



City of Westminster

# Licensing Sub-Committee Report

Item No:

Date:

Licensing Ref No:

Title of Report:

Report of:

Wards involved:

Policy context:

Financial summary:

Report Author:

Contact details

13 January 2022

21/08184/LIPV - Premises Licence Variation

Reign  
215 - 217 Piccadilly  
London  
W1J 9HN

Director of Public Protection and Licensing

St James's

City of Westminster Statement of Licensing Policy

None

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## 1. Application

<b>1-A</b>	<b>Applicant and premises</b>		
<b>Application Type:</b>	Variation of a Premises Licence, Licensing Act 2003		
<b>Application received date:</b>	17 August 2021		
<b>Applicant:</b>	Strongarm Holdings Limited		
<b>Premises:</b>	Reign		
<b>Premises address:</b>	215 - 217 Piccadilly London W1J 9HN	<b>Ward:</b>	St James's
		<b>Cumulative Impact Area:</b>	None
		<b>Special Consideration Zone:</b>	West End
<b>Premises description:</b>	The premises currently operate as a Night club.		
<b>Variation description:</b>	<p>This application seeks the following:</p> <ul style="list-style-type: none"> <li>For a time limited period of 2 years; to extend the terminal hour for Saturday trade for existing licensable activities to 6am. With alcohol sales and late-night refreshment extended to 5am.</li> <li>To suspend condition 55 for a time limited period of 2 years. Condition 55 currently reads as:  <i>"There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 02:30 or such time as agreed in writing by the Westminster Police Licensing Unit (and a copy of any agreement to be held at reception)."</i></li> <li>To add additional conditions</li> </ul>		
<b>Premises licence history:</b>	The premises has had the benefit of a premises licence since 2005. The current premises licence (21/00725/LIPCH) can be viewed at <b>Appendix 3</b> of this report along with the premises history.		
<b>Applicant submissions:</b>	There are no submissions from the applicant.		
<b>Applicant amendments:</b>	None		

<b>1-B</b>	<b>Current and proposed licensable activities, areas and hours</b>					
<b>Regulated Entertainment</b>						
<b>Playing of Recorded Music</b>						
	<b>Current Hours</b>		<b>Proposed Hours</b>		<b>Licensable Area</b>	
	<b>Start:</b>	<b>End:</b>	<b>Start:</b>	<b>End:</b>	<b>Current:</b>	<b>Proposed:</b>
<b>Monday</b>	10:00	04:00	10:00	04:00	Basement, Ground floor, and First floor.	No Change
<b>Tuesday</b>	10:00	04:00	10:00	04:00		
<b>Wednesday</b>	10:00	04:00	10:00	04:00		
<b>Thursday</b>	10:00	04:00	10:00	04:00		
<b>Friday</b>	10:00	04:00	10:00	04:00		
<b>Saturday</b>	10:00	04:00	<b>10:00</b>	<b>06:00</b>		
<b>Sunday</b>	10:00	04:00	10:00	04:00		
<b>Seasonal variations/ Non-standard timings:</b>			<b>Current:</b>		<b>Proposed:</b>	
			N/A		N/A	

<b>Performance of live music</b>						
	<b>Current Hours</b>		<b>Proposed Hours</b>		<b>Licensable Area</b>	
	<b>Start:</b>	<b>End:</b>	<b>Start:</b>	<b>End:</b>	<b>Current:</b>	<b>Proposed:</b>
<b>Monday</b>	10:00	03:00	10:00	03:00	Basement, Ground floor, and First floor.	No Change
<b>Tuesday</b>	10:00	03:00	10:00	03:00		
<b>Wednesday</b>	10:00	03:00	10:00	03:00		
<b>Thursday</b>	10:00	03:00	10:00	03:00		
<b>Friday</b>	10:00	03:00	10:00	03:00		
<b>Saturday</b>	10:00	03:00	<b>10:00</b>	<b>06:00</b>		
<b>Sunday</b>	10:00	03:00	10:00	03:00		
<b>Seasonal variations/ Non-standard timings:</b>			<b>Current:</b>		<b>Proposed:</b>	
			N/A		N/A	

<b>Performance of Dance</b>						
	<b>Current Hours</b>		<b>Proposed Hours</b>		<b>Licensable Area</b>	
	<b>Start:</b>	<b>End:</b>	<b>Start:</b>	<b>End:</b>	<b>Current:</b>	<b>Proposed:</b>
<b>Monday</b>	10:00	04:00	10:00	04:00	Basement, Ground floor, and First floor.	No Change
<b>Tuesday</b>	10:00	04:00	10:00	04:00		
<b>Wednesday</b>	10:00	04:00	10:00	04:00		
<b>Thursday</b>	10:00	04:00	10:00	04:00		
<b>Friday</b>	10:00	04:00	10:00	04:00		
<b>Saturday</b>	10:00	04:00	<b>10:00</b>	<b>06:00</b>		
<b>Sunday</b>	10:00	04:00	10:00	04:00		
<b>Seasonal variations/ Non-standard timings:</b>			<b>Current:</b>		<b>Proposed:</b>	
			N/A		N/A	

Anything of a similar description to Live Music, Recorded Music or Performance of Dance						
	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
Monday	10:00	04:00	10:00	04:00	Basement, Ground floor, and First floor.	No Change
Tuesday	10:00	04:00	10:00	04:00		
Wednesday	10:00	04:00	10:00	04:00		
Thursday	10:00	04:00	10:00	04:00		
Friday	10:00	04:00	10:00	04:00		
Saturday	10:00	04:00	<b>10:00</b>	<b>06:00</b>		
Sunday	10:00	04:00	10:00	04:00		
Seasonal variations/ Non-standard timings:			Current:		Proposed:	
			N/A		N/A	

Late night refreshment						
Indoors, outdoors or both			Current :		Proposed:	
			Indoors		No Change	
	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
Monday	23:00	04:00	23:00	04:00	Basement, Ground floor, and First floor.	No Change
Tuesday	23:00	04:00	23:00	04:00		
Wednesday	23:00	04:00	23:00	04:00		
Thursday	23:00	04:00	23:00	04:00		
Friday	23:00	04:00	23:00	04:00		
Saturday	23:00	04:00	<b>23:00</b>	<b>05:00</b>		
Sunday	23:00	04:00	23:00	04:00		
Seasonal variations/ Non-standard timings:			Current:		Proposed:	
			N/A		N/A	

Sale by Retail of Alcohol						
On or off sales			Current :		Proposed:	
			On the premises		No Change	
	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
Monday	10:00	03:00	10:00	03:00	Basement, Ground floor, and First floor.	No Change
Tuesday	10:00	03:00	10:00	03:00		
Wednesday	10:00	03:00	10:00	03:00		
Thursday	10:00	03:00	10:00	03:00		
Friday	10:00	03:00	10:00	03:00		
Saturday	10:00	03:00	<b>10:00</b>	<b>05:00</b>		
Sunday	10:00	03:00	10:00	03:00		
Seasonal variations/ Non-standard timings:			Current:		Proposed:	
			N/A		N/A	

Hours premises are open to the public						
	Current Hours		Proposed Hours		Premises Area	
	Start:	End:	Start:	End:	Current:	Proposed:
<b>Monday</b>	09:00	04:00	09:00	04:00	Basement, Ground floor, and First floor.	No Change
<b>Tuesday</b>	09:00	04:00	09:00	04:00		
<b>Wednesday</b>	09:00	04:00	09:00	04:00		
<b>Thursday</b>	09:00	04:00	09:00	04:00		
<b>Friday</b>	09:00	04:00	09:00	04:00		
<b>Saturday</b>	09:00	04:00	<b>09:00</b>	<b>06:00</b>		
<b>Sunday</b>	09:00	04:00	09:00	04:00		
<b>Seasonal variations/ Non-standard timings:</b>			<b>Current:</b>		<b>Proposed:</b>	
			N/A		N/A	

<b>1-C</b>	<b>Layout alteration</b>
None.	

<b>1-D</b>	<b>Conditions proposed to be removed</b>
None.	

