

WITNESS STATEMENT

CJ Act 1967, s.9 MC Act 1980, ss 5A(3)(a) and 5B; MC Rules 1981, 170

Statement of

Age if under 18 'over 18' (if over 18 inset 'over 18')

Occupation Door Supervisor

This statement (consisting of page(s) each signed by me) is true to the best of my knowledge and belief and I make it knowing that, if it is tendered in evidence, I shall be liable to prosecution if I have wilfully stated in it anything which I know to be false or do not believe to be true.

Date: 10/07/2022 Time: 2312

Signature:

This statement refers to when I witnessed my colleagues be assaulted by a male.

I am a door supervisor and have been for 9 months. I work in W. LONDON.

On Sunday 10 July 2022, at approximately 2200 hours I was standing near the PS AREA on First floor, and I can clearly see

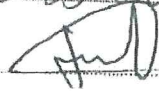
Signature:

[Signature]

V C E B N A C U P St CR Oth


From the DJ Area, we were keeping an eye on a certain group of boys in the bar who were acting very suspiciously in the toilets coming in and out several times and bringing females in the toilet.

I have been observing him for around half an hour. I received a radio message to enter the toilet as my colleague asked for some assistance. I saw ~~him~~ I went into the toilet and could see my colleague [redacted] and [redacted] arguing with a group of males in the toilet. The males seemed very drunk possibly on drugs and very aggressive. My supervisor told me to ask ~~asked~~ a white male from the group to leave. I have then told the white male to leave in which he walked back on the DJ Area to his

Signature: 

Continued: Seat where the rest of <sup>35</sup> his group were. I approached him and told him again to leave and his group friends threatened me and told me that he was not leaving. They have then created a barrier around him to stop me reaching the guy and they repeatedly struck me. I was not going to let him leave. I then stepped back and they were continuing threatening me. The black male that was in the toilet he came and returned back with the group. Suddenly the white male and there was another white male punched my colleague [redacted]. I have then seen the black male attack my colleagues and there was bottles thrown everywhere. The group punched everyone and fighting everyone.

<sup>00</sup> This fight lasted at least everyone <sup>00</sup> half an hour and ended up near the lift area. The group

Signature: 



and when police arrived. While I was talking to the officers when things started to calm down I was with the police officer to the security office to show her the CCTV room. I could then see the black male and one of the white males who were involved from the start when I observed them. He was still aggressive towards me but this black male and the white male that were detained by the police were involved in assaulting my colleagues.

I am willing to attend court.

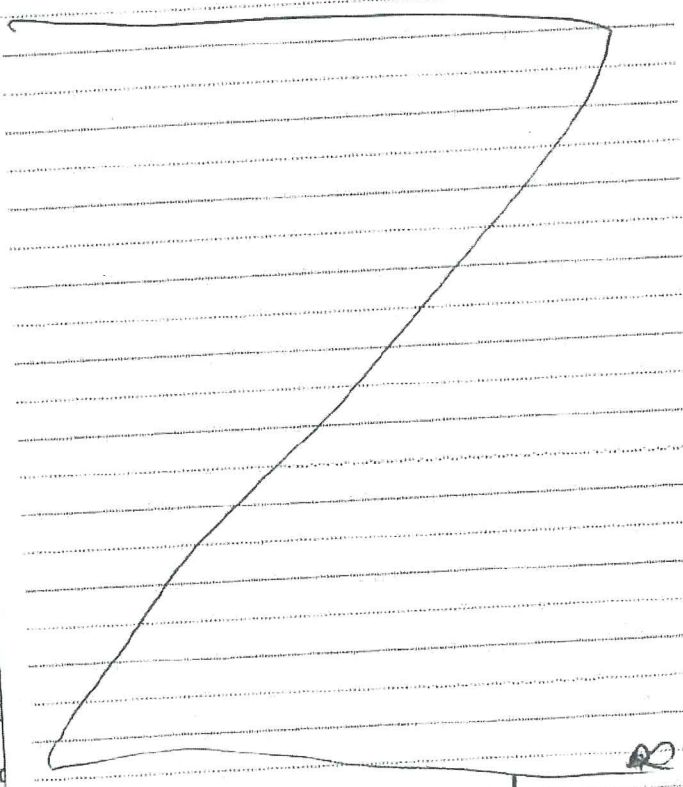
I would describe the black male to be, heard, tall dark clothing and around 5ft 9.

