



City of Westminster

Item No:	
Date:	03 November 2021
Licensing Ref No:	21/05866/LIPN - New Premises Licence
Title of Report:	30A Pimlico Road London SW1W 8LJ
Report of:	Director of Public Protection and Licensing
Wards involved:	Churchill
Policy context:	City of Westminster Statement of Licensing Policy
Financial summary:	None
Report Author:	Kevin Jackaman Senior Licensing Officer
Contact details	Telephone: 020 7641 6500 Email: kjackaman@westminster.gov.uk

Licensing Sub-Committee Report

1.	Application		
1-A	Applicant and premises		
Application Type:	New Premises Licence, Licensing Act 2003		
Application received date:	15 June 2021		
Applicant:	Kr Coffee Ltd		
Premises address:	30A Pimlico Road London SW1W 8LJ	Ward:	Churchill
		Cumulative Impact Area:	None
		Special Consideration Zone:	None
Premises description:	According to the application form the premises will be used primarily as a coffee shop. We will sell coffee throughout the day. We plan to sell Danish mulled wine (Glogg) in take away cups and also in bottles for customers to take home.		
Premises licence history:	This is an application for a new premises licence and therefore has no licence history.		
Applicant submissions:	The premises have the benefit of a tables and chairs licence a copy of which appears at appendix 4		
Applicant amendments:	Following consultation, the applicant has withdrawn recorded music from the application and has amended the start time for the sale of alcohol on the premises from 07:00 to 09:00 and for the sale of alcohol off the premises from 07:00 to 08:00 Monday to Saturday and 09:00 Sunday.		

1-B	Proposed licensable activities and hours						
Sale by retail of alcohol (On the premises)					On or off sales or both:		Both
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	09:00	09:00	09:00	09:00	09:00	09:00	09:00
End:	22:00	22:00	22:00	22:00	22:00	22:00	22:00
Seasonal variations/ Non-standard timings:			None				

Sale by retail of alcohol (Off the premises)					On or off sales or both:		Both
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	08:00	08:00	08:00	08:00	08:00	08:00	09:00
End:	22:00	22:00	22:00	22:00	22:00	22:00	22:00
Seasonal variations/ Non-standard timings:			None				

Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:00	07:00	07:00	07:00	07:00	07:00	07:00
End:	22:00	22:00	22:00	22:00	22:00	22:00	22:00
Seasonal variations/ Non-standard timings:		None					
Adult Entertainment:		None					

2.	Representations
2-A	Responsible Authorities
Responsible Authority:	Environmental Health
Representative:	Anil Dryan
Received:	19 July 2021

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

The applicant has submitted plans of the premises showing the Basement, and Ground Floor (no references).

The applicant is seeking the following:

1. Supply of Alcohol 'On' and 'Off' the premises on Monday to Sunday, 07:00 to 22:30 hours.
2. Provision of Recorded Music both indoor and outdoor on Monday to Sunday, 07:00 to 22:30 hours.

I wish to make the following representations based on the plans and operating schedule submitted:

1. The Supply of Alcohol 'On' and 'Off' and for the hours requested may have the effect of increasing Public Nuisance in the area.
2. Provision of Recorded Music both indoor and outdoor and for the hours requested may have the effect of increasing Public Nuisance in the area.

Environmental Health also makes the following further comments:

- Further information/clarification is requested on the nature of the outdoor request for the playing of Recorded Music and the Supply of Alcohol outside 'core' hours
- It is unclear from the application if the premises have already been constructed for the proposed use. Nevertheless, prior to commencement of any licensable activities, it will need to be inspected for Public Safety by Environmental Health after which a capacity condition may be proposed. Any capacity may also be assessed with regards to the provision of sanitary accommodation being in line with BS6465.
- If this is a new café/hot food use then Environmental Health shall require details of how odour nuisance shall be prevented and how internal noise transference shall not occur through party wall connections.

- The plans indicate external areas but it is not clear if these are part of the public highway or private forecourt – this will inform whether Tables and Chairs licences may also be required.

The Council revised its Statement of Licensing Policy earlier this year. One of the new requirements under the Policy is that greater emphasis has been placed on licensed premises demonstrating compliance with policy CH1, Protection of Children from Harm, (see page 36 of policy).

- Some undertakings have been offered in the operating schedule and these will need to be converted into enforceable conditions.

The applicant is therefore requested to contact the undersigned to discuss the above and arrange a site after which Environmental Health may propose additional conditions for the proposed use.

