



City of Westminster Licensing Sub-Committee

Meeting:	<i>Licensing Sub-Committee</i>
Date:	<i>25th August 2022</i>
Classification:	<i>General Release</i>
Premises:	<i>Ground Floor and Basement, 3 - 4 Vere Street, London, W1G 0DH</i> <i>21/14650/LISEVN</i>
Wards Affected:	<i>West End, Core CAZ North</i>
Financial Summary:	<i>None</i>
Report of:	<i>Operational Director for Public Protection & Licensing</i>

1. Executive Summary

- 1.1 The Council has received an application for a new of the sexual entertainment venue licence under Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 ("The Act") for Ground Floor and Basement, 3-4 Vere Street, London ("The Premises"). The report sets out the application details, objections, policy and legal context along with other considerations that the Licensing Sub-Committee requires in order to determine this application.

2. Recommendations

- 2.1 That following consideration of this report, any information given orally at the hearing and/or in writing by the applicants and objectors the Licensing Sub-Committee may determine to:
- 2.1.1 Grant the application in full. The Committee may also determine to grant the application in part
 - 2.1.2 Grant of the application in full or in part may be subject to standard conditions (as amended) and conditions which formed part of the application, were proposed by parties to the hearing or any other condition the Licensing Sub-Committee considers appropriate, or
 - 2.1.3 Refuse the application.

3. Application being considered

3.1 On 22nd December 2021 the applicant applied for a new Sex Entertainment Venue (SEV) premises licence to provide relevant entertainment in the form of Full nudity striptease between the hours of 10:00 to 05:00 Monday to Saturday and 10:00 to 00:00 Sunday. A copy of the application and supporting documents can be seen at Appendix A

3.3 Since submission, the applicant has amended the application as follows:

- Monday to Tuesday: 23:00 – 02:00
- Wednesday – Saturday: 23:00 – 05:00 (the morning following)
- Sundays have been withdrawn from the application.

3.3 The applicant has also applied for a new premises licence for the premises, application reference 21/14651/LIPN. This has subsequently been withdrawn following a transfer of the licence to the applicant. A copy of the premises licence reference 22/07163/LIPT appears at Appendix E.

4. Objections

4.1 The application has received 18 objections attached at Appendix C

4.2 On 15 January 2022, the Metropolitan Police Service made an objection to the application on the basis that, if granted the application would undermine the licensing objectives. The hours sought exceed Westminster's Core Hour Policy and there is insufficient detail contained within the operating schedule to promote the licensing objectives. The full representation is attached at Appendix C1.

4.3 On the 18 January 2022, the Council's Environmental Health Service made an objection on the basis that the grant of the licence would be inappropriate having regard to the layout, character or condition of the premises. As part of this objection, conditions have been proposed to be added to the operating schedule of the licence if granted. The full representation is attached at Appendix C2.

4.4 On the 18 January 2022, the Licensing Authority made an objection based on the nature of the premises and the character of the relevant locality and the use of premises in the vicinity. The full representation is attached at Appendix C3.

4.5 Objections from Interested Parties

There were 15 objections from interested parties submitted on the grounds of:

- Public nuisance
- Crime and disorder
- Residential amenity
- Inappropriate of location
- Protection of children from harm

The objections are set out in full at Appendix C4 and C5. Following consultation objections 2 and 14 have subsequently been withdrawn.

- 4.6 Objectors 1 to 10 (Appendix C4) have confirmed to the Licensing Service that they wish to waive their right to anonymity. Objectors 11 to 15 (Appendix C5) have not confirmed to the Licensing Authority that they wish to waive their right to anonymity, and for this reason the objectors will remain anonymous.
- 4.7 The Licensing Sub Committee will need to determine whether the layout, character and condition of premises are appropriate for the grant of a sexual entertainment venue licence in accordance with Policy LO3. In this regard, when determining this application, the Licensing Sub Committee will need to take into consideration several factors, namely the locality of the venue and its surrounding premises such as schools and places of worships.

5. Relevant history

- 5.1 There is no history of sex establishment (Sexual Entertainment Venue) licence at the premises.

6. Policy Considerations

6.1 Suitability of applicant – SU1

The applicant has stated that no relevant offences have been committed. In addition, the Police and the Council's Licensing Inspectorate have carried out fit and proper persons checks and have not made any objections to the application.

6.2 SEV carried on for the benefit of another person – SU2

The Police and the Council's Licensing Inspectorate have undertaken appropriate checks and have made no comments.

6.3 Appropriate number of SEV in a locality – NO1

The appropriate number of sexual entertainment venues in the relevant localities is 25 in the Westminster core CAZ north. As the premises are currently licensed this application, if granted, will not exceed 25.

6.4 Character of the relevant locality – LO1

The premises is situated on Vere Street, which is a through road from Oxford Street to Henrietta Place. Vere Street is made up mainly of retail shops and restaurants. There is a resident count of 370.

6.5 Use of premises in the vicinity – LO2

The main use of the premises in the immediate vicinity are commercial. There is one faith group within a 250 metre radius of the premises (see map as attached at Appendix E). There are no other SEV premises, schools, or places of worship in a 250 metre radius of the premises.

6.6 Layout, character or condition of the venue – LO3

Vere Street dates from the early 1800's and 3-4 Vere Street is currently a restaurant on the ground and lower ground floor with an office building on the first to fifth floors. The main entrance to the premises is on the ground floor and another entrance to the premises is at street level which has stairs that lead down to the basement

7. **Legal Implications**

7.1 The Licensing Sub-Committee may determine to:

- (a) Grant the application in full. The Committee may also determine to grant the application in part
- (b) Grant with additional special conditions which the Licensing Sub-Committee deem appropriate; or
- (c) Refuse the application.

7.2 Before refusing to renew an application, the Licensing Authority shall give the licence holder an opportunity to appear before and of being heard by the Licensing Sub-Committee (Para 10(19) Schedule 3 LG(MP)A1982).

7.3 In considering this application, the Licensing Sub-Committee shall have regard to any observations submitted to them by the Chief Officer of Police and any objections that have been received in writing within the 28 day consultation period (Para 10(18) Schedule 3 LG(MP)A1982).

7.4 The Licensing Sub-Committee may refuse to grant or renew a licence for the following reasons set out in (Para 12(3) Schedule 3 LG(MP)A1982):

- (a) that the applicant is unsuitable to hold a licence by reason of having been convicted of an offence or for any other reason;
- (b) that if the licence were to be granted the business to which it relates would be managed by or carried on for the benefit of a person, other than the applicant, who would be refused the grant of such a licence if he made the application himself;
- (c) that the number of sex establishments, or of sex establishments of a particular kind, in the relevant locality at the time the application is determined is equal to or exceeds the number which the authority consider is appropriate for that locality;
- (d) that the grant or renewal of the licence would be appropriate, having regard:
 - (i) to the character of the relevant locality; or
 - (ii) to the use to which any premises in the vicinity are put; or
 - (iii) to the layout, character or condition of the premises, vehicle, vessel or stall in respect of which the application is made.

An applicant whose application for the grant or renewal of a licence is refused on either ground specified in paragraph (c) or (d) above shall not have the right to appeal to the magistrates' court.

7.5 If the Licensing Sub-Committee determine to grant a Sexual Entertainment Venue licence, the licence will be subject to the Standard Conditions for Sexual Entertainment Venue licences, unless the Sub-Committee determines that certain Standard Conditions should be expressly excluded or varied (Para 13(4) Schedule 3 LG(MP)A1982).

7.6 Should the Licensing Sub-Committee determine to refuse the application for the grant, of a licence under Paragraph 12(3)(a) or (b) Schedule 3 LG(MP)A 1982, the applicant may appeal to the Magistrates' Court within 21 days beginning with the date on which the applicant is notified of the refusal of his application (Para 27(1) Schedule 3 LG(MP)A1982).

8. Human Rights and Equality Issues

8.1.1 In making a decision consideration will need to be given to the applicant's rights under the European Convention on Human Rights. The right to peaceful enjoyment of possessions (Article 1 of the First Protocol) and freedom of expression (Article 10) may be relevant.

8.1.2 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.

8.1.3 149 (7) of the Equality Act 2010 defines the relevant protected characteristics as age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

An Equalities Impact Assessment has been conducted and the Council believes that the granting of this application for the sexual entertainment will not have an adverse impact or unlawfully discriminates against any protected characteristics.

Appendices

A1 to A5 – Application and supporting documents.

B – Applicant submissions

C1 to C5 – Objections

D - Submissions from Objector 4

E – Premises Licence 22/07163/LIPT

F – Sex Establishment history

G – Conditions proposed by Environmental Health, Metropolitan Police and Licensing Authority

H – Map of locality

If you have any queries about this report or wish to inspect any of the background papers, please contact Kevin Jackaman at kjackaman@westminster.gov.uk

BACKGROUND PAPERS

Local Government (Miscellaneous Provisions) Act 1982

Policing and Crime Act 2009

Sexual Entertainment Venues Statement of Licensing Policy 2012

Sexual Entertainment Venues Guidance and Procedure effective 17 February 2012

Home Office Guidance March 2010



Westminster City Council

Application for a sexual entertainment venue licence

Local Government (Miscellaneous Provisions) Act 1982

Application is hereby made and the necessary fee will be sent for a:

- New Licence
- Transfer of Licence
- Renewal of Licence Licence number
- Variation of Licence

Part 1 - Application Details

Name of premises

Search for address

Address of premises

Postcode

The application is being made -

If application is made on behalf of an individual:

Title

Name Occupation (during preceding six months)

Surname

Date of birth Telephone number

If application is made on behalf of a corporate or incorporated body:

Name of applicant body:

Is this an unincorporated or body corporate? Unincorporated Body corporate

Registered / principal office address:

Postcode

Company number

Full names of directors and other persons responsible for the management of the body, including the names of managers, company secretary and similar officers and the manager of the establishment

Please continue by answering the questions you are asked below -

Part 2 - Licence Details

What hours and what days are you applying for?

Monday to Saturday: 10:00-05:00
Sunday: 10:00-00:00

What *relevant* entertainment will be performed?

Full nudity striptease

For variation applications - what does the variation consist of?

Is only part of the building to be licensed?

No

Yes Please provide details

Basement, ground and mezzanine as shown on appended plans

Will any part of the premises be used for the exhibition of moving pictures?

No

Yes Please provide details

Does the applicant presently use the premises as a sex establishment?

No

Yes If yes, when did the use commence?

If not, what is the present use?

Vacant [former restaurant]

Supporting Material Checklist - tick to confirm

- I understand that I am required to send this application with a plan showing the area to be licensed and the statutory declarations for the applicants, the directors of the company applying for the licence and any other person who will be responsible for the management of the licensed premises.



upload attachments

I confirm that no changes have taken place since the last renewal



All supporting material should be sent / provided to the address shown on the declaration.

Declaration Page

Important

It is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003 to make a false statement in or in connection with this application

Fee

The non-returnable fee for this application is and must be submitted with this application.

An additional fee of will be payable before any approval is issued

Declaration

I hereby declare that the information given on this form is correct to the best of my knowledge and belief.

I understand we are required to send / provide the sum of , being the fee for this application.

Confirmation *Date* *Name*
Capacity

Contact details for correspondence, leave blank if due to be provided premises address

Title
Name
Surname
Postal address
Postcode
Telephone number
Email address

Supporting Material Return Address

Please send all supporting material to the address below. Specific documents will be returned to the correspondence address after a decision has been made regarding the application.

Note: No breaking out to determine shell - Re-survey post-strip out will be required to verify.