I would describe the white

Signature: 

Continued: male to be 5ft 9 and around 30 years of age.

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Signature: 

WITNESS STATEMENT

CJ Act 1967, s.9 MC Act 1980, ss.5A(3)(a) and 5B MC Rules 1984-1990

Statement of

Age if under 18 Over 18 (if over 18 insert 'over 18')

Occupation SECURITY OFFICER

This statement (consisting of \_\_\_\_\_ page(s) each signed by me) is true to the best of my knowledge and belief and I make it knowing that, if it is tendered in evidence, I shall be liable to prosecution if I have wilfully stated in it anything which I know to be false or do not believe to be true.

Date: 10/07/2022

Time: 2300

Signature: [Signature]

THIS STATEMENT CONCERNS AN INCIDENT IN WHICH I WAS ASSAULTED WHILE PERFORMING MY DUTY AS A SECURITY OFFICER AND BARRY HURT THIS STATEMENT WILL CONCERN 3 PARTICULAR PEOPLE OUT OF 6-10 PEOPLE INVOLVED. ONE PERSON IS MYSELF. I AM EMPLOYED AS A SECURITY OFFICER FOR 'N' HOTEL ON WADDLOW STREET, ANOTHER

Signature: [Signature]




Continued: PERSON IS A MALE THAT <sup>34</sup>  
ASSAULTED & TRIED TO INTIMI-  
DATE ME. I WILL REFER TO  
HIM AS 'MALE #1' AND THE  
CASE IS AN UNIDENTIFIED  
MALE THAT ACTUALLY PUSHED  
ME AND CAUSED ME TO  
SUFFER MY INJURIES. I WILL  
REFER TO HIM AS MALE #2  
BOTH OF THESE MALES WERE  
PART OF A LARGER GROUP  
OF PERHAPS 6-10 PEOPLE.

ON SUNDAY 10<sup>th</sup> JULY 2022  
AT APPROXIMATELY 2215HRS  
I WAS STOOD ON DUTY, ON THE  
FRONT DOOR OF THE 'W' HOTEL  
ON WARDOUR STREET WHEN  
I RECEIVED A CALL OVER THE  
RADIO FROM MY COLLEAGUE  
[REDACTED] THAT THERE WERE  
A GROUP OF MALES DOING DRUGS  
IN THE BATHROOM AND AS A  
RESULT THEY WOULD NEED TO

Signature: 

Continued: I BE ESCORTED FROM <sup>35</sup>  
THE PREMISES. MY COLLE-  
AGUES AND I TALKED WITH  
THE MALES AND EXPLAINED  
THAT THEY WOULD NEED TO  
LEAVE THE PREMISES. THE  
MALES REFUSED TO LEAVE,  
SAYING THEY WERE NOT  
DOING ANY DRUGS. THE MALES  
RETURNED TO THEIR TABLES  
UNDER THE GUISE OF  
WANTING TO COLLECT THEIR  
BELONGINGS. THE MALES  
CONTINUED TO REFUSE TO  
LEAVE WHEN ASKED AGAIN.  
I EXPLAINED TO VENUE  
MANAGEMENT THAT IT WAS IN  
OUR BEST INTEREST AT THIS  
POINT TO CANCEL THE PRIVATE  
EVENT THAT WAS HOSTING THESE  
MALES; THERE WERE TOO MANY  
DRUGS INVOLVED AND TOOK  
CONTINUE THE EVENT WOULD  
ONLY RISK FURTHER HARM

Signature: 



