, has fine dining options in its Ormer Restaurant, tea rooms and private dining options. Opening times: up to 22:30 Mon-Sat, closed on Sundays.

Market Mews/Hertford Street:

Hertford Street connects with Curzon Street at its northern end and the main entrance to the Curzon Cinema is on this road. Just south of the cinema it runs southward through the most westerly part of the busy Shepherds Market, dividing Market Mews and Shepherd Market (a pedestrian mews/lane) and connecting with Shepherd Street, which forms the southern boundary of the Shepherd Market block. Both Al Sultan and The Shepherd Tavern (see below) occupy part of Hertford Street, whilst their entrances and main impact are on Market Mews and Shepherd Street respectively

77. Al Sultan; 51-52 Hertford St, Mayfair, London W1J 7ST. An opulent, Lebanese restaurant (established 25 years) playing host to Middle Eastern high society. The main entrance is on the corner of Hertford Street and Market Mews. It has a plush and heated covered outdoor seating area along its Market Mews length to accommodate shisha smoking. Opening hours are: 12:00-00:00 Mon-Sun.

Shepherd Market:

78. Loulous Club; 2-5 Hertford St, Mayfair, London W1J 7RB. Loulous is a private members club occupying the entire western section of Shepherds Market, between Hertford Street and Trebeck Street. It also inhabits the block behind, to Shepherd Street and the Hertford and Trebeck Street pavement. The Shepherd Market walkway has entrances to the premises, through frontage conservatory areas, which dominate this section of the Market. The premises give the impression of two distinct clubs, or club areas. There is a notable presence of door supervisors from the premises, who are especially vigilant and attentive in this area of Shepherd Market. Advertised trading times are 19.30-02.30 hrs Tues-Sat, closed on Sundays and Mondays.
79. No.5 Hertford Street Members Club (see Loulous above).

Trebeck Street

This thoroughfare runs north-to-south from Curzon Street to Shepherd Street; at this point, breaking the Shepherd Market continuum briefly.

80. Al Hamra Restaurant; 31-33 Shepherd Market, Mayfair, London W1J 7PT. This is large and popular Lebanese restaurant (established 1984), one of several in Shepherd Market with covered and heated seating on the Market pavement frontage for shisha smoking. There is an adjacent smaller section of Al Hamra across the Market pavement and opposite Iran. Opening times: 12:00 – 00:00 daily.
81. Le Boudin Blanc; 5 Trebeck St, Mayfair, London W1J 7LT. A rustic French restaurant located opposite the Al Hamra on Shepherds Market. The premises are accessed from the Shepherds Market pavement and have covered heated outdoor seating. Open for lunch and dinner until 23:00 hours daily.
82. Iran; 27 Shepherd Market, Mayfair, London W1J 7PR. An Iranian/Persian restaurant operated across two floors and on pavement areas running east-west and north-south on Shepherds Market, beside the Al Hamra. The restaurant offers Champagne, Prosecco, Caviar and cocktails. Open since 2001, there is a sister restaurant on Edgware Road. Opening hours are 12:00-00:00 daily.
83. Shepherd Market Wine House; 21 Shepherd Market 7PN, 23 Shepherd Market, Mayfair, London W1J. A Wine Merchant, Wine Bar and Charcuterie, on Shepherd Market. There is also a bookable upstairs seating area/event space. Open from lunchtime until 22:00 Mon-Weds, 22:30 Thurs-Sat, and 21:00 on Sundays.

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84. Misto Restaurant; 7 Shepherd Market, Mayfair, London W1J 7PE. Small and popular Italian restaurant on two floors, with additional pavement seating. This restaurant is situated at the end of the east-west running section of Shepherd Market as it joins the Square, marking the eastern end of Shepherd Market. Authentic Italian food and drinks, open 12:00-22:30 daily.
85. The Old Express / The Market Brasserie; 30 Shepherd Market, Mayfair, London W1J 7QN. This traditional, family-run brasserie offers a predominantly British menu, including fish and chips along with a global wine selection. It is situated opposite Misto on the edge of the Shepherd Market Square. There is also pavement seating. Open 12:00-23:00 Mon-Sat and 12:00-22:30 on Sundays. This restaurant was closed (December 2016) and undergoing refurbishment/conversion. See 86 below – The Market Brasserie.
86. The Market Brasserie; 18 Shepherd Market, Mayfair, London W1J 7QH. This Brasserie is located next to Ye Grapes on the alley section running south from Curzon Street, profile and opening hours are the same as the Old Express above, which is effectively the same restaurant. This is a small, but popular, Brasserie, serving classic fare. The Little Square (No. 92 below) on Shepherd Market Square is also run by the same owners, as was the Old Express. Trading times: 12:00-23:00 Mon-Sat and 12:00-22:30 Sundays.
87. Ye Grapes 1882; 16 Shepherd Market, Mayfair, London W1J 7QQ. A traditional Victorian pub operated by Young's. Occupying the corner plot at the northern/top end of Shepherd Market Square, and the bottom of the Shepherd Market pedestrian alleyway, leading north-to- south from Curzon Street onto Shepherd Market and the Square. Busy, with an upstairs restaurant serving Thai and English food, it is open 11:00-23:00 Mon-Fri, 11:30-23:00 Sat and 12:00-22:30 on Sundays.
88. The Market Brasserie; 18 Shepherd Market, Mayfair, London W1J 7QH. This brasserie is located next to Ye Grapes on the alley section that runs south from Curzon Street. Its profile and opening hours are the same as the Old Express above, which is effectively part of the same restaurant; the Little Square (see below) on Shepherd Market Square is operated by the same team.
89. Da Corradi; 20-22 Shepherd Market, Mayfair London W1J 7QJ. A popular, traditional Italian restaurant next to and north of the Market Brasserie, on the alley section of Shepherd Market leading south from Curzon Street. There is additional pavement seating and a basement area. Opening times: 07:00-23:00 Mon-Fri, 08:00-23:00 Sat, and 09:00-16:00 on Sundays.
90. Yazu Sushi; 2, 46 Curzon St, Mayfair, London W1J 7UH. Despite its postal address, this Kaiten Sushi bar is located on the Shepherd Market alleyway leading south from Curzon Street and opposite Da Corradi. The premises serve buffet/conveyor belt-style sushi and other traditional Japanese food, wine and Japanese alcoholic beverages. This restaurant is open from lunchtime and closes at 21:30 daily.