- KEY**
- ☐ CCTV Camera
 - ☐ ALLIABLE
 - ☐ ACTIVABLE
 - ☐ WATER
 - ☐ CO2
 - ☐ Fire Extinguisher
 - ☐ Fire Blanket

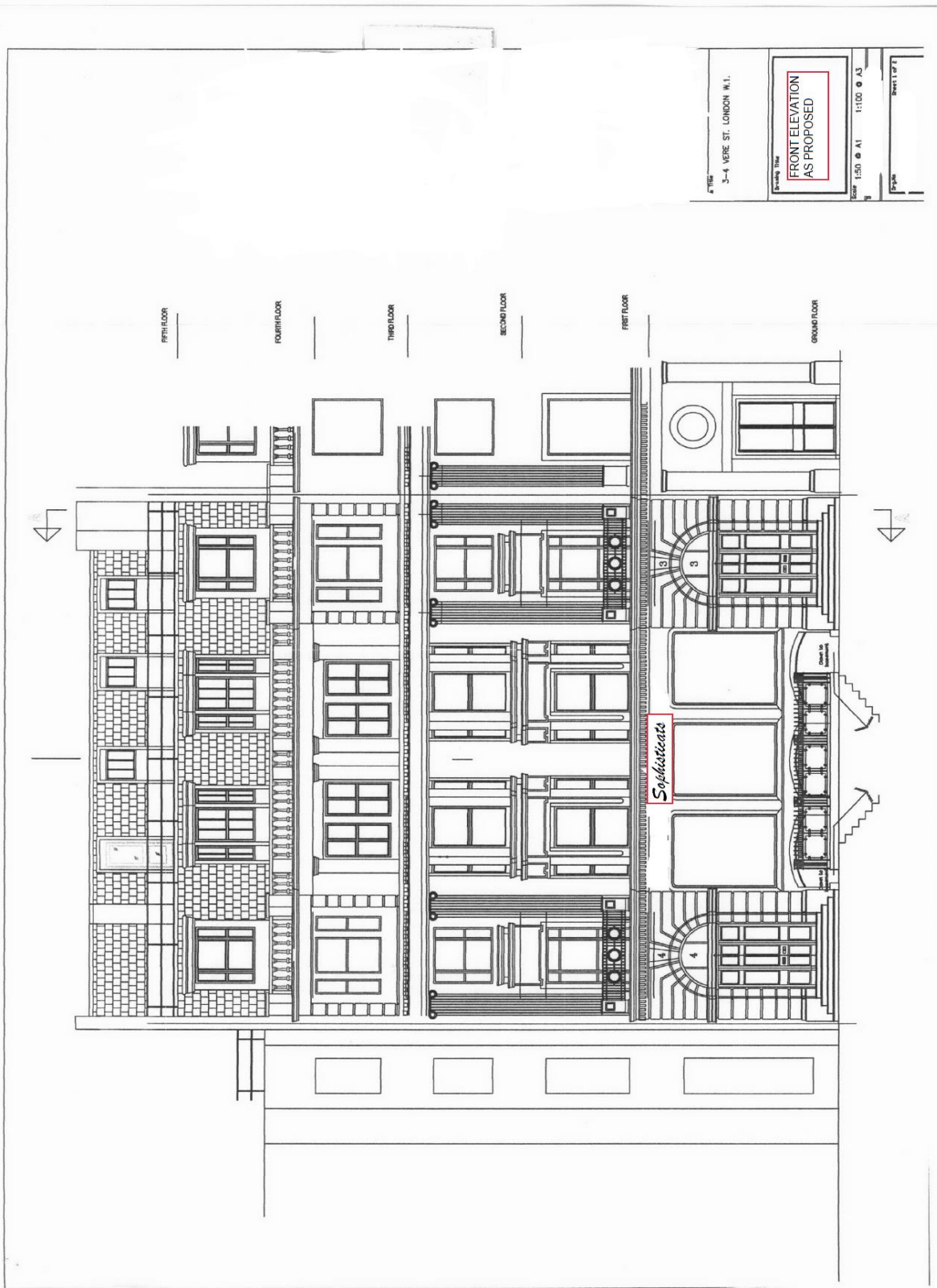
NOTE

1. The location of fire risk areas is indicated by a red line.
2. Fire exits are indicated by a red square.
3. Fire extinguishers are indicated by a blue square.
4. Fire blankets are indicated by a red square.

**BASEMENT / LOWER
GROUND FLOOR**

NEW FT OUT	12	12	12	12	12
PROPOSALS	12	12	12	12	12
FOR COMMENT APPROVAL	12	12	12	12	12
BMS 102	12	12	12	12	12

BMS IDN LTD
 Made 07/02/2022 E-mail: phil@bmsidn.com web: bmsidn.com





City of Westminster

PARTICULARS OF A LIMITED COMPANY APPLYING FOR SEX ESTABLISHMENT LICENCE

Name of Company: **Clarmans Clubs Ltd**

Date and Country of Incorporation: **21 December 2021; United Kingdom**

Company registration number: **13810956**

What type of company is the applicant: **Private limited Company**
(e.g. public or private limited by share of guarantee etc.)

Full name of each director Full private address

**John Charles Wythe
48 Warwick Street
London
W1B 5AW**

Date 22 December 2021..... *Thomas and Thomas*
Signature

NOTE: If the applicant company is a subsidiary of another company please complete a separate form in respect of the parent company and an ultimate holding company. If required by the Council please supply a copy of the Memorandum and Articles of Association of these companies.

Licensing Service
4th Floor
City of Westminster
City Hall
64 Victoria Street
London
SW1E 6QP

IMPORTANT NOTE: THIS FORM IS OPEN TO INSPECTION BY THE PUBLIC.

2021 - PRIVATE AND CONFIDENTIAL

Schedule of Directors, Owners, Officers & Managers

Full name:	[REDACTED]
Private address:	[REDACTED]
Capacity:	Manager
[REDACTED]	
Full name:	[REDACTED]
Private address:	[REDACTED]
Capacity:	Director
[REDACTED]	
Full name:	[REDACTED]
Private address:	[REDACTED]
Capacity:	General Manager

IN THE MATTER OF THE LOCAL GOVERNMENT (MISCELLEANOUS PROVISIONS) ACT 1982

APPLICATION FOR A SEXUAL ENTERTAINMENT VENUE LICENCE 21/14650/LISEVN

3-4 VERE STREET W1D 0GH

APPLICANT SUBMISSIONS

TAB	DOCUMENT
1.	Applicant Submissions
2.	Policy Submissions
3.	Summary of objections and Applicant responses
4.	Summary of stakeholder engagement
5.	Letters to objectors dated 2 August 2022
6.	Amended plans and elevations
7.	Alberto Landgraf Restaurant Press
8.	HGH Area Profile Report & Appendices
9.	Footfall survey of Leveche Associates & Appendices
10.	Brandspeak Polling Report
11.	Premises Licence reference 21/07616/LIPN
12.	Arrival, Dispersal & Anti-Touting Policy
13.	Responsible Supply of Alcohol & Welfare Policy
14.	Letters of Support – Performers, Employees and Local Business

IN THE MATTER OF THE LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1982

APPLICATION FOR A SEXUAL ENTERTAINMENT VENUE LICENCE 21/14650/LISEVN

3-4 VERE STREET W1D 0GH

APPLICANT SUBMISSIONS

TAB 1

IN THE MATTER OF THE LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1982

AND IN THE MATTER OF 3 – 4 VERE STREET, LONDON W1G 0DH

SEXUAL ENTERTAINMENT VENUE LICENCE APPLICATION REFERENCE 21/14650/LISEVN

APPLICANT'S SUBMISSIONS

Licence History

1. The premises has historically operated as a late-night restaurant and entertainment venue over ground, mezzanine and basement floors trading as “Maroush” under Premises Licence reference 09/01218/LIPV.
2. In 2021 the Licensing Authority granted a new Premises Licence reference 21/07616/LIPN (Tab 11).
3. On 26 July 2022 Premises Licence reference 21/07616/LIPN was transferred to the Applicant.

Amended Proposal

4. The Applicant has significantly scaled-back the proposals in direct response to the representations. The Applicant has withdrawn the proposal for Relevant Entertainment to take place on the ground and mezzanine floors. Relevant Entertainment will only be provided in the basement accessed via a separate and discreet entrance.
5. A Michelin star chef from Brazil, Mr Alberto Landgraf, will work in partnership with the Applicant to operate a high-class restaurant on the ground floor. Mr Landgraf’s restaurant in Rio de Janeiro, Oteque, holds two Michelin stars and was recently included in the world’s 50 best restaurants list (Tab 7).

Licence Application Amendments

6. As a result of the amended proposals, the Applicant has formally amended the licence applications as follows:

- a. Withdrawal of new Premise Licence application. The Applicant will instead operate under the existing Premises Licence reference 21/07616/LIPN.
- b. Amendment of the proposed Sexual Entertainment Venue (“SEV”) Licence layout plans (Tab 6), with the provision of Relevant Entertainment in the basement floor only and restaurant use on the ground floor.
- c. Reduction in proposed hours for Relevant Entertainment as follows:

FROM:

- i. Sunday: 10:00 – 00:00
- ii. Monday to Saturday: 10:00 – 05:00

TO:

- iii. Sunday: withdraw application for Relevant Entertainment
- iv. Monday – Tuesday: 23:00 – 02:00
- v. Wednesday – Saturday: 23:00 – 05:00

The amended proposed terminal hours are consistent with the existing Premises Licence, meaning no extension to the existing permitted terminal hours. The amendment to the proposed start times also represents a substantial reduction in the overall hours for Relevant Entertainment proposed.

- d. Following helpful consultation with the Marylebone Association, the following additional conditions to be imposed on the SEV Licence:
 - i. *There shall be no signage affixed to the premises advertising Relevant Entertainment.*

- ii. *Relevant Entertainment may only take place in the basement and not on any other floor of the premises.*
 - iii. *Except in cases of emergency evacuation, the main entrance/exit doors at ground/mezzanine level shall not be used by performers or for direct access/egress by customers visiting the premises for Relevant Entertainment.*
 - iv. *The number of persons accommodated in the basement shall not exceed 110 (excluding staff and performers) at any one time. [NB. The existing Premises Licence authorises a capacity of 225 in the basement]*
7. The Marylebone Association have withdrawn their representation following confirmation of the amended proposals.

The Applicant

8. The Applicant's management team, led by Mr John Mckeown, is one of, if not the, most experienced team of SEV operators in Westminster and London. They have operated SEVs for over 20 years. Mr Mckeown operated a SEV trading as Sophisticats Marylebone at 28 Marylebone Lane between 2000 and 2019. The premises closed in 2019 due to redevelopment works by the landlord and will soon launch as Shiva Hotel, the operator of which has objected to the current SEV Licence application.
9. Sophisticats Marylebone was located approximately 100 metres¹ away from the application premises on Vere Street. The premises was licensed to provide Relevant Entertainment until 07:30am. The Applicant had an impeccable track record operating in this location. The Applicant's fine-tuned and comprehensive operational management policies, which developed over almost 20 years of operational experience in this area of Marylebone, will be transferred to the Vere Street premises.
10. The Applicant currently operates an existing SEV in Westminster: Sophisticat's Soho, 3-7 Brewer Street. This premises operates under a SEV Licence granted by the City Council's Licensing

¹ As the crow flies, or approximately a 160 metre walk

Authority. The premises formerly operated as a nightclub. Since opening in 2016, the Applicant has helped to reduce local crime² and reduce noise complaints³.

11. Since the implementation of the 1982 Act, the Applicant's management team have been deemed suitable to hold a SEV Licence 14 times by Westminster and 4 times by the London Borough of Camden as follows:
 - a. Sophisticats Marylebone: 2011 new SEV Licence application plus 7 subsequent annual renewal applications.
 - b. Sophisticats Soho: 2016 SEV Licence transfer application plus 5 subsequent annual renewal applications.
 - c. Euston: 2019 SEV Licence transfer application plus 3 subsequent annual renewal applications.
12. Few, if any at all, SEV Licence Applicants have the same level of experience and history of granted SEV Licence applications in London as the Applicant's management team. Every SEV Licence application made by the Applicant's management team has been granted with no findings that the Applicant's management team is unsuitable to hold a SEV Licence.
13. The representations refer to settled proceedings in respect of the Applicant's premises in Euston. The Magistrates' Court allowed the Applicant's appeal against the London Borough of Camden's Licensing Sub-Committee's decision to revoke the Premises Licence in early 2020⁴. All subsequent SEV Licence renewal applications were granted by the London Borough of Camden.

Location

14. The premises is located in the Westminster Core CAZ North. The City Council has determined that this area is appropriate for the quota of 25 SEV Licences. The Applicant understands that there are currently significantly less than 25 SEVs operating in the Westminster Core CAZ North.

² In particular, helping the Police tackle drug dealing in Tisbury Court by allowing undercover police officers to use Sophisticats Soho as an operational base with access to CCTV and radio systems

³ As acknowledged by local residents living above Sophisticats Soho and the Environmental Health Consultation Team

⁴ By way of Consent Order

15. Unusually for Westminster, there is no sensitive local resident accommodation in the immediate vicinity of the premises. As a result:
 - a. the premises has already operated for many years with a late Premises Licence;
 - b. Sophisticats Marylebone operated for almost 20 years in the area with a 07:30am SEV Licence without residential complaint; and
 - c. the premises location is appropriate for the proposed use.

There are few, if any, locations in Westminster that could be deemed as appropriate as Vere Street for one of the underutilised quota of SEVs.

16. Accordingly, the Licensing Authority continually found the immediate local area to be appropriate for a SEV between 2000 to 2019 when granting the Applicant's SEV Licence applications for Sophisticats Marylebone. In particular, the new SEV Licence application during the transition to the 1982 Act regime in 2011 and 7 subsequent SEV Licence renewal applications up to 2019.
17. The Applicant undertook a survey and polling exercise to review the views of over 300 local people (Tab 10). The majority of respondees did not express any concerns about the application proposals in the local area.
18. In addition, the Applicant commissioned footfall surveys on Vere Street during daytime and night-time periods (Tab 9). The observations concluded that there were very few young people, vulnerable people, persons attending educational facilities or persons attending places of worship in the local area during daytime hours and virtually no members of these categories of persons during the proposed hours of operation. As a result, there is no realistic possibility that the relevant categories of persons identified by the 1982 Act and Policy would be negatively impacted upon by the proposals.
19. The Applicant has also fully addressed local concerns about the visibility and advertisement of Relevant Entertainment by:
 - a. Limiting Relevant Entertainment to the basement only.