Responsible Authority:	Metropolitan Police Service
Representative:	Cheryl Boon
Received:	24 June 2021 (Withdrawn 15 July 2021)

With reference to the above application, I am writing to inform you that the Metropolitan Police, as a responsible authority are making a representation against this application. The venue is situated outside the Cumulative Impact Area and Special Consideration Zones but it is our belief that if granted the application would undermine the licensing objectives in relation to The Prevention of Crime and Disorder.

I would like to arrange a meeting at the premises to discuss your application further if possible, would you be available for this either tomorrow (25th) or Monday (28th) after 3pm?

Following a reduction in the hours for the sale of alcohol and agreement of additional conditions, the Metropolitan Police withdrew their representation on 15 July 2021

2-B	Other Persons		
Name:	[REDACTED]		
Address and/or Residents Association:	[REDACTED] [REDACTED] [REDACTED]		
Status:	Valid	In support or opposed:	Opposed
Received:	29 June 2021		

Whilst I do not object to a cafe in itself, As a resident of [REDACTED] I OBJECT STRONGLY to its opening and closing times. The setting up of tables and chairs on the pavement at 6.30am in the morning (for opening at 7am) will be just intolerable for us that LIVE here. And this goes the same for the closing time. 10pm dragging furniture back in should not be allowed in a residential area. We already have to endure the noise of the La Poule Au Pot and the Orange Public house putting furniture away late at night and this will just be additional and detrimental to mental health. It will also mean MORE people chatting, screaming their goodbyes at night, more traffic cars. taxis motorbikes etc to patrons and staff home with no regard for the people that LIVE here!

The fact this is also an alcohol licence application means that noise levels are even higher as intoxicated people have a tendency to get louder and louder as the evening goes on!

The seating plan for the outside area clearly shows that the pavement here will be completely

blocked by tables and chairs. This means further to walk for residents for Coleshill Flats to dispose of their refuse in Coleshill yard, some of whom are less able than others, have physical disabilities and some vulnerable residents. It also means that the general public and residents are forced to walk in the road (the access road to Coleshill Yard) which is in constant use and is for emergency vehicles. This will be the 5th licensed business in the immediate area of Orange Square, which is residential, we do not need more.

It will also be the second licensed business serving alcohol directly opposite a very culturally diverse primary school, which will include some cultures that can not step anywhere where alcohol is consumed, making Orange Square a non inclusive space.

Name:		[REDACTED]	
Address and/or Residents Association:		[REDACTED] [REDACTED] [REDACTED] [REDACTED]	
Status:	Valid	In support or opposed:	Opposed
Received:	27 June 2021		

The seven day a week 15 hours a day operating times will bring more noise and disruption to local residents lives with early morning set up and breakdowns of outside chairs and tables, rubbish collections, deliveries and parking issues. The selling of alcohol locally has already proved to cause problems in Orange Square and the surrounding area, music will bring more issues.

The premises are located on a small entrance road into the yard of Colehill Flats. Chairs and tables will block the pavement and resident entrances completely forcing pedestrians to walk in the road. Parking outside will be a problem - the road is very short, it is single yellow lines on one side and double on the other. Increased traffic parking here will block the yard entrance which is access for emergency services.

This licence should not be granted.

Name:		[REDACTED]	
Address and/or Residents Association		[REDACTED] [REDACTED] [REDACTED]	
Status:	Valid	In support or opposed:	Opposed
Received:	02 July 2021		

I object because of the noise that will happen. People that live Coleshill Flats already suffer early morning noise from bin collections 6am to 7am.

This place opening this early without door space will add to it. We also have already lots of noise from the restaurant and orange pub late at night so this cafe will add to that to. And it makes the area look like it is only for drinking and late night parties.

Please remember the people that live here.

Name:		[REDACTED]	
[REDACTED] /or Residents Association		[REDACTED] [REDACTED] [REDACTED]	
Status:	Valid	In support or opposed:	Opposed
Received:	02 July 2021		

I would like to submit my objections for the licensing application for a coffee shop on 30A Pimlico Road London SW1W 8LJ.

I would like to raise the following concerns after listening to Coleshill residents. Orange square is a vibrant public space which has many local businesses, such as the orange pub, coffee shops, restaurants (La Poule Pot) and other local shops, which not only do local residents enjoy but also people from outside the locality.