Continued: AS A RESULT OF THE MALES<sup>26</sup>  
BEING UNDER THE INFLUENCE  
OF FURTHER DRUGS, MARIJUANA  
ALCOHOL AND MUSIC IN THE  
VENUE WAS TURNED OFF.  
AT THIS POINT THE ORGANISER  
CAME TO ME TO FIND OUT  
WHY AND I EXPLAINED THAT  
THE EVENT IS OFF. THE LIGHTS  
WERE TURNED ON. AT THIS  
POINT THE MALES WHO HAD  
STARTED ARGUING IN BETWEEN  
THEMSELVES WHEN THEY  
FOUND OUT THE EVENT WAS  
CANCELLED STARTED FIGHTING  
AMONGST THEMSELVES. I SAW  
ONE MALE THROW A PUNCH  
AT ANOTHER OF HIS GROUP.  
AT THIS POINT ONE OF MY  
COLLEAGUES GRAB ONE OF THE  
MOST AGGRESSIVE MALES AROUND  
THE ARMS. I MOVE INTO THE  
GROUP AND TRY TO PULL

Signature: 

Continued: TWO MALES AWAY FROM  
FROM MY COLLEAGUES AS AT  
THIS POINT THE MALES WERE  
SURROUNDING MY COLLEAGUES  
AND SECURITY WERE OBTAINED  
BY ATLEAST TWO TO ONE. ONE  
OF THE MALES SLIPPED FROM  
MY GRIP AND I CONTINUED  
TO HOLD ON TO THE SINGLE  
MALE TO KEEP HIM AWAY  
FROM THE FIGHTING. AT THIS  
POINT I WAS Hoping THAT  
KEEPING THE REST OF THE  
MALES AWAY FROM THE  
MOST AGGRESSIVE ONES WOULD  
CALM THE SITUATION AND  
ALLOW MY COLLEAGUES TO  
RESOLVE IT.

A THIRD PERSON PUNCHED  
ME FROM THE SIDE AND I  
HAD TO LET GO TO KEEP MY  
BALANCE ON THE SLIPPERY  
FLOOR.

Signature: 

WITNESS STATEMENT

CJ Act 1967, s.9 MC Act 1980, ss 5A(3)(a) and 5B; MC Rules 1981, r70  
Statement of [redacted]

Age if under 18 over 18 (if over 18 inset 'over 18')  
Occupation Nurse

This statement (consisting of \_\_\_\_\_ page(s) each signed by me) is true to the best of my knowledge and belief and I make it knowing that, if it is tendered in evidence, I shall be liable to prosecution if I have wilfully stated in it anything which I know to be false or do not believe to be true.

Date: 10/11/2022 Time: \_\_\_\_\_  
Signature: [Signature]

I am the adult named person and  
this is in relation to an accident  
that occurred while I was in the  
hotel at WARRIOR STREET  
POW TURF 34 hours on SUNDAY  
10th JULY 2022.  
In this statement, I will tell about  
my friends, [redacted], [redacted]  
[redacted] was [redacted] again, and [redacted] [redacted]  
from the [redacted] [redacted] [redacted]  
on SUNDAY 10th JULY 2022 at  
approximately 22:00 hours at the bar

Signature: [Signature]



Continued: inside W Hotel WARDOUR STREET, I was <sup>inside</sup> ~~outside~~ the

bar at or went with a large group of friends, I was standing in the area behind the bar and [redacted] and [redacted] I saw unknown males fighting with the barman, it appeared that they were jumping on each other. The barman had asked anyone who was fighting and everyone who wasn't, walked after the bar towards the lifts. The fight continued near the lifts and got stuck in the small area near the lifts. The unknown male, who had no top on started fighting all the barman. Myself and [redacted] has dragged the group of gobs around the bar in the reception. I tried to go down towards the bar and through a hallway door down towards the underpass of the bar. At this point the police have arrived. I have filmed the entire thing on my phone, and I will exhibit this

Signature: [Signature]

Continued: H.S / et. and I will send this to the UK the police next day [Signature]

Signature: [Signature]

WITNESS STATEMENT

CJ Act 1967, s.9 MC Act 1980, ss 5A(3)(a) and 5B, MC Rules 1981, r70

Statement of [redacted]

Age if under 18 Over 18 (if over 18 inset 'over 18')

Occupation Security

This statement (consisting of 4 page(s) each signed by me) is true to the best of my knowledge and belief and I make it knowing that, if it is tendered in evidence, I shall be liable to prosecution if I have wilfully stated in it anything which I know to be false or do not believe to be true.

