



City of Westminster

# Licensing Sub-Committee Report

Item No:

Date:

9 September 2021

Licensing Ref No:

21/04072/LIPN - New Premises Licence

Title of Report:

55 Warwick Way  
London  
SW1V 1QR

Report of:

Director of Public Protection and Licensing

Wards involved:

Warwick

Policy context:

City of Westminster Statement of Licensing Policy

Financial summary:

None

Report Author:

Karyn Abbott  
Senior Licensing Officer

Contact details

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## 1. Application

1-A Applicant and premises			
<b>Application Type:</b>	New Premises Licence, Licensing Act 2003		
<b>Application received date:</b>	27 April 2021		
<b>Applicant:</b>	Mr Jagmeet Singh Dang		
<b>Premises address:</b>	55 Warwick Way London SW1V 1QR	<b>Ward:</b>	Warwick
		<b>Cumulative Impact Area:</b>	None
		<b>Special Consideration Zone:</b>	Victoria
<b>Premises description:</b>	According to the application form, the premises proposes to operate as a retail shop		
<b>Premises licence history:</b>	The premises previously had the benefit of a premises licence (18/10578/LIPN) which was granted in October 2018 and surrendered in October 2020 and can be found at <b>Appendix 3</b> .		
<b>Applicant submissions:</b>	The applicant has provided further submissions in relation to the Special Consideration Zone which can be found at <b>Appendix 2</b> .		
<b>Applicant amendments:</b>	<p>On original submission of the application, the applicant applied for Retail Sale of Alcohol Off Premises for the following hours:</p> <p>Monday to Sunday 09:00 to 01:00</p> <p>These hours have since been reduced by the applicant and reflected in section 1-B of the report.</p>		

1-B Proposed licensable activities and hours							
<b>Sale by retail of alcohol</b>				<b>On or off sales or both:</b>			Off
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	09:00	09:00	09:00	09:00	09:00	09:00	09:00
<b>End:</b>	23:00	23:00	23:00	23:00	23:00	23:00	22:30
<b>Seasonal variations/ Non-standard timings:</b>		None					

Hours premises are open to the public							
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	09:00	09:00	09:00	09:00	09:00	09:00	09:00
<b>End:</b>	01:00	01:00	01:00	01:00	01:00	01:00	01:00
<b>Seasonal variations/ Non-standard timings:</b>		None					
<b>Adult Entertainment:</b>		None					

## 2. Representations

2-A Responsible Authorities	
Responsible Authority:	Environmental Health Service
Representative:	Ian Watson
Received:	26 May 2021

I refer to the application for a New Premises Licence.

**The premises are located within the Victoria Area of Special Consideration as stated in the City of Westminster's Statement of Licensing Policy.**

The applicant has submitted floor plans of the premises.

This representation is based on the plans and operating schedule submitted.

The applicant is seeking the following

1. To provide for the Supply of Alcohol 'Off' the premises Monday to Sunday between 09.00 to 01.00 hours.

I wish to make the following representation

1. The hours requested for the Supply of Alcohol will have the likely effect of causing an increase in Public Nuisance within the area.

The application is requesting hours outside of the core hour policy and insufficient conditions have been proposed to address the licensing objectives.

The applicant is requested to modify the hours requested to the core hours for 'Off' sales as per the City of Westminster Statement of Licensing Policy which are,

Monday to Saturday 08.00 to 23.00 hours  
Sunday 09.00 to 22.30 hours.

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

**Conditions proposed by the Environmental Health Service can be found at Appendix 4.**

2-B Other Persons	
Name:	[REDACTED]
Address and/or Residents Association:	[REDACTED] [REDACTED] [REDACTED]
Received:	20 May 2021

I am objecting on behalf of myself and my fellow Warwick Ward [REDACTED].

We are horrified at this application for the following reasons.

- We believe that approving this application would undermine the licensing objectives.
- The premises are located at the junction of Warwick Way and Belgrave Road. This is a residential area and fairly quiet. However, we have been experiencing considerable anti-social behaviour in this area, largely from occupants of nearby hostels and hotels and from rough

sleepers. Regrettably, it is not uncommon to see inebriated people in Warwick Way.

- There are licensed premises further along Warwick Way towards Vauxhall Bridge Road, which allows an element of containment in relation to ASB activities. However, this application, if granted, would extend the licensed premises into a next section of road.

