

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 10

Public Opinion Polling to Explore the Views of Local Residents and Workers

Background

Carmans Clubs commissioned independent market research polling in and around the vicinity of Vere St. in order to understand the views of residents, workers, and visitors to the proposed venue. The results will be included as part of the license application.

The research audiences included:

1. Retailer workers (including shop staff, managers, and owners)
2. Local workers (non-retail)
3. Local business owners
4. Local residents
5. Tourists and visitors to the area

Approach

Due to the localised area, we conducted short face-to-face interviews, ensuring that the respondents interviewed had a direct connection to the area (in whatever capacity)

The interviews consisted of 9 questions and took between 3-4 mins to complete. Everyone who participated was offered the opportunity to be entered into a free prize draw as a thank you for their time and feedback, but this was offered independently of the answers they gave. Indeed, they were not made aware of the survey content or subject matter before answering any questions.

Interviews were carried in a localised geographical boundary between Holles St. to the east (of Vere St.), Stratford Place to the west, Henrietta Place to the north, and Dering St./Tenterden St. to the south.

To ensure statistical robustness of the data, we set a target of 300 interviews. On completion of fieldwork, we achieved 313 interviews.

Executive summary

The research was able to pick up the views of a good range of respondents, all with a real connection to the area around Vere St. Key take out are as follows:

- The majority know the area well and key concerns centred around crime, cleanliness of the streets, and the amount of building work. Only 2% indicated any concern around adult entertainment venues.
- Over 7 in 10 indicated that they weren't at all bothered by the presence of lingerie stores such as Ann Summers or Victoria's Secret being in the area.
- Response to the venue concept was overwhelmingly positive across a range of measures, and although residents (although in the minority overall) were somewhat more muted, the overall pattern of response indicates that they too, were readily accepting of the venue.
- These positive attitudes continued through to overall approval ratings. 87% either approved of the venue or weren't bothered with the biggest proportion, 68%, indicating approval. On balance more of the resident community either approved or were not bothered by the concept.



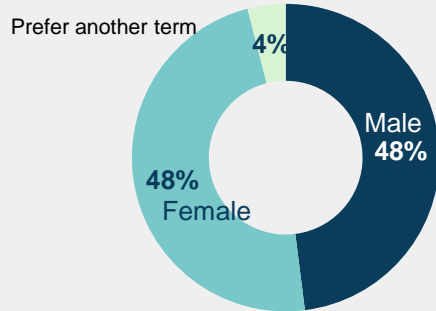
Public Opinion Polling to Explore the Views of Local Residents and Workers



The results

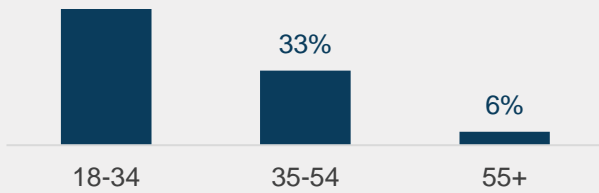
The first questions asked were to capture key profile characteristics including gender, age, and their connection to the area.

Gender



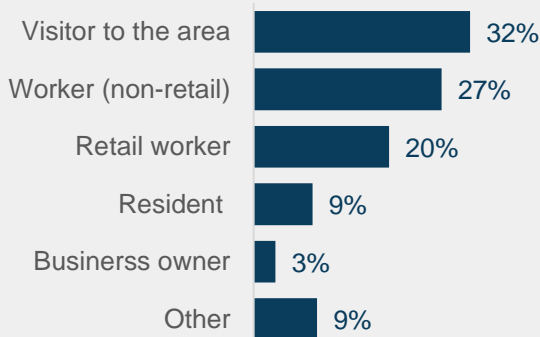
Base: all respondents (313)

Age



Base: all respondents (313)

Connection to the area



Base: all respondents (313)

The research has good representation across sex, age, and connection to the area.

As anticipated, residents make up a smaller proportion of the sample as it is not an overtly residential area.

Workers, both retail and non-retail, make up the largest proportion with other visitors, tourists and shoppers accounting for nearly a third.



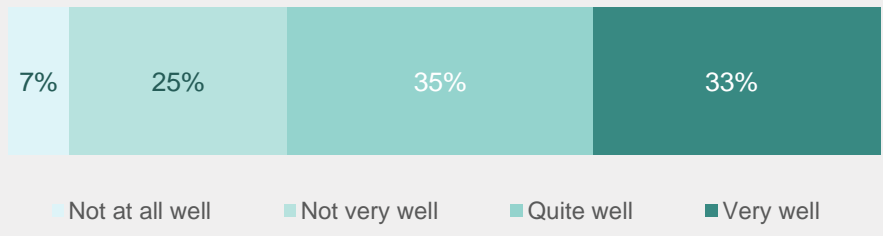
Public Opinion Polling to Explore the Views of Local Residents and Workers



The results

We then went on to ask about their knowledge of the area and then a range of follow-up questions on their general attitudes and concerns about the area.

Knowledge of the area

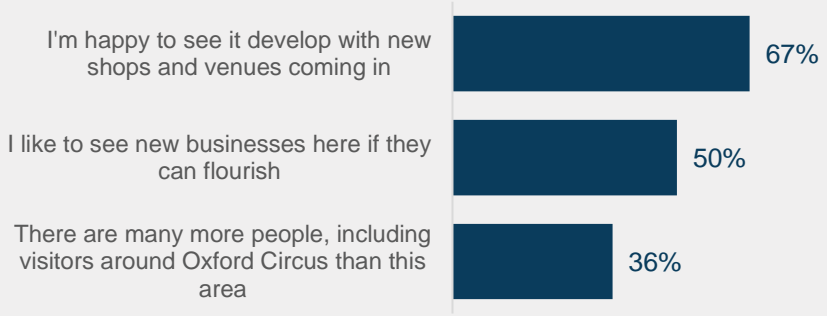


Base: all respondents (313)

Nearly 7 in 10 (215 respondents) had a reasonable knowledge of the area.

Amongst those, we found that 67% welcomed new shops and venues and 50% like to see new business come in if they can flourish.

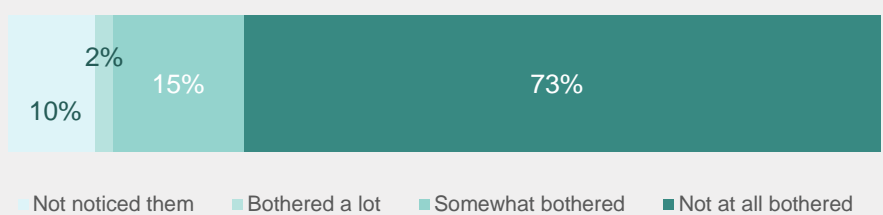
Attitudes to developments around Oxford St.



Base: all who know area quite/very well (215)

Nearly 4 in 10 (36%) felt that the immediate area (as outlined in the background section of this report) wasn't as busy as Oxford Circus.

Attitudes to the presence of Ann Summers/Victoria's Secret in Oxford St.



Base: all who know area quite/very well (215)

When we probed on their feelings towards retailers, Ann Summers and Victoria's Secret, 73% stated that they weren't at all bothered by their presence.





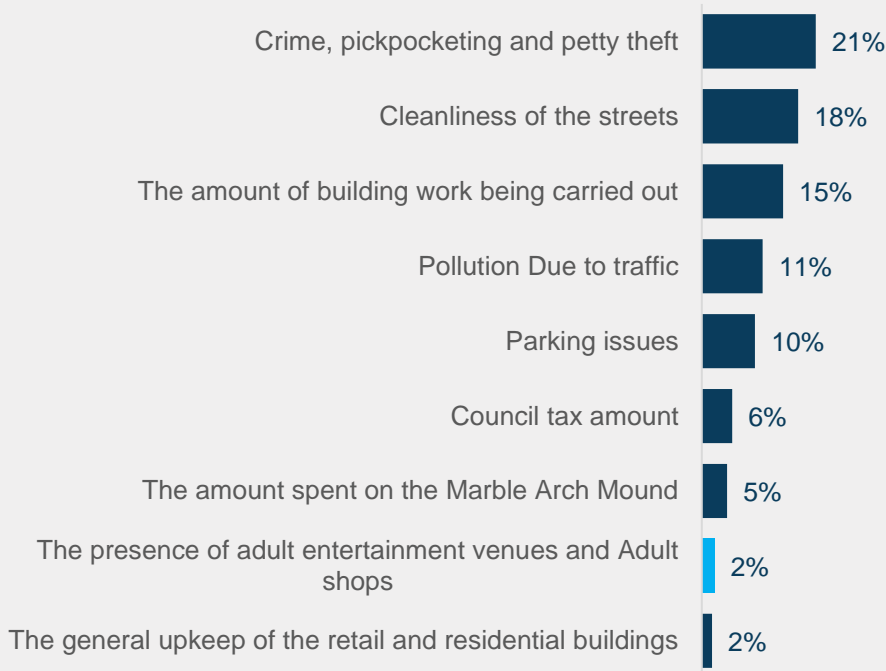
Public Opinion Polling to Explore the Views of Local Residents and Workers



The results

Followed by a question to explore their concerns for the area, including a wide range of topics from crime and pollution to the presence of adult entertainment venues.

Concerns about local area



Base: all who know area quite/very well (215)

Crime, cleanliness, and the amount of building work came out as the top-3 concerns.

Whereas the presence of adult entertainment venues was a concern for just 2%.



Public Opinion Polling to Explore the Views of Local Residents and Workers



The results

Following the more general questioning about their views on the area, we then went on to introduce the venue concept, including a narrative description and representative imagery.

We would like you to read a brief description and look at some images of a new venue planned for Vere St, close to where we are now.

“A dual purpose hospitality/entertainment venue incorporating a Brazilian themed tapas/restaurant at the front of the property on the ground floor and a strip club hidden discreetly “speak-easy style” to the rear ground floor and basement.”





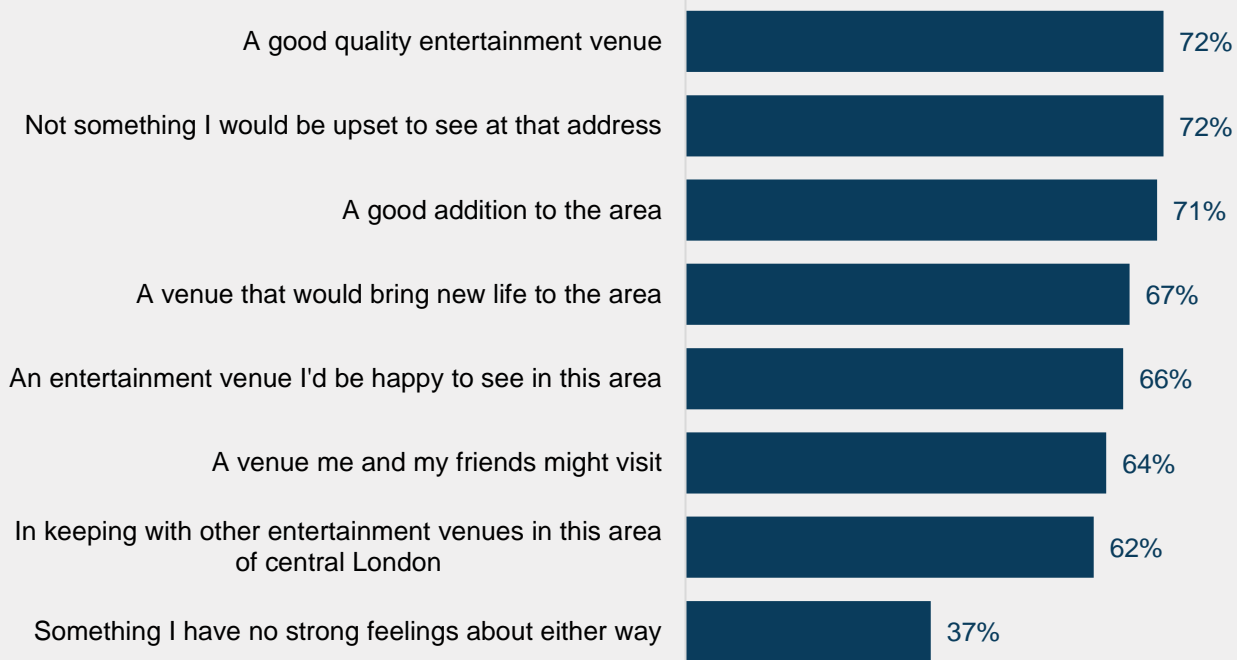
Public Opinion Polling to Explore the Views of Local Residents and Workers



The results

We then asked for their response to the concept they've just seen and read. The question was presented as a 5-point scale from completely agree to completely disagree as follows: *"From what you've seen and read, how much would you agree with the following statements about the venue?"*

Response to venue concept: agreement, top-2 box (completely or somewhat agree)



Base: all respondents (313)

The overall responses were very positive. Equally seen by over 7 in 10 (72%) as a good quality venue and something they would not be upset to see at the planned address. Also seen as a good addition to the area and something that would bring new life to the area.