- b. Introducing a high-quality restaurant offering to the ground floor.
 - c. Separating the entrances, with a dedicated and discreet entrance to the basement controlled by way of condition.
 - d. No visible or external advertisement of relevant entertainment, controlled by way of condition.
 - e. A comprehensive dispersal policy (Tab 12) meaning all persons will be clear from the area by the time neighbouring businesses open in the morning.
20. General members of the public passing by the premises will have no knowledge of the provision of Relevant Entertainment at the premises – the proposed SEV will be effectively invisible to passers-by.

Contribution to Local Area

21. The Applicant understands that the former premises operator closed the Maroush restaurant and entertainment venue in 2019, shortly before the Covid-19 pandemic. The premises has remained largely closed and vacant since this time. The Applicant understands that a nationwide budget pub chain and a nightclub operator considered taking a lease of the premises following the closure of Maroush.
22. The Applicant has since committed a *circa* £4m investment in the ground floor restaurant and basement SEV proposal, in what would otherwise be either a downmarket pub/nightclub or vacant building falling into a state of disrepair. The proposed business will provide employment for approximately 100 people, about 80% of whom will live locally.

Representations and Stakeholder Engagement

23. The Applicant has prepared a document summarising the objectors' concerns and relevant responses (Tab 3).

24. As far as the Applicant is aware⁵, there are no objections from individual local residents citing specific concerns about the proposals. Most of the objections are from businesses and other organisations. The only objectors formally representing the views of local residents, the Marylebone Association, have withdrawn their representation.
25. The Applicant has engaged in a programme of stakeholder and objector engagement (Tab 4 and Tab 5). The Applicant is grateful to those objectors who did engage in positive correspondence. In particular, the Applicant greatly appreciated the time of the Marylebone Association. The Applicant hopes that positive engagement and subsequent amendments to the application have helped to address any outstanding concerns of the objectors.

Policy

26. The Applicant has prepared a separate Policy Submission addressing the City Council's Statement of Licensing Policy for Sexual Entertainment Venues (Tab 2).
27. The Policy Submission provides more detailed submissions on the suitability of the Applicant and location, which are key concerns of the objectors, and concerns that the Applicant invites the Licensing Sub-Committee to consider have been properly addressed.

Summary

28. The Applicant has volunteered wide-ranging amendments to the application proposals, which have addressed the concerns raised by objectors. In particular:
 - a. The Applicant has demonstrated that they are one of, if not the most experienced SEV management team in Westminster, who have continually been deemed suitable to hold a SEV Licence during multiple applications in Westminster and the London Borough of Camden.
 - b. The Premises Licence application has been withdrawn, meaning the Applicant will operate under an existing Premises Licence recently deemed appropriate by the Licensing

⁵ Since some objections have been made anonymously

Authority in 2021. The Applicant will therefore trade under the existing permitted hours and the tight controls of existing comprehensive Premises Licence conditions.

- c. The originally proposed scope of Relevant Entertainment has been significantly scaled back, with a high-class restaurant use proposed on the ground floor. The Michelin star chef restaurant will contribute positively to the local area and does not present any material change to the historical use of the prominent ground floor of the premises, albeit with a much higher standard of offer.

- f. The provision of Relevant Entertainment in the basement will be discreet and effectively invisible to general members of the public passing by the premises, therefore completely addressing key concerns of a number of objectors. Comprehensive dispersal procedures will ensure that all persons are clear from the area by the time neighbouring businesses open in the morning.

- d. The locality is appropriate for a SEV. The premises is located in the Core CAZ North and the immediate vicinity was continually recognised by the Licensing Authority as an appropriate area for a SEV during the Applicant's previous operation of SEV premises at 28 Marylebone Lane between 2001 – 2019, located approximately 100 metres away from the application premises.

29. The Applicant therefore invites the Licensing Sub-Committee to grant the SEV Licence on the amended terms accordingly.

THOMAS AND THOMAS PARTNERS LLP

AUGUST 2022

IN THE MATTER OF THE LOCAL GOVERNMENT (MISCELLEANOUS PROVISIONS) ACT 1982

APPLICATION FOR A SEXUAL ENTERTAINMENT VENUE LICENCE 21/14650/LISEVN

3-4 VERE STREET W1D 0GH

APPLICANT SUBMISSIONS

TAB 2

IN THE MATTER OF THE LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1982

AND IN THE MATTER OF 3 – 4 VERE STREET, LONDON W1G 0DH

SEXUAL ENTERTAINMENT VENUE LICENCE APPLICATION REFERENCE 21/14650/LISEVN

APPLICANT SUBMISSIONS ON

CITY OF WESTMINSTER

SEXUAL ENTERTAINMENT VENUES STATEMENT OF LICENSING POLICY 2012

Policy MG1: Mandatory grounds to refuse a SEV Licence

1. None of the mandatory grounds for refusal set out in Policy MG1 or the 1982 Act apply to the Applicant.

Policy SU1: Applicant unsuitable to hold an SEV Licence

2. The Applicant's management team is one of, if not the, most experienced Sexual Entertainment Venue (SEV) operators in Westminster and London. They have operated SEVs since 2000. Since the implementation of the 1982 Act, they have been deemed suitable to hold a SEV Licence 14 times by Westminster and 4 times by the London Borough of Camden as follows:
 - a. Sophisticats Marylebone: 2011 new SEV Licence application plus 7 subsequent annual renewal applications.
 - b. Sophisticats Soho: 2016 SEV Licence transfer application plus 5 subsequent annual renewal applications.
 - c. Sophisticats Euston: 2019 SEV Licence transfer application plus 3 subsequent annual renewal applications.

3. Few, if any at all, SEV Licence Applicants have the same level of experience and history of granted SEV Licence applications in London as the Applicant's management team. Every SEV Licence application made by the Applicant's management team has been granted with no findings that the Applicant's management team is unsuitable to hold an SEV Licence.
4. The representations refer to settled proceedings in respect of the Applicant's premises in Euston. The Magistrates' Court allowed the Applicant's appeal against the London Borough of Camden's Licensing Sub-Committee's decision to revoke the Premises Licence in early 2020¹. All subsequent SEV Licence renewal applications were granted by the London Borough of Camden.
5. The Applicant addresses the Policy SU1 considerations under paragraph 2.2.4 of the Policy as follows:

The nature, number and frequency of offences committed by the Applicant or companies in which they were a director

6. None of the Applicant's directors have committed an offence.

The background and history of the Applicant in the operation or management of entertainment or licensed premises

7. As above, the Applicant's management team are amongst London's most experienced SEV Licence operators.

The history of any association, whether formal or informal, with the management of entertainment or Licence premises

8. As above, the Applicant's management have a formal history of association with licensed SEV premises in Westminster and Camden and have always been deemed an Applicant suitable to hold an SEV Licence.

The nature of any pending action in relation to an alleged criminal offence committed by the Applicant

¹ By way of Consent Order

9. Neither the Applicant nor any of its directors are subject to any pending action in relation to any alleged criminal offences.

Policy SU2: SEV Licence carried on for the benefit of another person

10. Details of relevant persons have been provided with the application. The submissions above in respect of Policy SU1 are repeated in respect of these persons under Policy SU2.

Policy N01 – Appropriate Numbers of SEVs in a Locality

11. The premises is located in the Westminster Core CAZ North. The City Council has determined that the appropriate maximum number of SEVs in this locality is 25. The Applicant understands that there are currently significantly less than 25 SEVs in the Westminster Core CAZ North.
12. The Applicant submits that the proposed entertainment at the premises will contribute to the mixed character of the CAZ that is central to its economic vibrancy and crucial to attracting visitors and businesses². This is also important in making a significant contribution to the unique character of Westminster³.
13. Policy N01 was implemented to control the risk of proliferation of SEV Licences beyond the 25 quota. The proposal will not result in an overall number of SEV Licences beyond the quota deemed appropriate by the City Council.
14. The Applicant's previous premises, Sophisticats Marylebone, was located in the immediate locality at 28 Marylebone Lane⁴, which was continuously deemed appropriate for an SEV during the 2011 new SEV Licence grant and subsequent 7 annual renewals up to 2019, when the premises closed due to landlord redevelopment plans.

² Paragraph 2.3.7 of the Policy

³ IBID

⁴ Approximately 100 metres away (as the crow flies) or 160 metre walk

Policy LO1 – Character of the Relevant Locality

15. The City Council deemed the relevant locality appropriate when approving the Sophisticats Marylebone SEV Licence applications (as above). Notwithstanding, the Applicant addresses the key character considerations set out in paragraph 2.4.6 of the Policy as follows:
 - a. The area is not predominantly residential. Unusually for a Westminster premises, there is no sensitive residential accommodation in the immediate vicinity likely to be affected by the proposals.
 - b. Vere Street does not include any high-profile retail premises. High profile retail premises do operate in the area, albeit further west along Oxford Street. The current retail trend in the immediate locality cannot be characterised as “high profile”, with many new openings consisting of American candy stores, vape shops, budget tourist shops and low-price/fast-fashion shops.
 - c. Vere Street is not iconic in nature nor does it have any significant historic importance. The wider locality is associated with the varied entertainment uses recognised in Policy NO1.
 - d. Family entertainment and leisure uses are predominantly located south of Oxford Street in Covent Garden and theatreland. The Applicant has undertaken footfall surveys to demonstrate the extremely low levels of family pedestrians passing by the application premises at any time, let alone between the proposed night-time hours of Relevant Entertainment.

16. The Applicant has a long history of addressing additional concerns, such as those set out in Policy paragraph 2.4.10. There is no evidence of these concerns materialising in respect of the Applicant’s business operation at Sophisticats Marylebone in the immediate vicinity. There has been no material change in the character of the relevant locality since the grant of Sophisticats Marylebone SEV Licences between the years 2011 – 2019. During this time, as recognised in some of the representations, it is possible that the profile of the retail uses and resulting visitor profile has fallen.

Policy LO2

17. In accordance with Policy LO1 and LO2, the premises is located in the Westminster Core CAZ North, which the Policy recognises as the appropriate area for SEVs in Westminster.
18. Paragraph 2.4.17 identifies premises uses within the vicinity that may result in an SEV Licence being inappropriate. The uses highlighted by the Policy are summarised and addressed below:
 - a. Premises used for religious worship – so far as the Applicant is aware, there are no premises in the immediate vicinity used for religious worship. The London Institute for Contemporary Christianity is located on Vere Street. However, the Applicant understands that this former Church is now deconsecrated meaning it is no longer used as a premises for religious worship.
 - b. Premises used by children and families – the Applicant is not aware of any nearby premises used primarily by children and families.
 - c. Places used by vulnerable adults – as is the case with many locations in London, the Applicant is aware that there are occasionally homeless persons on Vere Street. The Applicant has attempted to discuss the possibility of working with the London Institute for Contemporary Christianity to help fund meals and volunteer other staff and resources to help homeless persons in the area. Notwithstanding, there is no realistic possibility that potentially vulnerable persons could be negatively affected by the Applicant's proposals. Enhanced supervision of Vere Street by SIA registered supervisors and the Applicant's willingness to assist is more likely to improve and help the welfare of homeless persons in the area.
 - d. Other SEVs in the vicinity – there are no SEVs currently trading or licensed in the immediate vicinity of the premises. The Applicant's former premises, Sophisticats Marylebone, was in the immediate vicinity until 2019 but is no longer licensed nor trades due to landlord redevelopment. As a result, granting the application will not result in a cluster of SEVs.
 - e. Schools, youth clubs and family community facilities including swimming pools, libraries and open spaces – the Applicant is not aware of any such premises likely to be affected

by the Applicant proposals in the immediate vicinity. In any event, Relevant Entertainment will not be visible or advertised and the amended hours of night-time trading do not conflict with the typical trading hours of such children or family uses, which are by their nature exclusively provided during daytime hours.

19. The Applicant's responses to paragraph 2.4.17 above are supported by the footfall survey results which reported extremely low levels of these categories of persons passing by on Vere Street at any time, let alone during the proposed night-time hours of operation.

20. Paragraphs 2.4.18 to 2.4.21 focus on the risk of inappropriate behaviour taking place in areas where SEVs are located and the associated impact on neighbouring premises uses, in particular to families and children. Based upon decades of experience operating at Sophisticats Marylebone, the type of behaviour identified in the Policy did not occur in the vicinity of Sophisticats Marylebone. There is no evidence to suggest it would therefore materialise at the application premises. In any event, to mitigate the risk, the Applicant will implement the following controls:
 - a. No external advertising or signage associated with Relevant Entertainment provided at the premises.

 - b. Change of proposed use to high class restaurant at ground floor level, with the Relevant Entertainment provided out of sight in the basement only via a dedicated and discreet basement entrance.

 - c. Amended and restricted night-time operating hours, eliminating the possibility of families and young persons being in the area when Relevant Entertainment is being provided.