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91. Kitty Fisher's; 10 Shepherd Market, Mayfair, London W1J 7QF. Located on the north-eastern corner of Shepherd Market Square, outside Ye Grapes. This wine bar and restaurant is on two floors, with additional pavement seating. It offers fine wines and eclectic British food. Open for lunch and dinner until 21:30 Monday – Saturday.
92. The Little Square; 3 Shepherd Market, Mayfair, London W1J 7PB. Sister restaurant to the Market Brasserie and the Old Express. Larger and lighter with a slightly more upmarket British/European bistro and wine bar feel, with additional Square-side pavement seating. Sited on the Shepherd Market Square, west side. Opening for lunch and dinner and closing at 23:00 Mon-Sat, and 22:30 on Sundays.
93. L'Artiste Muscle; 1 Shepherd Market, Mayfair, London W1J 7PA. Situated on the south west corner of Shepherd Market Square and Shepherd Street, this small wine bar/French bistro, offers French cuisine and wine, and is open 12:00-15:00 and 18:00-23:00 daily.
94. The Kings Arms; 2 Shepherd Market, Mayfair, London W1J 7QA. A traditional pub, with bars on two floors and screening of live sports. The premises are situated on Shepherds Street, just below the south eastern corner of Market Square, and at the top of White Horse Street that links to Piccadilly. Opening hours: 12.00-23.00 Mon-Fri, 12.00-22.30 Sat-Sundays.
95. New Taj Mahal; 2b White Horse Street, Mayfair, London W1J 7LD. This is a small classic tandoori, Indian restaurant, at the top end of White Horse Street and across the road and just south of The Kings Arms. Opening hours: 12.00-15.00 and 18.00-23.00 daily, except Saturdays and Sundays when it closes at 22:30.
96. Hatchetts Mayfair; 5 White Horse St, Mayfair, London W1J 7LQ. These premises offer British haute cuisine, London beers and cocktails in a restaurant/bar/cocktail bar setting. It offers bars and dining spaces on two floors, as well as private dining options. The premises are on that section of White Horse Street that is nearer to Piccadilly, although visible from Shepherd Market Square. Opening hours: 12:00-23:30 Mon-Thurs, 12:00-00:00 Fri, 17:00-00:00-Sat, and 12:00-18:00 Sundays.

Shepherd Street:

97. Ambassadeur/Ambassador Restaurant; 2 Shepherd St, Mayfair, London W1J 7JB. Restaurant, wine and cocktail bar and café, catering to a wide range of tastes with a mix of Italian/Mediterranean and Middle Eastern influenced food options. Open for breakfast, lunch and dinner: 08:00-15:00 and 17:00-23:00 Mon-Sat. Next to L'Artiste Muscle, on the north side of Shepherd Street.
98. L'autre Polish-Mexican bar; 5b Shepherd St, Mayfair, London W1J 7HP. A quirky bistro/wine lodge on the south side of Shepherd Street. Serving Polish, Mexican and 'other European' influenced food options, as well as a good

selection of wines and other beverages, especially vodkas. There is also pavement seating to the front. Opening hours: 12.00-23.00 daily.