Importantly, the results were similar whether male or female and across the age groups. Response from residents was somewhat more muted but still 56% of those indicated that they would not be not be upset to see at the planned address.



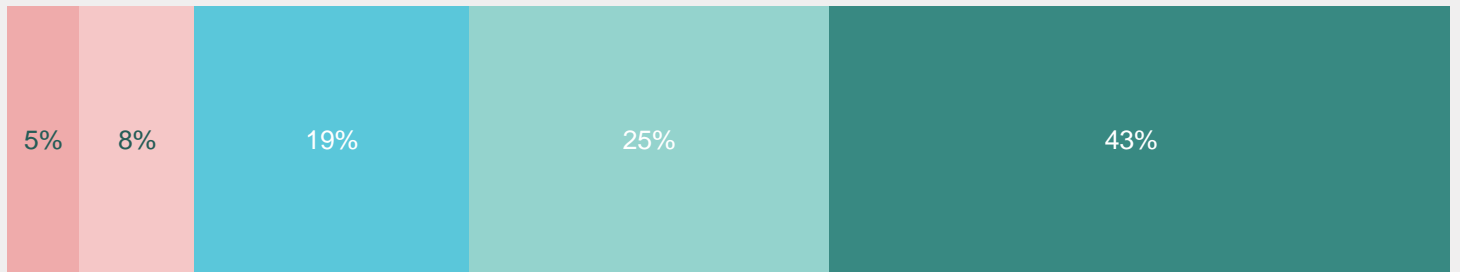
Public Opinion Polling to Explore the Views of Local Residents and Workers



The results

Finally, we asked each respondent to provide an overall approve/disapprove rating, again using a 5-point scale from completely disapprove to completely approve. The question was asked as follows: *“And how would you rate your overall approval of this venue being situated in this area?”*

Overall approval rating



■ Completely disapprove ■ Somewhat disapprove ■ Not bothered either way ■ Somewhat approve ■ Completely approve

Base: all respondents (313)

In line with the response to the venue concept, the overall approval rating was markedly positive. 68% approved and 19% indicated they wouldn't be bothered by the venue.

In contrast, only 13% indicated a degree of disapproval.

Again we found some shifts in the residents cohort but still over half (52%) either approved or weren't bothered ... with completely approve at 30%.

Public Opinion Polling to Explore the Views of Local Residents and Workers

Brandspeak Company Background

Brandspeak Ltd is registered in the UK and was formed in 2004, by the Managing Director, Jeremy Braune.

We are an independent market research agency, working for a wide range of clients in the public and private sector. Some of our current and recent clients include:

- NHS
- New Zealand Trade and Enterprise
- Allen & Overy (law firm)
- Shepherds Friendly Mutual Society
- FreeAgent
- ParentPay
- Stance Clothing
- Regatta Outdoor Clothing

Our expertise includes both quantitative (survey-based) research and qualitative research.

We are members of the Market Research Society (MRS) and abide by the MRS code of conduct.

More detail on the company can be found at: <https://www.brandspeak.co.uk/>

Research Lead

The Lead Researcher on this polling study was Mark Bagnall. Mark is a Senior Partner and Head of Quantitative Research at Brandspeak.

Mark has over 20 years experience in the market research sector, working for many types of organisations, from Barclays and Ford through to Diageo and the Dept for Transport.

Mark has held senior positions in other research agencies including Managing Director, Head of Research Innovation, and Unit Head.

Mark was involved in all aspects of this study from methodological and survey design, and project management, through to reporting.

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

3-4 VERE STREET W1D 0GH

APPLICANT SUBMISSIONS

TAB 11



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

Premises licence

Regulation 33, 34

Premises licence number:

21/07616/LIPN

Original Reference:

21/07616/LIPN

Part 1 – Premises details

Postal address of premises:

3 - 4 Vere Street
London
W1G 0DQ

Telephone Number: Not Supplied

Where the licence is time limited, the dates:

Not applicable

Licensable activities authorised by the licence:

Performance of Dance
Exhibition of a Film
Performance of Live Music
Playing of Recorded Music
Late Night Refreshment
Sale by Retail of Alcohol

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

Performance of Dance

Sunday to Tuesday: 10:00 to 02:00
Wednesday to Saturday: 10:00 to 05:00

Seasonal Details: On the morning that GMT changes to BST 1 hr will be added to the terminal hr of any activities and to the closing time after 1am

Exhibition of a Film

Sunday to Tuesday: 10:00 to 02:00
Wednesday to Saturday: 10:00 to 05:00

Seasonal Details: On the morning that GMT changes to BST 1 hr will be added to the terminal hr of any activities and to the closing time after 1am

Performance of Live Music

Sunday to Tuesday: 10:00 to 02:00
Wednesday to Saturday: 10:00 to 05:00

Seasonal Details: On the morning that GMT changes to BST 1 hr will be added to the terminal hr of any activities and to the closing time after 1am

Playing of Recorded Music

Sunday to Tuesday: 10:00 to 02:00
Wednesday to Saturday: 10:00 to 05:00

Seasonal Details: On the morning that GMT changes to BST 1 hr will be added to the terminal hr of any activities and to the closing time after 1am

Late Night Refreshment

Sunday to Tuesday: 23:00 to 02:00 (Mezzanine & Ground Floors)
Wednesday to Saturday: 23:00 to 05:00 (Mezzanine & Ground Floors)
Sunday to Tuesday: 23:00 to 02:00 (Basement Floor)
Wednesday to Saturday: 23:00 to 05:00 (Basement Floor)

Seasonal Details: On the morning that GMT changes to BST 1 hr will be added to the terminal hr of any activities and to the closing time after 1am

Sale by Retail of Alcohol

Sunday to Tuesday: 10:00 to 02:00 (Mezzanine & Ground Floors)
Wednesday to Saturday: 10:00 to 03:00 (Mezzanine & Ground Floors)
Sunday to Tuesday: 10:00 to 02:00 (Basement Floor)
Wednesday to Saturday: 10:00 to 03:00 (Basement Floor)

Seasonal Details: On the morning that GMT changes to BST 1 hr will be added to the terminal hr of any activities and to the closing time after 1am

The opening hours of the premises:

Sunday to Tuesday: 09:00 to 02:00
Wednesday to Saturday: 09:00 to 05:00

Seasonal Details: On the morning that GMT changes to BST 1 hr will be added to the terminal hr of any activities and to the closing time after 1am

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

Alcohol is supplied for consumption both on and off the Premises.

Part 2**Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:**

4VS Limited
130 Shaftesbury Avenue
2ND Floor
London
W1d 5EU

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

13438965

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

Name: Mr Terry Alan Barnes

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

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

Licence Number: 5870/06/00660/LAPERS
Licensing Authority: London Borough Of Sutton

Date: 19 January 2022

This licence has been authorised by Mary Pring on behalf of the Director - Public Protection and Licensing.

Annex 1 – Mandatory conditions

1. No supply of alcohol may be made at a time when there is no designated premises supervisor in respect of this licence.
2. No supply of alcohol may be made at a time when the designated premises supervisor does not hold a personal licence or the personal licence is suspended.
3. Every supply of alcohol under this licence must be made or authorised by a person who holds a personal licence.
4.
 - (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
 - (2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—
 - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to;
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
 - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
 - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;
 - (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
 - (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
5. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
6.
 - (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
 - (2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
 - (3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification

bearing their photograph, date of birth and either—

- (a) a holographic mark, or
- (b) an ultraviolet feature.

7. The responsible person must ensure that—

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

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

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

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

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

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

Where -

- (i) P is the permitted price,
 - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
 - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
- (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -
 - (i) the holder of the premises licence,
 - (ii) the designated premises supervisor (if any) in respect of such a licence, or
 - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
 - (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent

the supply in question; and

- (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.
- 8(iii). Where the permitted price given by Paragraph 8(ii)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
- 8(iv). (1) Sub-paragraph 8(iv)(2) below applies where the permitted price given by Paragraph 8(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
- (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.
9. All persons guarding premises against unauthorised access or occupation or against outbreaks of disorder or against damage (door supervisors) must be licensed by the Security Industry Authority.

Annex 2 – Conditions consistent with the operating Schedule

10. The number of persons accommodated at the premises shall not exceed the following (excluding staff):
 - Mezzanine - 60
 - Ground Floor - 110
 - Basement - 225With no more than 285 persons on the premises at any one time
11. Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
12. With the exception of persons attending a pre-booked private function (where a guest list will be held and available for inspection by the responsible authorities for 31 days after the event), the supply of alcohol on the ground floor and mezzanine floor of the premises shall only be to a person seated taking a substantial table meal there and for consumption by such a person as ancillary to their meal.

For the purpose of this condition a 'Substantial Table Meal' means - a meal such as might be expected to be served as the main midday or main evening meal, or as a main course at either such meal and is eaten by a person seated at a table, or at a counter or other structure which serves the purposes of a table and is not used for the service of refreshments for consumption by persons not seated at a table or structure servicing the purposes of a table.

Notwithstanding this condition customers are permitted to take from the premises part consumed and resealed bottles of wine supplied ancillary to their meal.
13. Waiter/waitress service shall be provided throughout the premises
14. Menus shall be displayed in the basement and food shall be readily available to be served in this area at all times;
15. In the basement the sale of alcohol shall be ancillary to the provision of regulated entertainment.
16. There shall be no designated dance floor at the premises
17. There shall be a minimum of two door supervisors employed at the premises from 21:00. There shall be a minimum of four door supervisors employed at the premises from 22:00.
18. Any events at the premises shall be risk assessed and should the risk assessment deem it necessary the requisite number of SIA licensed door supervisors shall be on duty at the premises whilst the event/operation is taking place and up to at least 30 minutes after the event has finished. The risk assessment shall also include a dispersal policy for the event/operation. The risk assessment and dispersal policy shall be retained and available for inspection by the Licensing Authority and the Police for 31 days after the event/operation
19. All external doors and windows must be closed after 01:00 except to allow access for staff and customers
20. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. (b) All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. (c) The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises and will include the external area immediately outside the premises entrance. (d) All recordings shall be stored for a minimum period of 31 days with date and time stamping. (e) Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31-day period

21. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested
22. There shall be a personal licence holder on duty on the premises at all times when the premises are authorised to sell alcohol.
23. A noise limiter must be fitted to the musical amplification system and maintained in accordance with the following criteria: (a) the limiter must be set at a level determined by and to the satisfaction of an authorised Environmental Health Officer, so as to ensure that no noise nuisance is caused to local residents or businesses, (b) The operational panel of the noise limiter shall then be secured by key or password to the satisfaction of the authorised Environmental Health Officer and access shall only be by persons authorised by the Premises Licence holder, (c) The limiter shall not be altered without prior written agreement from the Environmental Health Consultation Team, (d) No alteration or modification to any existing sound system(s) should be affected without prior knowledge of the Environmental Health Consultation Team, and (e) No additional sound generating equipment shall be used on the premises without being routed through the sound limiter device.
24. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
25. No fumes, steam or odours shall be emitted from the licensed premises so as to cause a nuisance to any persons living or carrying on business in the area where the premises are situated.
26. All sales of alcohol for consumption off the premises shall be in sealed containers only, and shall not be consumed on the premises, save for alcohol consumed at the outside tables and chairs shown on the licence plan, which shall be by waiter or waitress service, served only to a person seated taking a substantial table meal there and for consumption by such a person as ancillary to their meal.
27. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
28. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly
29. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number and/or is to be made available to residents and businesses in the vicinity.
30. A copy of the premises' dispersal policy shall be made readily available at the premises for inspection by a police officer and/or an authorised officer of Westminster City Council.
31. Patrons permitted to temporarily leave and then re-enter the premises on the street, e.g. to smoke or make a phone call, shall be limited to (15) persons at any one time.
32. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.
33. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between (23.00) hours and (08.00) hours on the following day.
34. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.