 - d. Comprehensive and robust street management procedures to control and restrict the type of behaviour identified as a concern in the Policy.

21. Paragraph 2.4.22 of the Policy sets out the City Council's objective of reducing the concentration of licensed premises in Soho. Granting the current application would promote this Policy objective by providing an alternative SEV outside of Soho.

Policy LO3 – Polices relating to the layout, character or condition of the venue

Layout

22. The premises has been specifically designed with an open layout to facilitate excellent lines of sight and wide-ranging supervision of all areas where Relevant Entertainment is provided. This promotes good management and close supervision of all persons in the premises via regular staff patrols and comprehensive CCTV.
23. The premises is undergoing substantial renovation works at significant cost to the Applicant to ensure compliance with relevant safety regulations. The relatively low capacity limits proposed eliminate the risk of overcrowding and ensure safe means of escape in the event of an emergency.
24. The open layout of the premises promotes “designing out crime” allowing excellent lines of sight for staff and CCTV monitoring the premises. This will help reduce the risk of crime and disorder and limit opportunities for theft, sexual offences, violence or other crimes.
25. Relevant Entertainment will be restricted to the basement and the premises is not located within the immediate vicinity of noise sensitive premises. In addition, music will be played at modest levels. As a result, and consistent with the Applicant’s experience operating in the basement premises in Soho beneath local residents, there is no realistic possibility of public nuisance caused by the entertainment proposed.

Character

26. The character of the premises does not make any reference to places of religious worship.
27. The character of the premises will not attract children or vulnerable adults.
28. Relevant Entertainment will not be visible for the premises, nor will there be any advertisement of Relevant Entertainment.

Condition

29. As above, the Applicant is currently undertaking substantial renovation works with a purpose-built design to ensure public safety and provide excellent facilities for performers.

30. The Applicant will implement regular maintenance and cleaning programmes to ensure that the condition of the premises is maintained to the highest possible standards.
31. The Applicant will ensure the condition of the premises meets the legal and recognised technical standards for its use. The Applicant will ensure that the Environmental Health Consultation Team and District Surveyor visit the premises to sign off works before Relevant Entertainment is provided.

Policy HR1 - Hours

32. The proposed terminal hours for Relevant Entertainment are consistent with the permitted hours for licensable activities under existing Premises Licence reference 21/07616/LIPN:
 - a. Sunday: no Relevant Entertainment
 - b. Monday – Tuesday: 23:00 – 02:00
 - c. Wednesday – Saturday: 23:00 – 05:00

33. Paragraph 2.5.1 states that:

*“This is not a Policy to refuse applications for hours longer than the core hours. **Where a premises is licensed under the 2003 Act for hours beyond the “core hours” the council will have regard to those hours and generally grant a SEV Licence to the hours authorised for other licensable activities, subject to the revision of the winding down period if appropriate.**”[emphasis added]*

34. Paragraph 2.5.1 therefore allows the Licensing Authority to grant beyond core hours and applications in these circumstances should generally be granted in accordance with the existing Premises Licence hours, as above.
35. Notwithstanding Paragraph 2.5.1, the Applicant has substantially reduced the overall proposed hours for Relevant Entertainment by amending the start time from 10:00am to 11.00pm each day. The unusually late start time volunteered by the Applicant is made in response to concerns raised by objectors.
36. The amended hours mean that the premises will only be providing Relevant Entertainment when all relevant neighbouring uses in the locality will be closed. There is no realistic possibility of

children, families, vulnerable people and shoppers etc. being in the vicinity of the premises during times Relevant Entertainment is being provided.

Conditions, Management and Compliance, including the conduct and welfare of performers

37. The Applicant has a long proven track record of compliance with the City Council's standard conditions for SEV Licences. The Applicant proposes that all standard conditions are imposed on the SEV Licence if the Licensing Sub-Committee is minded to grant.

38. In addition, the Applicant has fine-tuned, comprehensive and wide-ranging operational management policies that have been continually scrutinised and approved by the City Council and London Borough of Camden Responsible Authorities. These management policies and procedures include:
 - a. Performer code of conduct.
 - b. Customer code of conduct.
 - c. Arrival, Dispersal and Anti-Touting Policy.
 - d. Performer dispersal Policy.
 - e. Responsible supply of alcohol Policy.
 - f. Gratuities/tipping Policy.

39. Copies of the management policies and procedures have been provided to the Licensing Authority, Environmental Health Consultation Team and Metropolitan Police.

THOMAS & THOMAS PARTNERS LLP

AUGUST 2022

IN THE MATTER OF THE LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1982

APPLICATION FOR A SEXUAL ENTERTAINMENT VENUE LICENCE 21/14650/LISEVN

3-4 VERE STREET W1D 0GH

APPLICANT SUBMISSIONS

TAB 3

KEY CONCERN	APPLICANT RESPONSE	OBJECTORS
	<p>Please refer to the main submissions, policy submissions, HGH Locality report, Brandspeak polling report and Leveche footfall survey for more detailed submissions on locality.</p>	
<p>Proximity of The London Institute for Contemporary Christianity</p> <p>St Peter’s Church is a Grade I listed building which attracts tourist visitors both to the building itself and to its stained glass windows.</p> <p>SEV’s may be inappropriate in the vicinity of other premises depending on their use including places for religious worship.</p> <p>Although St Peter’s is a deconsecrated church building, it is still used for acts of worship and currently three church congregations use the building on a weekly or regular basis.</p> <p>It is close to St Peter’s Church which does a huge amount of outreach work and therefore too close to vulnerable people.</p>	<p>The applicant understands that St Peter’s Church is deconsecrated and now operates as The London Institute for Contemporary Christianity.</p> <p>Footfall surveys reported very few people accessing the building and no evidence of persons attending the building for worship.</p>	<p>[REDACTED]</p> <p>[REDACTED]</p> <p>Anonymous objector 4</p>
<p>Sophisticats Marylebone History</p> <p>Problems associated with the former location on the corner of Marylebone Lane and Henrietta Place show that this type of</p>	<p>There were no problems associated with the former Sophisticats Marylebone, which had an impeccable track record with all SEV Licence applications granted and continuously renewed. The premises did not attract any residential complaints during its long trading history.</p>	<p>[REDACTED]</p>

3-4 Vere Street – SEV Licence Application – Responses to Representations

KEY CONCERN	APPLICANT RESPONSE	OBJECTORS
<p>entertainment attracts an increased and inappropriate amount of activity and antisocial behaviour and adversely affects residential amenity for those around.</p>		
<p>Visibility</p> <p>Site is in clear view of many of the family orientated attractions and businesses of Oxford Street.</p> <p>Clear view of dancers by families and other persons passing by.</p> <p>The use with prominent location and advertising would significantly damage the area.</p> <p>Previous Sophisticats was in a such less prominent location. New location is highly visible from Oxford Street.</p> <p>Redeveloped Debenhams building will have an upper floor terrace looking down over Vere Street. Experience of all users of the redevelopment building would be negatively impacted by having lap dancing immediately opposite and the amenity of the development and marketability would be negatively impacted.</p>	<p>The amended proposal restricts relevant entertainment to the basement only. A Michelin star chef will operate a restaurant on the ground floor.</p> <p>There will be no visibility of relevant entertainment or signage advertising relevant entertainment taking place in the basement, which will be via a separate discreet entrance.</p> <p>As a result, general members of the public passing by will not know that there is an SEV in the building nor will they know that relevant entertainment is being provided at the premises.</p>	<p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>

3-4 Vere Street – SEV Licence Application – Responses to Representations

KEY CONCERN	APPLICANT RESPONSE	OBJECTORS
<p>Proposal is to have main performance stage immediately behind the central window with lounges for sexual entertainment on either side inevitably these windows will need to be blacked out. The windows will have the logo “Sophisticats” facing the former Debenhams building.</p> <p>Blacking out main windows and prominent signage will create a foreboding and unpleasant aspect for those living, working and passing by.</p>		
<p>Residential Area</p> <p>Area has significant residential premises</p> <p>Rightmove records 662 residential properties sold over all time. Therefore high concentration of residential properties in area.</p>	<p>So far as the applicant is aware, there are no individual local resident objections.</p> <p>The HGH Locality and Planning Report analysis of the local area found extremely low levels of local resident accommodation in the immediate vicinity.</p> <p>The applicant operated Sophisticats Marylebone within close proximity with a 07:30am licence for almost 20 years with no residential complaints.</p>	<p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>
<p>Suitability of Applicant</p> <p>No evidence available to show applicant has any experience of operating an SEV.</p>	<p>John Mckeown was named in the application papers and is a director of the applicant company. Mr Mckeown is one of, if not the most, experienced SEV operators in the UK. Mr Mckeown has continuously been found to be a suitable person to manage SEVs with 14 SEV Licence applications granted in Westminster and 4 in Camden. Mr Mckeown has never had a SEV Licence application refused.</p>	<p>[REDACTED]</p> <p>Anonymous Objector 1, 5</p>

3-4 Vere Street – SEV Licence Application – Responses to Representations

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KEY CONCERN	APPLICANT RESPONSE	OBJECTORS
<p>Sole director is John Charles Wythe. John Wythe nor the applicant appear to have any relevant experience which would suggest they are suitably qualified to operate an SEV.</p> <p>Application requires application to include full names and address of directors and management.</p> <p>Allegations raised by the police in Camden mean there are concerns that granting the SEV licence will not provoke the crime and disorder licensing objective.</p> <p>John Wythe has no experience. He is purely fronting for John McKeown.</p> <p>John McKeown is trying to evade paying one of his ex partners after he cheated her out of share and income evidenced in court case <i>McKeown v Langer</i>. Award for costs made against him and still ongoing. Judge not impressed with Mr McKeown’s accountancy practices. John McKeown liquidated numerous companies owing to the Customs hundreds of thousands of pounds. He has transferred the leases to the wife of his solicitor’s Mrs Brook stating he owed her money which is not true and also formed two operating companies to carry out the running of businesses in Brewer Street and Euston. A shareholder is his</p>	<p>In respect of the allegations made against Sophisticats Euston in Camden:</p> <ul style="list-style-type: none"> • All of the allegations were ‘no crimed’ by the police resulting in no further action. Not a single allegation was ever proven or classified as a crime. • The applicant’s appeal against Camden’s decision to revoke the premises licence was allowed by the Magistrates Court by way of consent order. • All of the applicant’s SEV applications were granted by Camden, most recently on 14 March 2022. <p>The Langer objection includes untrue allegations. The allegations relate to an unrelated shareholder dispute and have been subject to High Court proceedings.</p> <p>The allegations have already been considered several times by the Westminster Licensing Sub Committee (in particular the Licensing Sub Committee on 10 April 2019, when the Chair advised that “<i>The Sub-Committee would ... say that this was not the forum to air and discuss some of the disputes that had clearly been going on within the industry</i>”) and by the Camden Licensing Sub Committee. The respective Licensing Sub Committee’s granted the applicant’s applications.</p>	

3-4 Vere Street – SEV Licence Application – Responses to Representations

KEY CONCERN	APPLICANT RESPONSE	OBJECTORS
<p>girlfriend Diana Ziedina and the director is his son-in-law Dan Tenburgh. He again liquidated operational companies owing tax and has forced staff to claim redundancy from the government but he has kept them working under the new companies which is fraud.</p> <p>Euston premises licence has been revoked but cutting a deal with Camden to stay there until June when his plan is to move the business to Vere Street.</p> <p>The business is solely derived from touting paying licence taxes £20 per head for every customer and another £10 if they come back to pick it up within a week. He hides this from Westminster by paying around the corner or at different times. He has also been receiving £1300 per week from taxis waiting outside the club that take customers to brothels while customers get drugged. The cabs get paid around £200 – 400 a customer if they spend. PC Patrick recorded one of the drivers telling how they drugged customers in the club, Carmen Alonso the licensing applicant is aware of most of this and had allowed it to go on which is why she was paid £2000 per week. Allowing the licence will bring Westminster into ill repute. John McKeown should not be allowed in the premises or have anything to do with it although he ran the business from his</p>		

3-4 Vere Street – SEV Licence Application – Responses to Representations

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KEY CONCERN	APPLICANT RESPONSE	OBJECTORS
<p>villa in Spain for nearly six months so I think John Wythe and Carmen Alonso would still be his puppets.</p> <p>If the licence is granted I will forward this email to the newspapers as I believe to allow him to hide behind his puppets would be determinantal to my life in London. Everything I have said here can be verified. John McKeown is taking £140,000 a week with a break even of £40,000. Camden Council will also verify a lot of the facts. John McKeown’s remuneration up until Covid was £350 a year plus dividends so why would he need to do this.</p> <p>The main driver from outside the club Bill committed suicide last year as I think the pressure got too much for him.</p>		
<p>37 Duke Street SEV Licence Refusal</p> <p>37 Duke Street just 6 minute walk away and that application was refused.</p>	<p>37 Duke Street related to a different applicant with a different proposal in a different location. The 37 Duke Street application attracted considerably more local opposition, which the applicant understands included local residents.</p> <p>The applicant premises on Vere Street is much closer to the applicant’s former premises Sophisticats Marylebone, which Westminster deemed a location appropriate for an SEV between the years 2011 and 2019 when granting the applicant’s SEV Licence applications.</p>	<p>[REDACTED]</p> <p>[REDACTED]</p>