Date: 10.07.2023

Time: 03:03

Signature: [Signature]


This statement describes when I witnessed an AFFRAY and was assaulted at W HOTEL, WID GAF I am the above named person and I am security at W Hotel Woodrow street and work for SIA which is a security agency. On the day of the incident I was working 1600 to 0000 covering the event at the hotel. The incident took place by the elevators.

Signature: [Signature]

Continued: On the 1st floor, I was in the middle of two groups on the first floor. I was facing towards the bar area. At approximately 2200 hours on the 10th July 2022 I was standing on the ground floor on the main door with my colleague [redacted] who is a security [redacted] went upstairs to check on the event but did not return. I was then called on the radio to come up that they needed help. I took the middle lift to the first floor. When the lift doors opened I saw only fighting between two groups of guests. I then tried to go in the middle - 8 of them to stop them. They were 5 on one side, 2 lifts through glass bottles and hotel decorations at the other group of 5. All were males. All of the males

Signature: 

Continued: were actively fighting by punching, trying to kick and some were throwing bottles. I had [redacted] next to me trying stop a shirtless 161 males who the most aggressive of them all. Two police officers arrived one female one male. I pushed 3 of the males to the lifts and the police pepper sprayed the males who were then pushed into the lift. This was the last group and when they had left the other group calmed down and [redacted] and myself escorted the 7 to the other group of 7 males down stairs who left by the front door. As I was pushing the males into the lift I was hit in the back of the head by something - 8 I do not recall what. I would describe the shirtless male 161 blonde hair, shaved on side, 175cm

Signature: 



Continued: jeans. The male I stopped<sup>36</sup>  
from from taking things was  
Hawaiian shirt, black beard,  
short hair, mixed race. I saw  
this male from bottles at the  
other group. The remainder were  
in a mixture of Hawaiian shirts.  
I was with [redacted] who ~~works~~  
is another security guard who  
works for SIA. I have known  
[redacted] for 3 months. — or  
I was observing the fight for  
no more than 2 minutes. I was  
in the middle of the fight next  
to the suspects. Visibility was  
clear. I have never seen any  
of the suspects before. I  
would be willing to attend  
court. ~~VRS~~<sup>or</sup> I do not want  
to give a VRS at this time.

DT

Signature: 

Continued:

37

Signature:

Continued: jeans. The male I stopped<sup>36</sup>  
from from taking things was  
Hawaiian shirt, black beard,  
short hair, mixed race. I saw  
this male throw bottles at the  
other group. The remainder were  
in a mixture of Hawaiian shirts.  
I was with [redacted] who ~~was~~  
is another security guard who  
works for SIA I have known  
[redacted] for 3 months — so  
I was observing the fight for  
no more than 2 minutes I was  
in the middle of the fight next  
to the suspect. Visibility was  
clear, I have never seen any  
of the suspect before. I  
would be willing to attend  
court, ~~VRS~~<sup>VRS</sup> I do not want  
to give a VRS at this time.

DT

Signature: 

Continued: .....

37

Signature: .....

**STATEMENT OF WITNESS***(Criminal Procedure Rules, r. 16.2; Criminal Justice Act 1967, s. 9)*

URN

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Statement of: Mr Tony Matthews  
 Age if under 18: Over 18  
 Occupation: Director

This statement is true to the best of my knowledge and belief and I make it knowing that, if it is tendered in evidence, I shall be liable to prosecution if I have wilfully stated in it, anything which I know to be false, or do not believe to be true.

Signature: 

Date: 11 Jul 2022

I am employed by Marriott Hotel as a Director of Loss Prevention at W Hotel, 10 Wardour street, W1D 6QF.