During the weekend Orange square is used by the Farmers market which also attracts locals as well as people from outside the area. It is great that the space can be enjoyed by a diverse group of people as well as allowing independent businesses to flourish.

However, Coleshill residents who are situated right next to Orange Square have had major problems with the Farmers Market during the weekends, where their bins have been used by the farmers market allowing the bins to overflow, the barriers used by the farmers market have blocked the entrances for Coleshill residents and social distancing measures were not properly maintained by the farmers' market.

Furthermore, Coleshill Residents have had to endure anti-social behaviour from the TENS license which was granted to the Orange pub for a Summer beer garden, residents reported that their car park was used as a toilet and noise levels were so high causing a lot of disruption to residents.

I am concerned that with this small space being used by so many, another coffee shop in the area would only cause more noise, disruption and ASB for Coleshill residents. We must bear in mind that this coffee shop will be right next to the Coleshill flats, proposed opening hours will be from 07.00am to 22.00 hrs set up time and closing time will no doubt cause a lot of noise as well as music being played in the premises throughout opening hours. I believe alcohol will be served after a certain time and again with the problems that residents faced with the summer beer garden, this will only encourage noise, anti-social behaviour and people staying in the area beyond closing time.

Also, with the Cundy Street quarter redevelopment approved and Grosvenor aiming to start construction work at the end of the year, Coleshill residents will be living in the middle of a construction site for the next 10 years. It is great that Orange Square brings such vibrancy to the community already, but this is a residential place and we need to ensure approved licenses reflect the need of the community. A coffee shop does not reflect the need of the community. The impact this will have on local residents must be taken into consideration. I hope this license will be rejected.

Name:		[REDACTED]	
Address and/or Residents Association			
Status:	Valid	In support or opposed:	Support
Received:	08 July 2021		

Dear Licensing,
I'm unable to submit it on website, please accept this email as my full support for the new cafe on Orange sq/Pimlico Rd. It brings much needed life to the square and provides lacking amenity to residents, businesses, guests, shoppers, everyone who is visiting the area.

Please can you confirm my support will be considered and keep me informed. Much obliged

3.	Policy & Guidance
The following policies within the City Of Westminster Statement of Licensing Policy apply:	
Policy HRS1 applies	<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"> 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. 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. 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. 4. The proposed hours of the licensable activities and when customers will be permitted to remain on the premises. 5. The proposed hours when any music, including incidental music, will be played. 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. 7. The existing hours of licensable activities and the past operation of the premises (if any) and hours of licensable premises in the vicinity. 8. Whether customers and staff have adequate access to public transport when arriving at and leaving the premises, especially at night. 9. The capacity of the premises. 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. 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. 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. 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. 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.
Policy RTN1 applies	<p>A. Applications outside the West End Cumulative Impact Zone will generally be granted subject to:</p> <ol style="list-style-type: none"> 1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1. 2. The hours for licensable activities being within the council's Core Hours Policy HRS1. 3. The applicant has taken account of the Special Consideration Zones Policy SCZ1 if the premises are located within a designated zone. 4. The application and operation of the venue meeting the definition of a restaurant as per Clause C. <p>B. Applications inside the West End Cumulative Impact Zone will generally be granted subject to:</p> <ol style="list-style-type: none"> 1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1. 2. The hours for licensable activities are within the council's Core Hours Policy HRS1. 3. The applicant has demonstrated that they will not add to cumulative impact within the Cumulative Impact Zone. 4. The application and operation of the venue meeting the definition of a restaurant as per Clause C. <p>C. For the purposes of this policy a restaurant is defined as:</p> <ol style="list-style-type: none"> 1. A premises in which customers are shown to their table or the customer will select a table themselves to which food is either served to them or they have collected themselves. 2. Which provide food in the form of substantial table meals that are prepared on the premises and are served and consumed at a table. 3. Which do not provide any takeaway service of food and/or drink for immediate consumption. 4. Where alcohol shall not be sold, supplied, or consumed on the premises otherwise than to persons who are bona fide taking substantial table meals and provided always that the consumption of alcohol by such persons is ancillary to taking such meals. 5. The sale and consumption of alcohol prior to such meals may be in a bar area but must also be ancillary to the taking of such meal

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

Report author:	Kevin Jackaman Senior Licensing Officer
Contact:	Telephone: 0207 641 6500 Email: kjackaman@westminster.gov.uk