35. There shall be no striptease or nudity, and all persons shall be decently attired at all times, except when the premises are operating under the authority of a Sexual Entertainment Venue licence.
36. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
37. An incident log shall be kept at the premises and made available on request to an authorised officer of the City Council or the Police. It must be completed within 24 hours of the incident and will record the following: (a) all crimes reported to the venue (b) all ejections of patrons (c) any complaints received concerning crime and disorder (d) any incidents of disorder (e) all seizures of drugs or offensive weapons (f) any faults in the CCTV system, searching equipment or scanning equipment (g) any refusal of the sale of alcohol (h) any visit by a relevant authority or emergency service.
38. There shall be no sales of hot food or hot drink or alcohol for consumption off the premises after 23.00 hours..
39. No deliveries to the premises shall take place between (23.00) and (08.00) hours on the following day.
40. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
41. All emergency doors shall be maintained effectively self-closing and not held open other than by an approved device.
42. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
43. Curtains and hangings shall be arranged so as not to obstruct emergency safety signs or emergency equipment.
44. All fabrics, curtains, drapes and similar features including materials used in finishing and furnishing shall be either non-combustible or be durably or inherently flame-retarded fabric. Any fabrics used in escape routes (other than foyers), entertainment areas or function rooms, shall be non-combustible.
45. The certificates listed below shall be submitted to the licensing authority upon written request. (a) Any permanent or temporary emergency lighting battery or system (b) Any permanent or temporary electrical installation (c) Any permanent or temporary emergency warning system
46. Flashing or particularly bright lights on or outside the premises shall not cause a nuisance to nearby properties, save insofar as they are necessary for the prevention of crime.
47. No licensable activities shall take place at the premises until the premises has been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the licensing authority.
48. Prior to the licence taking effect, the plans as deposited will be checked by the Environmental Health Consultation Team to ensure they are accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the LFEPA, Environmental Health Consultation Team, the Police and the Licensing Authority
49. No licensable activities shall take place at the premises until premises licence 09/01218/LIPV (or such other number subsequently issued for the premises) has been surrendered.
50. The premises may remain open for the sale of alcohol, regulated entertainment and

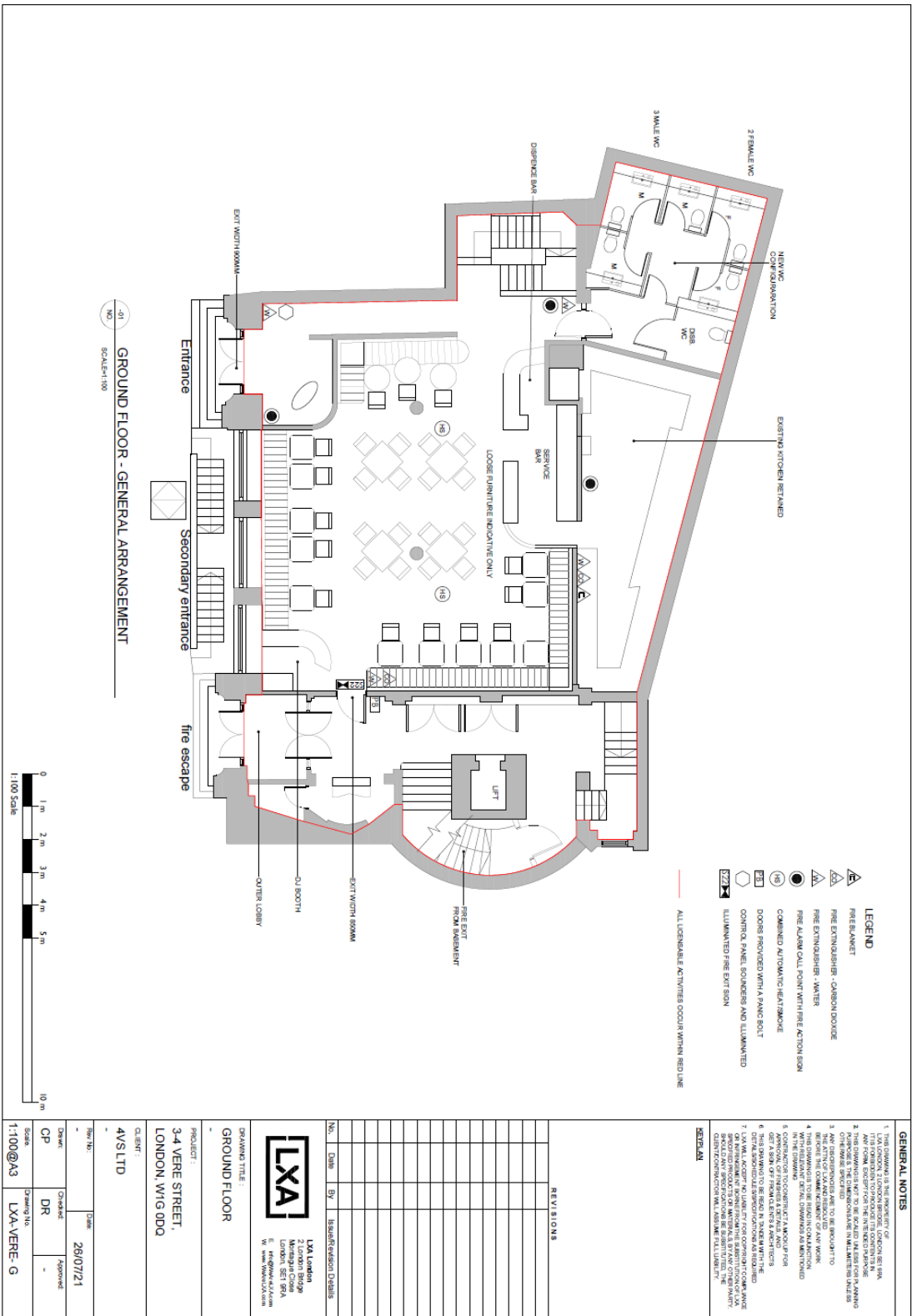
the provision of late-night refreshment from the terminal hour for those activities on New Year's Eve through to the commencement time for those activities on New Year's Day.

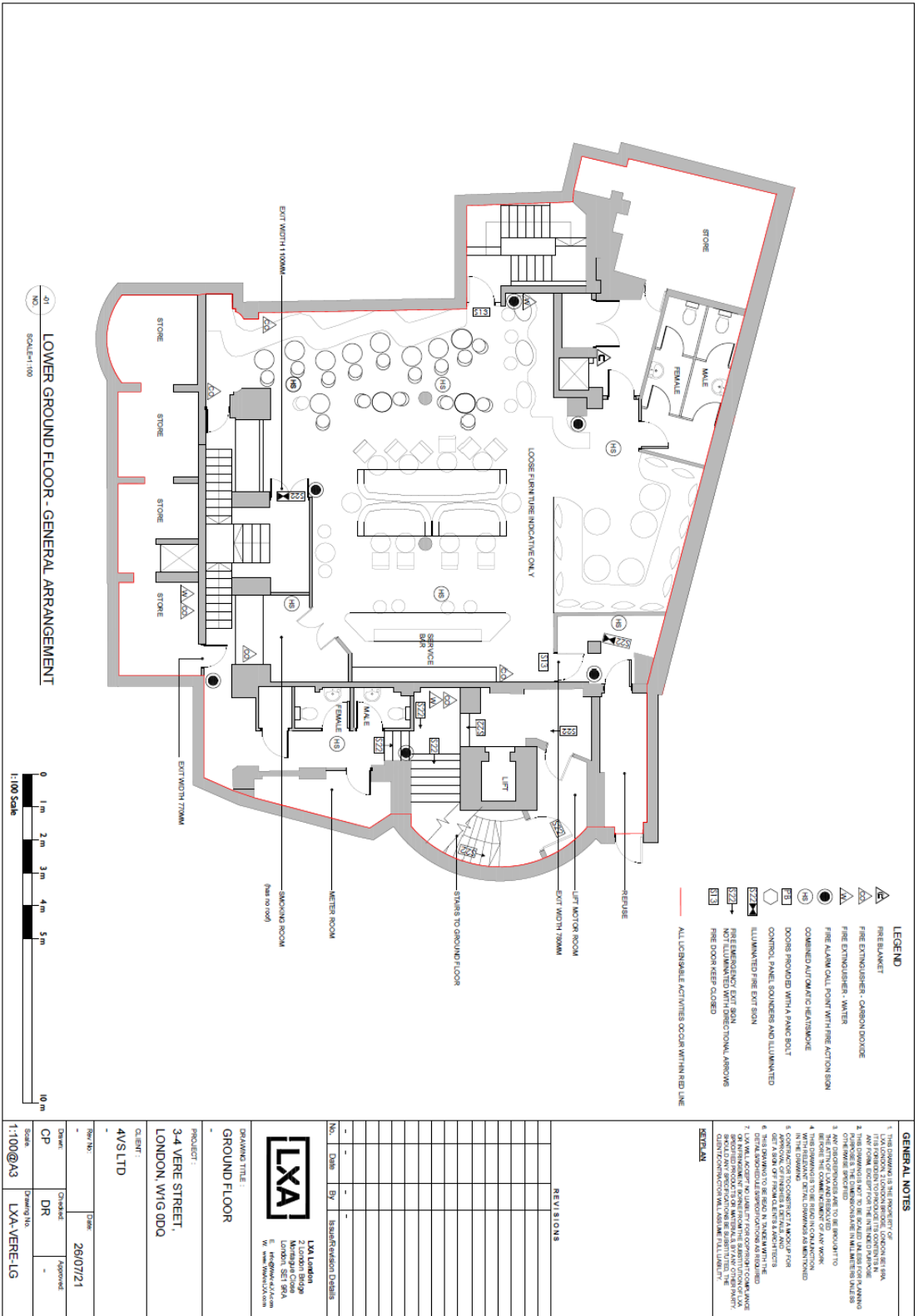
51. On the morning that Greenwich Mean Time changes to British Summer Time one hour will be added to the terminal hour of any activities and to the closing time for the premises where the existing terminal hour for the activities and/or closing hour for the premises ends after 01.00 hours.