- The start time and terminal hour are completely inappropriate for this section of Warwick Way.

- Along Belgrave Road, opposite the premises, there are school buildings belonging to Eaton Square school, educating children up to 11 years old. The possibility of this new premises becoming a hub for ASB as the result of the availability alcohol is worrying. Plus there is the sub-liminal impact of 'normalising' the consumption of alcohol from early in the morning to late at night.

I would welcome the opportunity to speak at the hearing.

<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	21 May 2021

Warwick Way has been a magnet for very unsocial behaviour, particularly centered around the many existing retailers selling alcohol for consumption off-premises. Individuals with drug and alcohol problems gravitate to these premises (Tesco and other off-licence establishments) and cause both a health and safety issue to local residents and passers by. Despite the strict licensing rules imposed on these establishments to enforce rules, this is simply not practical and not even employed security guards can seem to mitigate against the nuisance that ensues on a daily basis. The location of this shop is even more significant as it falls right at a busy crossroads. There are plenty of sellers of alcohol on Warwick Way and surrounding roads and there is no need to increase this number further, which will further increase alcohol-related nuisance and crime.

<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED]
<b>Received:</b>	22 May 2021

I agree. In SA alcohol was banned during lockdown. Bit extreme maybe but we certainly don't need anymore alcohol outlets in this country at all. Enough I think. Pub at one end of the road and Off licence at the other. The addiction issue in England is a serious issue at the best of times.

<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	22 May 2021

This is a very small premises and one must wonder how it can be financially viable with a supermarket and off licence within a couple of hundred yards and a pub within 50 yards. This suggests to me that it will do something like sell alcohol at hours when the supermarket or off license are closed or sell very cheap alcohol. This is a residential area and either of the above suggestions would attract people wanting to buy alcohol at very late hours in a residential area. On this basis I object to this planning application.

<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED]

<b>Received:</b>	24 May 2021
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Dear Sirs  
 With reference to the above application I see no benefits in licensing this premise with these extended hours.  
 There is already an overload of alcoholically dependent individuals in the nearby area and any further extension of licensing hours across Pimlico is not welcome.  
 Additionally the shopfront itself is already a bad fit for the local area and any additional late night lighting will not be welcome nor any additional noise of people and vehicle traffic associated with extended hours.  
 I write in both a private capacity and as [REDACTED] and ask you to reject the application.

<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED] [REDACTED]

<b>Received:</b>	25 May 2021
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We wish to strongly object to the proposed application for a drinks licence by Mr Jagmeet Singh Dang.  
 We make these objections on the following grounds.  
 The first being that there are already 3 supermarkets all selling alcohol within a 5 minute walk of 55 Warwick way. There is also a well stocked off licence within the same distance and many pubs, bars and restaurants.  
 Secondly the Pimlico area has a very big problem with drug abusers and street drinkers causing anti social behaviour which is well documented and acknowledged by the local police, the residents association's and local residents alike.  
 Thirdly 55 Warwick way is on the junction with Belgrave Road/Warwick Way. Apart from a scattering of hotels Warwick Way is predominantly a residential street with steps leading off to each house. This would be a potential problem with late night/street drinkers buying alcohol and then sitting on residents steps and doorways drinking, being noisy and leaving bottles and cans behind them. Residents do not need this late night aggravation on our quiet street.  
 Lastly several years ago a drinks licence was applied for by the same premises and was sensibly refused due to all the reasons cited above.

<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED] [REDACTED]

<b>Received:</b>	26 May 2021
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I seriously object to this application. We do not need another off-licence. There are plenty of other off-licences in the area (further down Warwick Way and also off Warwick Way). The premises used to be a hairdressers, and next door there is a well-established corner shop (48 Belgrave Rd, which I visit frequently) and there is no need for another similar shop to undermine this business. Also, the hours applied for are unacceptable and could be a source of social disruption to an area of Warwick Way that is mainly residential (flats, houses and small hotels). So I beg you not to grant this licence.