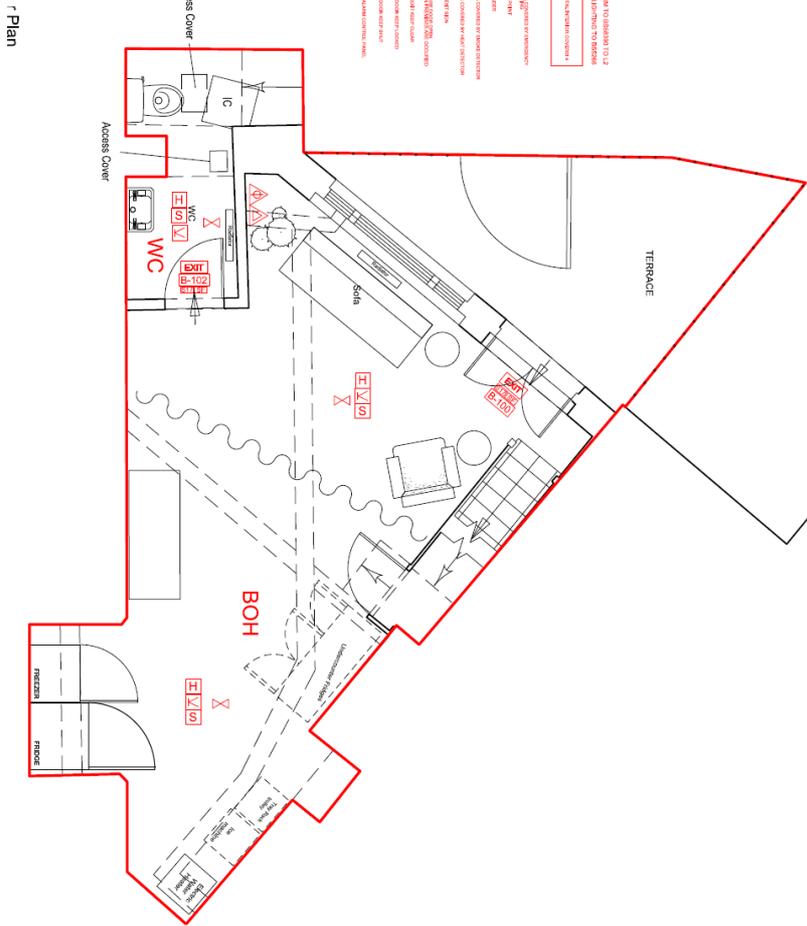
If you have any queries about this report or wish to inspect one of the background papers please contact the report author.

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

1	Licensing Act 2003	N/A
2	City of Westminster Statement of Licensing Policy	October 2021
3	Amended Guidance issued under section 182 of the Licensing Act 2003	April 2018
4	Environmental Health representation	19 July 2021
5	Metropolitan Police Service representation	24 June 2021 (withdrawn 16 July 2021)
6	Interested Party representation (1)	29 June 2021
7	Interested Party representation (2)	27 June 2021
8	Interested Party representation (3)	02 July 2021
9	Interested Party representation (4)	02 July 2021
10	Interested Party representation (5)	08 July 2021

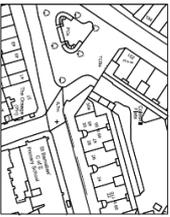
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Basement Floor Plan

Date	Rev	Revisions
17.06.21	A	red boundary line added



NOTES

Suggested methods of construction are to aid in pricing only and any construction methods and materials are subject to the contractor's own design and to be compliant with the Building Regulations and the relevant Building Control requirements.

This drawing is the property of muno design and no disclosure or copy of it may be made without the written permission of muno design. Do not scale from this drawing.