<b>1-E</b>	<b>Conditions proposed to be added</b>
1. A copy of the premises dispersal policy shall be made readily available at the premises for inspection by a police officer and/or an authorised officer of Westminster City Council.	
2. On Saturday trade there shall be a designated welfare officer appointed separate to SIA functions to monitor the behaviour and conduct of patrons within the premises and on dispersal.	
3. The variation of hours under ref: xxxx shall be permitted for a limited period of 2 years only until (insert date).	
4. a) On Sundays to Fridays there shall be no entry or re-entry excluding persons from the smoking area to the premises after 0230 or such time as agreed in writing by the Westminster Police Licensing Unit and a copy of any agreement to be held at reception  b) On Saturdays there shall be no entry or re-entry excluding persons from the smoking area to the premises after 0400 or such time as agreed in writing by the Westminster Police Licensing Unit and a copy of any agreement to be held at reception. This condition shall be in force for a limited period of 2 years only until (insert date).	
5. Condition 55 shall be suspended for 2 years only until (insert date).  Condition 55 reads as the following: <i>“There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 02:30 or such time as agreed in writing by the Westminster Police Licensing Unit (and a copy of any agreement to be held at reception).”</i>	

## 2. Representations

<b>2-A</b>	<b>Responsible Authorities</b>	
<b>Responsible Authority:</b>	Metropolitan Police Service	
<b>Representative:</b>	PC Adam Deweltz	
<b>Received:</b>	06 September 2021	
<b>RE: Premises Licence Application for Reign, 215-217 Piccadilly, W1J 9HN</b>		
<p>With reference to the above, I am writing to inform you that the Metropolitan Police, as a responsible authority, are making a representation against this application. It is our belief that if granted the application could undermine the Licensing Objectives in relation to The Prevention of Crime and Disorder. The hours sought are also beyond those of Westminster's core hours policy.</p>		
<b>Responsible Authority:</b>	Environmental Health Service	
<b>Representative:</b>	Mr Dave Nevitt	
<b>Received:</b>	13 September 2021	
<p>I wish to make Representations on the following grounds: Representation is made in relation to the application, as the proposals are likely to increase the risk of Public Nuisance.</p>		

## 3. Policy & Guidance

The following policies within the City of Westminster Statement of Licensing Policy apply:	
<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> </ol>

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.

C. For the purpose of Clauses A and B above, the Core Hours for applications for each premises use type as defined within this policy are:

**1. Casinos**

Up to 24 hours a day whilst casino gaming is permitted by a premises licence under the Gambling Act 2005.

**2. Cinemas, Cultural Venues and Live Sporting Premises**

Monday to Sunday: 9am to Midnight.

**3. Delivery Centres**

Monday to Saturday: 8am to 11pm.

Sunday: 9am to 10.30pm.

#### **4. Hotels**

Monday to Thursday: 9am to 11.30pm.

Friday and Saturday: 9am to Midnight.

Sunday: 9am to 10.30pm.

Sundays immediately prior to a bank holiday: 9am to Midnight.

For the sale of alcohol to guests for consumption in hotel/guest rooms only: Anytime up to 24 hours.

#### **5. Outdoor Spaces**

Monday to Thursday: 9am to 11.30pm.

Friday and Saturday: 9am to Midnight.

Sunday: 9am to 10.30pm.

Sundays immediately prior to a bank holiday: 9am to Midnight.

#### **6. Pubs and bars, Fast Food and Music and Dance venues**

Monday to Thursday: 10am to 11.30pm.

Friday and Saturday: 10am to Midnight.

Sunday: Midday to 10.30pm.

Sundays immediately prior to a bank holiday: Midday to Midnight.

#### **7. Qualifying Clubs**

Monday to Thursday 9am to 11.30pm

Friday and Saturday 9am to Midnight

Sunday: 9am to 10.30pm

Sunday immediately prior to a bank holiday: 9am to Midnight.

#### **8. Restaurants**

Monday to Thursday: 9am to 11.30pm.

Friday and Saturday: 9am to Midnight.

Sunday: 9am to 10.30pm.

Sundays immediately prior to a bank holiday: 9am to Midnight.

#### **9. Sexual Entertainment Venues and Sex Cinemas**

Monday to Thursday: 9am to 11.30pm.

Friday and Saturday: 9am to Midnight.

Sunday: 9am to 10.30pm.

Sundays immediately prior to a bank holiday: 9am to Midnight.

#### **10a. Shops (all licensable activities that are provided as ancillary to the primary use of the premises as a shop except the off sale of alcohol)**

Monday to Thursday: 9am to 11.30pm.

Friday and Saturday: 9am to Midnight.

Sunday: 9am to 10.30pm.

Sundays immediately prior to a bank holiday: 9am to Midnight.

#### **10b. Shops (off-sales of alcohol where it forms either the ancillary or primary use of the premises)**

Monday to Saturday: 8am to 11pm.

Sunday: 9am to 10.30pm.

D. Core hours are when customers are permitted to be on the premises and therefore the maximum opening hours permitted will be to the same start and terminal hours for each of the days where licensable activity is permitted.

E. For the purposes of this policy, 'premises uses' are defined within the relevant premises use policies within this statement.



	<p>Note: The core hours are for all licensable activities but if an application includes late night refreshment then the starting time for that licensable activity will be 11pm.</p>
<p><b>Policy MD1 (A) applies</b></p>	<p><b>A. Applications outside the West End Cumulative Zone will generally be granted subject to:</b></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 being within the council's Core Hours Policy HRS1.</li> <li>3. The operation of any delivery services for alcohol and/or late-night refreshment meeting the council's Ancillary Delivery of Alcohol and/or Late-Night Refreshment Policy DEL1</li> <li>4. The applicant has taken account of the Special Consideration Zone Policy SCZ1 if the premises are located within a designated zone.</li> <li>5. The application and operation of the venue meet the definition of a music and dance premises or similar entertainment in Clause D.</li> </ol> <p><b>B. It is the Licensing Authority's policy to refuse applications within the West End Cumulative Impact Zone other than:</b></p> <ol style="list-style-type: none"> <li>1. Applications to vary the existing licence hours within the council's Core Hours Policy HRS1, and/or,</li> <li>2. Applications that seek to vary the existing licence so as to reduce the overall capacity of the premises.</li> </ol> <p><b>C. The applications referred to in Clause B1 and B2 will generally be granted subject to:</b></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 operation of any delivery services for alcohol and/or late-night refreshment meeting the Council's Ancillary Delivery of Alcohol and/or Late-Night Refreshment Policy DEL1.</li> <li>3. The application and operation of the venue continuing to meet the definition of a music and dance premises in Clause D.</li> </ol> <p><b>D. For the purposes of this policy a music and dance premises is defined as a premises whereby the primary purpose of the venue is to:</b></p> <ol style="list-style-type: none"> <li>1. Provide regulated entertainment in the form of music, either in the form of live performances or recorded, to customers.</li> <li>2. Provide regulated entertainment in the form of music, either as live performances or recorded, and provide facilities for the provision of dance.</li> <li>3. The sale by retail of alcohol may be provided as either a considerable element of the operation of the premises or ancillary to the provision of regulated entertainment. <ol style="list-style-type: none"> <li>a. Examples of venues that would fall within this policy are night clubs or bars that provide music and dancing.</li> <li>b. De-regulated entertainment (as set out in the glossary will not be subject to this policy).</li> </ol> </li> </ol>

#### 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 licence and 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>	Miss Roxsana Haq Senior Licensing Officer
<b>Contact:</b>	Telephone: 020 7641 6500 Email: jdonovan@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**

<b>1</b>	Licensing Act 2003	N/A
<b>2</b>	City of Westminster Statement of Licensing Policy	01 October 2021
<b>3</b>	Amended Guidance issued under section 182 of the Licensing Act 2003	April 2018
<b>4</b>	Metropolitan Police Service	06 September 2021
<b>5</b>	Environmental Health Service	13 September 2021

**RECEPTION GROUND FLOOR PLAN, 1:50 (A1)**  
 LINES SHOWN IN RED INDICATE WORK  
 ALL DIMENSIONS IN METRES UNLESS OTHERWISE SPECIFIED