These premises are protected by CCTV. There are 80 cameras fitted in the location and these cameras record events within the following areas; All internal communal areas and external to building.

The images from the cameras are recorded onto a Avigilon make of CCTV recorder, in time lapse, recording direct to hard drive. The date and time is shown on the recording; I believe it is not accurate. The time shown is slow by 1 to 2 minutes, dependant on the camera number, this has been cross checked with the speaking clock.

On 11/7/2022 I was visited by TDC Benjamin DAVIES from Hammersmith police station, who requested a CCTV recording covering the area of Perception Bar and Reception areas between the time/s of 22:21 and 22:40 on 10/7/2022. A USB stick was removed from the recording device by Tony Matthews. I produce the USB stick as my exhibit TMA/1 and the description of my exhibit is one usb containing cctv and I have written this on the exhibit bag. I handed the exhibit to TDC Benjamin Davies who placed it in a police tamper proof evidence bag, seal number MPSA25678841, signed by me and counter signed by the police officer.

Signature: 

Signature Witnessed by:



## WITNESS STATEMENT

Criminal Procedure Rules, r 27. 2; Criminal Justice Act 1967, s. 9; Magistrates' Courts Act 1980, s.5B

URN

Statement of: Andy L. ELLIOTT 3282AW

Age if under 18: Over 18 (if over 18 insert 'over 18') Occupation: POLICE OFFICER

This statement (consisting of \_\_\_\_\_ page(s) each signed by me) is true to the best of my knowledge and belief and I make it knowing that, if it is tendered in evidence, I shall be liable to prosecution if I have wilfully stated in it anything which I know to be false, or do not believe to be true.

Witness Signature: Andy L. ELLIOTT PC 3282AW..... Date: 19/07/2022

On THURSDAY 07<sup>th</sup> APRIL 2022 at 15:00 hours I attended THE W HOTEL, LEICESTER SQUARE, LONDON, W1D 6QF with my colleagues from WESTMINSTER LICENSING TEAM PC Brian HUNTER 2437AW & PC Adam DEWELTZ 2556CW to conduct a debrief following an allegation of Grievous Bodily Harm at a private event. As a result of that meeting and in agreement with the Designated Premise Supervisor [REDACTED] the following Action Plan was agreed to and to be implemented by SUNDAY 10<sup>th</sup> APRIL 2022.

## FAILINGS

Suspect not detained

## ACTION

Training carried out with the team by the security provider and the Hotel Security Team.

No Crime Scene Implemented

Training of the entire team to ensure that this is carried out When an incident occurs where injuries are sustained, and a potential crime has been committed.

SIA door staff not wearing their SIA badges

This was put in place immediately after the meeting with Licensing.

Loss of control by SIA door staff During the incident/not robust Enough

Training of the team carried out and security provider to ensure that they select officers that have the necessary experience and are use to working in this type of environs.

No early intervention

Security Team trained on stepping in immediately when Flash points occur to stop an escalation.

Suspect allowed the opportunity To pick up the ice bucket

Training for the bar team and security team to ensure any objects that can be thrown or used as a weapon are Removed from the area immediately when an incident Could potentially occur.

## FURTHER ACTION

Due Diligence

Sales team to be briefed on exactly what to look out for When carrying out due diligence on prospective bookings. i.e Music type, crowd, social media etc.

Witness Signature: .....

Signature Witnessed by Signature:.....



Continuation of Statement of:

All Sort Booking

No further bookings will be accepted from the organisers All Sorts.

I was made aware by my colleague PC DEWELTZ 2556CW of an incident of Serious Crime & Serious Disorder at THE W HOTEL on Sunday 10<sup>th</sup> JULY 2022 and in respect of that incident to review which elements if any of the agreed Action Plan made back on THURSDAY 07<sup>th</sup> APRIL 2022 in the presence of myself named colleagues, [REDACTED] and Hotel Security Manager [REDACTED] had been implemented.