99. The Market Tavern; 7 Shepherd St, Mayfair, London W1J 7HR. A comfortable traditional British pub with an upstairs 'boudoir themed' dining room and a large ground floor lounge bar. Popular with after work drinkers, especially on Fridays. Open 10:00-23:00 Mon-Sat, 12:00-22:30 on Sundays.
100. Sofra; 18 Shepherd Street, Mayfair, London W1J 7JG. Serving modern northern-Turkish influenced food in a popular and refined restaurant setting on two floors. Sofra occupies the corner of Shepherd Street and Trebeck Street, backing onto the Al Hamra and Iran restaurants. The alley leading from Iran and Shepherd Market also offers covered outdoor seating for Sofra patrons. Opening times: 08:00-23:00 daily.
101. Shepherds Tavern; 50 Hertford St, Mayfair, London W1J 7SS. A large Taylor Walker pub on the corner of Hertford Street and Shepherd Street. Opening times: 11:00-23:00 Mon-Fri and 12:00-22:30 Sat-Sun.

Down Street:

102. Prezzo; 17 Hertford Street, Mayfair, London W1J 7RS. This is the Mayfair outlet of the modern Italian restaurant chain. The premises are large and comfortable with wood paneled décor and oil paintings. Opening times: 12:00-23:00 Mon-Sat and 12:00-22:30 Sundays.
103. El Pirata of Mayfair; 5-6 Down St, London W1J 7AQ. A Spanish bar/restaurant, serving authentic tapas, wines and other beverages. Opening hours: 12:00-23:30 Mon-Fri, 18:00-23:30 Saturday, closed on Sundays.

Location 2 Premises Audit Summary:

There are eight licensed premises in this immediate area with advertised closing times of 01.00 hrs or later. Four of these venues are Private Members' Clubs, one is a casino and the remaining three are bar/lounge/restaurant-type premises (two of which are within hotels), mostly with table-service. The operation of these premises is generally low-key due to their exclusive, discreet and predominately-seated nature and the fact that they are spatially dispersed and differing in offer; so attracting a range of patron types. The Members' Clubs in Location 2 were not seen to host large private functions as observed at similar venues in Location 1.

3.3 Mayfair ENTE transport audit

Overview

Transport links to and from the Berkeley Street and Shepherd Market areas are plentiful, even by Central London standards. The whole of Mayfair is accessible from Piccadilly, with regular bus and tube provision via Green Park London Underground Station and numerous bus stops. The area is also within easy walking distance of other key night-time economy areas and transport interchanges namely Oxford Street, Regents Street, Bond Street, Marble Arch, Park Lane, Hyde Park Corner, Piccadilly Circus, Soho and Leicester Square. On the north and west side, Shepherd Market, Curzon Street and Berkeley Square all have road links leading from Park Lane and Oxford Street via Grosvenor Square. Conduit Street, stretching from Regents Street, leads into Bruton Street and then onto Berkeley Square. Berkeley Street is accessed via Stratton Street from Piccadilly, or from the various routes that come in from Berkeley Square, and also from Albemarle and Dover Streets, via Hay Hill.

Whilst, Green Park LU Station (Jubilee, Piccadilly and Victoria lines) and the Piccadilly bus stops are the most important public transport links, Hyde Park Corner (Piccadilly line) tube and bus stops are also close and accessible, especially for the Shepherd Market area. The C2 bus travels into this part of Mayfair, via Stratton Street, Berkeley Street, Berkeley Square, Bruton Street, Conduit Street and Regents Street; connecting Oxford Circus and Green Park Stations. Bus services from Marble Arch and Victoria also connect via stops on Park Lane, Hyde Park Corner and the Park Lane end of Piccadilly. There are numerous bus services that come along Piccadilly. Night bus services are outlined below.

London 'night tube' 24-hour weekend services began during the early period of this research. Central and Victoria Line services started on 19 August 2016, Jubilee Line services on the 7 October 2016, Northern Line on 18 November 2016, and Piccadilly Line services on 16 December 2016. Night tube services currently operate on Friday and Saturday nights only.

Green Park, at the time of writing, has the most comprehensive night tube service of any London Underground Station; with three all-night lines in operation at weekends, it lies at the heart of the network. Yet, despite public transport options being plentiful, Mayfair ENTE patron dispersals by Black Cab and minicab are highly significant, and the preferred mode of travel for many, especially for those leaving after midnight. In addition, there is an ostentatious 'trophy-car' display culture in and around Mayfair, but particularly focussed on Berkeley Street, Dover Street and Curzon Street. This involves numerous high value sports cars and limousines, visiting, parking, or cruising around (see further observations in Section 4.1 below). The vehicles often carry number plates issued by the Gulf States.

Specifics

Bus routes:

- C2 as outlined above.
- Piccadilly/Green Park; 9, 14, 19, 22, 38, C2, N9, N19, N22, N37, N98.
- Hyde Park Corner/Park Lane; 2, 9, 10, 14, 16, 36, 38, 52, 73, 74, 82, 137, 148, 414, C2, N9, N16, N19, N22, N38, N73, N74, N97, N137.
- Regents Street/Oxford Circus/Piccadilly Circus; 6, 12, 13, 23, 94, 159, 453, C2, N3, N13, N18, N109, N136.