Drawing Title: **PROPOSED RECEPTION FLOOR ON PLAN - LONDON**

Project: **EMPTI PROBABLY LONDON WU BIN**

Client: **REIGN**

Scale: **AS SHOWN**

Drawn by: **LM**

Date: **APRIL 2017**

Job Number: **024**

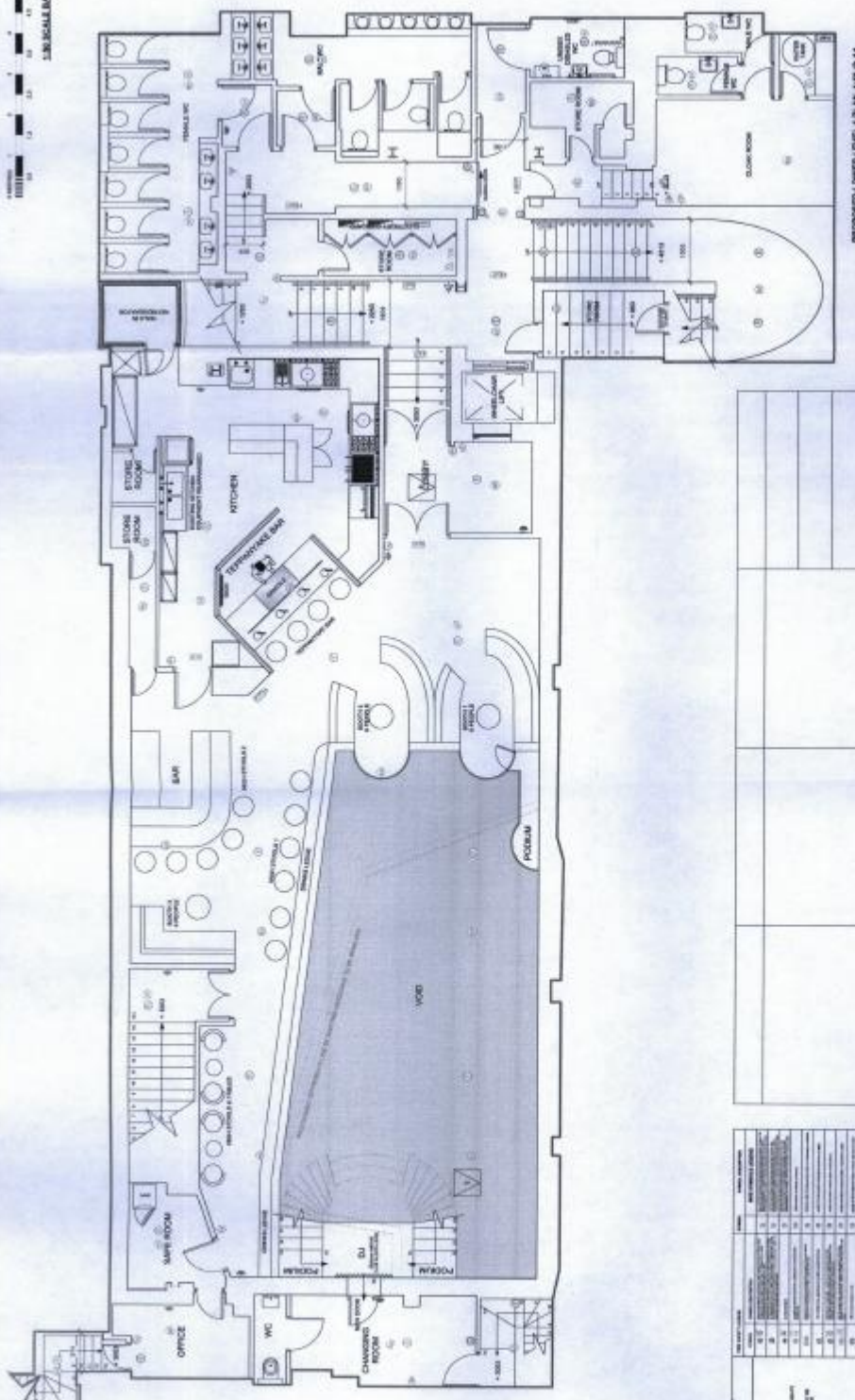
Drawing Number: **004**

Revision: **A**

No.	Description	Date	By
1	Issue for information		
2	Issue for construction		
3	Issue for completion		
4	Issue for handover		
5	Issue for final check		
6	Issue for final sign-off		
7	Issue for final sign-off		
8	Issue for final sign-off		
9	Issue for final sign-off		
10	Issue for final sign-off		

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PROPOSED LOWER LEVEL 1 PLAN - 1:10 (B.A.)  
 LAYOUT INCLUDES ALL EXISTING AND PROPOSED ELEMENTS

NO.	REVISION	DATE	BY	CHECKED
1	ISSUED FOR PERMIT	17/04/2017	LMK	LMK
2	ISSUED FOR PERMIT	17/04/2017	LMK	LMK
3	ISSUED FOR PERMIT	17/04/2017	LMK	LMK
4	ISSUED FOR PERMIT	17/04/2017	LMK	LMK
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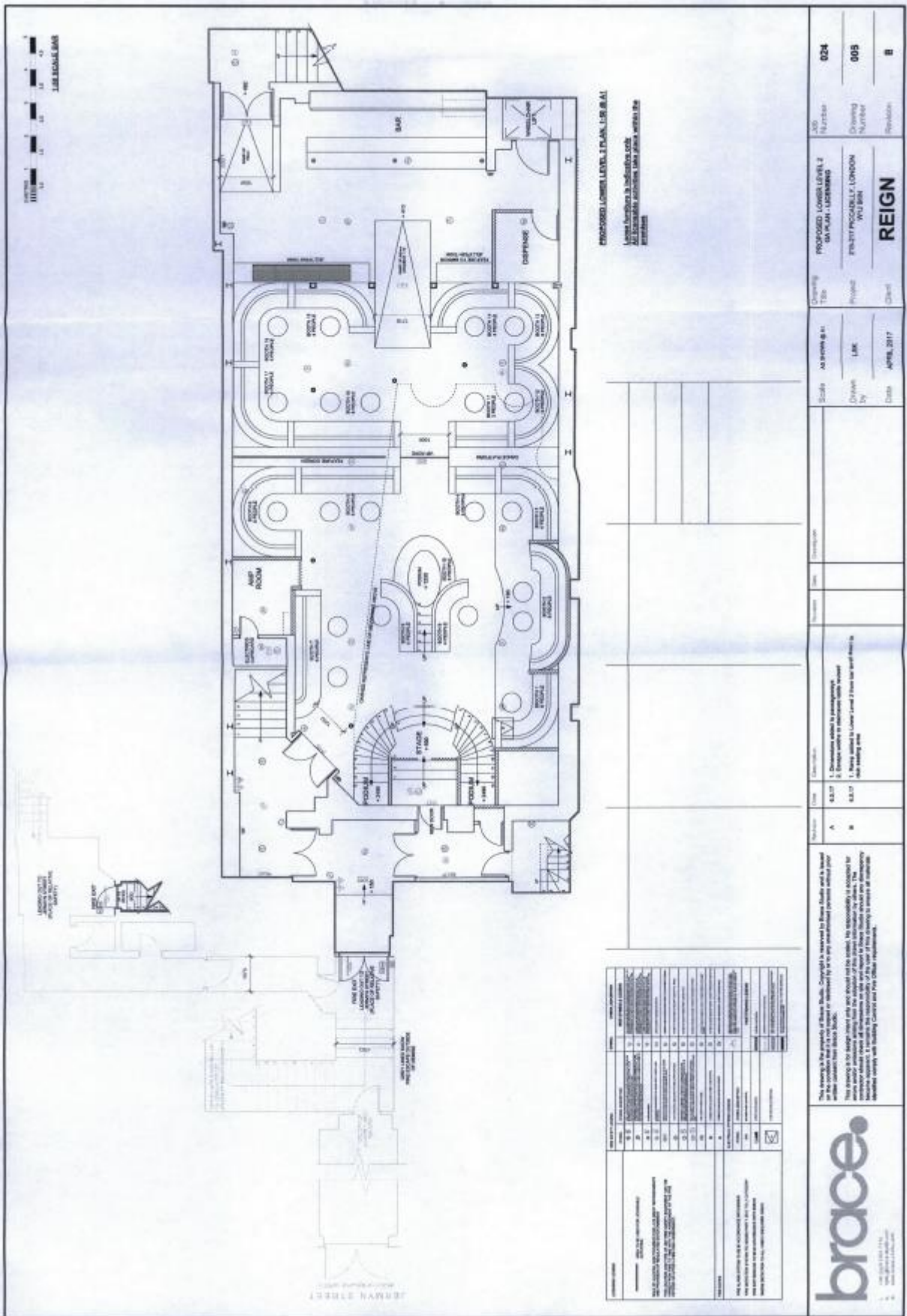
Drawing Title	PROPOSED LOWER LEVEL 1 GA PLAN - 1:10 (B.A.)	JED Number	024
Project	21ST ST REGULARLY, KONOHI W/1.8M	Drawing Number	005
Client	REIGN	Revision	A

Scale	As shown @ 1:10
Drawn by	LMK
Date	APRIL 2017

Revision	1	Description	1. Structural added to management 2. Structural added to management
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1:100  
1" = 10'-0"

1:100  
1" = 10'-0"

1:100  
1" = 10'-0"

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PROPOSED LOWER LEVEL, 12 FLOOR, LIC BRANCH  
 Notes furnished in indicative only.  
 ALL DIMENSIONS AND LOCATIONS SHALL BE VERIFIED BY THE CONTRACTOR.

Revision	Date	Description
A	03.27	1. Dimension added to parapet height 2. Entries added to dimensions with revised 3. Notes added to Lower Level 2 floor plan per those in the Meeting Room
B	03.27	

NO.	DESCRIPTION	DATE	BY	CHECKED
1	ISSUED FOR PERMIT	03/27/17		
2	ISSUED FOR CONSTRUCTION	03/27/17		
3	ISSUED FOR AS-BUILT	03/27/17		
4	ISSUED FOR RECORD	03/27/17		
5	ISSUED FOR ARCHIVE	03/27/17		
6	ISSUED FOR CLOSURE	03/27/17		
7	ISSUED FOR DESTRUCTION	03/27/17		
8	ISSUED FOR REPAIR	03/27/17		
9	ISSUED FOR REPLACEMENT	03/27/17		
10	ISSUED FOR REMOVAL	03/27/17		
11	ISSUED FOR RETENTION	03/27/17		
12	ISSUED FOR STORAGE	03/27/17		
13	ISSUED FOR TRANSPORT	03/27/17		
14	ISSUED FOR DISPOSAL	03/27/17		
15	ISSUED FOR RECYCLING	03/27/17		
16	ISSUED FOR REUSE	03/27/17		
17	ISSUED FOR REPAIR	03/27/17		
18	ISSUED FOR REPLACEMENT	03/27/17		
19	ISSUED FOR REMOVAL	03/27/17		
20	ISSUED FOR RETENTION	03/27/17		
21	ISSUED FOR STORAGE	03/27/17		
22	ISSUED FOR TRANSPORT	03/27/17		
23	ISSUED FOR DISPOSAL	03/27/17		
24	ISSUED FOR RECYCLING	03/27/17		
25	ISSUED FOR REUSE	03/27/17		

Client: SA Plaza - LIC Building  
 Project: SA Plaza - LIC Building  
 Drawing Number: 009  
 Revision: B  
 Date: APRIL 2017  
 Drawn By: LMK  
 Checked By: REIGN  
 Scale: AS SHOWN  
 Title: PROPOSED LOWER LEVEL 2 SA PLAZA - LIC BUILDING  
 Job Number: 024



1. 100 SOUTH ST. 10TH FLOOR  
 2. NEW YORK, NY 10038

**Applicant Supporting Documents**

**Appendix 2**

There are no submissions from the applicant.