Regretfully no attempt had been made by security to detain suspects as there had been a complete loss of control of the situation with those intent on crime and disorder not being identified early, dynamic risk assessments completed and if required the police called to deal with offenders. Clearly from the various Body Worn Video of attending officers and that which immediately following the incident was circulating on Instagram SIA were once again found to be not wearing their blue SIA badges that identify them by name and SIA identification number as required by law. The venue were found to be in breach of Condition 16, Annex 3 of the existing License 17/11814/LIPDPS namely 'There shall be no self service of alcohol except for the guest bedrooms. This was the focus on the APRIL debrief as on that occasion an ice bucket had been thrown at a FEMALES head causing injuries consistent with Grievous Bodily Harm.

Assurances had been given to police however on the occasion of Sunday 10<sup>th</sup> JULY 2022 when police initially arrived on scene they were met with a large scale public order incident and were having bottles used as intended offensive weapons and thrown directly towards them resulting in a tactical retreat and the calling up of multiple police units to restore a level of order and control which the venue had not been able to achieve on any level. The irony of the JULY incident was that as in APRIL an ice bucket was again weaponised and thrown directly towards an individual with the intention to cause serious injury, again assurances not met as when the breach of Condition 16 was pointed out back in April [REDACTED] & Head of Security WESTMINSTER LICENSING received assurances that this would not be repeated.

Equally we have seen from the events of SUNDAY 10<sup>th</sup> JULY 2022 that little or no due diligence had been given to the organiser/promoter of this event and the crowd that subsequently attended. When challenged back at the THURSDAY 07<sup>th</sup> APRIL 2022 meeting with WESTMINSTER LICENSING as to how W HOTELS vet future bookings it was not based on any shared experiences within the industry such as the Institute of Security Management but rather based on the beat of the music and whether it dovetailed with their patrons. All in all back on THURSDAY 07<sup>th</sup> APRIL 2022 lots of assurances and a commitment to implement change by SUNDAY 10<sup>th</sup> APRIL has not been met as based on the events of SUNDAY 10<sup>th</sup> JULY 2022 no training has taken place with either SIA or bar staff neither has the due diligence to prevent these events from ever entering the venue in the first instance been met showing a complete disregard from the commitments made back in APRIL and of DPS [REDACTED] and Head of Security to support the Licensing Objectives of Prevention of Crime & Disorder & Public Safety.

Witness Signature: Andy L. ELLIOTT  
3282AW.....

Signature Witnessed by Signature:.....

### WITNESS STATEMENT

**Criminal Procedure Rules, r 27. 2; Criminal Justice Act 1967, s. 9; Magistrates' Courts Act 1980, s.5B**

URN

Statement of: Susan Partridge-Wells

Age if under 18: Over 18 (if over 18 insert 'over 18') Occupation: Evidential Recordings Officer

This statement (consisting of 1 page(s) each signed by me) is true to the best of my knowledge and belief and I make it knowing that, if it is tendered in evidence, I shall be liable to prosecution if I have wilfully stated in it anything which I know to be false, or do not believe to be true.

Witness Signature: ...S Partridge-Wells..... Date: 11/07/2022

I am employed by Met Command and Control as an Evidential Recordings Officer.

I have downloaded a copy the audio recording(s) for the below referenced CAD(s) from the Metropolitan Police Command and Control audio recording system.

The file(s) detailed below are exhibited by myself, they have been saved with file name in the format of "<Exhibit Ref> CAD XXXX – DDMMMYY" and uploaded to evidence.com under the ID of 01CW/04278/22

Exhibit Ref	Incident Ref
SP1	CAD 8070 10-07-22
SP2	CAD 8139 10-07-22
SP3	CAD 8147 10-07-22
SP4	CAD 8150 10-07-22

I am unaware of the contents of this recording.

I cannot give any evidence of the incident to which it relates.

I cannot give any evidence of a technical nature as to how the recordings are made.

Witness Signature: ...Susan Partridge-Wells.....

Signature Witnessed by Signature:.....