Taxi ranks:

Berkeley Street (outside: Holiday Inn, Novikov and Charlie/Nobu); the Novikov rank is staffed by TFL Taxi Marshalls from 23:00-02:30 hrs on Fridays and Saturdays.

Berkeley Square (outside Fifty9 and on the west side and north west corner of the square).

Other ranks at Bruton Street, Curzon Street, Hertford Street, Charles Street, Brick Street, Down Street, Half Moon Street, Arlington Street (beside the Ritz), Stratton Street, Dover Street and Albemarle Street.

The key Mayfair entertainment venues are points of traffic congestion associated with customer drop-offs and collections, waiting and double-parking, including all of the key hotels and casinos, private members' clubs, nightclubs, bars and restaurants. These issues are discussed in Sections 4.1 and 4.2, below.

London Underground:

As noted, Green Park station is the most important LU inter-change for our locations, with the Victoria, Piccadilly and Jubilee lines also providing connectivity to other significant London ENTE hubs.

Hyde Park Corner (Piccadilly Line) is also close by, especially to the Shepherd Market area. Berkeley Street is within 10-minutes walk of Piccadilly Circus (Piccadilly and Bakerloo Lines), and three Central Line stations: Oxford Circus (Central, Bakerloo and Victoria lines), Bond Street (Central and Jubilee lines) and Marble Arch. All of these stations are now operational through the night on Friday and Saturdays.

Santander Cycle Hire:

There are bicycle racks at: Green Park LU, Hyde Park Corner LU, Wellington Arch, Park Lane, Curzon Street (currently closed for building and road works), Clarges Street, Bruton Street, Grafton Street, Farm Street, and at Stanhope Gate.

Pedi-cabs:

A 'novelty experience' more than a legitimate mode of transport, pedi-cabs and their riders were seen to converge on the later-hours 'nightclub'-style operations in Dover Street and Berkeley Street. Pedi-cabs were involved in dropping-off, as well as collecting, customers from these locations; which suggests they travel between

Mayfair and the pedi-cab heartlands of Soho and Covent Garden, mostly along Piccadilly.

4. Pedestrian footfalls and observations in each area

4.1 Footfalls

This section presents our footfall data, together with an interpretation of their meaning, when combined with our observational experience.

The recording of footfalls was responsive to growing knowledge of the areas at night and the confounding of some prior assumptions. This was particularly the case with respect to public transport use by ENTE patrons: which we found to be low in Mayfair and therefore non-typical in comparison with ENTE areas across London. Our results are described below, along with the evolving methodology for the footfall counts.

August (pre-night tube counts)

Night 1: Rapid Appraisal (Thurs 11 August). Initial qualitative orientation exercise and premises' auditing of the two locations (no footfall counts recorded)

Nights 2 and 3: Footfall counts in Berkeley Street (South)

Count location:

Berkeley Street / Mayfair Place junction: flows into and out of Berkeley Street (South)

Rationale: To record the flows of pedestrians into and out of Berkeley Street throughout the night, indicating peaks and troughs of activity; to record a pre-night tube 'baseline' for comparison purposes, as a post-night tube upsurge in pedestrian movements in the direction of Piccadilly had been anticipated.

Results:

Date	21.00-21.15	22.00-22.15	23.00-23.15	00.00-00.15	01.00-01.15	02.00-02.15	03.00-03.15
Fri 12 Aug	285	329	358	429	229	84	57
Sat 13 Aug	289	327	426	432	276	240	42

September (area comparison counts)

Nights 4 and 5: Thursday and Friday: Footfall counts in Berkeley Street (South) and White Horse Street (near Shepherd Market).

Count locations:

Berkeley Street / Mayfair Place

Rationale as above

White Horse Street

Rationale: links Shepherd Market to Piccadilly and is therefore comparable in function to Berkeley Street (South)

Results:

Berkeley Street / Mayfair Place junction

Date	21.00-21.15	22.00-22.15	23.00-23.15	00.00-00.15	01.00-01.15	02.00-02.15	03.00-03.15
Thurs 8 Sept	323	277	240	239	241	79	49
Fri 9 Sept	429	436	582	495	327	148	56

* First post-night tube weekend count

White Horse Street

Date	21.00-21.15	22.00-22.15	23.00-23.15	00.00-00.15	01.00-01.15	02.00-02.15	03.00-03.15
Thurs 8 Sept	242	195	237	131	52	18	6
Fri 9 Sept	179	214	294	123	53	9	4

Commentary:

In White Horse Street, unlike in Berkeley Street, footfalls reduced drastically after 00:30 hrs. This pattern was directly linked to the comparatively earlier closing hours of licensed premises in the Shepherd Market area.

The opening of night tube appeared to have little notable effect on visitor dispersal behaviours, as observed through the direction of customer flows, as well as the volume of flows, in the direction of Green Park. A high proportion of ENTE patrons were observed to choose the taxi or minicab options obtained in close proximity to the licensed premises they had left.