Schedule 12  
Part A

WARD: St James's  
UPRN: 010033541003

**City of  
Westminster**

64 Victoria Street, London, SW1E 6QP

**Premises licence**

Regulation 33, 34

**Premises licence number:**

21/00725/LIPCH

**Original Reference:**

05/10670/LIPN

**Part 1 – Premises details**

**Postal address of premises:**

Reign  
215 - 217 Piccadilly  
London  
W1J 9HN

**Telephone Number:** Not Supplied

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

Not applicable

**Licensable activities authorised by the licence:**

Performance of Dance  
Performance of Live Music  
Playing of Recorded Music  
Anything of a similar description to Live Music, Recorded Music or Performance of Dance  
Late Night Refreshment  
Sale by Retail of Alcohol

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

**Performance of Dance**

Monday to Sunday: 10:00 to 04:00

**Performance of Live Music**

Monday to Sunday: 10:00 to 03:00

**Playing of Recorded Music**

Monday to Sunday: 10:00 to 04:00

**Anything of a similar description to Live Music, Recorded Music or Performance of Dance**

Monday to Sunday: 10:00 to 04:00

**Late Night Refreshment**

Monday to Sunday: 23:00 to 04:00

**Sale by Retail of Alcohol**

Monday to Sunday: 10:00 to 03:00

**The opening hours of the premises:**

Monday to Sunday: 09:00 to 04:00

**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:**

Strongarm Holdings Limited  
43A Chesterton Road,  
London,  
England,  
W10 6ES  
C/o LT Law, 18 Soho Square, London, W1D 3QL

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

10552484

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

**Name:** Asher Grant

***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:** LICPL/17/207287  
**Licensing Authority:** The Royal Borough of Kensington and Chelsea

**Date:** 03 February 2021

**This licence has been authorised by Michelle Steward  
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.
  
- 9. All persons guarding premises against unauthorised access or occupation or against outbreaks of disorder or against damage (door supervisors) must be licensed by the Security Industry Authority.

**Annex 2 – Conditions consistent with the operating Schedule**

None

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

10. From 21:00 until 30 minutes after close of business, a minimum of 2 SIA licensed door staff to be stationed at the entrance on Piccadilly whose tasks will include:
  - o Reminding customers that this is a residential area and to respect the needs of neighbours
  - o To maintain an orderly queue where necessary
  - o To ask customers leaving the premises to do so quickly and quietly.
11. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
12. The number of persons accommodated at any one time (excluding staff) shall not exceed the following: Mezzanine- 140 persons; Basement Auditorium - 300 persons. Maximum capacity of 400 persons on the premises at any one time. A minimum of 50 seats will be provided in the mezzanine area and a minimum of 250 seats will be provided in the basement auditorium.
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. 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.
15. 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 preceding 31 day period.
16. After 23.00hrs all security employed at the premises shall wear high viz jackets or tabards.
17. 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.
18. In the event that a serious assault is committed on the premises (or appears to have been committed) the management will immediately ensure that: (a) The Police (and where appropriate, the London Ambulance Service) are called without delay, using emergency telephone number 999; (b) All measures that are reasonably practicable are taken to apprehend any suspects pending the arrival of the Police; (c) As is reasonably practicable, the crime scene is preserved so as to enable a full forensic investigation to be carried out by the Police; and (d) Such other measures are taken (as appropriate) to fully protect the safety of all persons present on the premises." 'Serious assault' includes (but is not limited to) any assault in which emergency medical treatment is required and any assault in which a weapon is used.
19. No children under the age of 16 shall be permitted on the premises after 21:00 hours.
20. No children under the age of 14 shall be admitted on the premises.
21. There shall be no striptease or nudity, and all persons shall be decently attired at all times, except when the premises are operating under the authority of a Sexual Entertainment Venue licence.

22. The highway in the vicinity of the premises shall be swept at regular intervals and also at the close of business. Litter and sweepings collected shall be stored in accordance with the approved refuse storage arrangement.
23. No unauthorised advertisements of any kind shall be inscribed or affixed upon the surface of the highway, or upon any building, structure, works, street furniture, tree or any other property, or is distributed to the public, that advertises or promotes the establishment, its premises or any of its events, facilities, goods and services.
24. No payment shall be made by or on behalf of the premises for distribution of flyers or tickets within public areas in the Licensing District of Westminster.
25. A daily log is to be maintained to ensure that any capacity limit set for the various floors and the overall capacity of the premises is recorded hourly and can be properly monitored. Information regarding the capacity will be given to an authorised officer or Police Officer on request.
26. Alcohol may not be sold or supplied to persons admitted after 23:00 other than to:
  - (a) Persons taking a table meal; or
  - (b) Persons who have paid a minimum admission fee of at least £20 for performance based entertainment (not to be credited against consumables)
  - (c) Persons who have paid a minimum annual membership fee of at least £450 payable in advance for music, dancing and entertainment (not to be credited against consumables) and up to a maximum of 4 bona fide guests. A list of all people who have paid an annual membership fee and their guests will be held at reception for inspection by relevant authority; or
  - (d) Persons given free membership and their bona fide guests where there has been an interval of at least 48 hours between application for membership. A list of all persons who have free membership will be held at reception for inspection by the relevant authority; or
  - (e) Persons who are bona fide guests of the license holder or management, a list of whom shall be kept at reception for inspection by the relevant authorities; or
  - (f) Artistes and persons employed by the premises; or
  - (g) persons attending at private function; the function organiser's name and address to be kept at reception for inspection by the relevant authorities.
27. Substantial food and non-intoxicating beverages, including water, shall be available throughout the permitted hours in all parts of the premises where intoxicating liquor is sold and supplied for consumption on the premises.
28. The sale and consumption of alcohol must be ancillary to the use of the premises for patrons attending performance based entertainment.
29. No payment shall be made by or on behalf of the licensees to any persons bringing customers into the premises.
30. A noise limiter located in a separate and remote lockable cabinet from the volume control must be fitted to the musical amplification system set at a level determined by and to the satisfaction of an authorised officer of the Environmental Health Service's Community Protection Department so as to ensure that no noise nuisance is caused to local residents or businesses. The operational panel of the noise limiter shall then be secured to the satisfaction of officers from the Environmental Health Service. The keys securing the noise limiter cabinet shall be held by the applicant only, and shall not be accessed by any other person. The limiter shall not be altered without prior agreement with the Environmental Health Service.
31. No alteration or modification to any existing sound system(s) should be effected without prior knowledge of an authorised Officer of the Environmental Health Service.
32. Any additional sound generating equipment shall not be used on the premises without being routed through the sound limiter device.
33. All entrance doors to be kept closed except for people's immediate access and egress.
34. No speakers shall be located in the entrance area.

35. All refuse will be paid, properly presented and placed on the street 30 minutes before any agreed collection time. Every endeavour will be made to prevent refuse being left on the street for more than 2.5 hours.
36. No bottles will be moved, removed or placed in outside areas between 23:00 and 08:00.
37. No persons shall give at the premises any exhibition, demonstration or performance of hypnotism, mesmerism or any similar act or process which produces or is intended to produce in any other person any form of induced sleep or trance in which susceptibility of the mind of that person to suggestion or direction is increased or intended to be increased.

NOTE: This rule does not apply to exhibitions given under the provisions of Section 2(1A) and 5 of the Hypnotism Act 1952.