3-4 Vere Street – SEV Licence Application – Responses to Representations

KEY CONCERN	APPLICANT RESPONSE	OBJECTORS
<p>Planning</p> <p>Lack of planning application for change of use.</p>	<p>The planning and licensing regimes are separate. In any event:</p> <p>The proposed use, as amended, is more consistent with the historical authorised planning use of restaurant and entertainment use - Maroush Restaurant operated as a Lebanese restaurant with performances of belly dancing.</p> <p>The applicant has instructed HGH consultants to submit a planning application.</p>	<p>[REDACTED]</p>
<p>Stakeholder Consultation</p> <p>No positive engagement by the applicant.</p>	<p>The applicant has undertaken a wide-ranging and comprehensive stakeholder engagement programme.</p> <p>Please refer to the stakeholder engagement summary.</p>	<p>[REDACTED]</p>
<p>Noise Outbreak</p> <p>Sounds levels and loud music.</p>	<p>The applicant has a proven track record in eliminating historical noise complaints from its venues. Local residents living above Sophisticats Soho have acknowledged that music noise disturbance ceased after the applicant took over the premises in 2016.</p> <p>A sound limiter condition is imposed on the existing premises licence.</p>	<p>[REDACTED]</p>
<p>Hours</p> <p>Proposed use of the premises and operating hours of 10.00 am – 5.00 am are entirely inappropriate in the heart of the commercial retail area.</p>	<p>The amended hours for relevant entertainment fall outside the times persons will be visiting the area for it’s commercial uses, the objector’s tenants, families and young people etc:</p> <ul style="list-style-type: none"> • Sunday: closed • Monday – Tuesday: 23:00 – 02:00 • Wednesday – Saturday: 23:00 – 05:00 	<p>[REDACTED]</p>

3-4 Vere Street – SEV Licence Application – Responses to Representations

KEY CONCERN	APPLICANT RESPONSE	OBJECTORS
<p>Strong objection to proposed hours. 10.00 am start is inappropriate meaning SEV would be open and operating throughout the working day across the road from a major development attracting families and children, next door to a consulate and close to a religious institution. Terminal hours are beyond HRS1.</p>	<p>The terminal hours are now consistent with the existing permitted premises licence hours.</p> <p>The proposed start times have been substantially amended to eliminate the possibility of children or consulate visitors being in the area during the times of relevant entertainment.</p> <p>The change to start times and withdrawal of Sunday relevant entertainment also represents a significant reduction in existing licensed hours permitted under the premises licence.</p>	<p>Anonymous objector 3 represented by Keystone Law, assumed to be [REDACTED]</p>
<p>SEV Quota</p> <p>Number of SEVs in the relevant locality is equal to or exceeds the number which the authority consider appropriate for that locality.</p>	<p>The current number of SEVs operating within the CAZ North is significantly below the quota of 25.</p>	<p>Anonymous objector 1</p>
<p>Licensing Objectives</p> <p>Concerns under licensing objectives.</p>	<p>This is a relevant consideration under the Licensing Act 2003. The conditions imposed on the Premises Licence in 2021 will ensure the promotion of the Licensing Objectives.</p>	<p>Anonymous objector 4</p>

IN THE MATTER OF THE LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1982

APPLICATION FOR A SEXUAL ENTERTAINMENT VENUE LICENCE 21/14650/LISEVN

3-4 VERE STREET W1D 0GH

APPLICANT SUBMISSIONS

TAB 4

3-4 Vere Street

Summary of Applicant Stakeholder Engagement

Date	Stakeholder Engagement
Feb/Apr 22	Email correspondence between [REDACTED] and Applicant. Email 13.04.22 [REDACTED] to Applicant stating still unavailable for meeting
May/Jun 22	Brandspeak Independent Survey of 313 local people
19.05.22	Email Applicant to Cllr Toale introducing Applicant
19.05.22	Email Applicant to Cllr Fisher introducing Applicant
19.05.22	Email Applicant to Cllr Lilley introducing Applicant
30.05.22	Letter Applicant to CBRE introducing Applicant and setting out responses to concerns
30.05.22	Letter Applicant to Mishcon solicitors (acting for [REDACTED]) introducing Applicant and setting out responses to concerns
30.05.22	Email Applicant to [REDACTED] introducing Applicant and setting out responses to concerns
30.05.22	Letter Applicant to [REDACTED] introducing Applicant and setting out responses to concerns
30.05.22	Letter Applicant to [REDACTED] introducing Applicant and setting out responses to concerns
30.05.22	Letter Applicant to [REDACTED] introducing Applicant and setting out responses to concerns
30.05.22	Letter Applicant to [REDACTED] introducing Applicant and setting out responses to concerns
30.05.22	Letter Applicant to [REDACTED] introducing Applicant and setting out responses to concerns
30.05.22	Further letter Applicant to Cllr Toale
30.05.22	Further letter Applicant to Cllr Fisher
07.06.22	Follow up email Applicant to [REDACTED]

Date	Stakeholder Engagement
18.06.22	Meeting Applicant and Marylebone Association followed by email correspondence
28.06.22	Email Applicant to Kingsley Napley solicitors ([REDACTED]) introducing Applicant and setting out responses to concerns
04.07.22	Further letter Applicant to [REDACTED]
04.07.22	Further email Applicant to Mishcon solicitors ([REDACTED]) [REDACTED]
04.07.22	Further email Applicant to [REDACTED]
04.07.22	Further email Applicant to Kingsley Napley solicitors
14.07.22	Meeting Applicant and Mishcon solicitors ([REDACTED]) [REDACTED]
25.07.22	Further letter Applicant to [REDACTED]
25.07.22	Further letter Applicant to [REDACTED] Christianity
25.07.22	Further letter Applicant to [REDACTED]
02.08.22	Applicant individual letters to all objectors confirming amendments to proposals
04.08.22	Telephone call Applicant solicitor with solicitor for [REDACTED]
04.08.22	Telephone call Applicant solicitor with solicitor for [REDACTED]
04.08.22	Further email Applicant to solicitor for [REDACTED]
05.08.22	Further email Applicant to [REDACTED]
15.08.22	Further email Applicant to [REDACTED]

IN THE MATTER OF THE LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1982

APPLICATION FOR A SEXUAL ENTERTAINMENT VENUE LICENCE 21/14650/LISEVN

3-4 VERE STREET W1D 0GH

APPLICANT SUBMISSIONS

TAB 5

Your ref:
Our ref: JS/MCK.9.6

38a Monmouth Street
London WC2H 9EP
tel: 020 7042 0410
fax: 020 7379 6618



C/O: Craig Baylis cbaylis@kingsleynapley.co.uk

2 August 2022

Dear Sir or Madam

3-4 Vere Street - Licence Applications

We act for the applicant of the above Premises Licence and Sexual Entertainment Venue Licence ("SEVL"). Thank you for taking the time to comment on our client's proposals.

Our client would be most grateful for your consideration of this letter, which includes an update on the proposed business concept and amendments to the application proposals. The changes follow careful consideration of your concerns, a local polling exercise and helpful consultation with the Marylebone Association.

The Applicant

Our client's management team are one of, if not the most experienced SEVL operators in central London. Amongst other premises, they successfully operated Sophisticats Marylebone located a short distance away from Vere Street at 28 Marylebone Lane between 2000 and 2019.

The premises was operated in accordance with comprehensive management procedures that had been fine-tuned over many years of operating in the Marylebone area. Our client is confident that this experience can be successfully transferred to the premises at Vere Street to provide a premium restaurant and entertainment offering appropriate to the local area that will be popular with local people and visitors alike. Our client is committed to operating the premises professionally and being good neighbours.

Business Concept

The original applications proposed Relevant Entertainment (striptease entertainment) over the mezzanine, ground and basement floors. Having considered your concerns, our client has decided to scale back this proposal by restricting Relevant Entertainment to the basement floor only. The ground floor will now be operated as a high-class restaurant by a Michelin star chef.

Access to the restaurant will be via the main entrance doors at ground level. Access to the basement will be restricted via the basement stairwell entrance only. There will be no signage advertising Relevant Entertainment affixed to the building.

Premises Licence

As you may know, the premises has historically operated as a late-night licensed venue, most recently Maroush. In 2021 Westminster City Council granted a new Premises Licence 21/07616/LIPN. Our client will be able to operate the scaled-back business proposals under this existing Premises Licence. As a result, our client has withdrawn the new Premises Licence application and is now pursuing the SEVL application only, albeit on substantially amended terms.

Sexual Entertainment Venue Licence

Our client has formally amended the SEVL application to bring the proposed terminal hours in line with the existing hours authorised under Premises Licence reference 21/07616/LIPN, as follows:

- Sunday: withdraw application for Relevant Entertainment
- Monday – Tuesday: 23:00 – 02:00 (the morning following)
- Wednesday – Saturday: 23:00 – 05:00 (the morning following)

This means that the proposals will not involve any overall extension to existing licensed hours. In fact, the trading hours under the SEVL will be considerably less, since there will be no striptease entertainment on Sundays and the entertainment will not commence until 11.00 pm on all other days.

Furthermore, after helpful feedback from the Marylebone Association, our client has agreed to volunteer the following additional SEVL conditions to ensure that Relevant Entertainment is provided discreetly, safely and professionally:

1. There shall be no signage affixed to the premises advertising Relevant Entertainment.
2. Relevant Entertainment may only take place in the basement and not on any other floor of the premises.
3. Except in cases of emergency evacuation, the main entrance/exit doors at ground/mezzanine level shall not be used by performers or for direct access/egress by customers visiting the premises for Relevant Entertainment.
4. The number of persons accommodated in the basement shall not exceed 110 (excluding staff and performers) at any one time. *NB. Please note that this represents a significant reduction in the existing licensed basement capacity of 225.*

These conditions will be in addition to all of Westminster's standard conditions for SEVLs and all the existing Premises Licence conditions.

Responses to Specific Concerns Raised in your Representation

Finally, our client has carefully reviewed your representation and hopes that the following responses will help to address your specific concerns:

- The amended hours for relevant entertainment fall outside the times tenants of your buildings or general members of the public will be visiting the area for its commercial uses.
- There will be no signage advertising relevant entertainment in the basement, which will be via a separate discreet entrance. As a result, tenants of your building will not necessarily know that relevant entertainment is being provided at the premises.
- The premises is located within the CAZ North, which the Licensing Authority have deemed the appropriate area for Westminster's quota of SEVs.
- Westminster deemed the location appropriate for an SEV between the years 2011 and 2019 when granting our client's SEVL applications in respect of Sophisticats Marylebone located approximately 100m away from the application premises.

Thank you for your consideration of this letter. Please do not hesitate to contact us if you would like to discuss our client's proposals further or arrange a meeting with our client.

Yours sincerely

J. Spiegler

Jack Spiegler
Thomas & Thomas Partners LLP
tel: 020 7042 0413
email: jspiegler@tandtp.com

Your ref:
Our ref: JS/MCK.9.6

38a Monmouth Street
London WC2H 9EP
tel: 020 7042 0410
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Mr S Chadowitz
Mishcon de Reya
Africa House
70 Kingsway
London
WC2B 6AH

By email: Simon.Chadowitz@Mishcon.com

2 August 2022

Dear Sir or Madam

3-4 Vere Street - Licence Applications

We act for the applicant of the above Premises Licence and Sexual Entertainment Venue Licence ("SEVL"). Thank you for taking the time to comment on our client's proposals and for meeting our client recently.

Our client would be most grateful for your consideration of this letter, which includes an update on the proposed business concept and amendments to the application proposals. The changes follow careful consideration of your client's concerns, a local polling exercise and helpful consultation with the Marylebone Association.

The Applicant

Our client's management team are one of, if not the most experienced SEVL operators in central London. Amongst other premises, they successfully operated Sophisticats Marylebone located a short distance away from Vere Street at 28 Marylebone Lane between 2000 and 2019.

The premises was operated in accordance with comprehensive management procedures that had been fine-tuned over many years of operating in the Marylebone area. Our client is confident that this experience can be successfully transferred to the premises at Vere Street to provide a premium restaurant and entertainment offering appropriate to the local area that will be popular with local people and visitors alike. Our client is committed to operating the premises professionally and being good neighbours.

Business Concept

The original applications proposed Relevant Entertainment (striptease entertainment) over the mezzanine, ground and basement floors. Having considered your concerns, our client has decided to scale back this proposal by restricting Relevant Entertainment to the basement floor only. The ground floor will now be operated as a high-class restaurant by a Michelin star chef.

Access to the restaurant will be via the main entrance doors at ground level. Access to the basement will be restricted via the basement stairwell entrance only. There will be no signage advertising Relevant Entertainment affixed to the building.