Night 6: Saturday: footfall counts in the 'core central areas' for comparison (see below)

On Night 6 it was decided to focus on the 'mingling' or 'churn' spaces of the two areas in order to measure the relative intensity of street-use in the core areas of each licensed premises' cluster. The research team split at each hour in order to record contemporaneous activity levels in both locations.

Berkeley Street / Stratton Street junction

Rationale: centrally located on Berkeley Street. A good location to record core activity levels in Project Location 1.

Shepherd Market (Market Square)

Rationale: centrally located in the Shepherd Market licensed premises cluster. A good location to record core activity levels in Project Location 2.

Results:

Berkeley Street / Stratton Street junction

Date	21.00- 21.15	22.00- 22.15	23.00- 23.15	00.00- 00.15	01.00- 01.15	02.00- 02.15	03.00- 03.15
Sat 10 Sept	329	424	597	709	522	328	261

Shepherd Market (Market Square)

Date	21.00- 21.15	22.00- 22.15	23.00- 23.15	00.00- 00.15	01.00- 01.15	02.00- 02.15	03.00- 03.15
Sat 10 Sept	191	141	263	86	34	6	5

Commentary:

Higher footfall was recorded, as anticipated, at the ‘heart’ of the two ENTE areas in comparison with the more peripheral points of arrival and departure examined on Nights 2-5.

Footfalls in Shepherd Market peaked in the 23:00-23.15 slot, reflecting the closing hours of many of the restaurants and pubs in the area; again we recorded steep declines in footfall in this location beyond midnight.

November and December (project nights 7-12):

Late-night footfall in Berkeley Street and Dover Street

The experience gained on Night 6 led to a rethink of data collection strategy for the second half of the project. Footfall counts on Nights 2-5 had focused on recording pedestrian movements into and out of the two areas. This was intended to measure any changes in behaviour and associated impacts pre- and post-night tube. This approach was informed by experience (including within the West End) as to the importance of ‘pedestrian corridors’ as sites of public nuisance impacts, typically observed as ENTE patrons move between licensed premises and public transport facilitates.

Although the pedestrian flow numbers we recorded going into and out of Piccadilly were slightly higher in September than August, this was probably due to the reduced numbers of people in Central London during the August holiday season. By Night 6, we had formed the opinion from observation that most ENTE customers in Mayfair were leaving by cab. Both areas have taxi ranks and are well supplied with Black Cabs. The most popular venues on Berkeley Street have direct access to taxis, with some forms of marshalling, whereby customers can access cabs quickly. Black Cabs appeared more popular than minicabs; even the now ubiquitous Uber services. There was no indication of Night Bus use by patrons, despite convenient all-night services, such as the C2 at Stratton Street and numerous services on Piccadilly. This is very non-typical.

From Saturday 10 September (Night 6) we adopted a changed methodology for the counts for the second half of the project, as follows:

- As very few impacts and low footfall had been recorded in Shepherd Market and its environs (Location 2) in the late-night period, it was judged that footfall data collection in this area should cease.
- Part Two of the project was to focus on activity in the most central location of Berkeley Street, with an additional top-up footfall count to record the dispersal of patrons in Dover Street, post-03:00 hrs.
- It was noted that the latest closing premises, Charlie and Mahiki, dispersed slowly from 03:00 until the end of our count at 03:15hrs and then more rapidly post-03:15 hrs. This activity had not previously being recorded. Footfall counts

from Night 7 onwards would therefore shift slightly later to run from 22:30-22:45 hrs through to 03:30-03:45 hrs. This was would capture more of the very late-night footfall at key times of dispersal at the latest trading premises on Berkeley Street and Dover Street.

Results:

Berkeley Street / Stratton Street junction

Date	22.30-22.45	23.30-23.45	00.30-00.45	01.30-01.45	02.30-02.45	03.30-03.45
Thurs 3 Nov	514	405	217	142	106	33
Fri 4 Nov	495	601	608	287	243	235
Sat 5 Nov	454	636	773	308	207	276
Thurs 8 Dec	1076	785	619	486	212	207
Fri 9 Dec	747	773	907	765	363	275
Sat 10 Dec	574	725	778	656	365	395

Dover Street / Piccadilly junction

Date	03.00-03.15
Thurs 3 Nov	249
Fri 4 Nov	222
Sat 5 Nov	160
Thurs 8 Dec	198
Fri 9 Dec	288
Sat 10 Dec	242

Commentary

Our footfall counts indicate that Thursday nights can be as busy, if not busier, than weekends in Location 1.

The December festive period, as may be expected, was especially busy. Observationally, this was accounted for by the presence of 'works Christmas party' groups on the weekend we visited.

Late-night trading by a few key 'nightclub' venues helped to retain large numbers of visitors in the area as late as 03:30-03:45 hrs across both months.

The peak footfalls measured in Berkeley Street were generally recorded in the 23:30-00:45 hrs period. Thursday 8 and Friday 9 December were also very busy at 22.30-22.45 due to the festive party activity.