<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	26 May 2021
<p>I am concerned about the hours on the licence application for sale of alcohol extending to 1am leading to a nuisance for residents. Pimlico has a serious problem with anti-social behaviour with significant street drinking by the homeless. This has led to aggressive begging, and abusive late night shouting and impacts on the commercial businesses and is a nuisance for residents. There is already more than adequate provision for alcohol sales with 3 major supermarkets (Tesco, Sainsbury, Waitrose) - all who employ full time security guards who can ensure alcohol is only appropriately vended - all of these close by 11pm.</p>	
<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	26 May 2021
<p>My objection to this application is based on the following:</p> <ul style="list-style-type: none"> <li>- this is in the residential part of Warwick Way where we already have a convenience store 2 shops away on the corner;</li> <li>- we have a Waitrose, Tesco and Sainsbury's supermarket all one block away from the proposed shop requesting a licence, 2 of which are already on Warwick Way and all of which are open till 23.00 hrs daily except Sat and Sun and all of which sell alcohol. We do not need anymore licenced premises in Warwick Way.</li> <li>- to open yet another will only encourage alcohol fuelled behaviour and possibly drug taking in the locality which is residential; and, as above, already well supplied with licenced premises.</li> </ul>	
<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	27 May 2021
<p>There is already an out side drinking and drug dealing problem in the area and there is every reason to believe that a late night off-licence would increase crime in this overwhelmingly residential area further. It would likely cause disruptive noise and increased litter. It would not benefit local residents in any way. They are already served by three supermarkets and several off-licences in the immediate area.</p>	
<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	27 May 2021
<p>This application for selling alcohol will only bring more antisocial behaviour to the area . There is an empty premises on the corner of Warwick Way and Wilton Road that was an Odd Bins off</p>	

license which seems a more appropriate place as it is on a street with commercial premises .

<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	27 May 2021

We wish to appeal against the above Application because as residents of this neighbourhood there are already sufficient outlets for purchasing alcohol around here. Also because there are many small private hotels and airb&b accommodations, in the past when they were fully operational before the pandemic there were frequent disturbances at night due to rowdy drunkenness from these premises and with the future opening up of them - likely trouble in the future.

This location near Victoria Station has many homeless rough sleepers who may find an additional source of alcohol attractive particularly as this proposed establishment plans to open until 1a.m.

<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	27 May 2021

There's already a store selling alcohol right next door, so there is not local demand for another.

<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	27 May 2021

I am objecting to the granting of a license to sell alcohol at 55 Warwick Way, on the grounds that it will encourage street drinking, drunkenness and other crimes on this residential street. The sale of alcohol would also encourage the trading in drugs on Warwick Way, which is already prone to drug selling and use. Police have been called out several times to deal with this growing drugs problem.

Warwick Way is used by me and my family, and many local families walking their young children to nearby schools, to shops and playgrounds in the area. Selling alcohol willy nilly, and often in small quantities, will draw into the area an increase in the alcoholics who beg on the pavements around Victoria Station. Sale of alcohol at 55 Warwick Way would be completely unsupervised, leading to street gatherings and potential brawls.

There is ample opportunity to buy alcohol locally at Tesco and Waitrose, both on Warwick Way, and Sainsbury's on Wilton Rd, all three of which have security guards to monitor the behaviour of customers and consumers.

At a time, post-pandemic, when the council is trying to regenerate and up-grade Warwick Way, it would be perverse to grant this license.

It would also be perverse and deeply unfair of the council to grant this license, since a similar application for the next door premises, which is now a newsagent, was rightly rejected by you in 2014, on the grounds that it would increase crime.

Please reject this application.

<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	28 May 2021
<p>I apologise to Mr Singh Dang, but I object to the application for a new premises licence at 55 Warwick Way.</p> <p>We have increasing issues of anti-social behaviour in the neighbourhood, specifically with drugs, alcohol and intimidating behaviour, in part due to the number of bed &amp; breakfast hotels and hostels along this end of Warwick Way and the residents partaking on the doorsteps of Warwick Place North, Clarendon Street and Warwick Square Mews.</p> <p>The concern is that an establishment selling alcohol Monday to Sunday 09:00-01:00 would further increase anti-social outdoor behaviour in a quiet(er) family neighbourhood away from the better policed designated retail and restaurant area at the other end of Warwick Way.</p> <p>There is already a convenience store next door to the proposed shop, Retail 24 (48 Belgrave Road), which was unable to secure an alcohol licence when it opened.</p> <p>I really worry for the safety and well-being of the residents if this licence is issued.</p>	
<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	28 May 2021
<p>Not at all in favour of an off license in a family friendly residential area. Not favourable to be in the midst of school going children and families.</p>	
<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	28 May 2021
<p>We object to the granting of a licence for these reasons:</p> <p>The proposed premises are adjacent to a residential area, and there will inevitably be some late night noise and disturbance. Even if drinking on the premises is not allowed, customers arriving after 22.00 may already have been drinking and be noisy. There are often street drinkers in Warwick Way throughout the day and this shop is likely to give encouragement for street drinking. Home deliveries are also a growing trend and mopeds used until 01.00 will cause significant noise.</p> <p>This area is well served with shops selling late night alcohol. Apart from Sainsbury's, Tesco and Waitrose there is Warwick Way Food and Wine about 50 yards away and Denbigh Food and Wine less than 100 yards away. I note that Oddbins closed recently we suggests there is sufficient provision of off-sales in this immediate area.</p> <p>Although the application mentions prevention of the use and sale of illegal drugs at the retail area this is easier to write than to achieve. Even unintentionally the shop could provide cover for drug dealing.</p> <p>Whilst this is the wrong location for another off-sales premises, it is unacceptable to licence these premises later than 22.00.</p>	