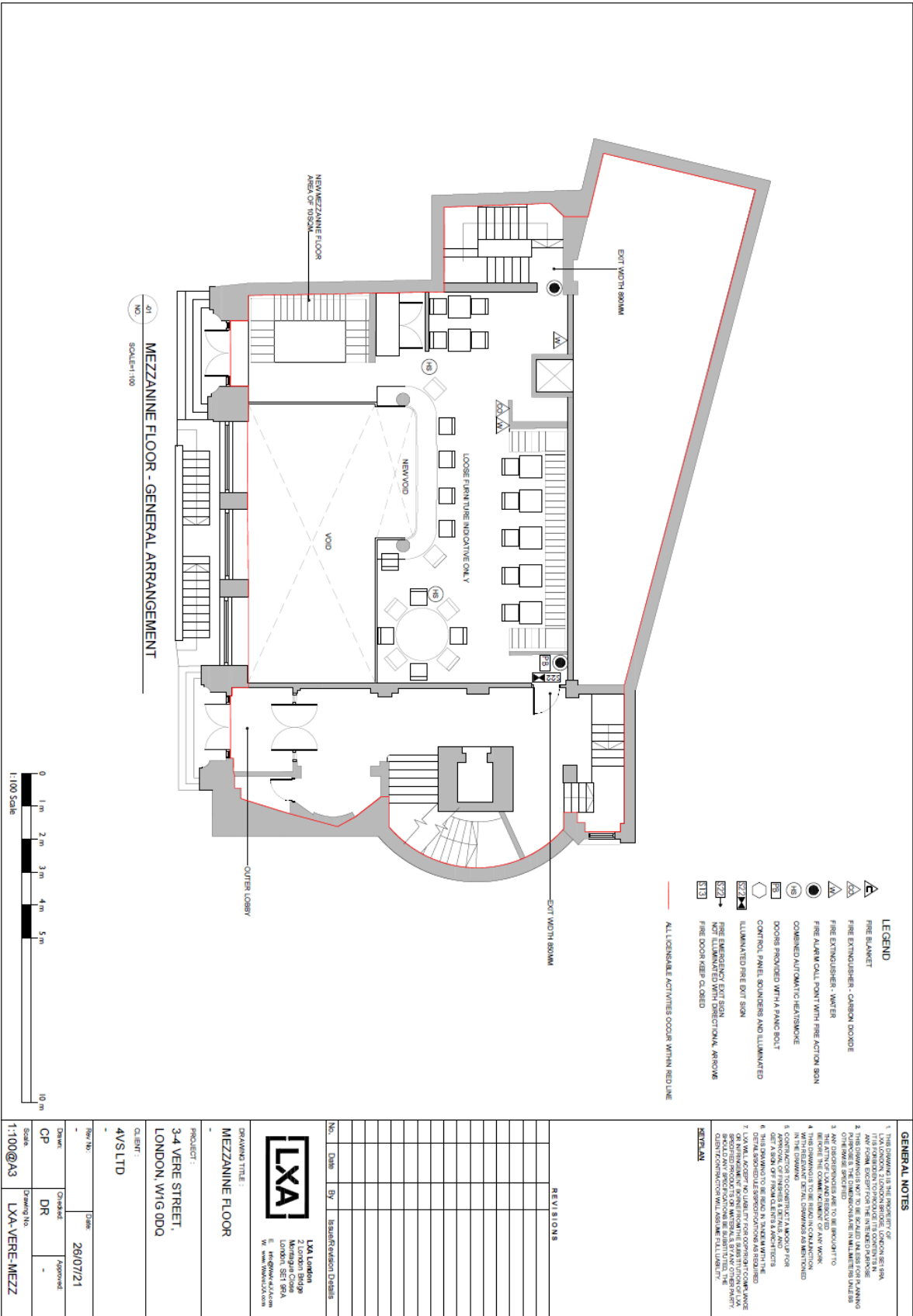
Annex 3 – Conditions attached after a hearing by the licensing authority

None

Annex 4 – Plans









Schedule 12
Part B

WARD: West End
UPRN: 010033547588

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

**Premises licence
summary**

Regulation 33, 34

Premises licence number:

21/07616/LIPN

Part 1 – Premises details

Postal address of premises:

3 - 4 Vere Street
London
W1G 0DQ

Telephone Number: Not Supplied

Where the licence is time limited, the dates:

Not applicable

Licensable activities authorised by the licence:

Performance of Dance
Exhibition of a Film
Performance of Live Music
Playing of Recorded Music
Late Night Refreshment
Sale by Retail of Alcohol

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

Performance of Dance

Sunday to Tuesday: 10:00 to 02:00
Wednesday to Saturday: 10:00 to 05:00

Seasonal Details: On the morning that GMT changes to BST 1 hr will be added to the terminal hr of any activities and to the closing time after 1am

Exhibition of a Film

Sunday to Tuesday: 10:00 to 02:00
Wednesday to Saturday: 10:00 to 05:00

Seasonal Details: On the morning that GMT changes to BST 1 hr will be added to the terminal hr of any activities and to the closing time after 1am

Performance of Live Music

Sunday to Tuesday: 10:00 to 02:00
Wednesday to Saturday: 10:00 to 05:00

Seasonal Details: On the morning that GMT changes to BST 1 hr will be added to the terminal hr of any activities and to the closing time after 1am

Playing of Recorded Music

Sunday to Tuesday: 10:00 to 02:00
Wednesday to Saturday: 10:00 to 05:00

Seasonal Details: On the morning that GMT changes to BST 1 hr will be added to the terminal hr of any activities and to the closing time after 1am

Late Night Refreshment

Sunday to Tuesday: 23:00 to 02:00 (Mezzanine & Ground Floors)
Wednesday to Saturday: 23:00 to 05:00 (Mezzanine & Ground Floors)
Sunday to Tuesday: 23:00 to 02:00 (Basement Floor)
Wednesday to Saturday: 23:00 to 05:00 (Basement Floor)

Seasonal Details: On the morning that GMT changes to BST 1 hr will be added to the terminal hr of any activities and to the closing time after 1am

Sale by Retail of Alcohol

Sunday to Tuesday: 10:00 to 02:00 (Mezzanine & Ground Floors)
Wednesday to Saturday: 10:00 to 03:00 (Mezzanine & Ground Floors)
Sunday to Tuesday: 10:00 to 02:00 (Basement Floor)
Wednesday to Saturday: 10:00 to 03:00 (Basement Floor)

Seasonal Details: On the morning that GMT changes to BST 1 hr will be added to the terminal hr of any activities and to the closing time after 1am

The opening hours of the premises:

Sunday to Tuesday: 09:00 to 02:00
Wednesday to Saturday: 09:00 to 05:00

Seasonal Details: On the morning that GMT changes to BST 1 hr will be added to the terminal hr of any activities and to the closing time after 1am

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

Alcohol is supplied for consumption both on and off the Premises.

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

4VS Limited
130 Shaftesbury Avenue
2ND Floor
London
W1d 5EU

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

13438965

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

Name: Mr Terry Alan Barnes

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

Restricted

Date: 19 January 2022

This licence has been authorised by Mary Pring on behalf of the Director - Public Protection and Licensing.

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 12

3-4 VERE STREET – ARRIVAL, DISPERSAL AND ANTI–TOUTING POLICY

Introduction

The objective of this Arrival, Dispersal and Anti-Touting Policy is to ensure that customers:

1. Arrive safely and quietly.
2. Are welcomed into the premises quickly without causing any obstruction to the highway at the point of entry.
3. Leave safely, quickly and quietly without causing any disturbance to our neighbours.
4. Are protected against unlawful activity by touts or unlicensed taxi drivers.

The dispersal procedures will also ensure that the premises is closed and the area cleared of customers well before neighbouring businesses open for the day.

Customer Arrival

Taxi

The vast majority of our customers arrive by licensed black cab or licensed private hire vehicle. This is relatively easy to manage. There is a taxi stop directly outside the premises.

Even though there are no local residents in the immediate area, modern cabs are largely electric or hybrid and therefore silent so they cause little disturbance. Customers that arrive this way generally know where they are going and are often repeat customers that are known to us. Security will supervise customers from the cab to the door. It is rare for a customer arriving in this way to be approached by a tout.

On arrival they will be welcomed by the front of house team / SIA supervisors who will undertake an initial age verification and general customer check to determine if they are not underage, not intoxicated and are willingly entering a SEV. If they do not satisfy these criteria it will be politely explained to them that they are not permitted entry.

Thereafter the customer will be taken directly downstairs via the dedicated and discreet SEV entrance. Here they will be welcomed by the reception team who will undertake further customer checks before the customer enters the main premises floor.

Arrival by Foot

The same arrival procedure shall be followed for those customers arriving by foot, although it must be recognised that persons who arrive on foot are more vulnerable to be targeted by touts.

The SIA supervisor team will be aware of this and monitor approaches to the venue and record any known touts that hang around near the venue. It is relatively easy for us to identify those that are touting and record them. In all cases we will seek injunctions against persistent offenders.

Pedicabs

Pedicabs can be associated with over charging, playing loud music and aggressive touting. That said there are also many riders who are honest and hard working. It is hoped that an incoming licensing scheme will address the historical problems.

Customers that arrive by pedicab will be admitted providing they satisfy our standard customer checks, as above.

We will however do what we can to discourage pedicabs from hanging around the premises. Once they are licensed this should be far easier. We will be able to record and take action against any unlicensed riders. Customers arriving by pedicab will be subject to the same entry controls above.

Dispersal

The objective of the dispersal policy is to ensure customers leave the area quickly, quietly and safely. From our extensive operational experience in Marylebone we know that customers will leave individually or in small groups gradually over the course of the evening. Towards closing time any remaining customers must be politely reminded the premises is about to close.

The primary point of dispersal is directly onto Vere Street. Most customers will go directly into a licensed taxi. Customers leaving by foot can head directly to Oxford Street and the area's numerous transport links available right through the day and night.

When leaving the premises customers will be reminded to respect our neighbours and disperse quietly and quickly. We will not tolerate unruly or anti-social behaviour from customers whether in the premises or when leaving the premises. Signage will be displayed to this effect and managed by the trained SIA team who will supervise the dispersal of guests until they have left the vicinity of the premises safely and quietly.

A dedicated telephone number for the Designated Premises Supervisor or the duty manager will be maintained for use by any person who may wish to speak to an appropriate member of staff for an issues arising, including dispersal of guests from the premises.

Staff must be made aware of local transport links so customers can be advised where required, reminding customers to reach the transport hub as quietly as possible:

Taxi

We will have our own private hire cars outside the venue. These will be run by a controller stationed inside the venue who will run bookings as a satellite office for the private hire company. All cars will be electric or hybrid and therefore silent. Customers that book cabs will be walked straight to the car to prevent touting.

Customers will be discouraged from leaving on foot. For those that insist security will escort them past any touts that are present (see below). They will warn the customers of the dangers posed by touts and will follow procedure and record any tout that approaches a customer. We will take action against

3-4 Vere Street – Arrival, Dispersal and Anti – Touting Policy

persistent offenders. It is important to remember that we will be dealing with customers in small groups and singularly. It is possible to be proactive in these circumstances

The majority of customers are expected to leave by pre booked licensed taxi. Taxis will wait in the designated waiting area outside the premises. This will allow customers to go straight into a waiting taxi immediately upon leaving the premises.

Staff will be able to call a taxi for customers upon request, or alternatively a customer may use an app-based private car service (e.g. uber).

In addition, licensed black cabs, are available right through the day and night in the surrounding area.

Customers will be encouraged to quickly and quietly disperse towards their waiting vehicle to minimise any noise disruption.

Taxi drivers will be monitored to ensure they are not obstructing the highway or causing a nuisance while waiting outside for their customer.

Tube

If a customer insists upon leaving by foot, the premises is located within very easy walking distance of Oxford Circus and Bond Street. Other tube stations, including Tottenham Court Road, Regents Park, Green Park, Marble Arch and Piccadilly Circus are accessible by foot. The night tube is accessible via many of these stations.

Where necessary guests will be given directions to the station and will be reminded to reach the station as quietly and as quickly as possible.

Bus

If a customer insists upon leaving by foot, numerous bus routes, including night buses, are very easily accessible on Oxford Street.

Smoking

Customers leaving the premises temporarily to smoke will be managed to ensure they do not cause obstruction or nuisance in the vicinity. Customers will be encouraged to leave the premises quietly and not to loiter or smoke in the immediate vicinity of the premises to ensure residential amenity is not disturbed.