Premises Licence

As you may know, the premises has historically operated as a late-night licensed venue, most recently Maroush. In 2021 Westminster City Council granted a new Premises Licence 21/07616/LIPN. Our client will be able to operate the scaled-back business proposals under this existing Premises Licence. As a result, our client has withdrawn the new Premises Licence application and is now pursuing the SEVL application only, albeit on substantially amended terms.

Sexual Entertainment Venue Licence

Our client has formally amended the SEVL application to bring the proposed terminal hours in line with the existing hours authorised under Premises Licence reference 21/07616/LIPN, as follows:

- Sunday: withdraw application for Relevant Entertainment
- Monday – Tuesday: 23:00 – 02:00 (the morning following)
- Wednesday – Saturday: 23:00 – 05:00 (the morning following)

This means that the proposals will not involve any overall extension to existing licensed hours. In fact, the trading hours under the SEVL will be considerably less, since there will be no striptease entertainment on Sundays and the entertainment will not commence until 11.00 pm on all other days.

Furthermore, after helpful feedback from the Marylebone Association, our client has agreed to volunteer the following additional SEVL conditions to ensure that Relevant Entertainment is provided discreetly, safely and professionally:

1. There shall be no signage affixed to the premises advertising Relevant Entertainment.
2. Relevant Entertainment may only take place in the basement and not on any other floor of the premises.
3. Except in cases of emergency evacuation, the main entrance/exit doors at ground/mezzanine level shall not be used by performers or for direct access/egress by customers visiting the premises for Relevant Entertainment.
4. The number of persons accommodated in the basement shall not exceed 110 (excluding staff and performers) at any one time. *NB. Please note that this represents a significant reduction in the existing licensed basement capacity of 225.*

These conditions will be in addition to all of Westminster's standard conditions for SEVLs and all the existing Premises Licence conditions.

Responses to Specific Concerns Raised in your Representation

Finally, our client has carefully reviewed your representation and hopes that the following responses will help to address your specific concerns:

- The amended hours for relevant entertainment fall outside the times the area will be accessed by families and children.
- There will be no signage advertising relevant entertainment in the basement, which will be via a separate discreet entrance. As a result, tenants of your building will not necessarily know that relevant entertainment is being provided at the premises.
- The premises is located within the CAZ North, which the Licensing Authority have deemed the appropriate area for Westminster's quota of SEVs.
- Westminster deemed the location appropriate for an SEV between the years 2011 and 2019 when granting our client's SEVL applications in respect of Sophisticats Marylebone located approximately 100m away from the application premises.
- A footfall survey was undertaken which observed that footfall levels were relatively low on Vere Street with extremely low levels of young people or families passing by.
- The amended proposal restricts relevant entertainment to the basement only. A Michelin star chef will operate a restaurant on the ground floor.

Thank you for your consideration of this letter. Please do not hesitate to contact us if you would like to discuss our client's proposals further or arrange a further meeting with our client.

Yours sincerely

J. Spiegler

Jack Spiegler
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email: jspiegler@tandtp.com

Your ref:
Our ref: JS/MCK.9.6

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2 August 2022

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3-4 Vere Street - Licence Applications

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Our client would be most grateful for your consideration of this letter, which includes an update on the proposed business concept and amendments to the application proposals. The changes follow careful consideration of your concerns, a local polling exercise and helpful consultation with the Marylebone Association.

The Applicant

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The premises was operated in accordance with comprehensive management procedures that had been fine-tuned over many years of operating in the Marylebone area. Our client is confident that this experience can be successfully transferred to the premises at Vere Street to provide a premium restaurant and entertainment offering appropriate to the local area that will be popular with local people and visitors alike. Our client is committed to operating the premises professionally and being good neighbours.

Business Concept

The original applications proposed Relevant Entertainment (striptease entertainment) over the mezzanine, ground and basement floors. Having considered your concerns, our client has decided to scale back this proposal by restricting Relevant Entertainment to the basement floor only. The ground floor will now be operated as a high-class restaurant by a Michelin star chef.

Access to the restaurant will be via the main entrance doors at ground level. Access to the basement will be restricted via the basement stairwell entrance only. There will be no signage advertising Relevant Entertainment affixed to the building.

Premises Licence

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This means that the proposals will not involve any overall extension to existing licensed hours. In fact, the trading hours under the SEVL will be considerably less, since there will be no striptease entertainment on Sundays and the entertainment will not commence until 11.00 pm on all other days.

Furthermore, after helpful feedback from the Marylebone Association, our client has agreed to volunteer the following additional SEVL conditions to ensure that Relevant Entertainment is provided discreetly, safely and professionally:

1. There shall be no signage affixed to the premises advertising Relevant Entertainment.
2. Relevant Entertainment may only take place in the basement and not on any other floor of the premises.
3. Except in cases of emergency evacuation, the main entrance/exit doors at ground/mezzanine level shall not be used by performers or for direct access/egress by customers visiting the premises for Relevant Entertainment.
4. The number of persons accommodated in the basement shall not exceed 110 (excluding staff and performers) at any one time. *NB. Please note that this represents a significant reduction in the existing licensed basement capacity of 225.*

These conditions will be in addition to all of Westminster's standard conditions for SEVLs and all the existing Premises Licence conditions.

Responses to Specific Concerns Raised in your Representation

Finally, our client has carefully reviewed your representation and hopes that the following responses will help to address your specific concerns:

- The amended hours for relevant entertainment fall outside the times the area will be accessed by persons visiting the LICC, and by shoppers, tourists, vulnerable adults and families etc.
- There will be no signage advertising relevant entertainment in the basement, which will be via a separate discreet entrance. As a result, general members of the public passing by or LICC visitors will not know that relevant entertainment is being provided at the premises.
- The amended proposal restricts relevant entertainment to the basement only. A Michelin star chef will operate a restaurant on the ground floor.
- The applicant has many years of successfully operating a SEVL premises in very close proximity to the application site.

Thank you for your consideration of this letter. Please do not hesitate to contact us if you would like to discuss our client's proposals further or arrange a meeting with our client.

Yours sincerely

J Spiegler

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Anonymous Objector 3
C/O: robert.sutherland@keystonelaw.co.uk

2 August 2022

Dear Sir or Madam

3-4 Vere Street - Licence Applications

We act for the applicant of the above Premises Licence and Sexual Entertainment Venue Licence ("SEVL"). Thank you for taking the time to comment on our client's proposals.

Our client would be most grateful for your consideration of this letter, which includes an update on the proposed business concept and amendments to the application proposals. The changes follow careful consideration of your concerns, a local polling exercise and helpful consultation with the Marylebone Association.

The Applicant

Our client's management team are one of, if not the most experienced SEVL operators in central London. Amongst other premises, they successfully operated Sophisticats Marylebone located a short distance away from Vere Street at 28 Marylebone Lane between 2000 and 2019.

The premises was operated in accordance with comprehensive management procedures that had been fine-tuned over many years of operating in the Marylebone area. Our client is confident that this experience can be successfully transferred to the premises at Vere Street to provide a premium restaurant and entertainment offering appropriate to the local area that will be popular with local people and visitors alike. Our client is committed to operating the premises professionally and being good neighbours.

Business Concept

The original applications proposed Relevant Entertainment (striptease entertainment) over the mezzanine, ground and basement floors. Having considered your concerns, our client has decided to scale back this proposal by restricting Relevant Entertainment to the basement floor only. The ground floor will now be operated as a high-class restaurant by a Michelin star chef.

Access to the restaurant will be via the main entrance doors at ground level. Access to the basement will be restricted via the basement stairwell entrance only. There will be no signage advertising Relevant Entertainment affixed to the building.

Premises Licence

As you may know, the premises has historically operated as a late-night licensed venue, most recently Maroush. In 2021 Westminster City Council granted a new Premises Licence 21/07616/LIPN. Our client will be able to operate the scaled-back business proposals under this existing Premises Licence. As a result, our client has withdrawn the new Premises Licence application and is now pursuing the SEVL application only, albeit on substantially amended terms.

Sexual Entertainment Venue Licence

Our client has formally amended the SEVL application to bring the proposed terminal hours in line with the existing hours authorised under Premises Licence reference 21/07616/LIPN, as follows:

- Sunday: withdraw application for Relevant Entertainment
- Monday – Tuesday: 23:00 – 02:00 (the morning following)
- Wednesday – Saturday: 23:00 – 05:00 (the morning following)

This means that the proposals will not involve any overall extension to existing licensed hours. In fact, the trading hours under the SEVL will be considerably less, since there will be no striptease entertainment on Sundays and the entertainment will not commence until 11.00 pm on all other days.

Furthermore, after helpful feedback from the Marylebone Association, our client has agreed to volunteer the following additional SEVL conditions to ensure that Relevant Entertainment is provided discreetly, safely and professionally:

1. There shall be no signage affixed to the premises advertising Relevant Entertainment.
2. Relevant Entertainment may only take place in the basement and not on any other floor of the premises.
3. Except in cases of emergency evacuation, the main entrance/exit doors at ground/mezzanine level shall not be used by performers or for direct access/egress by customers visiting the premises for Relevant Entertainment.
4. The number of persons accommodated in the basement shall not exceed 110 (excluding staff and performers) at any one time. *NB. Please note that this represents a significant reduction in the existing licensed basement capacity of 225.*

These conditions will be in addition to all of Westminster's standard conditions for SEVLs and all the existing Premises Licence conditions.

Responses to Specific Concerns Raised in your Representation

Finally, our client has carefully reviewed your representation and hopes that the following responses will help to address your specific concerns:

- The amended terminal hours for relevant entertainment are consistent with the existing premises licence hours and outside the times the area is accessed by families, children and persons visiting the shopping district.
- The amended start times represent a significant reduction in hours.
- In respect of the allegations made against Sophisticats Euston in Camden:
 - All of the allegations were 'no crimed' by the police resulting in no further action. Not a single allegation was ever proven or classified as a crime.
 - Our client's appeal against Camden's decision to revoke the premises licence was allowed by the Magistrates Court by way of consent order.
 - All of our client's SEV applications were granted by Camden, most recently on 14 March 2022.
- John Mckeown was named in the application papers and is a director of the applicant company. Mr Mckeown is one of, if not the most, experienced SEV operators in the UK. Mr Mckeown has continuously been found to be a suitable person to manage SEVs with 14 SEVL applications granted in Westminster and 4 in Camden. Mr Mckeown has never had a SEVL application refused.
- The premises is located within the CAZ North, which the Licensing Authority have deemed the appropriate area for Westminster's quota of SEVs.
- Westminster deemed the location appropriate for an SEV between the years 2011 and 2019 when granting our client's SEVL applications in respect of Sophisticats Marylebone located approximately 100m away from the application premises.
- There will be no signage advertising relevant entertainment in the basement, which will be via a separate discreet entrance. As a result, general members of the public passing by will not know that relevant entertainment is being provided at the premises.
- The amended proposal restricts relevant entertainment to the basement only. A Michelin star chef will operate a restaurant on the ground floor.

Thank you for your consideration of this letter. Please do not hesitate to contact us if you would like to discuss our client's proposals further or arrange a meeting with our client.

Yours sincerely

J. Spiegler

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Your ref:
Our ref: JS/MCK.9.6

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[REDACTED]

By email: Jace.tyrrell@newwestend.com

2 August 2022

Dear [REDACTED]

3-4 Vere Street - Licence Applications

We act for the applicant of the above Premises Licence and Sexual Entertainment Venue Licence ("SEVL"). Thank you for taking the time to comment on our client's proposals.

Our client would be most grateful for your consideration of this letter, which includes an update on the proposed business concept and amendments to the application proposals. The changes follow careful consideration of your concerns, a local polling exercise and helpful consultation with the Marylebone Association.

The Applicant

Our client's management team are one of, if not the most experienced SEVL operators in central London. Amongst other premises, they successfully operated Sophisticats Marylebone located a short distance away from Vere Street at 28 Marylebone Lane between 2000 and 2019.

The premises was operated in accordance with comprehensive management procedures that had been fine-tuned over many years of operating in the Marylebone area. Our client is confident that this experience can be successfully transferred to the premises at Vere Street to provide a premium restaurant and entertainment offering appropriate to the local area that will be popular with local people and visitors alike. Our client is committed to operating the premises professionally and being good neighbours.

Business Concept

The original applications proposed Relevant Entertainment (striptease entertainment) over the mezzanine, ground and basement floors. Having considered your concerns, our client has decided to scale back this proposal by restricting Relevant Entertainment to the basement floor only. The ground floor will now be operated as a high-class restaurant by a Michelin star chef.

Access to the restaurant will be via the main entrance doors at ground level. Access to the basement will be restricted via the basement stairwell entrance only. There will be no signage advertising Relevant Entertainment affixed to the building.

Premises Licence

As you may know, the premises has historically operated as a late-night licensed venue, most recently Maroush. In 2021 Westminster City Council granted a new Premises Licence 21/07616/LIPN. Our client will be able to operate the scaled-back business proposals under this existing Premises Licence. As a result, our client has withdrawn the new Premises Licence application and is now pursuing the SEVL application only, albeit on substantially amended terms.