<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED]
<b>Received:</b>	28 May 2021
<p>I believe an application has been lodged to allow the sale of alcohol on these premises between 9am and 1am every day.</p> <p>These premises are on the verge of the Warwick Way shopping centre where amenities are available, and surrounded by domestic property. All night facilities are available at Victoria Station only a few minutes walk away, This seems a totally unnecessary addition to our tranquil area.</p>	

### 3. Policy & Guidance

The following policies within the City Of Westminster Statement of Licensing Policy apply:	
<b>Policy SCZ1 applies</b>	<p>A. In addition to meeting the other policies within this statement, applications within a designated Special Consideration Zone should demonstrate that they have taken account of the issues particular to the Zone, in question as identified within the 2020 Cumulative Impact Assessment, and should set out any proposed mitigation measures in relation to those issues within their operating schedule.</p> <p>B. For the purpose of Clause A, the designated Special Consideration Zones are:</p> <ul style="list-style-type: none"> <li>• West End Buffer.</li> <li>• Queensway/Bayswater.</li> <li>• Edgware Road.</li> <li>• East Covent Garden.</li> <li>• Mayfair.</li> <li>• Victoria.</li> </ul>
<b>Policy HRS1 applies</b>	<p>A. Applications within the core hours set out below in this policy will generally be granted for the relevant premises uses, subject to not being contrary to other policies in the Statement of Licensing Policy.</p> <p>B. Applications for hours outside the core hours set out in Clause C will be considered on their merits, subject to other relevant policies, and with particular regard to the following:</p> <ol style="list-style-type: none"> <li>1. The demonstration of compliance in the requirements of policies CD1, PS1, PN1 and CH1 associated with the likelihood of the effect of the grant of a licence for later or earlier hours on crime and disorder, public safety, public nuisance and the protection of children from harm.</li> <li>2. If the application is located within a Special Consideration Zone they have demonstrated that they have taken account of the issues identified in that area and provided adequate mitigation.</li> <li>3. Whether there is residential accommodation in the proximity of the premises that would likely be adversely affected by premises being open or carrying out operations at the hours proposed.</li> <li>4. The proposed hours of the licensable activities and when customers will be permitted to remain on the premises.</li> <li>5. The proposed hours when any music, including incidental music, will be played.</li> <li>6. The hours when customers will be allowed to take food or drink outside the premises or be within open areas which form part of the premises.</li> <li>7. The existing hours of licensable activities and the past operation of the premises (if any) and hours of licensable premises in the vicinity.</li> <li>8. Whether customers and staff have adequate access to public transport when arriving at and leaving the premises, especially at night.</li> <li>9. The capacity of the premises.</li> <li>10. The type of use, recognising that some venues are more likely to impact the licensing objectives than others; for example, pubs and bars are higher risk than theatres, cinemas and other cultural and sporting venues due to the nature of the operation.</li> <li>11. The Licensing Authority will take into account the active measures proposed for a 'winding down' period including arrangements for people to be collected from the premises to travel home safely.</li> </ol>