4.2 Berkeley Street and surroundings: key observational findings

We found the operation of bar-restaurant, nightclub and members' club premises to be highly notable and impactful on the area, as a result of patron queues outside premises, patrons smoking on the pavements, considerable 'churn' (turnover) of patrons throughout the night, the valet-parking of high-value 'show cars', Black Cab and minicab drop-offs and collections, the activities of door supervisors and taxi marshals and the attraction value of the area for 'cornermen' and 'flower sellers' involved in the informal economy, as well as persons begging and rough sleeping. Photographs 5-39 in Appendix Two provide visual illustration of a number of these themes.

Unlike in some areas of London, the persons begging were mostly not alcohol / drug dependent 'street people', but rather immigrant family groups that were sleeping rough in the area. These differences may relate to a variety of factors, including the absence of directly accessible late-night off-sales alcohol, a shortage of nearby homeless hostel spaces and the immigration status of migrants.

Dispersals from the largest of the venues with the latest hours were often protracted and noisy. This was despite our impression that the licensed premises were individually well-run. **The licensed premises were seen to employ sizable teams of door supervisors tasked with minimizing the risk of public nuisance and disorder in the early hours. Nonetheless, this remained a challenging task as a result of the size of the crowds attracted, their excitability and levels of intoxication, with patrons shouting and spilling onto the road.**

The core ENTE areas in this location are currently Berkeley Street and Dover Street. The most populous and active premises after 02.00 in the area are Charlie's, Palm Beach Casino and Bar and Fifty9 on Berkeley Square, together with Dover Street venues: The Arts Club, Munky Hse, Mayfair Club and Mahiki.

Other important venues up until these hours are: Novikov, The Mayfair Bar, Nobu, Park Chinois and Sexy Fish. The three private members clubs on Berkeley Square are also active (especially Morton's).

There is significant impact from car/taxi arrivals and collections, including from a multi-vehicle Taxi Rank on Berkeley Street adjacent to Charlie's/Nobu/Park Chinois. Double-parking and pickup and drop-off activity outside Charlie's and Nobu was observed to have a significant traffic impact on both Berkeley Street and Stratton Street, leading to late-night/early-morning horn sounding. Drop-offs and collections outside the May Fair Hotel on Stratton Street were **also observed to cause traffic blockages, with irate horn blowing resulting**.

We observed two incidents of physical violence (street brawls) during our research; both of which gave rise to police intervention and arrests. One incident occurred outside Fifty9 in Berkeley Square in November and the second was observed outside the Holiday Inn (Berkeley Street) in December.

We observed several incidents of physical incapacitation, apparently due to intoxication. Attendance by the London Ambulance Service was not observed, but occurrences were often dealt with by door supervisors; see, for example, in Photograph 38. As Professor Jonathan Shepherd and team have recently commented: "it is known that intoxication increases the risk of injury by rendering people less physically capable, less likely to make sensible decisions in high-risk environments and more likely to walk home alone"¹.

Two incidents wherein ENTE patrons were seen to surreptitiously snort cocaine before entering licensed premises were observed.

There were no Late-Night Refreshment (takeaway food) outlets and no stores supplying off-sales alcohol beyond 23.00hrs (there were no stores, in general, open beyond this time). These two factors helped reduce the amount of littering and discouraged on-street drinking, therefore being 'protective' factors in terms of the Licensing Objectives. Equally, however, the area had no cafes open after 23:00hrs where it would have been possible to purchase hot non-alcoholic drinks.

On Thursday and Friday evenings/nights, the pubs and bars on streets surrounding Berkeley Square were popular with an after-work professional crowd; although this activity generally ceased by 23.45hrs and 00.30 hrs at the latest. Key after-work venues were The Guinea Grill and The Footman (see Photographs Six and Seven).

The most problematic of premises in traffic noise and congestion terms were: The May Fair Hotel, Stratton Street; Novikov, Charlie, and The Palm Beach Casino on Berkeley Street; Fifty9 on Berkeley Square; In Dover Street we found frequent complete blockage of the junction with Piccadilly, associated with Mahiki and The Mayfair Club and further along Dover Street, blockage of the traffic flow outside Mnky Hse and The Arts Club. These effects were caused by double- and treble-parking to collect patrons (see, for example, Photographs 12, 20, 23).

¹ Sivarajasingam V., Page N., Wells J, et al. (2016) *Emergency Medicine Journal*. Published Online First: December, doi: 10.1136/jech-2015-206598 at p.4.

Valet parking services associated with the ‘show/trophy car’ culture have an additional impact. This is most noticeable outside Novikov on Berkeley Street (see Photographs 24, 25), but is also evident outside the May Fair Hotel, the Palm Beach Casino, Charlie and other venues on Curzon Street, Shepherd Market and Dover Street.