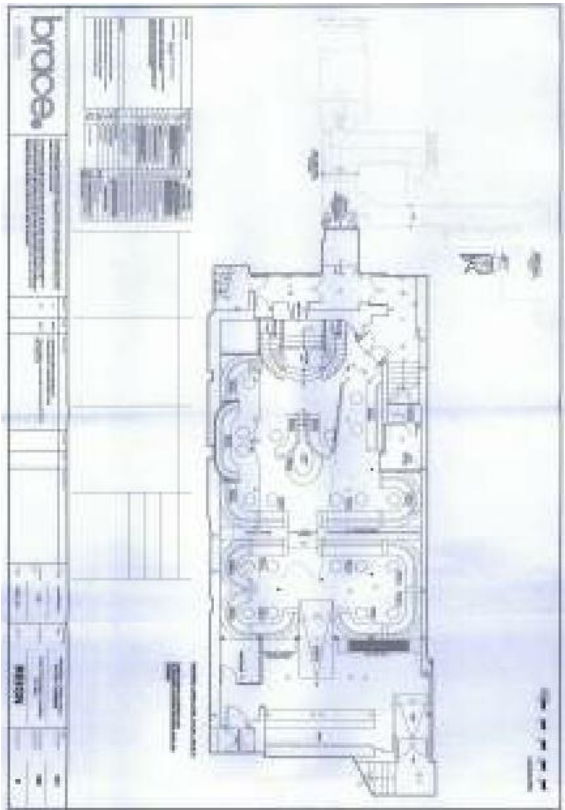
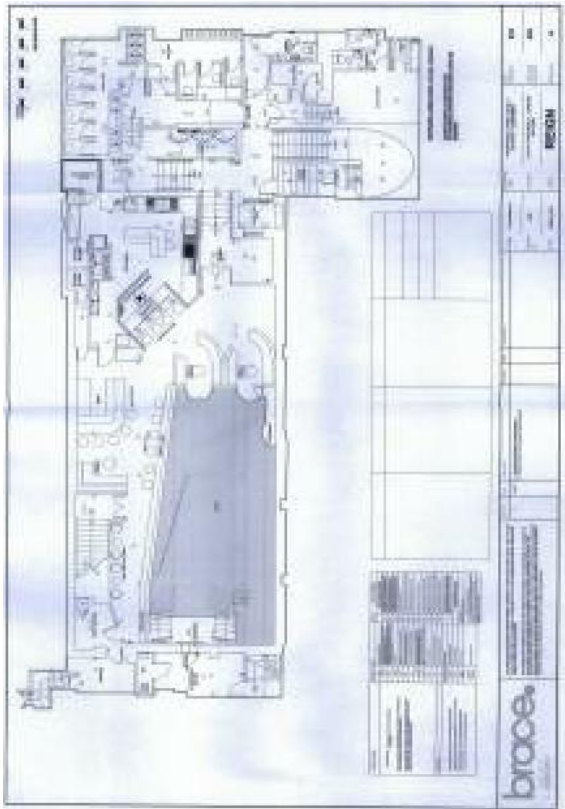
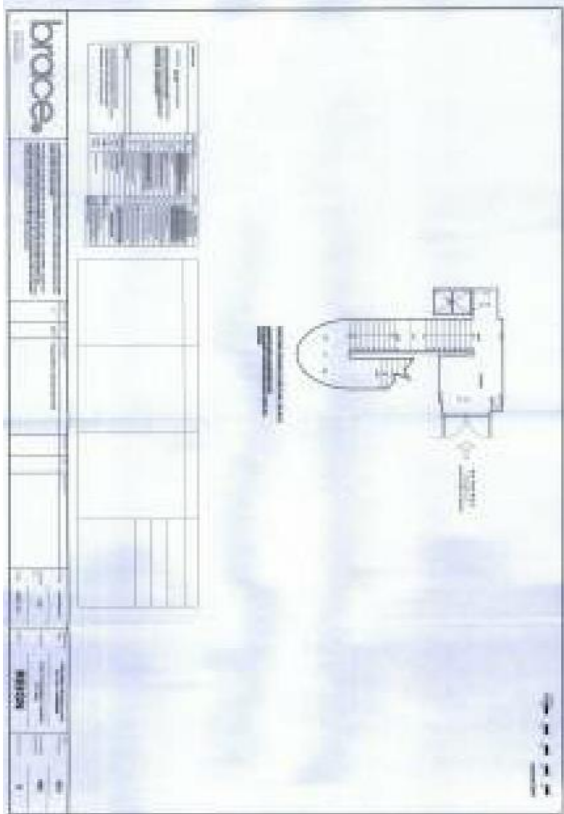
38. The approved arrangements at the premises, including means of escape provisions, fire warning and fire fighting equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
39. The certificates listed below shall be submitted to the Licensing Authority annually:
  - (a) Any emergency lighting battery or system
  - (b) Any electrical installation
  - (c) Any fire alarm system.
40. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
41. All exit doors shall be available at all times without the use of a key, code, card or similar means.
42. All fire doors shall be maintained effectively self-closing and not half open other than by an approved device.
43. Fire doors to ducts, service shafts and cupboards shall be kept locked shut.
44. The edges of the treads and steps and stairways shall be maintained so as to be conspicuous.
45. Only hanging, curtains, upholstery and temporary decorations, complying with the relevant British Standard shall be used. Where necessary these shall be periodically tested for flame resistance and re-treated as necessary.
46. Curtains and hangings shall be arranged so as not to obstruct fire safety signs, fire extinguishers or other fire fighting equipment.
47. Staff with specific responsibilities in the vent of fire or other emergency, together with deputies, shall receive training and written instruction appropriate to their role.
48. Any special effects or mechanical installations shall be arranged and sorted so as to minimise any risk to the safety of those using the premises. The following special effects will only be used on 10 days prior notice being given to the Licensing Authority where consent has not previously been given:
  - dry ice and cryogenic fog
  - smoke machines and generators
  - pyrotechnics and fog generators
  - firearms
  - lasers
  - explosives and highly flammable substances
  - real flame
  - strobe lighting.
49. Flashing or particularly bright lights on or outside the premises will not be permitted to cause a nuisance to nearby properties (save insofar as they are necessary for the prevention or crime).
50. After 21:00, at least one Personal License Holder shall be on duty on the premises while alcohol is being sold or supplied.

51. A minimum of two SIA staff shall be deployed with Body Worn Video, capable of recording audio and video in any light condition. 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 preceding 31-day period.
52. There shall be an electronic search arch installed at the premises and every patron entering or re-entering the premises when in use under this licence (including from the smoking area) shall pass through the search arch with searching supplemented by the use of two functional metal detecting wands. Patrons shall be searched by an SIA-trained member of staff and monitored and recorded by the premises CCTV system.
53. (a) All customers entering the premises shall have their ID scanned on entry, save for when a biometric scanning system is in place (when fingerprint scanning will be required for all customers who have previously shown identification at the premises). The details recorded shall include a live facial image capture of the customer and capture the photographic identification produced. The details recorded by the ID scanner system shall be made available to the Police and the local authority upon request.  
  
(b) The above requirement (a) is subject to the following exception, namely that a maximum number of 20 guests per night may be admitted at the Managers discretion without necessarily being ID scanned and recorded. A legible record (the Signing in Sheet) of these guests' names shall be retained on the premises for inspection by the licensing authority and Police for a period of 31 days. The name of manager authorising the admission will also be recorded by that manager. Guests shall be required to produce some form of ID such as a bank card (or emailed electronic photo I D) and an ID scan entry with a live photo shall be created.  
  
(c) Notwithstanding (a) and (b) above, patrons who are attending a pre-booked corporate event at the premises do not need to have their ID scanned on entry and instead a written guest list shall be held at reception for the event, and will be retained for 28 days after the event for inspection by the police and responsible authorities upon request.
54. All drinking containers used within the premises shall be polycarbonate. All glass bottles to be decanted into polycarbonate glassware or polycarbonate glassware carafes, with the exception of champagne and bottles of spirits of a minimum size of 70cl, supplied by waiter/waitress service to tables. Staff will clear all empty champagne and spirit bottles from the tables promptly. Customers will not be permitted to self-serve or remove bottles from the tables. Customers will not be permitted to drink directly from champagne or spirit bottles.  
  
Notwithstanding this condition, with the written agreement of the Westminster Police Licensing Team, a copy of which will be held at the premises reception, glass drinking vessels may be used for private or pre-booked events within the lounge/club area.
55. There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 02:30 or such time as agreed in writing by the Westminster Police Licensing Unit (and a copy of any agreement to be held at reception).
56. Risk reduction training inclusive of crime scene preservation shall be carried out by 2 February 2017 and refresher training every 6 months thereafter.
57. A minimum of one SIA licensed door supervisor to thirty-five customers shall be on duty at the premises whenever it is open for business.
58. Impartial unannounced compliance visits shall take place at the premises on a monthly basis. A written record of each visit shall be kept at the premises and produced for immediate inspection by a police officer or authorised officer of the licensing authority.
59. The premises shall provide a cloakroom and all coats and outdoor jackets shall be placed in the cloakroom by handing them to an attendant who shall be constantly on duty at the cloakroom during the whole time that the premises are open.
60. There shall be live, real-time CCTV monitoring of the premises at all times the premises is open for business except when the premises is being used exclusively for a private pre-booked event.



61. There shall be a dedicated search captain employed at the premises to supervise the searching of customers at all times when the premises are open.
62.
  - a. No licensable activities shall take place on lower level 2 (basement auditorium) and in the toilet area and DJ booth on lower level 1 (mezzanine) of the premises until these areas of the premises have been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the licensing authority.
  - b. No licensable activities shall take place in the trading room/bar on lower level 1 (mezzanine) of the premises until this area of the premises has been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the licensing authority.
  - c. Prior to the licence taking effect, the plans as deposited will be checked by the Environmental Health Consultation Team to ensure they are accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the LFEPA, Environmental Health Consultation Team, the Police and the Licensing Authority.