	<p>12. Conditions on hours may be attached that require that the supply of alcohol for consumption on the premises ceases a suitable period of time before customers are required to leave the premises.</p> <p>13. The council, acting as the Licensing Authority, may reduce hours if, after review, it is necessary to impose conditions specifying shorter hours in order to promote the licensing objectives.</p> <p>14. Specific days for non-standard hours should be identified and justified as part of the application to allow responsible authorities and interested parties to evaluate the impact that these licensable activities may have, and to plan accordingly. The consideration of applications for later hours for Bank Holiday Mondays will take into account that later hours are generally granted for preceding Sundays and that the next day is a working day. Non-specific days are expected to be covered by Temporary Event Notices or variation applications.</p> <p>C. For the purpose of Clauses A and B above, the Core Hours for this application for each premises use type as defined within this policy are:</p> <p><b>4. Off licences</b>  Monday to Saturday: 8am to 11pm.  Sunday: 9am to 10.30pm.</p>
<p><b>Policy OS1 applies</b></p>	<p>A. Applications outside the West End Cumulative Zones will generally be granted subject to:</p> <ol style="list-style-type: none"> <li>1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1.</li> <li>2. The hours for licensable activities are within the council's Core Hours Policy HRS1.</li> <li>3. The applicant has taken account of the Special Consideration Zone Policy SCZ1 if the premises are located within a designated zone.</li> <li>4. The application and operation of the venue meeting the definition for a premises that provides off sales of alcohol as per Clause C.</li> </ol> <p>B. Applications inside the West End Cumulative Impact Zone will generally be granted subject to:</p> <ol style="list-style-type: none"> <li>1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1.</li> <li>2. The hours for licensable activities are within the council's Core Hours Policy HRS1.</li> <li>3. The applicant has demonstrated that they will not add to cumulative impact within the Cumulative Impact Zone.</li> <li>4. The application and operation of the venue meeting the definition for a premises that provides off sales of alcohol as per Clause C.</li> </ol> <p>C. For the purposes of this policy, a premises that provides off sales of alcohol is defined as a premises where the sale of alcohol is primarily for consumption off the premises (i.e. shops, stores and supermarkets, etc.).</p>

#### 4. Equality Implications

The Council in its capacity as Licensing Authority has a duty to have regard to its public sector equality duty under section 149 of the Equality Act 2010. In summary, section 149 provides that a Public Authority must, in the exercise of its functions, have due regard to the need to:

- (a) eliminate discrimination harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and
- (c) foster good relations between persons who share a relevant protected characteristics and persons who do not share it.

Section 149 (7) of the Equality Act 2010 defines the relevant protected characteristics as age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

#### 5. Appendices

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

<b>Report author:</b>	Karyn Abbott Senior Licensing Officer
<b>Contact:</b>	Telephone: 07866 019698 Email: <a href="mailto:kabbott@westminster.gov.uk">kabbott@westminster.gov.uk</a>

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

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

1	Licensing Act 2003	N/A
2	City of Westminster Statement of Licensing Policy	7 <sup>th</sup> January 2021
3	Amended Guidance issued under section 182 of the Licensing Act 2003	April 2018
4	Environmental Health Service	26 <sup>th</sup> May 2021
5	Representation 1	20 <sup>h</sup> May 2021
6	Representation 2	21 <sup>st</sup> May 2021
7	Representation 3	22 <sup>nd</sup> May 2021
8	Representation 4	22 <sup>nd</sup> May 2021
9	Representation 5	24 <sup>th</sup> May 2021
10	Representation 6	25 <sup>th</sup> May 2021
11	Representation 7	26 <sup>th</sup> May 2021
12	Representation 8	26 <sup>th</sup> May 2021
13	Representation 9	26 <sup>th</sup> May 2021
14	Representation 10	27 <sup>th</sup> May 2021
15	Representation 11	27 <sup>th</sup> May 2021
16	Representation 12	27 <sup>th</sup> May 2021
17	Representation 13	27 <sup>th</sup> May 2021
18	Representation 14	27 <sup>th</sup> May 2021
19	Representation 15	28 <sup>th</sup> May 2021
20	Representation 16	28 <sup>th</sup> May 2021
21	Representation 17	28 <sup>th</sup> May 2021
22	Representation 18	28 <sup>th</sup> May 2021



Special Consideration Submissions

Prevention of Public Nuisance Policy:

- Care will be taken to ensure there is no loud music played in the premises.
- Area inside and outside the shop will be cleaned twice a day to avoid littering.
- Notices will be displayed inside and outside the shop to inform and advice customers to avoid smoking or drinking outside the shop.
- Customers will be advised to leave the premises quietly to ensure no disturbance to the neighbours.
- Deliveries of good will be arranged during the day and not early mornings or late in the evenings. Deliveries will also be taken during the week and not over the weekends to avoid disruptions to the residents.
- We will ensure that there are no obstructions on the pavement and deliveries are taken directly into the shop.
- CCTV and lighting inside and outside the shop will be adequate to ensure it does not have an impact on the residents around the shop.