Sexual Entertainment Venue Licence

Our client has formally amended the SEVL application to bring the proposed terminal hours in line with the existing hours authorised under Premises Licence reference 21/07616/LIPN, as follows:

- Sunday: withdraw application for Relevant Entertainment
- Monday – Tuesday: 23:00 – 02:00 (the morning following)
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This means that the proposals will not involve any overall extension to existing licensed hours. In fact, the trading hours under the SEVL will be considerably less, since there will be no striptease entertainment on Sundays and the entertainment will not commence until 11.00 pm on all other days.

Furthermore, after helpful feedback from the Marylebone Association, our client has agreed to volunteer the following additional SEVL conditions to ensure that Relevant Entertainment is provided discreetly, safely and professionally:

1. There shall be no signage affixed to the premises advertising Relevant Entertainment.
2. Relevant Entertainment may only take place in the basement and not on any other floor of the premises.
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4. The number of persons accommodated in the basement shall not exceed 110 (excluding staff and performers) at any one time. *NB. Please note that this represents a significant reduction in the existing licensed basement capacity of 225.*

These conditions will be in addition to all of Westminster's standard conditions for SEVLs and all the existing Premises Licence conditions.

Responses to Specific Concerns Raised in your Representation

Finally, our client has carefully reviewed your representation and hopes that the following responses will help to address your specific concerns:

- A survey of over 300 local people, businesses and visitors concluded that the vast majority of respondents did not object to the proposals.
- So far as our client is aware, there are no individual local resident objections.
- The premises is located within the CAZ North, which the Licensing Authority have deemed the appropriate area for Westminster's quota of SEVs.
- Westminster deemed the location appropriate for an SEV between the years 2011 and 2019 when granting the applicant's SEVL applications in respect of Sophisticat's Marylebone located approximately 100m away from the application premises.
- A footfall survey was undertaken which observed that footfall levels were relatively low on Vere Street with extremely low levels of young people or families passing by.
- The amended proposal restricts relevant entertainment to the basement only. A Michelin star chef will operate a restaurant on the ground floor.
- There will be no signage advertising relevant entertainment in the basement, which will be via a separate discreet entrance. As a result, general members of the public passing by will not know that relevant entertainment is being provided at the premises.
- The amended hours for relevant entertainment fall outside the times the area will be accessed by families, tourists and shoppers.

Thank you for your consideration of this letter. Please do not hesitate to contact us if you would like to discuss our client's proposals further or arrange a meeting with our client.

Yours sincerely

J. Spiegler

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Thomas & Thomas Partners LLP
tel: 020 7042 0413
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2 August 2022

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3-4 Vere Street - Licence Applications

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The Applicant

Our client's management team are one of, if not the most experienced SEVL operators in central London. Amongst other premises, they successfully operated Sophisticats Marylebone located a short distance away from Vere Street at 28 Marylebone Lane between 2000 and 2019.

The premises was operated in accordance with comprehensive management procedures that had been fine-tuned over many years of operating in the Marylebone area. Our client is confident that this experience can be successfully transferred to the premises at Vere Street to provide a premium restaurant and entertainment offering appropriate to the local area that will be popular with local people and visitors alike. Our client is committed to operating the premises professionally and being good neighbours.

Business Concept

The original applications proposed Relevant Entertainment (striptease entertainment) over the mezzanine, ground and basement floors. Having considered your concerns, our client has decided to scale back this proposal by restricting Relevant Entertainment to the basement floor only. The ground floor will now be operated as a high-class restaurant by a Michelin star chef.

Access to the restaurant will be via the main entrance doors at ground level. Access to the basement will be restricted via the basement stairwell entrance only. There will be no signage advertising Relevant Entertainment affixed to the building.

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These conditions will be in addition to all of Westminster's standard conditions for SEVLs and all the existing Premises Licence conditions.

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Finally, our client has carefully reviewed your representation and hopes that the following responses will help to address your specific concerns:

- The amended proposal restricts relevant entertainment to the basement only. A Michelin star chef will operate a restaurant on the ground floor.
- A survey of over 300 local people, businesses and visitors concluded that the vast majority of respondents did not object to the proposals.
- The premises is located within the CAZ North, which the Licensing Authority have deemed the appropriate area for Westminster's quota of SEVs.
- Westminster deemed the location appropriate for an SEV between the years 2011 and 2019 when granting the applicant's SEVL applications in respect of Sophisticat's Marylebone located approximately 100m away from the application premises.
- A footfall survey was undertaken which observed that footfall levels were relatively low on Vere Street with extremely low levels of young people or families passing by.
- There will be no signage advertising relevant entertainment in the basement, which will be via a separate discreet entrance. As a result, general members of the public passing by will not know that relevant entertainment is being provided at the premises.

Thank you for your consideration of this letter. Please do not hesitate to contact us if you would like to discuss our client's proposals further or arrange a meeting with our client.

Yours sincerely

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2 August 2022

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The premises was operated in accordance with comprehensive management procedures that had been fine-tuned over many years of operating in the Marylebone area. Our client is confident that this experience can be successfully transferred to the premises at Vere Street to provide a premium restaurant and entertainment offering appropriate to the local area that will be popular with local people and visitors alike. Our client is committed to operating the premises professionally and being good neighbours.

Business Concept

The original applications proposed Relevant Entertainment (striptease entertainment) over the mezzanine, ground and basement floors. Having considered your concerns, our client has decided to scale back this proposal by restricting Relevant Entertainment to the basement floor only. The ground floor will now be operated as a high-class restaurant by a Brazilian Michelin star chef.

Access to the restaurant will be via the main entrance doors at ground level. Access to the basement will be restricted via the basement stairwell entrance only. There will be no signage advertising Relevant Entertainment affixed to the building.

Premises Licence

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Finally, our client has carefully reviewed your representation and hopes that the following responses will help to address your specific concerns:

- The amended hours for relevant entertainment fall outside the times the area will be accessed by persons visiting the Consulate, children, the elderly and vulnerable people.
- There will be no signage advertising relevant entertainment in the basement, which will be via a separate discreet entrance. As a result, general members of the public passing by or Consulate visitors will not know that relevant entertainment is being provided at the premises.
- The amended proposal restricts relevant entertainment to the basement only. A Michelin star chef will operate a restaurant on the ground floor.
- The applicant has many years of successfully operating a SEVL premises in very close proximity to the application site.

Thank you for your consideration of this letter. Please do not hesitate to contact us if you would like to discuss our client's proposals further or arrange a meeting with our client.

Yours sincerely

J. Spiegler

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Anonymous Objector 5
Letter to be forwarded by the Licensing Authority

2 August 2022

Dear Sir or Madam

3-4 Vere Street - Licence Applications

We act for the applicant of the above Premises Licence and Sexual Entertainment Venue Licence ("SEVL"). Thank you for taking the time to comment on our client's proposals.

Our client would be most grateful for your consideration of this letter, which includes an update on the proposed business concept and amendments to the application proposals. The changes follow careful consideration of your concerns, a local polling exercise and helpful consultation with the Marylebone Association.

The Applicant

Our client's management team are one of, if not the most experienced SEVL operators in central London. Amongst other premises, they successfully operated Sophisticats Marylebone located a short distance away from Vere Street at 28 Marylebone Lane between 2000 and 2019.

The premises was operated in accordance with comprehensive management procedures that had been fine-tuned over many years of operating in the Marylebone area. Our client is confident that this experience can be successfully transferred to the premises at Vere Street to provide a premium restaurant and entertainment offering appropriate to the local area that will be popular with local people and visitors alike. Our client is committed to operating the premises professionally and being good neighbours.

Business Concept

The original applications proposed Relevant Entertainment (striptease entertainment) over the mezzanine, ground and basement floors. Having considered your concerns, our client has decided to scale back this proposal by restricting Relevant Entertainment to the basement floor only. The ground floor will now be operated as a high-class restaurant by a Michelin star chef.

Access to the restaurant will be via the main entrance doors at ground level. Access to the basement will be restricted via the basement stairwell entrance only. There will be no signage advertising Relevant Entertainment affixed to the building.

Premises Licence

As you may know, the premises has historically operated as a late-night licensed venue, most recently Maroush. In 2021 Westminster City Council granted a new Premises Licence 21/07616/LIPN. Our client will be able to operate the scaled-back business proposals under this existing Premises Licence. As a result, our client has withdrawn the new Premises Licence application and is now pursuing the SEVL application only, albeit on substantially amended terms.

Sexual Entertainment Venue Licence

Our client has formally amended the SEVL application to bring the proposed terminal hours in line with the existing hours authorised under Premises Licence reference 21/07616/LIPN, as follows:

- Sunday: withdraw application for Relevant Entertainment
- Monday – Tuesday: 23:00 – 02:00 (the morning following)
- Wednesday – Saturday: 23:00 – 05:00 (the morning following)

This means that the proposals will not involve any overall extension to existing licensed hours. In fact, the trading hours under the SEVL will be considerably less, since there will be no striptease entertainment on Sundays and the entertainment will not commence until 11.00 pm on all other days.

Furthermore, after helpful feedback from the Marylebone Association, our client has agreed to volunteer the following additional SEVL conditions to ensure that Relevant Entertainment is provided discreetly, safely and professionally:

1. There shall be no signage affixed to the premises advertising Relevant Entertainment.
2. Relevant Entertainment may only take place in the basement and not on any other floor of the premises.
3. Except in cases of emergency evacuation, the main entrance/exit doors at ground/mezzanine level shall not be used by performers or for direct access/egress by customers visiting the premises for Relevant Entertainment.
4. The number of persons accommodated in the basement shall not exceed 110 (excluding staff and performers) at any one time. *NB. Please note that this represents a significant reduction in the existing licensed basement capacity of 225.*

These conditions will be in addition to all of Westminster's standard conditions for SEVLs and all the existing Premises Licence conditions.

Responses to Specific Concerns Raised in your Representation

Finally, our client has carefully reviewed your representation and hopes that the following responses will help to address your specific concerns:

- John Mckeown was named in the application papers and is a director of the applicant company. Mr Mckeown is one of, if not the most, experienced SEV operators in the UK. Mr Mckeown has continuously been found to be a suitable person to manage SEVs with 14 SEVL applications granted in Westminster and 4 in Camden. Mr Mckeown has never had a SEVL application refused.
- The allegations in your representation relate to a shareholder dispute and have been subject to High Court proceedings. The allegations have already been considered several times by the Westminster Licensing Sub Committee and by the Camden Licensing Sub Committee. The respective Licensing Sub Committee's granted our client's applications.
- In respect of the allegations made against Sophisticats Euston in Camden:
 - All of the allegations were 'no crimed' by the police resulting in no further action. Not a single allegation was ever proven or classified as a crime.
 - Our client's appeal against Camden's decision to revoke the premises licence was allowed by the Magistrates Court by way of consent order.
 - All of our client's SEV applications were granted by Camden, most recently on 14 March 2022.

Thank you for your consideration of this letter. Please do not hesitate to contact us if you would like to discuss our client's proposals further or arrange a meeting with our client.

Yours sincerely

J Spiegler

Jack Spiegler
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Our ref: JS/MCK.9.6

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Anonymous Objector 4
Letter to be forwarded by the Licensing Authority

2 August 2022

Dear Sir or Madam

3-4 Vere Street - Licence Applications

We act for the applicant of the above Premises Licence and Sexual Entertainment Venue Licence ("SEVL"). Thank you for taking the time to comment on our client's proposals.

Our client would be most grateful for your consideration of this letter, which includes an update on the proposed business concept and amendments to the application proposals. The changes follow careful consideration of your concerns, a local polling exercise and helpful consultation with the Marylebone Association.

The Applicant

Our client's management team are one of, if not the most experienced SEVL operators in central London. Amongst other premises, they successfully operated Sophisticats Marylebone located a short distance away from Vere Street at 28 Marylebone Lane between 2000 and 2019.

The premises was operated in accordance with comprehensive management procedures that had been fine-tuned over many years of operating in the Marylebone area. Our client is confident that this experience can be successfully transferred to the premises at Vere Street to provide a premium restaurant and entertainment offering appropriate to the local area that will be popular with local people and visitors alike. Our client is committed to operating the premises professionally and being good neighbours.

Business Concept

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This means that the proposals will not involve any overall extension to existing licensed hours. In fact, the trading hours under the SEVL will be considerably less, since there will be no striptease entertainment on Sundays and the entertainment will not commence until 11.00 pm on all other days.

Furthermore, after helpful feedback from the Marylebone Association, our client has agreed to volunteer the following additional SEVL conditions to ensure that Relevant Entertainment is provided discreetly, safely and professionally:

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3. Except in cases of emergency evacuation, the main entrance/exit doors at ground/mezzanine level shall not be used by performers or for direct access/egress by customers visiting the premises for Relevant Entertainment.
4. The number of persons accommodated in the basement shall not exceed 110 (excluding staff and performers) at any one time. *NB. Please note that this represents a significant reduction in the existing licensed basement capacity of 225.*

These conditions will be in addition to all of Westminster's standard conditions for SEVLs and all the existing Premises Licence conditions.