Annex 4 – Plans





**City of  
Westminster**

64 Victoria Street, London, SW1E 6QP

Schedule 12  
Part B

WARD: St James's  
UPRN: 010033541003

Premises licence  
summary

Regulation 33, 34

Premises licence number:

21/00725/LIPCH

**Part 1 – Premises details**

**Postal address of premises:**

Reign  
215 - 217 Piccadilly  
London  
W1J 9HN

**Telephone Number:** Not Supplied

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

Not applicable

**Licensable activities authorised by the licence:**

Performance of Dance  
Performance of Live Music  
Playing of Recorded Music  
Anything of a similar description to Live Music, Recorded Music or Performance of Dance  
Late Night Refreshment  
Sale by Retail of Alcohol

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

**Performance of Dance**

Monday to Sunday: 10:00 to 04:00

**Performance of Live Music**

Monday to Sunday: 10:00 to 03:00

**Playing of Recorded Music**

Monday to Sunday: 10:00 to 04:00

**Anything of a similar description to Live Music, Recorded Music or Performance of Dance**

Monday to Sunday: 10:00 to 04:00

**Late Night Refreshment**

Monday to Sunday: 23:00 to 04:00

**Sale by Retail of Alcohol**

Monday to Sunday: 10:00 to 03:00

**The opening hours of the premises:**

Monday to Sunday: 09:00 to 04:00

**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:**

Strongarm Holdings Limited  
43A Chesterton Road,  
London,  
England,  
W10 6ES  
C/o LT Law, 18 Soho Square, London, W1D 3QL

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

10552484

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

Name: Asher Grant

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

Restricted

**Date:** 03 February 2021

**This licence has been authorised by Michelle Steward  
on behalf of the Director - Public Protection and Licensing.**

### Licence & Appeal History

<b>Application</b>	<b>Details of Application</b>	<b>Date Determined</b>	<b>Decision</b>
05/10670/LIPN	New licence application	03.04.2006	Granted in part by Licensing Sub-Committee
07/00127/WCCMAP	Master licence	10.01.2006	Granted by Licensing Sub-Committee
11/03826/LIPT	Transfer Application	24.05.2011	Granted Under Delegated Authority
11/03830/LIPDPS	Application to Vary the Designated Premises Supervisor	24.05.2011	Granted Under Delegated Authority
11/03834/LIPVM	Minor Variation: 1) Remove conditions 13, 14, 23, 29, 36, 44, 45, 46 and 47. The removal of these conditions has been suggested by the Environmental Health Service and will not impact on the four licensing objectives. 2). Modify conditions below: 12 - Replace with Westminster Model Condition MC12, 15 - Replace with Westminster Model Conditions MC01, 17 3). Alter the layout of the Premises.	17.05.2011	Granted Under Delegated Authority
12/06828/LIIAN	Interim Authority application	06.11.2012	Granted Under Delegated Authority
14/01997/LIPT	Transfer Application	11.03.2014	Granted Under Delegated Authority
14/02281/LIPDPS	Application to Vary the Designated Premises Supervisor	08.04.2014	Granted Under Delegated Authority
14/03174/LIPT	Transfer Application	18.06.2014	Granted Under Delegated Authority

14/05370/LIPVM	Minor Variation: To regularise the position vis a vis the licence and the plans attached.	07.07.2014	Granted Under Delegated Authority
14/11474/LIPT	Transfer Application	10.02.2015	Granted Under Delegated Authority
16/08335/LIPT	Transfer Application	04.01.2017	Granted Under Delegated Authority
16/08340/LIPDPS	Application to Vary the Designated Premises Supervisor	04.01.2017	Granted Under Delegated Authority
16/12870/LIPVM	<p>Minor Variation: Add additional Model conditions agreed and requested by Westminster Police Licensing. -MC02 -MC01 -MC49 -MC87 -MC92</p> <p>After 23.00hrs all persons entering or re-entering the premises shall be searched by an SIA-trained member of staff and monitored and recorded by the premises CCTV system. The searching will be supplemented by the use of two functional metal detecting wands.</p> <p>After 23.00hrs all security employed at the premises shall wear high viz jackets or tabards.</p>	04.01.2017	Granted Under Delegated Authority
17/04952/LIPT	Transfer Application	21.06.2017	Granted Under Delegated Authority
17/05371/LIPDPS	Application to Vary the Designated Premises Supervisor	21.06.2017	Granted Under Delegated Authority
17/06549/LIPV	<p>Full Variation: To amended conditions 12, 53, and 55 attached to the Licence.</p> <p>To amend the plans.</p>	24.08.2017	Granted in part by Licensing Sub-Committee

17/11198/LIPV	<p>Full Variation: To vary the conditions on the premises licence as follows:</p> <p>There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 00:30 or such time as agreed in writing by the Westminster Police Licensing Unit (and a copy of any agreement to be held at reception)</p> <p>To read:</p> <p>There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 01:30 or such time as agreed in writing by the Westminster Police Licensing Unit (and a copy of any agreement to be held at reception)</p>	07.12.2017	Granted by Licensing Sub-Committee
18/00047/LIPDPS	Application to Vary the Designated Premises Supervisor	16.01.2018	Granted Under Delegated Authority
18/04798/LIPV	Variation application:	13.09.2018	Granted by Licensing Sub-Committee
20/11440/LIPDPS	Application to Vary the Designated Premises Supervisor	07.01.2021	Granted Under Delegated Authority
21/00725/LIPCH	Application to update Licensee details	03.02.2021	Granted Under Delegated Authority

<b>Application</b>	<b>Details of Application</b>	<b>Date Determined</b>	<b>Decision</b>
21/10215/LITENP	Temporary Event Notice	30.09.2021	Event allowed to proceed
21/10214/LITENP	Temporary Event Notice	30.09.2021	Event allowed to proceed
21/10213/LITENP	Temporary Event Notice	30.09.2021	Event allowed to proceed
21/10211/LITENP	Temporary Event Notice	30.09.2021	Event allowed to proceed
21/10210/LITENP	Temporary Event Notice	30.09.2021	Event allowed to proceed
21/09818/LITENP	Temporary Event Notice	24.09.2021	Event allowed to proceed
21/08519/LITENP	Temporary Event Notice	10.09.2021	Event allowed to proceed
21/08080/LITENP	Temporary Event Notice	29.08.2021	Event allowed to proceed
21/08081/LITENP	Temporary Event Notice	25.08.2021	Event allowed to proceed
21/07633/LITENP	Temporary Event Notice	12.08.2021	Event allowed to proceed
21/07632/LITENP	Temporary Event Notice	12.08.2021	Event allowed to proceed
21/07399/LITENP	Temporary Event Notice	29.07.2021	Event allowed to proceed
21/07397/LITENP	Temporary Event Notice	29.07.2021	Event allowed to proceed
21/07398/LITENP	Temporary Event Notice	06.08.2021	Event allowed to proceed



21/06570/LITENP	Temporary Event Notice	08.07.2021	Event allowed to proceed
21/06568/LITENP	Temporary Event Notice	08.07.2021	Event allowed to proceed
20/01699/LITENP	Temporary Event Notice	14.02.2020	Event allowed to proceed
19/16370/LITENP	Temporary Event Notice	11.12.2019	Event allowed to proceed
18/14727/LITENP	Temporary Event Notice	02.01.2019	Event allowed to proceed
18/10350/LITENP	Temporary Event Notice	11.09.2018	Event allowed to proceed
18/09364/LITENP	Temporary Event Notice	30.08.2018	Event allowed to proceed
18/04805/LITENP	Temporary Event Notice	30.05.2018	Event allowed to proceed
18/04804/LITENP	Temporary Event Notice	28.05.2018	Event allowed to proceed
18/03705/LITENP	Temporary Event Notice	12.04.2018	Event allowed to proceed

**There is no appeal history**

***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 appropriate for the promotion of the licensing objectives.

This schedule lists those conditions which are consistent with the operating schedule, or proposed as appropriate 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

**Conditions: On Current Licence -**

**Mandatory:**

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

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

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

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

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

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

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

Where -

- (i) P is the permitted price,

- (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
  - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
- (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -
- (i) the holder of the premises licence,
  - (ii) the designated premises supervisor (if any) in respect of such a licence, or
  - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
- (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
- (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.
- 8(iii). Where the permitted price given by Paragraph 8(ii)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
- 8(iv). (1) Sub-paragraph 8(iv)(2) below applies where the permitted price given by Paragraph 8(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
- (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.
9. All persons guarding premises against unauthorised access or occupation or against outbreaks of disorder or against damage (door supervisors) must be licensed by the Security Industry Authority.