Dispersal Policy:

- Clear signage will be displayed with opening and closing times.
- A trained member of staff will be assigned to the door at 10minutes before the closing hours to ensure customers do not enter after the closing times and ensure swift exit of the customers inside.
- The door supervisor will also play a role in ensuring customers do not gather outside the shop and highlight the clearly displayed signage if needed.
- Shops light will be dimmed slightly 10minutes before closure to inform customers of the closing time and announcing customers in the shop to please may their way to the tills.
- Staff members will be trained to keep the noise to the minimum when finishing the shift and exiting the premises.

**Previous Premises Licence 18/10578/LIPN – Surrendered 2020**



**City of Westminster**  
64 Victoria Street, London, SW1E 6QP

Schedule 12  
Part A

WARD: Warwick  
UPRN: 100023340786

Premises licence

Regulation 33, 34

Premises licence number:	18/10578/LIPN
Original Reference:	18/10578/LIPN

**Part 1 – Premises details**

**Postal address of premises:**  
55 Warwick Way  
London  
SW1V 1QR

**Telephone Number:** Not Supplied

**Where the licence is time limited, the dates:**  
Not applicable

**Licensable activities authorised by the licence:**  
Sale by Retail of Alcohol

**The times the licence authorises the carrying out of licensable activities:**

<b>Sale by Retail of Alcohol</b>	
Monday to Friday:	11:00 to 21:00
Saturday:	10:00 to 21:00
Sunday:	11:00 to 18:00

**The opening hours of the premises:**

Monday to Friday:	11:00 to 20:00
Saturday:	11:00 to 18:00
Sunday:	11:00 to 17:00

**Where the licence authorises supplies of alcohol, whether these are on and/or off supplies:**  
Alcohol is supplied for consumption on the Premises.

**Part 2**

**Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:**

Barbagiove Ltd  
55 Warwick Way  
London  
SW 1V 1QR

**Registered number of holder, for example company number, charity number (where applicable)**

9755330

**Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol:**

**Name:** Mrs Gloria Portella

*Please note: It is the policy of the Licensing Authority not to display the address details of a designated premises supervisor.*

**Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol:**

**Licence Number:** 17/12542LIPERS  
**Licensing Authority:** City Of Westminster Council

**Date:** 4 October 2019

**This licence has been authorised by Ms Daisy Gadd on behalf of the Director - Public Protection and Licensing.**

#### Annex 1 – Mandatory conditions

1. No supply of alcohol may be made at a time when there is no designated premises supervisor in respect of this licence.
2. No supply of alcohol may be made at a time when the designated premises supervisor does not hold a personal licence or the personal licence is suspended.
3. Every supply of alcohol under this licence must be made or authorised by a person who holds a personal licence.
4.
  - (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
  - (2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises
    - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to;
      - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
      - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
    - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
    - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;
    - (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
    - (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
5. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
6.
  - (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

- (2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
- (3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either –
  - (a) a holographic mark, or
  - (b) an ultraviolet feature.

7. The responsible person must ensure that –

- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures –
  - (i) beer or cider: ½ pint;
  - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
  - (iii) still wine in a glass: 125 ml;
- (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
- (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

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

8(i) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

8(ii) For the purposes of the condition set out in paragraph 8(i) above -

- (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
- (b) "permitted price" is the price found by applying the formula -

$$P = D + (D \times V)$$

Where -

- (i) P is the permitted price,
- (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

- (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -
  - (i) the holder of the premises licence,
  - (ii) the designated premises supervisor (if any) in respect of such a licence, or
  - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
- (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
- (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

8(iii). Where the permitted price given by Paragraph 8(ii)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

- 8(iv).
- (1) Sub-paragraph 8(iv)(2) below applies where the permitted price given by Paragraph 8(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
  - (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