Night tube appeared to have less effect in Mayfair than anticipated due to the unusually high availability of Black Cabs and the willingness of patrons to use Black Cabs, rather than minicabs. This is unusual given the market growth of budget competitors such as Uber and suggests that Mayfair’s ENTE patrons are less ‘price sensitive’ than those attending comparable areas.

Late-night noise associated with ‘show/trophy cars’ roaring around Berkeley Square and down Berkeley Street was a further issue and associated mostly with the cruising of the nightlife areas by young Arab men; apparently engaged in ‘table-clubbing’, wherein spaces in licensed premises are booked for parties of friends at certain times, before moving on to the next venue².

4.3 Shepherd Market and surroundings: key observational findings

The most populous and active premises in the Shepherd Market area at night are: Al Sultan, Mammounia Lounge, Noura, Loulous and Little House Mayfair. These venues typically attract a variety of patrons, from American tourists and affluent middle-aged couples from out-of-town, through to young couples on dates, large Middle Eastern family groups and high status individuals and celebrities seeking secluded spots in which to entertain and relax. **On Thursdays and Fridays, the pubs and bars surrounding Shepherd Market Square were very popular with an after-work professional crowd; although this activity had generally ceased by 23.45hrs** and by 00.30 hrs at the latest. Key after-work drinks venues are: Hatchetts; The Kings Arms; The Market Tavern and Ye Grapes 1882.

We found prominent and persistent queues of Black Cabs (and other vehicles) on Hertford Street, outside Loulous and Al Sultan. Other chauffeur-driven cars would park on Shepherd Street and in Shepherd Market Square. Minicab and limousine congestion was noted outside Noura and the Mammounia Lounge on Curzon Street. The area was not found to be part of the ‘show car’ scene and did not suffer from the associated noise and congestion, apart from cars occasionally roaring along Curzon Street.

Pedestrian footfalls were generally much lower in this area than in Location 1, especially after midnight (as noted above). **No incidents of physical violence, incapacitation, or the fouling of pavements were observed in this area. Similarly, we did not witness any excessive noise from patrons shouting etc., as they left licensed premises.** Photographs 1-4 in Appendix Two provide visual illustration of a number of themes arising in and around Shepherd Market.

² See Ben Judah’s account of the Arab social scene in Mayfair in *This is London: Life and Death in the World City* (2016) London: Pan Macmillan (p.192).

Premises hosting special events, which may temporarily disrupt the usual closing time order of the area, seem the mostly likely source of Licensable Activity that might impact negatively on the Licensing Objectives at present. Moves toward generally later closing times in the area and away from seated dining offers would serve to change the area and could potentially give rise to concern due to the clustered nature of the licensed premises. However, **during the period of our research, no routine cumulative impacts on the Licensing Objectives were found in this location.**

5. Discussion and recommendations

In the late-night hours, we found Location 1 to be essentially populated by a cluster of bars, nightclubs, and de-facto nightclubs, for at least three nights out of each week and with the addition of many ad hoc private functions in members' clubs and other venues, also impacting the setting. Whether such venues are nightclubs 'on paper' is largely immaterial if, in practice, they market and operate themselves as such; putting in place nightclub-style security arrangements to manage the dispersal of their customers. Such efforts at mitigation of impacts may well be valiant, expensive and no doubt considered 'responsible' when judged by industry criteria of best practice, however, they are not the sorts of measures one might expect to be needed at a 'restaurant' or 'exclusive members' club'. It is also possible they were not the types of measures judged necessary by the Council's Licensing Officers or Licensing Sub-Committee when presented with relevant licensing applications describing the intended functionality of premises in the area (although it is not possible for the author to verify this, the questions now arising are pertinent).

One core issue the Council may wish to explore in relation to Berkeley Street and its surroundings is the extent to which licensed premises are operating to the letter and the spirit of their Premises Licences and associated Licensing Schedules. Those premises presenting as hybrid mixes of a restaurant, bar and nightclub are the most prominent actors on the Mayfair social scene. Although the research team were not tasked with entering the premises to check on activities within, we believe it likely that little or no food is served within these venues after 23:00hrs.

These questions as to compliance with current licensing arrangements in the case of individual premises lead on to the question of how the Berkeley Street / Dover Street / Berkeley Square ENTE might be viewed collectively in licensing terms. It is possible to draw evidence-based comparisons from recent previous work³ to contextualise the current licensing landscape in Mayfair and how it mirrors or departs from that of comparable 'urban villages' in Westminster, such as Marylebone, Fitzrovia, Covent Garden and Soho.

The author's experience in conducting such research and examining other secondary data sources is that Marylebone and Fitzrovia are not facing the same level of cumulative impact on the Licensing Objectives as recorded in Berkeley Street and Dover Street. Licensed premises in these comparable 'villages' are not so large, do not trade so late, do not attract such high levels of vehicle traffic and, most importantly, do not attract such high numbers and 'turnovers' of patrons. The areas of Westminster that lie within the Council's 'West End Stress Area' are more apposite comparisons with Berkeley Street / Dover Street, given the levels of activity recorded, the 'churn' of customers, the movement of patrons between licensed premises, congestion issues, noise impacts, late-trading hours and other factors of cumulative impact, as described in this report.