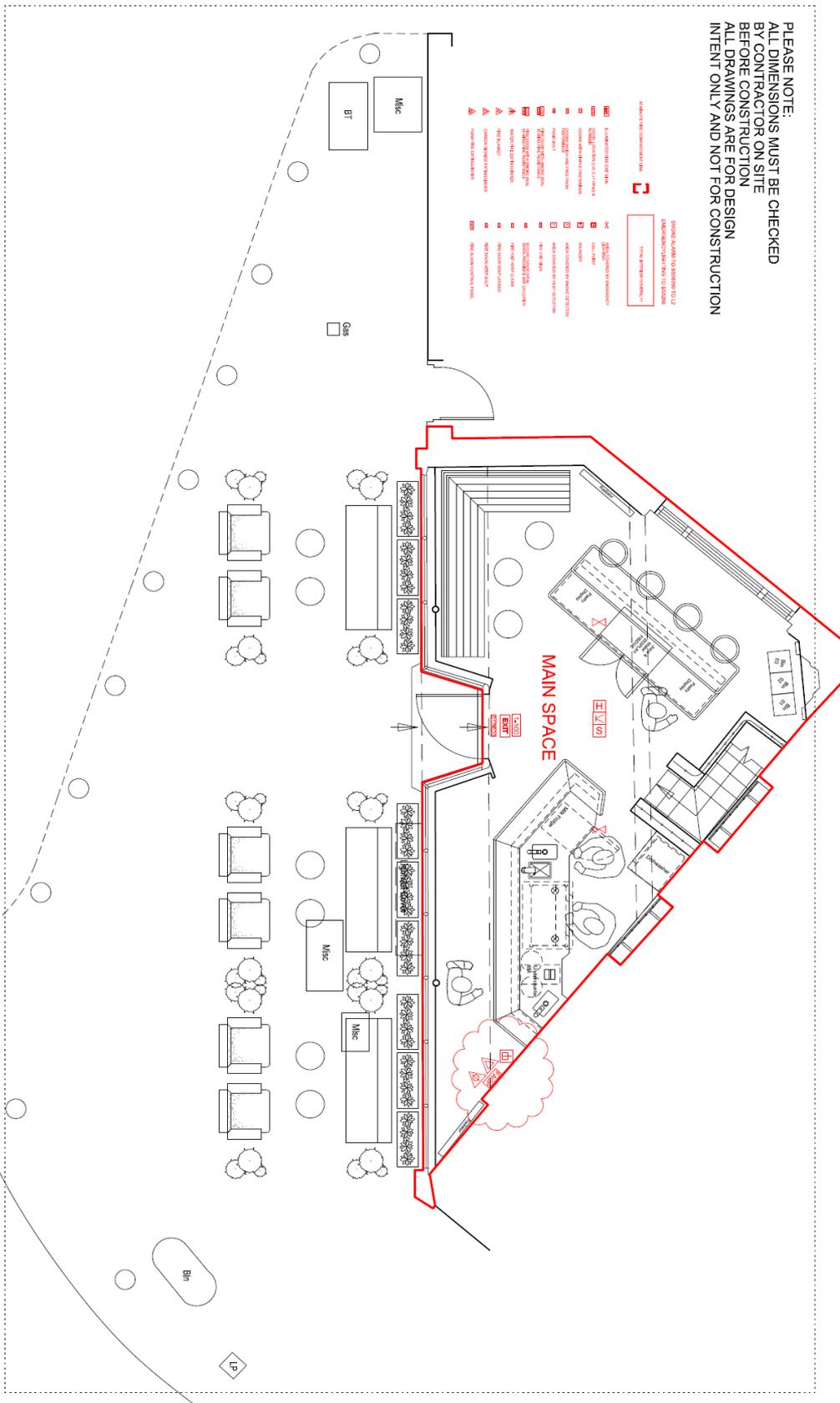
Check drawing on receipt and immediately report any discrepancies to the Architect. Verify all dimensions and levels on site prior to construction.

Designer		Drawing title	
muno design		Basement Floor	
33 NEWMAN STREET		Fire Safety Plan	
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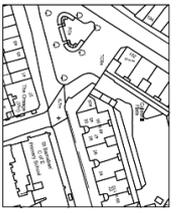
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 - 94. **LABOUR TO BE DONE BY THE CONTRACTOR**
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 - 99. **LABOUR TO BE DONE BY THE CONTRACTOR**
 - 100. **LABOUR TO BE DONE BY THE CONTRACTOR**



Date	Rev	Revisions
17.06.21	A	freestanding counter to window removed. Fire extinguishers, call point, and fire panel reduced.



Notes

Suggested methods of construction are to aid in pricing only and any construction methods and materials used are to be built to the contract documents and to be compliant with the Building Regulations. This drawing is the property of muno design and no disclosure or copy of it may be made without the written permission of muno design. Do not scale from this drawing. Check drawing on receipt and immediately report any discrepancies to the architect. Verify all dimensions and levels on site prior to construction.