## Annex 2 – Conditions consistent with the operating Schedule

9. Alcohol may only be supplied to patrons attending the premises for, and ancillary to, a spa or beauty treatment.
10. The supply of alcohol shall be limited to champagne and sparkling wine only
11. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
12. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 30 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 30 day period.
13. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
14. Non-intoxicating beverages, including drinking water, shall be available throughout the permitted hours in all parts of the premises where intoxicating liquor is supplied for consumption on the premises.
15. No permanent bar will be constructed for exposure or display of alcohol in the premises.
16. The supply of alcohol shall be by a member of staff over the age of 18 years only.
17. A Challenge 21 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
18. Staff training will be given to ensure that in the case of any doubt whether a purchaser is over the age of 18 to refuse the sale of alcohol unless valid ID is produced.
19. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police. It must be completed within 24 hours of the incident and will record the following:
  - (a) all crimes reported to the venue
  - (b) any complaints received concerning crime and disorder
  - (c) any incidents of disorder
  - (d) any faults in the CCTV system.
  - (e) any refusal of the sale of alcohol
  - (f) any visit by a relevant authority or emergency service.
20. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall not be permitted to take drinks or glass containers with them.

**Annex 3 – Conditions attached after a hearing by the licensing authority**

None









**City of Westminster**  
64 Victoria Street, London, SW1E 6QP

Schedule 12  
Part B

WARD: Warwick  
UPRN: 100023340786

Premises licence  
summary

Regulation 33, 34

Premises licence number:

18/10578/LIPN

**Part 1 – Premises details**

**Postal address of premises:**

55 Warwick Way  
London  
SW1V 1QR

**Telephone Number:** Not Supplied

**Where the licence is time limited, the dates:**

Not applicable

**Licensable activities authorised by the licence:**

Sale by Retail of Alcohol

**The times the licence authorises the carrying out of licensable activities:**

**Sale by Retail of Alcohol**

Monday to Friday:	11:00 to 21:00
Saturday:	10:00 to 21:00
Sunday:	11:00 to 18:00

**The opening hours of the premises:**

Monday to Friday:	11:00 to 20:00
Saturday:	11:00 to 18:00
Sunday:	11:00 to 17:00

**Where the licence authorises supplies of alcohol, whether these are on and/or off supplies:**

Alcohol is supplied for consumption on the Premises.

**Name and (registered) address of holder of premises licence:**

Barbagiove Ltd  
55 Warwick Way  
London  
SW1V 1QR

**Registered number of holder, for example company number, charity number (where applicable)**

9755330

**Name of designated premises supervisor where the premises licence authorises for the supply of alcohol:**

**Name:** Mrs Gloria Portella

**State whether access to the premises by children is restricted or prohibited:**

Restricted

**Date:** 4 October 2019

**This licence has been authorised by Ms Daisy Gadd on behalf of the Director - Public Protection and Licensing.**

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

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

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

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

**Mandatory Conditions**

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

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

- (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
  - (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
5. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
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- (2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
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(iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

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(iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

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(e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

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### **Conditions consistent with the operating schedule**