## **Annex 2 – Conditions consistent with the operating Schedule**

None

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

10. From 21:00 until 30 minutes after close of business, a minimum of 2 SIA licensed door staff to be stationed at the entrance on Piccadilly whose tasks will include:
- Reminding customers that this is a residential area and to respect the needs of neighbours
  - To maintain an orderly queue where necessary
  - To ask customers leaving the premises to do so quickly and quietly.
11. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
12. The number of persons accommodated at any one time (excluding staff) shall not exceed the following: Mezzanine- 140 persons; Basement Auditorium - 300 persons. Maximum capacity of 400 persons on the premises at any one time. A minimum of 50 seats will be provided in the mezzanine area and a minimum of 250 seats will be provided in the basement auditorium.
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. 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.
15. 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 preceding 31 day period.
16. After 23.00hrs all security employed at the premises shall wear high viz jackets or tabards.
17. 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.
18. In the event that a serious assault is committed on the premises (or appears to have been committed) the management will immediately ensure that: (a) The Police (and where appropriate, the London Ambulance Service) are called without delay, using emergency telephone number 999; (b) All measures that are reasonably practicable are taken to apprehend any suspects pending the arrival of the Police; (c) As is reasonably practicable, the crime scene is preserved so as to enable a full forensic investigation to be carried out by the Police; and (d) Such other measures are taken (as appropriate) to fully protect the safety of all persons present on the premises." 'Serious assault' includes (but is not limited to) any assault in which emergency medical treatment is required and any assault in which a weapon is used.
19. No children under the age of 16 shall be permitted on the premises after 21:00 hours.
20. No children under the age of 14 shall be admitted on the premises.
21. There shall be no striptease or nudity, and all persons shall be decently attired at all times, except when the premises are operating under the authority of a Sexual Entertainment Venue licence.
22. The highway in the vicinity of the premises shall be swept at regular intervals and also at the close of business. Litter and sweepings collected shall be stored in accordance with the approved refuse storage arrangement.
23. No unauthorised advertisements of any kind shall be inscribed or affixed upon the surface of the highway, or upon any building, structure, works, street furniture, tree or any other property, or is distributed to the public, that advertises or promotes the establishment, its premises or any of its events, facilities, goods and services.
24. No payment shall be made by or on behalf of the premises for distribution of flyers or tickets within public areas in the Licensing District of Westminster.
25. A daily log is to be maintained to ensure that any capacity limit set for the various floors and the overall capacity of the premises is recorded hourly and can be properly monitored. Information regarding the capacity will be given to an authorised officer or Police Officer on request.
26. Alcohol may not be sold or supplied to persons admitted after 23:00 other than to:
  - (a) Persons taking a table meal; or
  - (b) Persons who have paid a minimum admission fee of at least £20 for performance based entertainment (not to be credited against consumables)

- (c) Persons who have paid a minimum annual membership fee of at least £450 payable in advance for music, dancing and entertainment (not to be credited against consumables) and up to a maximum of 4 bona fide guests. A list of all people who have paid an annual membership fee and their guests will be held at reception for inspection by relevant authority; or
  - (d) Persons given free membership and their bona fide guests where there has been an interval of at least 48 hours between application for membership. A list of all persons who have free membership will be held at reception for inspection by the relevant authority; or
  - (e) Persons who are bona fide guests of the license holder or management, a list of whom shall be kept at reception for inspection by the relevant authorities; or
  - (f) Artistes and persons employed by the premises; or
  - (g) persons attending at private function; the function organiser's name and address to be kept at reception for inspection by the relevant authorities.
27. Substantial food and non-intoxicating beverages, including water, shall be available throughout the permitted hours in all parts of the premises where intoxicating liquor is sold and supplied for consumption on the premises.
28. The sale and consumption of alcohol must be ancillary to the use of the premises for patrons attending performance based entertainment.
29. No payment shall be made by or on behalf of the licensees to any persons bringing customers into the premises.
30. A noise limiter located in a separate and remote lockable cabinet from the volume control must be fitted to the musical amplification system set at a level determined by and to the satisfaction of an authorised officer of the Environmental Health Service's Community Protection Department so as to ensure that no noise nuisance is caused to local residents or businesses. The operational panel of the noise limiter shall then be secured to the satisfaction of officers from the Environmental Health Service. The keys securing the noise limiter cabinet shall be held by the applicant only, and shall not be accessed by any other person. The limiter shall not be altered without prior agreement with the Environmental Health Service.
31. No alteration or modification to any existing sound system(s) should be effected without prior knowledge of an authorised Officer of the Environmental Health Service.
32. Any additional sound generating equipment shall not be used on the premises without being routed through the sound limiter device.
33. All entrance doors to be kept closed except for people's immediate access and egress.
34. No speakers shall be located in the entrance area.
35. All refuse will be paid, properly presented and placed on the street 30 minutes before any agreed collection time. Every endeavour will be made to prevent refuse being left on the street for more than 2.5 hours.
36. No bottles will be moved, removed or placed in outside areas between 23:00 and 08:00.
37. No persons shall give at the premises any exhibition, demonstration or performance of hypnotism, mesmerism or any similar act or process which produces or is intended to produce in any other person any form of induced sleep or trance in which susceptibility of the mind of that person to suggestion or direction is increased or intended to be increased.
- NOTE: This rule does not apply to exhibitions given under the provisions of Section 2(1A) and 5 of the Hypnotism Act 1952.
38. The approved arrangements at the premises, including means of escape provisions, fire warning and fire fighting equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
39. The certificates listed below shall be submitted to the Licensing Authority annually:
- (a) Any emergency lighting battery or system

- (b) Any electrical installation
- (c) Any fire alarm system.

40. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
41. All exit doors shall be available at all times without the use of a key, code, card or similar means.
42. All fire doors shall be maintained effectively self-closing and not half open other than by an approved device.
43. Fire doors to ducts, service shafts and cupboards shall be kept locked shut.
44. The edges of the treads and steps and stairways shall be maintained so as to be conspicuous.
45. Only hanging, curtains, upholstery and temporary decorations, complying with the relevant British Standard shall be used. Where necessary these shall be periodically tested for flame resistance and re-treated as necessary.
46. Curtains and hangings shall be arranged so as not to obstruct fire safety signs, fire extinguishers or other fire fighting equipment.
47. Staff with specific responsibilities in the vent of fire or other emergency, together with deputies, shall receive training and written instruction appropriate to their role.
48. Any special effects or mechanical installations shall be arranged and sorted so as to minimise any risk to the safety of those using the premises. The following special effects will only be used on 10 days prior notice being given to the Licensing Authority where consent has not previously been given:
  - dry ice and cryogenic fog
  - smoke machines and generators
  - pyrotechnics and fog generators
  - firearms
  - lasers
  - explosives and highly flammable substances
  - real flame
  - strobe lighting.
49. Flashing or particularly bright lights on or outside the premises will not be permitted to cause a nuisance to nearby properties (save insofar as they are necessary for the prevention or crime).
50. After 21:00, at least one Personal License Holder shall be on duty on the premises while alcohol is being sold or supplied.
51. A minimum of two SIA staff shall be deployed with Body Worn Video, capable of recording audio and video in any light condition. 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 preceding 31-day period.
52. There shall be an electronic search arch installed at the premises and every patron entering or re-entering the premises when in use under this licence (including from the smoking area) shall pass through the search arch with searching supplemented by the use of two functional metal detecting wands. Patrons shall be searched by an SIA-trained member of staff and monitored and recorded by the premises CCTV system.
53. (a) All customers entering the premises shall have their ID scanned on entry, save for when a biometric scanning system is in place (when fingerprint scanning will be required for all customers who have previously shown identification at the premises). The details recorded shall include a live facial image capture of the customer and capture the photographic identification produced. The details recorded by the ID scanner system shall be made available to the Police and the local authority upon request.

(b) The above requirement (a) is subject to the following exception, namely that a maximum number of 20 guests per night may be admitted at the Managers discretion without necessarily being ID scanned and recorded. A legible record (the Signing in Sheet) of these guests' names shall be retained on the premises for inspection by the licensing authority and Police for a period of 31 days. The name of manager authorising the admission will also be recorded by that manager. Guests shall be required to produce some form of ID such as a bank card (or emailed electronic photo I D) and an ID scan entry with a live photo shall be created.

(c) Notwithstanding (a) and (b) above, patrons who are attending a pre-booked corporate event at the premises do not need to have their ID scanned on entry and instead a written guest list shall be held at reception for the event, and will be retained for 28 days after the event for inspection by the police and responsible authorities upon request.

54. All drinking containers used within the premises shall be polycarbonate. All glass bottles to be decanted into polycarbonate glassware or polycarbonate glassware carafes, with the exception of champagne and bottles of spirits of a minimum size of 70cl, supplied by waiter/waitress service to tables. Staff will clear all empty champagne and spirit bottles from the tables promptly. Customers will not be permitted to self-serve or remove bottles from the tables. Customers will not be permitted to drink directly from champagne or spirit bottles.

Notwithstanding this condition, with the written agreement of the Westminster Police Licensing Team, a copy of which will be held at the premises reception, glass drinking vessels may be used for private or pre-booked events within the lounge/club area.

55. There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 02:30 or such time as agreed in writing by the Westminster Police Licensing Unit (and a copy of any agreement to be held at reception).