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Project
30A PIMILICO ROAD
LONDON
SW1W 8JL
 CLIENT
KR COFFEE LTD

Drawing title
Ground Floor
Fire Safety Plan
 Scale at A1: SCALE at A3: Drawn: Date:
 1:25 1:50 EDM 08.02.21
 Job no.: Drawing no.: Rev:
 082 A300 A

Applicant Supporting Documents

Appendix 2

None

Premises History

Appendix 3

There is no licence or appeal history for the premises

PAVEMENT LICENCE FURTHER CONDITIONS

National conditions:

1. The Licensee must ensure that clear routes of access along the highway are maintained, taking into account the needs of disabled people, and the recommended minimum footway widths and distances required for access by mobility impaired and visually impaired persons are provided at all times the licence is in operation.
2. Where the furniture on the relevant highways consists of seating for use by persons, for the purpose of consuming food or drink, the licence holder must make reasonable provision for seating where smoking is not permitted.

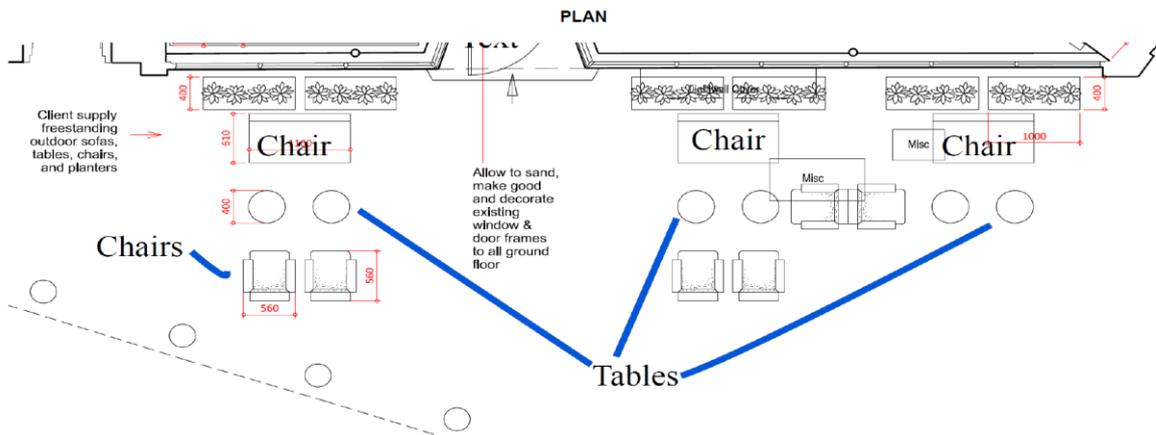
Local conditions:

3. All food and beverages (alcoholic and non-alcoholic) for consumption in the licensed area must be supplied by waiter/waitress service to seated customers only.
4. The licence holder shall refrain from placing tables and chairs and other authorised furniture on the highway for so long as may be necessary in the case of a Special Event, when reasonably required to do so by a duly authorised officer of the Council, a police officer or an officer of any other emergency service.
5. This licence only permits the use of table and chairs or other authorised furniture on the highway in the area designated on the plan attached to the licence.
6. Any tables and chairs or other authorised furniture for use pursuant to this licence is only authorised in connection with an adjacent premise which is to be used for the sale of food or drink for consumption on or off the premises.
7. No alcohol is to be sold or consumed from the designated area identified unless that sale and/or consumption is approved under the Licensing Act 2003 which includes any temporary authorisations for the sale of alcohol permitted pursuant to the Business and Planning Act 2020.
8. No furniture may be placed within the designated area identified on the plan other than that expressly permitted by the licence.
9. This Licence does not allow the use of loudspeakers, amplification or other similar equipment.
10. All furniture approved for use, including tables, chairs, barriers and heaters must be safe for public use and must be kept in good repair and condition.
11. Operators are required to manage their premises and outdoor seating areas in accordance with current social distancing measures and government guidance.