Touting

The SIA supervisors and front of house team must be aware that persons visiting SEV premises can be targeted by touts working for unlicensed premises or unlicensed taxi drivers. Persons attending unlicensed premises or those who travel by unlicensed taxi are not protected by the wide-ranging safeguards found at licensed venues/licensed taxis.

3-4 Vere Street – Arrival, Dispersal and Anti – Touting Policy

To help prevent this, it will be necessary for us to operate a robust system for managing customers leaving the premises and discouraging touts from approaching our customers.

We know from our extensive experience operating in Marylebone that customers do not arrive or leave the premises on mass. They will tend to arrive individually or in fairly small groups. Thereafter they drift away in a phased manner over several hours in the same way they arrived. This gives us the opportunity to manage the problems with touting identified.

We will always have a minimum of 2 SIA security staff in hi vis vests outside to supervise the customer arrival and departure process. These SIA supervisors will be equipped with bodycams which will record both sound and video. This combination is our major asset and helps provide a valuable resource when partnership working with the Police. We will record the faces and action of each tout, as well as recording the number plates of unlicensed taxis. We will then take steps to identify them. This in itself tends to discourage touts from congregating. For those who persistently gather we will undertake to identify and apply for court order to prevent them coming close to the premises. We therefore intend to record, identify and pursue regular offenders.

In summary our strategy will be to make it as awkward as possible for touts to prey on our customers. In our experience this kind of relentless strategy of deterrence will successfully end touting activity in the area.

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 13

3-4 VERE STREET: SELLING ALCOHOL RESPONSIBLY & CUSTOMER WELFARE

Introduction

Alcohol will be supplied responsibly in accordance with the Premises Licence and the Licensing Act 2003. The responsible supply of alcohol is vital to ensure the safety and wellbeing of our customers and all persons working at the premises.

It is an offence to sell or allow the sale of alcohol to persons who are drunk. All members of the team must read, understand and agree to comply with the contents of this policy.

Customer Entry

Customers are welcomed to the premises by security, a front-of-house manager and receptionist. During the entry process the team will undertake checks and observations to ensure the customer is aged 20 or over, not intoxicated, understands the nature of the premises and is willing to pay the entry fee. All customers will generally be asked to produce ID and will undergo age verification procedures.

The Responsible Supply of Alcohol

Only trained waiters, bartenders and managers are permitted to supply alcohol. These members of the staff have been trained under this policy and their responsibilities under the Licensing Act 2003 for this purpose. Staff are instructed to bring the itemised menu to the table at the customer arrival. Thereafter menus are provided to customers immediately on request. All prices and measures are clearly shown on the menu.

Regardless of any previous conversation that may have taken place between the customer and the performers, or other members of staff, the waiters and bartenders can only take orders from the customer, never from a performer. The waiter must reference the menu and prices when taking the order from the customer in respect of any alcohol they purchase.

The prices of VIP areas and vouchers also explained by the servers in advance to ensure the customer has a clear understanding of all prices charged and complete transparency.

Alcohol Pricing Policy

Customers are at all times given the option of either remaining seated in the main floor area or given access to the VIP areas. There is no minimum spend in the main floor area. A bottle of Champagne must be purchased to access the VIP areas, depending on the table, this will have a different price of Champagne. The charge does not include any dances or time with performers, just the bottle of Champagne and the access to the VIP area. This will be explained by servers clearly to the customer.

Spirits will not give customers access to the VIP areas, only Champagne. Customers who do not wish to buy a bottle of Champagne can access the VIP areas buy paying a table charge. These policies are in place to limit the alcohol intake of customers and performers and promote responsible drinking.

Prices will be clearly explained by a waiter or a manager to customers (even if this has already been explained to the customer by a performer).

Responsible Sale of Alcohol Safeguards

- We do not run drinks promotions or sell cheap price alcohol.
- The performers do not receive any commission from alcohol sold.
- We actively discourage customers from excessive or rapid consumption of alcohol.
- Alcoholic drinks are served in standard drinks measures.
- Customers are made aware that small measures are available in accordance with the Premises Licence mandatory conditions; which are shown in the menus and/or being informed by staff when ordering their drinks:
 - Beer or cider: half a pint (or bottle when no draught).
 - Gin, rum, vodka and whisky: 25 ml.
 - Still wine in a glass: 125 ml.
- A selection of soft drinks and food is available to customers.
- Free tap water is available at the bar or provided by the waiters to the table. Staff shall actively offer drinking water to customers.
- No alcohol is dispensed directly by one person into the mouth of another.
- Alcohol will not be served to a person that appears to be intoxicated.
- Servers will report to management any customers that appear to be intoxicated. Water and soft drinks will be offered to these customers.
- Intoxicated patrons will be asked to leave the premises providing it is safe to do so.
- Entrance will not be permitted to persons aged under 18. Typically entry is only permitted to customers aged 20 or over. Alcohol will not be served to minors. The Challenge 25 age verification policy shall be enforced. Only recognised photographic ID will be accepted.
- Any refusal of alcohol will be written on a refusal book. In case of any issue raised due to refusal will be written in the incident book.
- We will always promote a sensible attitude to drinking.

Customer Welfare & WAVE Training

Ensuring the responsible sale of alcohol promotes a safe and enjoyable environment for customers.

Staff and performers must be mindful that excessive alcohol consumption leading to intoxication compromises customer welfare. Alcohol must not be supplied to customers that are intoxicated. Under no circumstances whatsoever may staff or performers actively encourage a customer to drink excessively. Any staff or performer found engaged in this activity will be made subject to disciplinary action.

Staff and performers are expected to be familiar with indicative behaviour of intoxication (see below) and take appropriate action when required.

All key members of staff will undertake Welfare and Vulnerability Engagement (WAVE) training.

Safe Departure of Customers

Customers who appear intoxicated must not be rushed out of the premises. They should be offered soft drinks before making their journey home.

We will encourage safe transport options, preferably the recognised private licensed cab company used by us that has taxis available at the door.

We will take positive measures to encourage intoxicated patrons not to drive.

Our dispersal policy will be deployed to ensure customers leave quietly and are made aware of local transport links.

Under no circumstances whatsoever may customers be allowed to leave with performers.

Recognising a person who is intoxicated

The following symptoms are common indicators that a person may be intoxicated:

1. Reddened or glazed eyes
2. Poor coordination, for example unsteadiness
3. Slurred speech
4. Inability to respond appropriately to clearly stated questions or requests
5. Smell of alcohol on the breath

If a customer demonstrates any of the above symptoms, or if there is any doubt whatsoever about customer intoxication, the alcohol must not be supplied.

Penalties

The authorities have a range of penalties when alcohol is sold to a person who is drunk:

- Fixed Penalty Notice: A person who sells alcohol to someone who is drunk can be issued a fixed penalty notice. A person that receives a fixed penalty notice is personally liable to pay the penalty.
- Monetary fine: for selling alcohol or allowing the sale of alcohol to a person who is drunk.
- Premises Licence: the authorities have several options in respect of the Premises Licence. This could result in the curtailment, suspension or revocation of the Premises Licence.

Refusals Log

Details of all refused deliveries of alcohol should be recorded in a log, as follows:

DATE	TIME	STAFF NAME	CUSTOMER DETAILS (IF KNOWN) OR TABLE NUMBER	REASON FOR REFUSAL

Logs should be regularly checked and signed by a manager to ensure that all members of staff are using them.

Gratuities & Refund Policy

We operate the following rules in relation to tips/gratuities including:

- All tips must receive prior approval by a manager.
- The manager must explain to the customer that tips are not required and are completely voluntary.
- Payment for tips is taken in a location away from the performers so that the customer has a further opportunity to change their mind before proceeding with the transaction.
- A 7 day gratuity/tip refund policy, operated and notified to customers via signage in the premises as follows:

“Tips can be paid by credit/debit card or electronic payment device (Apply Pay, Google Pay, Samsung Pay, Etc.) and will be subject to our 7 day refund policy. Should you feel that for any reason you do not want the gratuity amount to stand please contact the club within 7 days of your visit and the gratuity will be refunded in full”

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 14

From: [REDACTED]
To: [REDACTED]
Subject: Westminster Council License Hearing
Date: 06 June 2022 21:07:58

To whom it may concern,

I am a dancer at Sophisticats Euston and I write to you today to ask that you grant us with the new License for the venue in Marylebone. I have worked as a dancer for the past 12 years all over the world and at many other establishments in London. I have been with Sophisticats for around 5 years now and I could not think of a better club to work at. Unlike any other club I have worked at favouritism, corruption and tipping is forbidden. The club are extremely strict and have a long list of rules put in place mainly for our safety and security. It is the only club I have worked in where drinking alcohol is closely monitored and seen as an occupational hazard rather than encouraged, putting the girls health and safety first rather than thinking of financial gain. I dont drink at work, I drive to and from work and the club have us escorted to our vehicles or taxis by security at the end of the evening which makes me feel safe. They also have a strict zero tolerance policy on drugs and enforce random bag searches. Sophisticats pride themselves on being a gentleman's club rather than a "strip club" it is more the sort of place where customers come to relax and seek a listening ear at the end of a long day , there is a zero tolerance policy on touching the dancers and I am made to feel extremely safe and protected at all times. Security and staff are always present and I can honestly say I have never felt so safe and well looked after in any other club over the years.

I dread to think of where I will be forced to go should we not receive the license and from past experience I know that there are no other clubs that protect me and make me feel as safe as what Sophisticats has made me feel for the past 5 years. I absolutely love working for Sophisticats and wish that all strip clubs could be as well managed as Sophisticats.

Sophisticats is a safe and friendly club to work at and the girls who work there are like a family to me, please don't tear this family apart.

If you have any questions or if you would like to discuss anything with me in more detail then please do not hesitate to contact me on [REDACTED]

Yours sincerely,

[REDACTED]

Sent from my iPhone

[REDACTED]
[REDACTED]
8th June 2022•

Dear Whom it may concern,

I am writing this letter as an employee of the club Sophisticats due to the recent news of a possible closure.

I have been employed by Sophisticats since last September 2021 having completed my studies in the summer with a First Class Honours degree.

Having left University at a time of extreme social and economic instability, I chose this line of work due to the autonomy and freedom that it offers. I can confidently say that after almost 10 months of employment at Sophisticats, I wish to remain at this club for the foreseeable future and see the potential closure of it as a violation of my rights to earn.

Sophisticats was my first choice of club due to its high standards and vigorous safety measures, which ensure that my colleagues and I are able earn good money in a safe, controlled environment.

The denial of a license for Sophisticats removes our autonomy as working females, particularly when considering that many of us have other responsibilities that mean we depend on flexible working hours.

I hope that you will take these points into consideration during the licensing process for Sophisticats this June 22nd.

Kind Regards

[REDACTED], Sophisticats Euston, Sep 2021 - ongoing•

From: [REDACTED]
To: [REDACTED]
Subject: [REDACTED]
Date: 06 June 2022 20:46:50

Hello, everyone ! My name is [REDACTED] and I have been working at SophistiCats for several years. I had never worked in such ideal conditions! Amazing managers, great staff and absolute security and comfort at work! And since I am a mother of three kids and this is my only source of income, I would recommend this club for many more years to work and do business in this professional way, for a people like me ! Kind regards , [REDACTED]
[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: [REDACTED]
Date: 08 June 2022 20:16:43

Dear Sir/Madam,

I have been working at Sophisticats for 2 years and it has been an incredibly safe, secure and comfortable workspace throughout my time there. I have thoroughly enjoyed working for them and will continue to do so. This is my source of work and career therefore it is incredibly important to my personal life that I can continue working for them.

My experience with the company has only ever been positive and I have always enjoyed being a part of their team. They have always made sure to look after me and treat me with respect. This really means a lot to me as well as my colleagues that we can continue working with Sophisticats at their new location.