**Condition 55 is proposed to be suspended for a period of 2 years.**

56. Risk reduction training inclusive of crime scene preservation shall be carried out by 2 February 2017 and refresher training every 6 months thereafter.
57. A minimum of one SIA licensed door supervisor to thirty-five customers shall be on duty at the premises whenever it is open for business.
58. Impartial unannounced compliance visits shall take place at the premises on a monthly basis. A written record of each visit shall be kept at the premises and produced for immediate inspection by a police officer or authorised officer of the licensing authority.
59. The premises shall provide a cloakroom and all coats and outdoor jackets shall be placed in the cloakroom by handing them to an attendant who shall be constantly on duty at the cloakroom during the whole time that the premises are open.
60. There shall be live, real-time CCTV monitoring of the premises at all times the premises is open for business except when the premises is being used exclusively for a private pre-booked event.
61. There shall be a dedicated search captain employed at the premises to supervise the searching of customers at all times when the premises are open.
62. a. No licensable activities shall take place on lower level 2 (basement auditorium) and in the toilet area and DJ booth on lower level 1 (mezzanine) of the premises until these areas of the premises have been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the licensing authority.
- b. No licensable activities shall take place in the trading room/bar on lower level 1 (mezzanine) of the premises until this area of the premises has been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the licensing authority.
- c. Prior to the licence taking effect, the plans as deposited will be checked by the Environmental Health Consultation Team to ensure they are accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the LFEPA, Environmental Health Consultation Team, the Police and the Licensing Authority.



**Conditions proposed to be added by the applicant.**

63. A copy of the premises dispersal policy shall be made readily available at the premises for inspection by a police officer and/or an authorised officer of Westminster City Council.
64. On Saturday trade there shall be a designated welfare officer appointed separate to SIA functions to monitor the behaviour and conduct of patrons within the premises and on dispersal.
65. The variation of hours under ref: xxxx shall be permitted for a limited period of 2 years only until (insert date)
66.
  - a) On Sundays to Fridays there shall be no entry or re-entry excluding persons from the smoking area to the premises after 0230 or such time as agreed in writing by the Westminster Police Licensing Unit and a copy of any agreement to be held at reception
  - b) On Saturdays there shall be no entry or re-entry excluding persons from the smoking area to the premises after 0400 or such time as agreed in writing by the Westminster Police Licensing Unit and a copy of any agreement to be held at reception. This condition shall be in force for a limited period of 2 years only until (insert date)
67. Condition 55 shall be suspended for 2 years only until (insert date).

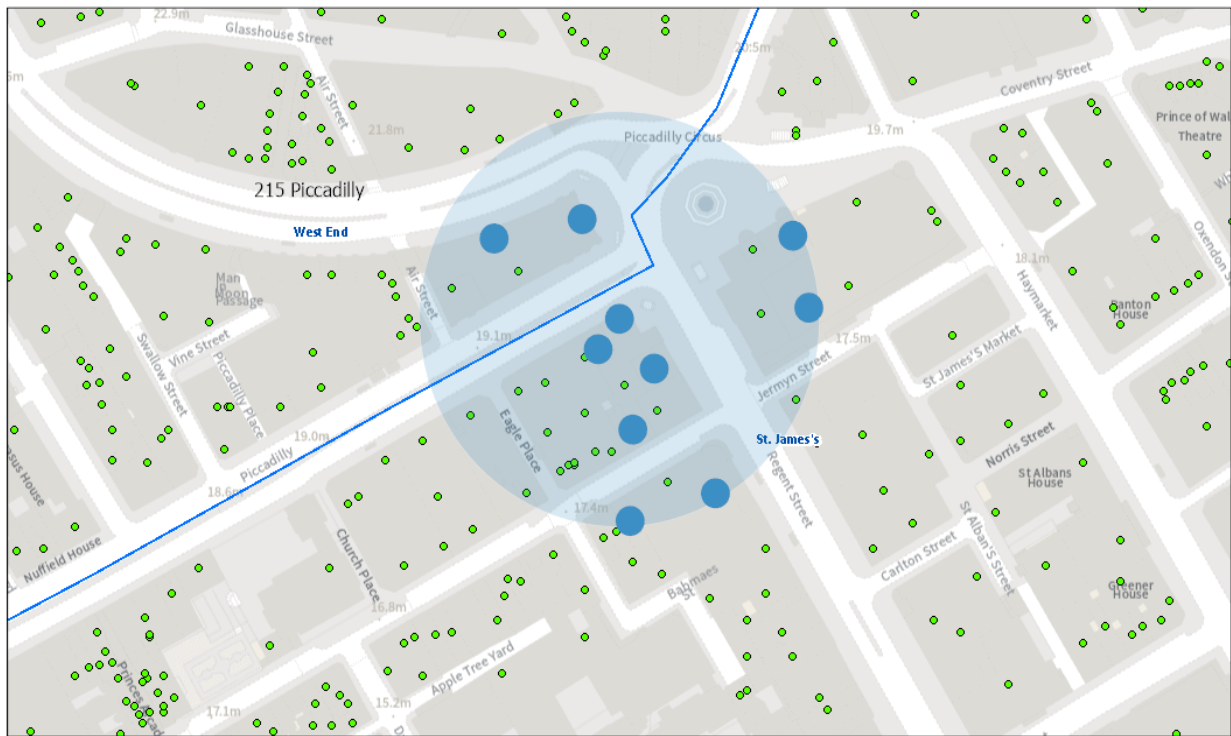
**Conditions proposed by the Metropolitan Police Service and agreed with the applicant so as to form part of the operating schedule.**

None.

**Conditions proposed by the Environmental Health Service and agreed with the applicant so as to form part of the operating schedule.**

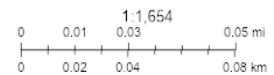
None.

215 - 217 Piccadilly London W1J 9HN



17/12/2021, 10:08:04

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



Resident count: 43

Licensed premises within 75 Metres of Reign, 215 - 217 Piccadilly London W1J 9HN				
Licence Number	Trading Name	Address	Premises Type	Time Period
17/01259/LIPVM	Shadow Licence	215 - 217 Piccadilly London W1J 9HN	Night clubs and discos	Sunday; 09:00 - 00:00   Monday to Saturday; 09:00 - 04:00
17/06314/LIPT	Le Pigalle	215 - 217 Piccadilly London W1J 9HN	Night clubs and discos	Sunday; 09:00 - 00:00   Monday to Saturday; 09:00 - 04:00
21/00725/LIPCH	Reign	215 - 217 Piccadilly London W1J 9HN	Night clubs and discos	Monday to Sunday; 09:00 - 04:00

18/03717/LIPVM	San Carlo Cicchetti	215 Piccadilly London W1J 9HL	Restaurant	Sunday; 08:00 - 00:00   Monday to Saturday; 08:00 - 00:30
20/08512/LIPT	Pizza Hut	29 - 31 Regent Street London SW1Y 4NQ	Restaurant	Sunday; 12:00 - 00:00   Monday to Saturday; 10:00 - 00:30
19/09064/LIPN	Shadow Licence	1 Piccadilly Circus London W1J 0TR	Not Recorded	Sunday; 07:00 - 01:00   Monday to Saturday; 07:00 - 03:30   Sundays before Bank Holidays; 07:00 - 01:30
21/04887/LIPDPS	Getti Restaurant	Ground Floor 16-17 Jermyn Street London SW1Y 6EE	Restaurant	Sunday; 12:00 - 23:00   Monday to Saturday; 10:00 - 23:30
12/07165/LIPN	Jermyn Street Theatre	Basement 16B Jermyn Street London SW1Y 6ST	Theatre	Friday; 13:00 - 23:00   Saturday to Thursday; 13:00 - 22:00
20/05168/LIPN	Asia Collective	55 Regent Street London W1B 4DY	Food court	Sunday; 10:00 - 22:30   Monday to Thursday; 07:00 - 00:00   Friday to Saturday; 07:00 - 01:00
21/06883/LIPCH	Criterion Theatre	2 Jermyn Street London SW1Y 4XA	Theatre	Friday to Saturday; 09:00 - 02:00   Sunday to Thursday; 09:00 - 00:00
21/07894/LIPT	Granaio Piccadilly	224 Piccadilly London W1J 9HP	Restaurant	Monday; 10:00 - 05:00   Tuesday; 10:00 - 05:00   Wednesday; 10:00 - 05:00   Thursday; 10:00 - 05:00   Friday; 10:00 - 05:00   Saturday; 10:00 - 05:00   Sunday; 12:00 - 05:00

19/00952/LIPDPS	Vue Cinema	The Plaza Cinema 19 Regent Street London SW1Y 4LR	Cinema	Monday to Sunday; 00:00 - 00:00
21/12224/LIPDPS	Tesco Metro	Ground Floor The Plaza 17 - 25 Regent Street London SW1Y 4LR	Shop (large)	Sunday; 10:00 - 22:30   Monday to Saturday; 08:00 - 23:00
20/12037/LIPDPS	Rowleys	113 Jermyn Street London SW1Y 6HJ	Restaurant	Sunday; 12:00 - 00:00   Monday to Saturday; 10:00 - 00:30