12. The Licensee must ensure that good order and behaviour is maintained at all times by people using any tables and chairs or other authorised furniture pursuant to this licence and that no nuisance is caused to residential or business neighbours.
13. The number of persons seated in the licensed area shall not exceed either the maximum capacity stated in the application form or on the pavement licence or the total number identified in the Covid-19 risk assessment, whichever is the lowest.
14. All customers consuming refreshments within the licensed area shall be seated.
15. The number of tables and chairs or other authorised furniture detailed on the pavement licence shall not be exceeded.
16. If a pavement licence is deemed to be granted, the number of tables and chairs or other authorised furniture shall not exceed the number specified in the application form and the licence must not exceed any other limitations on use that have been specified in the application form.
17. The trading area shall not exceed the dimensions specified on the pavement licence or any limits marked on the ground during trading hours.
18. The layout of tables, chairs and other authorised furniture must be in accordance with the plan appended to the licence at all times that the licence is in use.
19. All tables and chairs and other authorised furniture shall be removed immediately from the highway when reasonably required by the City Council, Metropolitan Police, emergency services, or any statutory undertaker or utility.
20. The tables and chairs and other authorised furniture shall not be placed on the highway before the time specified and are to be removed no later than 23:00 hours or when the road is due to reopen (whichever is earlier). Service at the tables should cease at least 30 minutes prior for this to be achieved. Trading may only take place on the days and during the times specified on the licence.
21. The tables and chairs and other authorised furniture is to be removed by 22:30 on Bank Holidays. Service at the tables should cease at least 30 minutes prior for this to be achieved.
22. All tables and chairs and other authorised furniture that is used in connection with a pavement licence must be removable which means that it is not a permanent fixed structure and is able to be moved easily and stored away at the end of use for the day.
23. A copy of the licence shall be displayed during the hours of trading in a prominent position agreed by the Council, either in the front window of the premises or nearby so as to be clearly visible from the outside to anyone wishing to inspect it.
24. No fixtures to or excavation of any kind shall be made in the surface of the highway, which shall be left entirely undisturbed.
25. The Licensee shall not use this licence unless it has public liability insurance cover in the sum of not less than £2 million and has provided a copy of that policy to the Licensing Authority.



- 26. All tables and chairs and other authorised furniture permitted by this licence must be completely removed from the licensed external area by the terminal hour permitted for the licence and stored inside the premises or stored in a designated area away from noise sensitive properties. Tables and chairs and other authorised furniture must be stored in such a way that they cannot be moved or used overnight.
- 27. Staff must regularly monitor the licensed area to ensure it is kept clean and tidy. Any litter or waste arising from use of the licensed area must be cleared away as soon as is practicable.
- 28. If a pavement licence is deemed to be granted, it will be subject to these standard local conditions.
- 29. The Council reserves the right to add additional conditions to individual licence applications where it is appropriate to do so.
- 30. 2 metre of footway to be kept clear at all times.