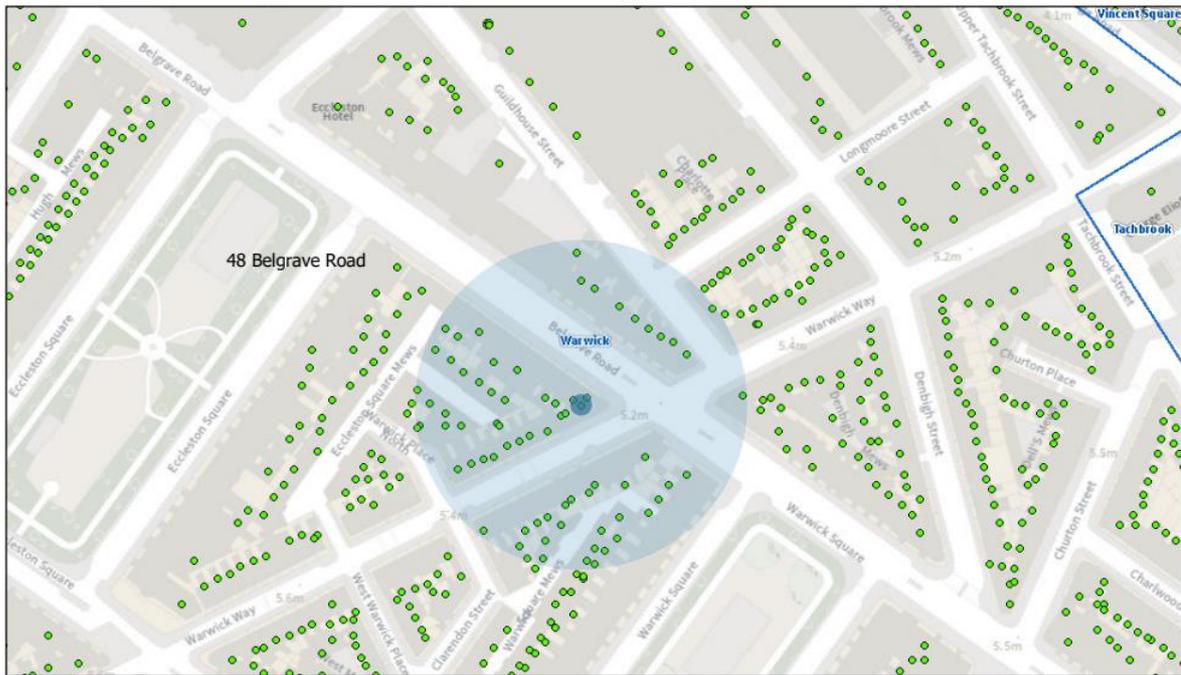
9. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31 day period.
10. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
11. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
12. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police. It must be completed within 24 hours of the incident and will record the following:
  - a. all crimes reported to the venue
  - b. all ejections of patrons
  - c. any complaints received concerning crime and disorder
  - d. any incidents of disorder
  - e. all seizures of drugs or offensive weapons
  - f. any faults in the CCTV system
  - g. any refusal of the sale of alcohol
  - h. any visit by a relevant authority or emergency service.
13. All sales of alcohol for consumption off the premises shall be in sealed containers only, and shall not be consumed on the premises.
14. No super-strength beer, lagers, ciders or spirit mixtures of 5.5% ABV (alcohol by volume) or above shall be sold at the premises, except for premium beers and ciders supplied in glass bottles.
15. No single cans or bottles of beer or cider or spirit mixtures shall be sold at the premises.
16. No more than **(15)**% of the sales area shall be used at any one time for the sale, exposure for sale, or display of alcohol.
17. There shall be no self-service of spirits on the premises.
18. No miniature bottles of spirits of 20 cl or below shall be sold from the premises.

### **Conditions proposed by the Environmental Health and not yet agreed by the applicant.**

19. All tills shall automatically prompt staff to ask for age verification identification when presented with an alcohol sale.
20. Prominent signage indicating the permitted hours for the sale of alcohol shall be displayed so as to be visible before entering the premises, where alcohol is on public display, and at the point of sale.

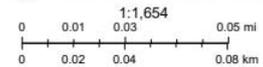
21. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
22. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
23. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
24. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.
25. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23.00 hours and 08.00 hours on the following day.
26. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
27. No collections of waste or recycling materials (including bottles) from the premises shall take place between 23.00 hours and 08.00 hours on the following day.
28. No deliveries to the premises shall take place between 23.00 hours and 08.00 hours on the following day.
29. The Licence will have no effect until the premises have been assessed as satisfactory by the Environmental Health Consultation Team and this condition has been removed from the Licence.

55 Warwick Way, London



26/08/2021, 09:19:44

- Property Mailing List
- Borough Boundary - Mask
- Ward Boundaries
- Ward Labels
- Borough Boundary - Detailed



Resident Count = 154

Licensed premises within 75 metres of 55 Warwick Way, London				
Licence Number	Trading Name	Address	Premises Type	Time Period
07/01079/WCCMAP	Victoria Stanley House Hotel	19-21 Belgrave Road London SW1V 1RB	Hotel, 3 star or under	Sunday; 12:00 - 00:00   Monday to Saturday; 10:00 - 00:30
07/03028/WCCMAP	Belgrave House Hotel	28 - 32 Belgrave Road London SW1V 1RG	Hotel, 3 star or under	Monday to Sunday; 00:00 - 00:00
21/01285/LIPT	Marquis Of Westminster	50 Warwick Way London SW1V 1RY	Public house or pub restaurant	Sunday; 12:00 - 22:30   Monday to Thursday; 10:00 - 23:30   Friday to Saturday; 10:00 - 00:00
20/11051/LIPV	Eureka	Basement To Ground Floor 46 Warwick Way London SW1V 1RY	Shop	Monday to Sunday; 10:00 - 23:00