³ Hadfield, P., Sharples, S., Bevan, T. and Measham, F. (2015) *Westminster Evening and Night-time Behaviour Audit 2013-14. Final Report to the West End Partnership Group and the City of Westminster*. London: www.philhadfield.co.uk .

The author is of the opinion that in the case of Berkeley Street / Dover Street / Berkeley Square a regulatory approach similar to the WESA, involving the designation of a carefully-bounded Cumulative Impact Area may be considered justified and proportionate given the current observational evidence. It is further suggested that such an area designation may include an adapted 'Core Hours Policy' developed for the specific circumstances of this location, in which 'restaurants' are also brought within the scope of the 'hours' policy. The author points to Public Health England's recent systematic evidence review of the research literature on alcohol-related harms, which notes the importance of late-night trading hours at licensed premises and the likely effectiveness of restrictions on such hours as a tool of alcohol-related harm reduction⁴.

The author draws no such conclusions in the case of Shepherd Market and its environs, where no routine cumulative impacts on the Licensing Objectives were found.

This research provides an important 'part of the picture', by looking at how Mayfair appears and is used at night; a fuller understanding will emerge by comparing the findings of this report with statistical data held by the Metropolitan Police Service, the City of Westminster and London Ambulance Service, as to the location and timing of crime and disorder incidents and other factors, such as the patterning of noise complaints recorded by Environmental Health and demand for street cleansing and parking enforcement. The designation of a CIA would also, of course, require a process of public and stakeholder consultation, so that the views and experiences of people who live and work in Mayfair may be understood and considered before forming a balanced view as to ways forward for the area in licensing terms.

⁴ Public Health England (2016) *The Public Health Burden of Alcohol and the Effectiveness and Cost-Effectiveness of Alcohol Control Policies: An Evidence Review*. December. London: PHE. Page: 117.

Appendix 1: Project Location Maps

See document attached to this report.

Appendix 2: Image Gallery Aug-Dec 2016

See document attached to this report.

Appendix 3: About the Author

Dr Phil Hadfield is a Senior Research Associate of the Centre for Criminal Justice Studies, School of Law, at the University of Leeds, UK and is a Senior Consultant to three research companies working in the field of urban development intelligence and evidence-gathering for senior policy strategists: TBR, M.E.L. and Arcola Research. He has previously held posts as a Senior Research Fellow at the University of Leeds, a Research Officer at the University of Durham and a Lecturer in Criminology at the University of York.

Dr Hadfield's consultancy interests focus upon crime prevention, policing and regulatory matters, with special reference to the 'evening and night-time economy' (ENTE). Working both nationally and internationally, he has managed and worked on research projects on these topics since 1998 and has authored or co-authored several of the leading books, reports and articles in this field; alongside contributing to the national and international 'conversation' on the ENTE at conferences, networking events and in written submissions. In recent years, Phil's work has focused, in particular, on improving the methodology and conceptual bases for ENTE studies, ensuring they better match client requirements; providing evidence that supports complex problem-solving and pragmatic decision-making. Further details of his professional activities may be found at www.philhadfield.co.uk.

Author's approach to licensing matters

In licensing consultancy matters, Dr Hadfield's approach is premised upon an independent assessment of operating standards, public policy and regulatory issues,

which take the reduction of harm as their key goal⁵ and are led first-and-foremost by the ‘best’ evidence; that established by a body of literature that is peer-reviewed’⁶. This involves assessing each set of circumstances as they relate to the statutory Licensing Objectives and associated legislation, Home Office guidance and best practice. Phil has lengthy experience of assessing licensed premises whose Premises Licences are under Review and in making assessments of cumulative impact, helping councils weigh the evidence that might underpin such area designations (or alternative interventions). He has worked in such capacities since first implementation of the Licensing Act in 2005 and previously under the Licensing Act 1964 regime, bringing broad insight into the recent development of licensing policy and practice.

The author did not approach this Brief with pre-conceptions as to the outcome of the work; nor, did he consider himself to be working ‘for’ the Council in defence of any particular stance adopted by the Council, or in support of any stance adopted by other interested parties, or stakeholders. The author was not aware that the Council had, in fact, formed any particular view or stance regarding Licensing Policy as it applies to Mayfair, other than forming the view that there was a need, *prima facie*, to improve the evidence-base as to localised licensing impacts. The author’s objective in this matter has been to help enhance the information upon which the Council and its partner agencies may form a view as to licensing matters in Mayfair.

⁵ See Robson, G. and Marlatt, A. (2006) ‘Harm Reduction and its Application to Alcohol Policy,’ *International Journal of Drug Policy*, 17(4): 255-376.

⁶ Public Health England (2016) *The Public Health Burden of Alcohol and the Effectiveness and Cost-Effectiveness of Alcohol Control Policies: An Evidence Review*. December. London: PHE.