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

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

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

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

Mandatory Conditions

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

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

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

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

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

Conditions consistent with the operating schedule

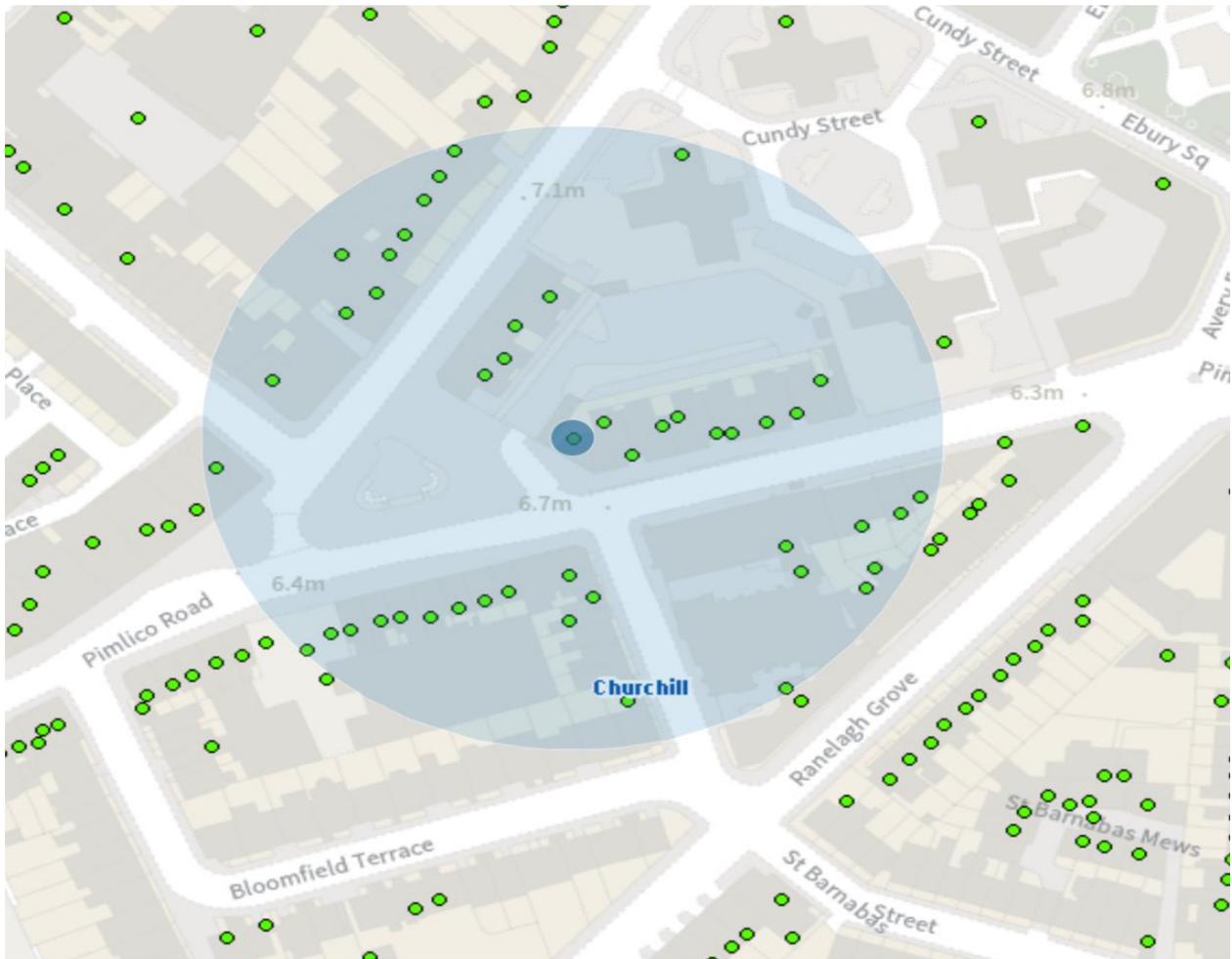
None

Conditions proposed by the Environmental Health

None

Conditions proposed by the Police and agreed by the applicant so as to form part of the operating schedule

9.
 - (a) The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team.
 - (b) All entry and exit points will be covered enabling frontal identification of every person entering in any light condition.
 - (c) The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises and will include the external area immediately outside the premises entrance.
 - (d) All recordings shall be stored for a minimum period of 31 days with date and time stamping.
 - (e) 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 21 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
12. 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, searching equipment or scanning equipment
 - (g) any refusal of the sale of alcohol
 - (h) any visit by a relevant authority or emergency service.
13. The supply of alcohol at the premises including any permitted external area appropriately authorised for the use of tables and chairs on the highway, shall only be to a person seated.
14. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke or make a phone call, shall not be permitted to take glass containers with them.
15. Notices shall be prominently displayed at all exits and the outside smoking area requesting patrons to respect the needs of local residents and leave the area quietly.
16. Food and Non-Intoxicating Beverages, including drinking water shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
17. There shall be no self-service of Alcohol.
18. Save for in any permitted external area authorised for the use of tables and chairs on the highway, all sales of alcohol for consumption off the premises shall be in sealed containers only and shall not be consumed on the premises.



Residnet count: 231

Licensed premises with 75m of 30A Pimlico Road, London, SW1				
Licence Number	Trading Name	Address	Premises Type	Time Period
10/09078/LIPDPS	La Poule Au Pot	231 Ebury Street London SW1W 8UT	Restaurant	Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 00:30
20/04573/LIPDPS	The Orange	37 - 39 Pimlico Road London SW1W 8NE	Public house or pub restaurant	Sunday; 08:30 - 22:30 Monday to Thursday; 08:30 - 23:30 Friday to Saturday; 08:30 - 00:00

20/02807/LIPN	London Farmers Market	Orange Square Farmers Market Pimlico Road London SW1W 8NB	Markets (other than livestock)	Saturday; 09:00 - 14:00
17/00121/LIPRW	Krystals Express	Basement To Ground Floor 49 Pimlico Road London SW1W 8NE	Shop	Sunday; 07:00 - 22:30 Monday to Saturday; 06:00 - 23:00
18/03455/LIPDPS	Hunan	51 Pimlico Road London SW1W 8NE	Restaurant	Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 00:30
17/11930/LIPDPS	R Chocolate London	198 Ebury Street London SW1W 8UN	Cafe	Sunday; 11:00 - 22:30 Monday to Saturday; 09:00 - 23:00
12/10985/LIPN	Rousillon Restaurant	16 St Barnabas Street London SW1W 8PE	Restaurant	Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 00:30