Kind regards,

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: Mail per council
Date: 28 July 2022 10:54:27

To whom it might concern

I am a dancer working in this club for more than a year now and I never felt so comfortable to work in a space that that felt like family.

The energy that we created was unique. I loved my time there and I wish I can keep continue that.

I cannot imagine to not being anymore with a team like Euston Sophisticats.

I have not been working since the club closed in June and I am struggling since then.

Please give us the opportunity to work together again as a team.

Regards

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: Fwd: Letter to Westminster
Date: 02 June 2022 12:43:42

----- Forwarded message -----

From: [REDACTED]
Date: Wed, 1 Jun 2022 at 23:29
Subject: Letter to Westminster
[REDACTED]

To Westminster council

I have been working as a dancer for over 10 years, in a variety of clubs around London and abroad. I started at Sophisticats back in 2013 and wouldn't work anywhere else.

Sophisticats is the one place that I feel most comfortable and safe. The company are well known to have ZERO tolerance on exploitation and fair place to work for all. The way the girls and staff are managed differentiates this club to any other. It has helped me personally put my life on the front foot allowing me to buy my house, have savings, further my education (by doing multiple courses) to secure a far better future for myself.

I would be devastated if Sophisticats wasn't reopening in Marylebone. It would interfere with my future plans and goals, I'm pretty sure for many others too. For the majority it could possibly put them in a position to have to work elsewhere in unsafe unregulated conditions.

On behalf of all the dancers and staff at Sophisticats we are hopeful that the new club is granted the licence and our jobs are not compromised.

Many thanks for reading this. I hope you get a sense of how much we care.

Dancer name [REDACTED]

Sent from my iPhone

From: [REDACTED]
To: [REDACTED]
Subject: Letter to the council
Date: 26 June 2022 22:01:57

To whom this may concern,

I have been with Sophisticats since December 2021 and I have been welcomed with open arms by owners, managers and other members of staff. Although I have not been with the company for very long, I value my job at Sophisticats as it has allowed me to thrive in learning new roles and understanding the importance of my role as the receptionist within the company. By not successfully obtaining the new SEV License for the new club, would mean a huge loss of income within my family as my sister also has a job within this company. This job at Sophisticats has truly allowed my to create many relationships that will benefit me within the long run, personally and professionally and it will be very saddening to see many jobs for myself and friends that I have made come to an end due to this decision.

Kind regards,
[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: Letter of Support for SophistiCats
Date: 06 June 2022 01:21:45

To whom this may concern,

In 2019 I started working with SophistiCats, they had taken over the establishment in Euston from Secrets. Since working for this company I have felt in control of my working environment, due to the company looking after all performers safety and well being. They provide very clear rules for customers and all performers are given equal opportunity to make money.

As a self-employed individual this is my full time job which provides for all my expenditure. I personally believe this is one of the best table dancing companies in london.

Kind regards,

[REDACTED]

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: Letter for the Council
Date: 25 July 2022 15:27:36

To whom this may concern

I have been working at Sophisticats since 2017, I enjoy working for this company as it has a homely feel. I have been given the chance to explore and develop both professionally and personally and wish to continue to work with Sophisticats in the future.

Most people have a negative view on strip clubs however, I have learnt a lot from the performers I work closely with and I have realised the profession is very empowering.

Kind regards,

[REDACTED]

05/06/2022

To Whom It May Concern,

I am one of the dancers working at Sophisticats club. I have been working for the club for the past couple of years and I am very happy working for the club. I feel the club respects me and always feel safe there. It is indeed the best place I have worked as a dancer and I would like to carry on working for Sophisticats.

Kind regards,
One of the dancers

Dear Westminster Council,

I am one of the dancers working for Sophisticats for the past 7 years. Most of the girls have been with the club for many years and that is because we all feel happy working there. I have never witnessed any violent and disorderly behaviour in the club since working for the club. Security is always making sure that customers leave quietly the club and that we are protected in the club.

After 2 years of not being able to work due to the pandemic it would be very bad for us and unfair to lose our jobs. I believe we all deserve a chance to retain our jobs.



02/06/2022

Dear Sir/Madam,

For the past 2 years all entertainment venues have been closed, including our club. Now that the world has been restored to some sort of normality I feel extremely anxious at the prospect of losing my job. I have been working for the club for many many years and I could not imagine being put in the position of losing my job.

Sophisticats is a great club to work for. We are all respected and cared for. We are over 100 dancers working plus the bar staff, security, front of the house and managers. It would be disastrous and cruel for so many people to lose their jobs in such fragile times. I have been worrying how to survive for the past 2 years, due to the pandemic, and I would very much like to retain my job that I like in a club that I enjoy working.

Yours respectfully,

■

07th of June 2022

From: [REDACTED]
To: [REDACTED]
Subject: Council letter
Date: 14 June 2022 19:08:18

To who this concerns,

I have worked for the club in total over a year. I am a single parent solely providing for my 12 year old daughter. Not only that but since covid my dad lost his job and my mums yearly salary has substantially decreased. As a result of this, I now financially help my parents. Without this job I won't be able to provide for my family. Finding a job that fits into my routine and family life is important to me and this job does that.

Many thanks

[REDACTED]

Dear Sir/ Madam,

I am one of the many dancers working for Sophisticats Club. I have been working for the club for the past 10 years. Not only that I enjoy working for the club but I also feel safe, protected and respected. I have built a career which provided me with the possibilities to realise my dreams.

Sophisticats is a club where boundaries between dancers and customers have been clearly established and robust rules are in place.

I strongly feel that would be disastrous for myself and many of us, if I will not be able to work for the club.

I believe it is a paramount that over 100 of dancers are not being left without job especially through the hard time we are all experiencing after the pandemic. It would be catastrophic.

Thank you

Yours sincerely,

■

From: [REDACTED]
To: [REDACTED]
Subject: Fwd: Euston- Letter for the council - Reminder
Date: 06 June 2022 21:53:57

----- Forwarded message -----

From: [REDACTED] >
Date: Mon, 6 Jun 2022 at 20:35
Subject: Re: Euston- Letter for the council - Reminder
To: [REDACTED] >

Hi Luca,

This is my letter to the Council about my experience with Sophisticats. I hope it helps.

Ivy

I have worked in this industry for a few years now, working with many different companies. I joined Sophisticats at the beginning of this year and straight away knew I wanted to stay. The main factor for my loyalty being the safety and security Sophisticats provides when working with the company.

At the beginning of every shift, when entering the work place I'm greeted by all the security and staff in polite and professional manner. Throughout my shift it's assured that myself and other girls safety and comfortability are a priority. The staff and security watch over all our performances to ensure a mutual respect is held between the customers and us women working in the establishment. At the end of our shifts, all dancers are escorted to our Taxi's by security as a manager keeps a note of each individuals taxi license plate.

I have worked many jobs before including retail, sales management, farming, bartending, waitressing and admin. In every position I've found myself subjected to some kind of harassment (be it sexual or other) with management doing little or nothing about it. Since joining Sophisticats, it is made clear that harassment towards dancers is unacceptable and won't be tolerated.

My love for this company and my job grows day by day. I hope to to feel safe, protected and respected by staying with Sophisticats.

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: Email for the council
Date: 28 July 2022 15:50:02

To whom it might concern

I have worked at Sophisticats for one year, a club that gave us the opportunity to work in a safe and friendly environment, which was like a big family for us. Everybody was very welcoming there.

I haven't worked since the club closed in June, and I am struggling to find a new place.

Please give us a chance to work again all together as the big family we are.

Regards,

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: [REDACTED]
Date: 09 June 2022 14:15:46

Dear All,

I want to say thank you for letting me be part of Sophisticats family through my 11 years of work in the company. I've always felt safe and looked after regardless of the changing circumstances around. The current changes are going to affect all of us by losing our jobs and I'm worried that the other places won't make me feel safe and welcome like I've been in Sophisticats. Through the years all the security and management have been looking after me and we created that friendly environment where I can trust them, the change of the situation gives me anxiety not knowing what my next step would be and how I will be able to support myself and even getting paying my day to day expenses. Changing to a new place might sound as an option but knowing what's in there doesn't make me feel comfortable since I've been hearing stories about the way of work in those other places. Overall everything worries me and gives me anxiety and doesn't make me feel comfortable knowing that the club might not be operational.

Many thanks,

[REDACTED]
Sent from my iPhone

From: [REDACTED]
To: [REDACTED]
Date: 22 June 2022 00:54:11

To whomsoever this may concern,

I have been employed as a dancer at Sophisticats since July last year. Over the years I have worked at a few clubs and none have have the protocols in place that protect dancers like Sophisticats does. At work security are nearby whilst we dance incase any customer becomes hands on and after work we are all escorted to our cars or taxis. The thought of Sophisticats not being able to open has increased my anxiety and many other dancers, we are all happy at the company and none of us want to have to find somewhere else to work. If Sophisticats is unable to open it will cause many people to have to relocate and look for employment. Returning back to past clubs I have worked at isn't an option as I am no longer willing to compromise my safety. Please take this into consideration as many of us will be put into unsafe and horrible environments to work if we do not reopen.

Regards [REDACTED]

Sent from my iPhone

From: Scott Collins <scott@meatliquor.com>

Date: 15 August 2022 at 07:09:19 BST

To: socats1@gmail.com

To the licensing committee of Westminster Council,

I am submitting my sincere support of the SEV license application of 3 - 4 Vere Street London W1G 0DH.

Having previously shared a building with Sophisticats (W1U 2DR) a few years back and now having a site a few roads away from Vere Street (MEATliquor, Margaret Street) I fully encourage this establishment making a comeback to the area.

In addition to this I support the late license of a new venue close to mine as it encourages interest to the area and a stimulation in hospitality.

Many thanks,

Scott

C.E.O

MEATliquor.com

 **Thepubgeek**

 **@MEATgram**

 **07939 587897**

 **<https://youtu.be/j72gUrQbC74>**

Ref: 21/14650/LISEVN



**METROPOLITAN POLICE
SERVICE**

Bryan Lewis PC4161CW
Westminster Police Licensing Team
Westminster City Council offices
15th Floor
64 Victoria Street
London
SW1 6QP
Email: blewis1@westminster.gov.uk

15th January 2022

Dear Ryan

Re: New SEV licence application for 3-4 Vere Street W1
Police Objection

Police object to this application for a new Sexual Entertainment Venue licence, sought under the Local Government (Miscellaneous Provisions) Act 1982. Police object to this application for the following reasons.

- There are insufficient conditions proposed to address police concerns regarding the prevention of crime and disorder.
- Insufficient information to properly assess this application.
- A premises licence under the 2003 Licensing Act to sell alcohol is sought, to operate alongside this licence for similar hours.

I am happy to discuss this application with you in more detail, to achieve the best outcome.

Regards

Bryan Lewis PC4161AW

CITY OF WESTMINSTER

MEMORANDUM 1

TO Ms Daisy Gadd
REFERENCE 21/14650/LISEVN

FROM EH Consultation Team, 15th Floor, City Hall
REFERENCE 21/062045/EHCT
BEING DEALT WITH BY Anil Drayan
TELEPHONE / E-Mail 07931546137 / adrayan@westminster.gov.uk
DATE 18 January 2022

GROUND FLOOR AND BASEMENT, 3 - 4 VERE STREET, LONDON

Local Government (Miscellaneous Provisions) Act 1982

Policing and Crime Act 2009

I refer to the application for a new Sexual Entertainment Venue Licence which is being made concurrently with a Premises Licence application, 21/14651/LIPN, for the above premises.

The premises are located within the Westminster Core Commercial Activity Zone.

The applicant has submitted Ground Floor and Basement Floor plans of the premises.