## To the Licensing Sub-Committee

### W Hotel

Being only too aware of the restriction on your time I hope that the following notes may assist:

1. Prior to even drafting the application for a premises licence for the new W Hotel on the old Swiss Centre site in Leicester Square, we sought the views of your Officers, London Fire Brigade, the Police and the Heart of London Business Alliance. A full presentation of the concept including Powerpoint displays was given by Vice Presidents from Starwood, the owner of W Hotels. The much reduced summarised version of the presentation accompanies the application in the document called "Who? What? Where? When? and why the WOW!" (the "W Presentation") which is the Operating Schedule.
2. There have been undoubted improvements to Leicester Square since the adoption of the Leicester Square Action Plan in 2002. The W Hotel, due to open in the summer of 2010, will be seen as a cornerstone in the continued development of the plan of reclaiming Leicester Square as a world class destination in our world class city.
3. The Committee will be aware of the statistics which maintain the Square as truly at the heart of London with its 250,000 visitors every day and its 50 premiere's each year. At page 14 of the operating statement which accompanied the application the Committee will see where W Hotels already operate world wide. I understand that it was the uniqueness of the site and the vision of the Leicester Square Development



Plan which persuaded Starwood to make this the first UK site for its prestigious worldwide W concept.

4. W is described as being a “Hotel brand buster” because it doesn’t conveniently fit into any established hotel category; it is more a lifestyle.
5. It is hoped that we will be able to explain how the style so implicitly encapsulates the vision of your Licensing Policy that it is difficult to conceive that the application for the premises licence is really contrary to Policy. However, it undoubtedly is in that it is a new premises licence in “Stress” and the application is for a 24 hour licence. The licence and its permissions are fundamental to the success of W in London. The W concept (including the 24 hour operation) has been welcomed and supported by the Heart of London Alliance. It is hoped therefore that the Committee will understand that this is a truly exceptional, and desirable, application for this particular hotel on this particular site in this particular location.
6. The commitment from Starwood to delivering the W brand and the standards which are so intrinsic to your Licensing Policy should not be underrated; Starwood has ensured that the following key personnel will be available to answer any questions that the Committee may have on the day of the hearing:
  - **Mr Giles Selves** – Director, Restaurant and Bar Development, Europe, Africa & Middle East
  - **Mr Michael Shannon** – Director, New Builds & Transitions, Luxury Brands, Europe, Africa & Middle East



- **Mr Colin Bennett** – Area Manager, England and proposed Designated Premises Supervisor
  - **Mr Daniel Braham** – Vice President, Legal, Europe, Africa & Middle East
7. Starwood have over 5.4 million active members in its Hotel loyalty program “the Starwood Preferred Guest”. A very significant figure regularly stay at W Hotel’s worldwide. This success is key to it’s continued success, people coming to the Hotel know what to expect.
  8. These papers seek to concentrate on the Licensing Policy and the Hotel’s unique trading style. At pages 20 & 21 of the W Presentation the Committee will find the essential features of the W Hotel. On the plans accompanying the application the Committee will have seen that the hotel itself occupies seven floors.
  9. On the ground floor the hotel only occupies approximately half of the building footprint. Planning permission has been granted for the remainder of the ground floor for retail space. “W” has ensured it has a right of veto who may occupy this retail space to ensure that a “five star” retailer is found to match the five star Hotel.
  10. In part of the basement of the building planning permission has been granted for a casino; this is unlikely to happen. The basement is not in W’s demise or part of the W operation in any way and a separate application will need to be made to the Licensing Sub-Committee; W has retained the same veto.
  11. The Committee will see that whilst the Hotel entrance is on the ground floor the Hotel reception is on the first floor. The remainder of the ground floor is mainly back of





house but there is a fine dining restaurant with its own discreet entrance on the ground floor which also has a mezzanine level. The total number of covers anticipated for the restaurant is 130 persons and the mezzanine level will have 140. This will be an integral operation of the W Hotel. On the roof of the Hotel there will be luxury apartments which are not part of the Hotel but will be individually leased subject to the W branding (e.g. W will service the apartments).