Responses to Specific Concerns Raised in your Representation

Finally, our client has carefully reviewed your representation and hopes that the following responses will help to address your specific concerns:

- Our client's previous premises (Sophisticats Marylebone) was located very close to the application premises and had a long trading history of promoting the licensing objectives.
- Westminster deemed the location appropriate for an SEV between the years 2011 and 2019 when granting the applicant's SEVL applications in respect of Sophisticat's Marylebone located approximately 100m away from the application premises.
- The amended proposal restricts relevant entertainment to the basement only. A Michelin star chef will operate a restaurant on the ground floor.
- There will be no signage advertising relevant entertainment in the basement, which will be via a separate discreet entrance. As a result, general members of the public passing by the premises will not know that relevant entertainment is being provided at the premises.

Thank you for your consideration of this letter. Please do not hesitate to contact us if you would like to discuss our client's proposals further or arrange a meeting with our client.

Yours sincerely

J Spiegler

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Anonymous Objector 2
Letter to be forwarded by the Licensing Authority

2 August 2022

Dear Sir or Madam

3-4 Vere Street - Licence Applications

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Our client would be most grateful for your consideration of this letter, which includes an update on the proposed business concept and amendments to the application proposals. The changes follow careful consideration of your concerns, a local polling exercise and helpful consultation with the Marylebone Association.

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The premises was operated in accordance with comprehensive management procedures that had been fine-tuned over many years of operating in the Marylebone area. Our client is confident that this experience can be successfully transferred to the premises at Vere Street to provide a premium restaurant and entertainment offering appropriate to the local area that will be popular with local people and visitors alike. Our client is committed to operating the premises professionally and being good neighbours.

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These conditions will be in addition to all of Westminster's standard conditions for SEVLs and all the existing Premises Licence conditions.

Responses to Specific Concerns Raised in your Representation

Finally, our client has carefully reviewed your representation and hopes that the following responses will help to address your specific concerns:

- The premises is located within the CAZ North, which the Licensing Authority have deemed the appropriate area for Westminster's quota of SEVs.
- Westminster deemed the location appropriate for an SEV between the years 2011 and 2019 when granting our client's SEVL applications in respect of Sophisticats Marylebone located approximately 100m away from the application premises.
- The amended hours for relevant entertainment fall outside the times the area will be accessed by shoppers, tourists, vulnerable adults and families etc.
- There will be no signage advertising relevant entertainment in the basement, which will be via a separate discreet entrance. As a result, general members of the public passing by will not know that relevant entertainment is being provided at the premises.
- The amended proposal restricts relevant entertainment to the basement only. A Michelin star chef will operate a restaurant on the ground floor.
- Our client's previous premises (Sophisticats Marylebone) was located very close to the application premises and had a long trading history without any residential complaints.

Thank you for your consideration of this letter. Please do not hesitate to contact us if you would like to discuss our client's proposals further or arrange a meeting with our client.

Yours sincerely

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Anonymous Objector 1
Letter to be forwarded by the Licensing Authority

2 August 2022

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3-4 Vere Street - Licence Applications

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Our client would be most grateful for your consideration of this letter, which includes an update on the proposed business concept and amendments to the application proposals. The changes follow careful consideration of your concerns, a local polling exercise and helpful consultation with the Marylebone Association.

The Applicant

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- John Mckeown was named in the application papers and is a director of the applicant company. Mr Mckeown is one of, if not the most, experienced SEV operators in the London. Mr Mckeown has continuously been found to be a suitable person to manage SEVs with 14 SEVL applications granted in Westminster and 4 in Camden. Mr Mckeown has never had a SEVL application refused.
- The current number of SEVs operating within the CAZ North is significantly below the quota of 25.
- The premises is located within the CAZ North, which the Licensing Authority have deemed the appropriate area for Westminster's quota of SEVs.
- Westminster deemed the location appropriate for an SEV between the years 2011 and 2019 when granting our client's SEVL applications in respect of Sophisticats Marylebone located approximately 100m away from the application premises.
- Our client's previous premises (Sophisticats Marylebone) was located very close to the application premises and had a long trading history without any residential complaints.
- The amended hours for relevant entertainment fall outside the times the area will be accessed by shoppers, tourists, vulnerable adults and families etc.
- There will be no signage advertising relevant entertainment in the basement, which will be via a separate discreet entrance. As a result, general members of the public passing by will not know that relevant entertainment is being provided at the premises.
- The amended proposal restricts relevant entertainment to the basement only. A Michelin star chef will operate a restaurant on the ground floor.

Thank you for your consideration of this letter. Please do not hesitate to contact us if you would like to discuss our client's proposals further or arrange a meeting with our client.

Yours sincerely

J Spiegler

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2 August 2022

Dear Sir or Madam

3-4 Vere Street - Licence Applications

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Our client would be most grateful for your consideration of this letter, which includes an update on the proposed business concept and amendments to the application proposals. The changes follow careful consideration of your concerns, a local polling exercise and helpful consultation with the Marylebone Association.

The Applicant

Our client's management team are one of, if not the most experienced SEVL operators in central London. Amongst other premises, they successfully operated Sophisticats Marylebone located a short distance away from Vere Street at 28 Marylebone Lane between 2000 and 2019.

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Business Concept

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Premises Licence

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Sexual Entertainment Venue Licence

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These conditions will be in addition to all of Westminster's standard conditions for SEVLs and all the existing Premises Licence conditions.

Responses to Specific Concerns Raised in your Representation

Finally, our client has carefully reviewed your representation and hopes that the following responses will help to address your specific concerns:

- John Mckeown was named in the application papers and is a director of the applicant company. Mr Mckeown is one of, if not the most, experienced SEV operators in the UK. Mr Mckeown has continuously been found to be a suitable person to manage SEVs with 14 SEVL applications granted in Westminster and 4 in Camden. Mr Mckeown has never had a SEVL application refused.
- So far as our client is aware, there are no individual local resident objections.
- Our client's previous premises (Sophisticats Marylebone) was located very close to the application premises and had a long trading history without any residential complaints.
- 37 Duke Street is a different location with considerably more local opposition. Westminster deemed the location appropriate for an SEV between the years 2011 and 2019 when granting the applicant's SEVL applications in respect of Sophisticat's Marylebone located approximately 100m away (3 minute walk) from the application premises.
- The proposed use, as amended, is more consistent with the historical authorised planning use. If required, separate planning consent for the basement entertainment use will be sought.
- The applicant has undertaken a stakeholder engagement programme.
- The amended hours for relevant entertainment fall outside the times the area will be accessed by persons visiting St Peter's Church or All Soul's Church, and by shoppers, tourists, vulnerable adults and families etc.
- There will be no signage advertising relevant entertainment in the basement, which will be via a separate discreet entrance. As a result, general members of the public passing by or Church visitors will not know that relevant entertainment is being provided at the premises.
- The amended proposal restricts relevant entertainment to the basement only. A Michelin star chef will operate a restaurant on the ground floor.
- Our client has a proven track record in eliminating historical noise complaints from its venues. Local residents living above Sophisticats Soho have acknowledged that music noise disturbance ceased after our client took over the premises in 2016.

Thank you for your consideration of this letter. Please do not hesitate to contact us if you would like to discuss our client's proposals further or arrange a meeting with our client.

Yours sincerely

J Spiegler

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[REDACTED]
[REDACTED]
2 August 2022

Dear [REDACTED]

3-4 Vere Street - Licence Applications

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These conditions will be in addition to all of Westminster's standard conditions for SEVLs and all the existing Premises Licence conditions.

Responses to Specific Concerns Raised in your Representation

Finally, our client has carefully reviewed your representation and hopes that the following responses will help to address your specific concerns:

- There were no problems associated with the former Sophisticats Marylebone, which had an impeccable track record with all SEVL applications granted and continuously renewed. The premises did not attract any residential complaints during its long trading history.
- The premises is located within the CAZ North, which the Licensing Authority have deemed the appropriate area for Westminster's quota of SEVs.
- Westminster deemed the location appropriate for an SEV between the years 2011 and 2019 when granting the applicant's SEVL applications in respect of Sophisticat's Marylebone located approximately 100m away from the application premises.
- A footfall survey was undertaken which observed that footfall levels were relatively low on Vere Street with extremely low levels of young people or families passing by.
- The amended proposal restricts relevant entertainment to the basement only. A Michelin star chef will operate a restaurant on the ground floor.
- There will be no signage advertising relevant entertainment in the basement, which will be via a separate discreet entrance. As a result, general members of the public passing by will not know that relevant entertainment is being provided at the premises.
- The amended hours for relevant entertainment fall outside the times the area will be accessed by children, tourists and shoppers.

Thank you for your consideration of this letter. Please do not hesitate to contact us if you would like to discuss our client's proposals further or arrange a meeting with our client.

Yours sincerely

J. Spiegler

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The Applicant

Our client's management team are one of, if not the most experienced SEVL operators in central London. Amongst other premises, they successfully operated Sophisticats Marylebone located a short distance away from Vere Street at 28 Marylebone Lane between 2000 and 2019.

The premises was operated in accordance with comprehensive management procedures that had been fine-tuned over many years of operating in the Marylebone area. Our client is confident that this experience can be successfully transferred to the premises at Vere Street to provide a premium restaurant and entertainment offering appropriate to the local area that will be popular with local people and visitors alike. Our client is committed to operating the premises professionally and being good neighbours.

Business Concept

The original applications proposed Relevant Entertainment (striptease entertainment) over the mezzanine, ground and basement floors. Having considered your concerns, our client has decided to scale back this proposal by restricting Relevant Entertainment to the basement floor only. The ground floor will now be operated as a high-class restaurant by a Michelin star chef.

Access to the restaurant will be via the main entrance doors at ground level. Access to the basement will be restricted via the basement stairwell entrance only. There will be no signage advertising Relevant Entertainment affixed to the building.

Premises Licence

As you may know, the premises has historically operated as a late-night licensed venue, most recently Maroush. In 2021 Westminster City Council granted a new Premises Licence 21/07616/LIPN. Our client will be able to operate the scaled-back business proposals under this existing Premises Licence. As a result, our client has withdrawn the new Premises Licence application and is now pursuing the SEVL application only, albeit on substantially amended terms.

Sexual Entertainment Venue Licence

Our client has formally amended the SEVL application to bring the proposed terminal hours in line with the existing hours authorised under Premises Licence reference 21/07616/LIPN, as follows:

- Sunday: withdraw application for Relevant Entertainment
- Monday – Tuesday: 23:00 – 02:00 (the morning following)
- Wednesday – Saturday: 23:00 – 05:00 (the morning following)

This means that the proposals will not involve any overall extension to existing licensed hours. In fact, the trading hours under the SEVL will be considerably less, since there will be no striptease entertainment on Sundays and the entertainment will not commence until 11.00 pm on all other days.

Furthermore, after helpful feedback from the Marylebone Association, our client has agreed to volunteer the following additional SEVL conditions to ensure that Relevant Entertainment is provided discreetly, safely and professionally:

1. There shall be no signage affixed to the premises advertising Relevant Entertainment.
2. Relevant Entertainment may only take place in the basement and not on any other floor of the premises.
3. Except in cases of emergency evacuation, the main entrance/exit doors at ground/mezzanine level shall not be used by performers or for direct access/egress by customers visiting the premises for Relevant Entertainment.
4. The number of persons accommodated in the basement shall not exceed 110 (excluding staff and performers) at any one time. *NB. Please note that this represents a significant reduction in the existing licensed basement capacity of 225.*

These conditions will be in addition to all of Westminster's standard conditions for SEVLs and all the existing Premises Licence conditions.

Responses to Specific Concerns Raised in your Representation

Finally, our client has carefully reviewed your representation and hopes that the following responses will help to address your specific concerns:

- There were no problems associated with the former Sophisticats Marylebone, which had an impeccable track record with all SEVL applications granted and continuously renewed. The premises did not attract any residential complaints during its long trading history.
- The premises is located within the CAZ North, which the Licensing Authority have deemed the appropriate area for Westminster's quota of SEVs.
- Westminster deemed the location appropriate for an SEV between the years 2011 and 2019 when granting the applicant's SEVL applications in respect of Sophisticat's Marylebone located approximately 100m away from the application premises.
- A footfall survey was undertaken which observed that footfall levels were relatively low on Vere Street with extremely low levels of young people or families passing by.
- The amended proposal restricts relevant entertainment to the basement only. A Michelin star chef will operate a restaurant on the ground floor.
- There will be no signage advertising relevant entertainment in the basement, which will be via a separate discreet entrance. As a result, general members of the public passing by will not know that relevant entertainment is being provided at the premises.
- The amended hours for relevant entertainment fall outside the times the area will be accessed by children, tourists and shoppers.

Thank you for your consideration of this letter. Please do not hesitate to contact us if you would like to discuss our client's proposals further or arrange a meeting with our client.

Yours sincerely

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