The applicant is seeking the following:

1. To provide full nudity striptease during the hours of 10:00 – 05.00 Monday to Saturday and 10:00 -00:00 Sunday.

I wish to make the following representation:

1. The grant of the licence would be inappropriate having regard to the layout, character or condition of the premises.

Environmental Health also make the following further comments:

A visit will need to be made to the premises to ensure compliance with Westminster's Statement of Licensing Policy for Sexual Entertainment Venues and additional conditions may then be proposed.

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

**Anil Drayan,
Environmental Health Officer,
Environmental Health Consultation Team
Regulatory Support Team 2**

Licensing Team
Public Protection and Licensing Service



Licensing Service Objection

Application for a new Sexual Entertainment Venue – Sex Establishment licence under Schedule 3 paragraph 10 of the Local Government (Miscellaneous Provisions) Act 1982 for Ground Floor and Basement
3 - 4 Vere Street, London, W1G 0DH

Licensing Service Ref: 21/14650/LISEVN

1. Introduction

1.1 I am authorised on behalf of the Licensing Service of Westminster City Council to carry out its functions in considering Sex Establishment applications made under the provisions of Part II, Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982.

1.2 I have considered the new Sexual Entertainment Venue – Sex Establishment Licence application submitted on behalf of Ground Floor And Basement, 3 - 4 Vere Street, London, W1G 0DH.

1.3 Paragraph 10 subsection (15) of the Local Government (Miscellaneous Provisions) Act 1982 Part II states;

‘Any person objecting to an application for the grant, renewal or transfer of a licence under this schedule shall give notice in writing of his objection to the appropriate authority, stating in general terms the grounds of the objection, not later than 28days after the date of the application’

1.4 The Licensing Service has considered it appropriate to make an objection in relation to this application. Due to the nature of the premises applied for and taking into consideration the councils Statement of Licensing Policy for Sexual Entertainment Venues 2012 specifically the character of the relevant locality and the use of premises in the vicinity, the Licensing Service makes an objection to this application.

1.5 I have considered the application in detail, the history of the premises, the location of the premises and transport links and whether the application meets the council’s Licensing Policy. My findings in relation to this application are set out in this document.

2. The Application

2.1 The applicant has applied for Relevant Entertainment to be provided from 10:00 to 05:00 Monday to Saturday and from 10:00 to 00:00 on Sunday. The Relevant Entertainment is described as “Full nudity striptease”.

2.2 At the time of making my objection there has been no request to disapply any of the Standard Conditions for SEV premises.

Proposed layout of the premises:

2.3 The premises has two entrances on Vere Street, one at ground level and with the other at Basement level. After a discussion with the applicant the main entrance on the ground will be used only for performers. The entrance at Basement level will be used for all patrons. This is accessed by a set of stairs from street level. A photograph of the entrances has been attached at Appendix 1 of my objection.

- 2.4 The premises is about to go under construction so the Licensing Authority has been unable to visit the premises to do a site inspection but a virtual meeting was held to discuss the application. The Licensing Authority is hopeful to be able to visit the premises ahead of a licensing sub-committee hearing.

Proposed style of operation:

- 2.5 The premises propose to operate as a strip club with a bar from 10:00 to 05:00 Monday to Saturday and from 10:00 to 00:00 on Sunday.
- 2.6 Relevant Entertainment is only proposed to take place Monday to Sunday and all performers are required to sign a declaration as part of their code of conduct that fully understand the premises rules and regulations around performances.
- 2.7 The applicants Clarmans Clubs Ltd are experienced operators in the industry. The managers of the proposed Licence Holder are the directors of John Mckeown Clubs Ltd that have run the Sophisticats Clubs who have held a Sexual Entertainment Venue Licences since 2001.

Standard Conditions:

- 2.8 The applicant won't be disapplying any of the standard conditions.
- 2.9 The applicant has applied for premises licence (21/14651/LIPN) under Section 17 of the Licensing Act 2003 which is currently within the consultation period. This licence will be determined in conjunction with this application.
- 2.10 The premises has the benefit of another licence (09/01218/LIPV) under Section 17 of the Licensing Act 2003. However, this licence is conditioned to not allow any nudity or strip tease.
- 2.11 A new premises licence was granted in November 2021 (21/07616/LIPN) to trade as a restaurant. This licence has a condition to allow striptease or nudity when the premises are operating under the authority of a Sexual Entertainment Venue licence. The applicant has mentioned that these two licences will be surrendered subject to the grant this application and the LA03 application.

3. Summary of Licensing Service's Objection

- 3.1 The Licensing Service is making an objection to this application on the grounds that if granted it will not promote the licensing objectives of the prevention of crime and disorder, public safety, the prevention of public nuisance and the improvement in the character and function of the city, or areas of it.

4. Premises History

- 4.1 The premises are licensed under the Licensing Act 2003 and trade as Maroush Restaurant (09/01218/LIPV). The premises licence was applied for as part of a conversion in August 2005 and was granted by delegated authority in October 2005. The licence has always been held by Lucky Duggy Ltd.

4.2 As mentioned in 2.11 the premises has the benefit of a second licence (21/07616/LIPN) under the Licensing Act 2003. This premises licence was applied for in July 2021 and was granted by delegated authority in November 2021. This licence is held by 4VS Limited.

5. The Premises, its location and transport links

5.1 3 - 4 Vere Street is situated between Henrietta Place and Oxford Street.

5.2 The premises is situated between Bond Street and Oxford Circus Underground Stations. The closest station is Bond Street which is situated 230 feet away. Oxford Circus is situated 0.2 miles away. Bond Street operate services for the Central Line which operates Monday to Thursday from 05:46 to 00:28, Friday from 05:52 to 03:18, Saturday from 03:38 to 03:18 and Sunday from 03:38 to 23:40 and the Jubilee Line which operates Monday to Saturday from 05:25 to 00:43 and Sunday from 05:25 to 23:58.

5.3 The nearest bus stop to 3 - 4 Vere Street is on Oxford Street. This is serviced by bus 390, 113, 139, N113, 7, 98, N137, N207, N7, N98, 94, 159, one of which a few of them are night buses.

5.4 There are no other SEV licenced premises within a 250 metre radius of the premises.

6. Licensing Objectives and Relevant Licensing Policies

6.1 The Sexual Entertainment Venues Statement of Licensing Policy 2012 was approved by the council on the 2nd February 2012 and operative from the 10th February 2012. The policy sets out the council's approach to the regulation of sexual entertainment premises under the Local Government (Miscellaneous Provisions) Act 1982 as amended, (the 1982 Act). This policy should be read with reference to the statutory Statement of Licensing Policy published under the Licensing Act 2003 (the 2003 Act), and the relevant related strategies and initiatives referred to in it, particularly where premises are regulated under both the 1982 Act and the 2003 Act.

6.2 The aim of this policy is to promote the 4 licensing objectives identified in the 2003 Act, and also to promote the improvement in the character and function of the city, or areas of it.

Policy LO1 – Character of the relevant locality

6.3 Paragraph 2.4.2 of the Council's Statement of Licensing Policy 2012 relating to Policy LOC1 – Character of the Relevant Locality states;

'Under the 1982 Act the council has the discretion to refuse applications relating to sexual entertainment venues on the grounds that the grant or renewal of the licence would be inappropriate, having regard to the character of the relevant locality'.

6.4 The policy then specifies reasoning behind this policy.

'Sexual entertainment venues cater for a particular adult audience and by attracting those customers can affect the character of the locality in which they are situated'

6.5 Further;

'areas predominately characterised by general or family retail use may be inappropriate localities for sexual entertainment because of their use by children, either unsupervised or in a family context, and by adults wishing to avoid the characteristics of, or associated with, sexual entertainment venues'.

6.6 Vere Street is made up mainly of retail shops and restaurants.

6.7 Another reason to be considered is;

'the nature of the clientele that sexual entertainment venues may attract, and their behaviour outside the premises, may also be inappropriate in the context of the character of the locality in which the premises are situated'

6.8 The premises closes at 05:00 Monday to Saturday and 00:00 on Sunday, customers will have access to Bond Street Underground Station which has the Central and Jubilee Line plus there is an all-night bus service in close proximity.

6.9 Consideration should also be given to;

'localities characterised as areas of historic importance, or iconic in nature, will be particularly attractive to, and used by, visitors, both adults and children'.

6.10 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.

6.11 Vere Street is through road from Oxford Street to Henrietta Place and is lined with retail shops and cafes. There is also next door the Brazilian Consulate General and further up Vere Street is the London Institute for Contemporary Christianity at St Peter's Church.

Policy LO2 – Use of premises in the vicinity

6.12 Paragraph 2.4.16 of the Council's Statement of Licensing Policy 2012 relating to Policy LOC2 – Use of premises in the vicinity states that

'under the 1982 Act the council has the discretion to refuse applications relating to sexual entertainment venues on the grounds that the grant or renewal of the licence would be inappropriate, having regard to the use to which any premises in the vicinity are put'

6.13 The first reason which should be considered under this is part of the policy is that;

'the council considers that sexual entertainment venues, providing a particular type of entertainment for a particular adult clientele, may be inappropriate in the vicinity of other premises depending on their use. This may include premises in the vicinity used for religious worship, by children and families, or vulnerable adults'.

- 6.14 There is one faith group within 250 metre of the premises, the London Institute for Contemporary Christianity at St Peter's Church, Vere Street. The London Institute for Contemporary Christianity offers training days, learning hubs, courses for people at different stages of their working lives and resources for personal and small group use. The premises is open Mondays to Friday 09:00 to 17:00.
- 6.15 The Brazilian Consulate General is situated next door to the premises. The premises is open from Monday to Friday 09:00 to 15:00.
- 6.16 Consideration should also be given with regard to;
- 'premises where children under the age of 18 in particular may reasonably be expected to attend will include schools and youth clubs and family community facilities including swimming pools, libraries, and open spaces'*
- 6.17 There are no schools within a 250-metre radius of the premises.

Policy HR1 – Hours

- 6.18 The hours applied for Relevant Entertainment reflect the terminal hours being applied for under 21/14651/LIPN. The premises has no characteristics on the exterior of, or associated with, sexual entertainment venues.
- 6.19 The premises has operated as a restaurant under two licence numbers 09/01218/LIPV and 21/07616/LIPN which both operated shorter hours than the proposed application. This application requests hours beyond core hours in Policy HR1. Paragraph 2.5.1 states '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.