12. Apart from the restaurant, there will be a Spa and private screening/meeting rooms (maximum occupancy of 50 persons), the only other public space will be the hotel lobby/lounge/bar which has its own reception on the first floor. The maximum occupancy of this whole area will be approximately 240 which may be thought of as very modest in the context of a 194 bedroom hotel. Lounge style furniture will seat at least 80% of total occupancy and there will be waiter/waitress service throughout the W Lounge. Whilst it has been necessary to apply for permission to provide regulated entertainment, no facility (other than music) will be provided for dancing. The W Lounge is most definitely not a nightclub.

13. Substantial food will be provided throughout the Hotel throughout the day, the actual hours of the restaurant have not been finalised at the time of writing, however the flexibility to provide high class dining throughout the day and night is applied for hence the application for late night refreshment throughout the night.

14. Turning then to your Licensing Policy itself, it was hoped that the Committee will immediately understand this application falls squarely within the strategy set out at paragraph 1, providing the cultural and financial benefits described in paragraph 1.1,



the greater diversity referred to in paragraph 1.4. Your Policy recites that it wishes to encourage the provision of more seating in premises which serve alcohol to people to sit and enjoy a drink and order food with table service. With the capacity requested it will be manifestly impossible for this to have a high volume of vertical drinking. Further the level of staff, whether providing front line service or the background security, will ensure the Council's wish to ensure high volume vertical drinking will not take place.

15. The W Lounge will afford splendid views of Leicester Square, however in keeping with the exclusive nature of the Hotel, guests will be able to see out but members of the public will not be able to see in. Because of the view over Leicester Square and it's importance to the Hotel, the Committee can feel confident that Starwood will be a proactive member of the Leicester Square Association in the Leicester Square Development Policy.

16. The Licensing Policy indicates that it does not operate in a vacuum and some important features of this application fit within those related Policies such as the undoubted benefits to tourism and the way that this whole application sits so firmly within the Leicester Square Action Plan (and therefore commands the unwavering support of the Heart of London Business Alliance).

17. Your Policies themselves are detailed and with attention to that detail your Officers have considered the application as have all other Responsible Authorities and, perhaps to a lesser extent, other Interested Parties. It is not insignificant that the only



Interested Parties who have commented, have so eloquently requested support from this Committee for the concept that they have tried and tested elsewhere in the world.

18. In considering whether an exception should be made to Policy on hours in particular, the brand that is W is key. It has an established track record elsewhere which is highly valued, thus ensuring that the brand owner will do everything that is required to ensure that the brand value is not jeopardised.

19. The sort of people that are attracted to the brand value is significant. W refers to the concept of being "behind the velvet rope" which alludes to the exclusivity of the brand and the selection process in allowing people to come behind that velvet rope. It is very important that those invited into the W Lounge are the type of people W would want in their hotel. It is not like other operations where they have separate operators to run the licensed bar part of the premises and have separate entrances/exits to ensure customers do not affect the hotel guests. The W Lounge is intrinsic to the W Hotel and W will have full control over the W Lounge.

20. It is quite intentional that the access to the W Lounge is on the first floor. In order to gain access patrons will have to go through three filters of security, first on the ground floor, then in the hotel lobby on the first floor and then into the Lounge itself.

21. As an aside I should mention that there are legal reasons why a 24 hour licence needs to be applied for as well, for instance, the sale of alcohol by way of self service from mini-bars in each of the rooms. The exhibition of film, in the form of recordings or non-broadcast television programmes to be viewed in hotel bedrooms.





22. Finally in this respect the Committee may take some comfort from the fact that the licence is for the Hotel itself and is essential for the W style of trading and therefore the Committee will retain some power over the style of trading.
  
23. Any one of the reasons mentioned above may not in themselves be sufficient to convince you to grant the licence on request, but together, it is hoped that the Committee will find them sufficiently attractive to grant the hours sought.
  
24. It is hoped that these "notes" have been of some benefit to the Committee and answered some of the questions it would inevitably have had. A high calibre team will be available at the hearing on the 24<sup>th</sup> August to answer questions which the Committee may have and to provide any necessary reassurance that the Committee may desire.