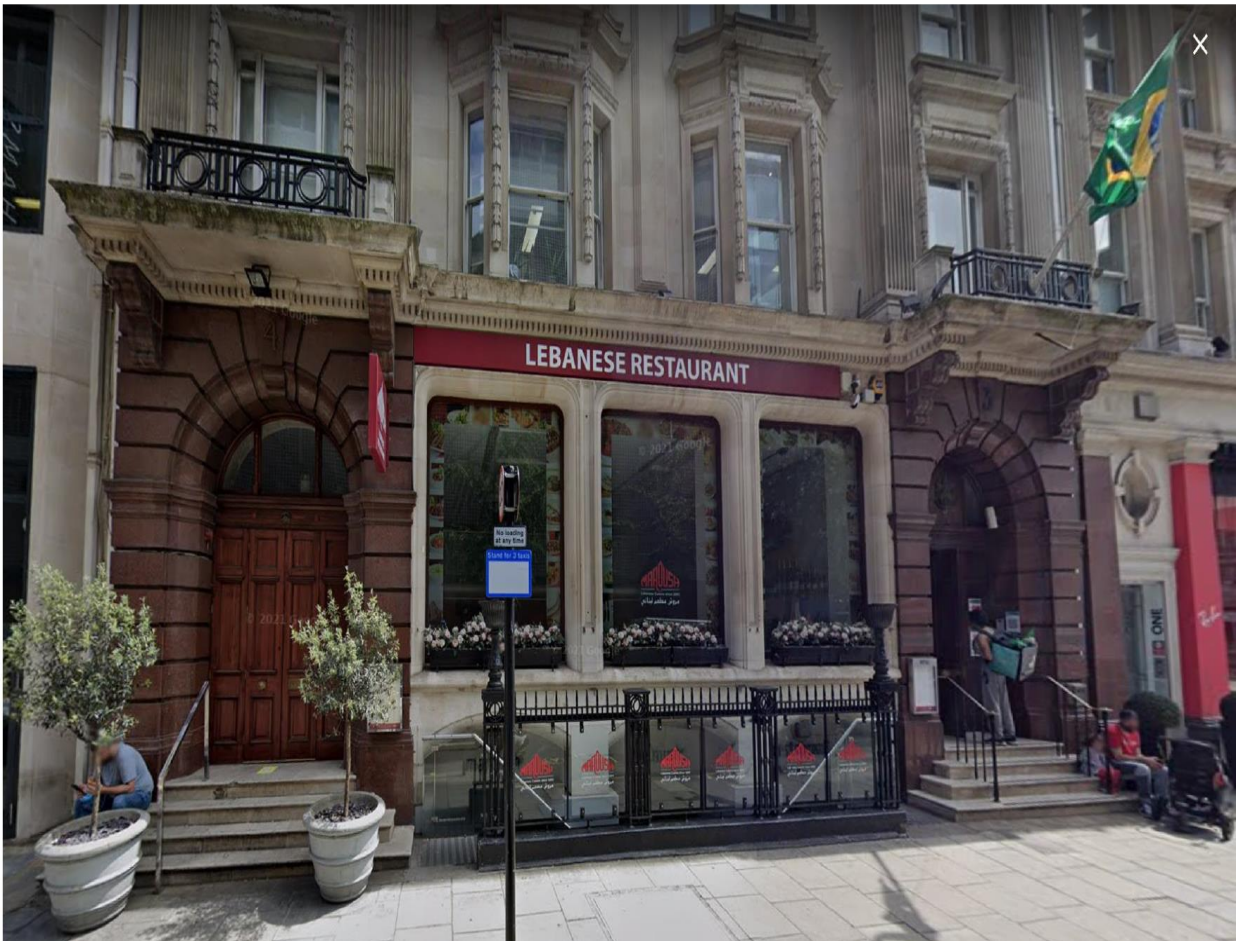
7. Licensing Authority Position

- 7.1 Taking into account the points raised in paragraphs above the Licensing Authority maintain their objection to this application.

Appendices

Appendix 1 – Photograph of the front of 3-4 Vere Street, London

Appendix 1



Objection 1

CBRE

Henrietta House
Henrietta Place
London | W1G 0NB
E: ciaran.bird@cbre.com
M: +44 (0)7967 697 908

17 January 2022

Dear Ms Gadd,

**LETTER OF OBJECTION TO NEW LICENSING APPLICATION FOR 3-4 VERE STREET
(21/14650/LISEVN)**

We write in response to a recent licensing application made on behalf of Clarmans Clubs to allow the basement and ground floor of 3-4 Vere Street to be used as a Sexual Entertainment Venue (SEV).

CBRE's registered offices are located at Henrietta House and are in very close proximity to the proposed venue. Our location in this prominent location in the West End is vital for a large real estate company and we value our location being in the heart of Westminster. We do recognise that the West End is made up of multiple uses, with some more appropriate in certain locations than others.

Westminster City Council is committed to investing £150 million to secure the future of Oxford Street as a global destination. It recognises that in order to support Oxford Street, an enhanced evening/night time economy and cultural offer, which is not dominated by the consumption of alcohol is required. However, we do not consider that the introduction of a late night Sex Entertainment Venue, which would be highly visible from Oxford Street, is consistent with the City Council's vision.

This use, with its prominent location and advertising would significantly damage the area and is not a use you would expect to encounter in this part of the West End.

We note that there was a Sex Entertainment Venue located at basement level within the now demolished Welbeck Street car park. This was in a much less prominent location with the entrance and signage located under an overhang on Marylebone Lane. The newly proposed location is highly visible from the iconic Oxford Street and should be treated differently.

In the City Council's SEV Licensing Policy 2012 it states that the aims and objectives of this policy are to promote the following:

- a. Prevention of crime and disorder;
- b. Public safety;
- c. Prevention of public nuisance;
- d. Protection of children from harm; and
- e. Improvement in the character and function of the city, or areas of it.



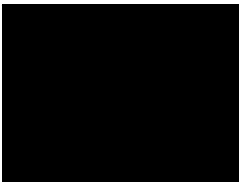


Henrietta House
Henrietta Place
London | W1G 0NB
E: ciaran.bird@cbre.com
M: +44 (0)7967 697 908

We object to the proposed licence application at 3-4 Vere Street as this is not an appropriate location for a Sex Entertainment Venue. It will have a detrimental impact on the character and function of the area and therefore does not comply with the aims and objectives of the City Council's licensing policy.

If you have any queries or require anything further, please don't hesitate to contact me.

Yours sincerely



Divisional President, Advisory Services, CEO UK & Ireland



Objection 2 (withdrawn)



By email only: licence-reps@westminster.gov.uk

Dear Sir/Madam

Application for new 'sexual entertainment venue' ('SEV') licence ref: 21/14650/LISEVN

3 - 4 Vere Street London W1G 0DH ('the premises')

Introduction

I write on behalf of the Marylebone Association to object under para 10(15) of Sched 3 to the Local Government (Miscellaneous Provisions) Act 1982 (as amended) ('LGMPA1982') to the above application. I am also intending to submit a relevant representation in respect of the pending application for a new premises licence under s17 Licensing Act 2003, ref: 21/14651/LIPN.

The Marylebone Association represents the interests of all who recognise and treasure this very special part of London. We aim to do all we can to nurture, promote and support all that adds to the unique character and quality of life in this area

There will necessarily be some overlap between the objection/representation, and I ask that the objection/representation be read in conjunction with one another.

The application

The application seeks to fundamentally change the nature of the premises in a way which we feel would be profoundly damaging. The premises has never been a 'sexual entertainment venue' (SEV), or its predecessor terminology. 'Relevant entertainment' in this location is profoundly unsuitable and inappropriate. As far as we know, there are no SEV premises operating in the Marylebone area. We strongly believe that the sexual entertainment permitted at the premises, the way in which the premises operates, and the terminal hour to which the premises operates, if allowed, will have a profoundly deleterious effect on neighbours and indeed those further afield. It is on this basis we object.

We object to the application the basis that:

1. The application would be inappropriate, having regard to the character of the relevant locality
2. The application would be inappropriate, having regard to the use to which other premises in the vicinity are put

3. The application would be inappropriate, having regard to the layout, character or condition of the premises
4. The application is contrary to the specific aims and objectives of the City Council's SEV Statement of Licensing Policy 2012 (para 1.7) particularly:
 - 4.1 prevention of crime and disorder
 - 4.2 prevention of public nuisance
 - 4.3 promoting improvement in the character and function of the city, or areas of it.
5. The application is contrary to the City Council's SEV Statement of Licensing Policy 2012 generally.
6. The application raises concerns in respect of the City Council's Public Sector Equality Duty (PSED).

The above points are directly relevant to the City Council's consideration of the application.

Background

The Marylebone Association is a not for profit organisation staffed entirely by volunteers in their spare time. Our aim is to represent the interests of everyone in Marylebone who live and work in this very special area of London. We nurture, promote and support initiatives that add to the unique character and quality of life in our area. We want to see Marylebone thrive and develop as one of the most interesting and balanced urban environments in London. The Marylebone Association is part of the West End Community Network, the Westminster Amenity Societies Forum and a member of the London Forum of Amenity and Civic Societies.

We represent:

Residents - with the aim of maintaining and further developing civilised and harmonious living in Marylebone.

Local Businesses - with the aim of promoting a vibrant and varied area of commerce and supporting the unique commercial and retail environment in Marylebone.

Visitors - with the aim of welcoming and encouraging visitors to cherish and enjoy the special qualities that Marylebone has to offer.

We have concerns that all these groups will be adversely affected should the application be granted.

Reasons for objections

General points

We object to the provision of relevant entertainment. Without prejudice to this, we would further object to the provision or relevant entertainment to the hours sought, which are unconscionably late.

There is nothing in the application to demonstrate compliance with the SEV Statement of Licensing Policy 2012. It is highly surprising given an application of such importance that the information submitted with the application is so scant.

Specific points

1. The application would be inappropriate, having regard to the character of the relevant locality

The premises are located a few yards from Oxford Street which as the iconic retail thoroughfare in London is attempting to regenerate after the pandemic. After Vere Street crosses Oxford Street it becomes New Bond Street which many consider a world-class high-end retail location

2. The application would be inappropriate, having regard to the use to which other premises in the vicinity are put

Apart from the retail premises mentioned above the address is right next door to St Peter's Church and is just round the corner from what will be the new hotel on Henrietta Place.

Other building nearby include

The Wallace Collection
The Wigmore Hall
Hinde Street Methodist Church
Brazilian Consulate
Royal Society of Medicine
Royal College of Nursing

3. The application would be inappropriate, having regard to the layout, character or condition of the premises

We do not know the name of the premises, and whether the name and/or branding would be inappropriate.

4. The application is contrary to the specific aims and objectives of the City Council's SEV Statement of Licensing Policy 2012 ('the Policy') para 1.7 particularly: prevention of crime and disorder; prevention of public nuisance; and promoting improvement in the character and function of the city, or areas of it

Without in any way commenting on the tastefulness of a lap dancing club it should be recognised that such establishments have a certain aura about them. That aura jars with the character of the neighbourhood. In our view a sex entertainment venue will look and feel totally out of place and will certainly not improve the character or function of the area.

5. The application is contrary to the City Council's SEV Statement of Licensing Policy 2012 generally

The SEV Policy contains a number of important sections which are relevant to the points raised in this objection.

Para 2.1.11 of the SEV Policy states that the Council will 'apply this policy strictly where applications are made for licences for premises in locations where sexual entertainment has not previously been provided, irrespective of the status of the applicant...'

Para 2.4.8 of the SEV Policy states that 'The nature of the clientele that sexual entertainment venues may attract, and their behaviour outside the premises, may also be inappropriate in the context of the character of the locality...'

Para 2.4.4 of the SEV Policy states that 'Sexual entertainment venues cater for a particular adult audience and by attracting those customers can affect the character of the locality in which they are situated. The council considers that localities which are characterised by particular uses, whether by residents, visitors or workers, should not include sexual entertainment venues.

Policy 2.4.6 of the SEV Policy states that 'In considering whether granting a licence would be inappropriate the council will specifically consider whether the character of the locality is predominately residential, high profile retail, of historic importance or iconic in nature, or one of family entertainment or leisure.'

Policy 2.4.7 of the SEV Policy states that 'The look of premises themselves or the nature of the services offered can be, by a majority of people in a locality, associated with characteristics which are inappropriate in a general family setting and use of the locality. This is particularly the case where the character of a locality includes elements which are attractive to, and involve children and families. However well managed a premises may be, the visual impact of sexual entertainment premises, whether in the form of signs, shop front design, promotional material, staff or customer queuing, can give rise to particular concern unless these are satisfactorily mitigated by the operator through the adoption of conditions or operating procedures.'

Para 2.4.11 of the SEV Policy states that 'Areas predominately characterised by general or family retail use may be inappropriate localities for sexual entertainment because of their use by children, either unsupervised or in a family context, and by adults wishing to avoid the characteristics of, or associated with, sexual entertainment venues.'

Para 2.4.12 of the SEV Policy states that 'Localities characterised as areas of historic importance, or iconic in nature, will be particularly attractive to, and used by, visitors, both adults and children. The council may consider it inappropriate for these localities, which in many cases will be of national and international significance, to be associated with sexual entertainment venues and their associated character, because of the effect that such an association would have on visitors and on the image of London and Westminster in particular.'

Para 2.4.13 of the SEV Policy states that 'Localities characterised as areas of family entertainment or leisure, for instance areas with a concentration of theatres, cinemas, sports centres, street theatre, or open spaces, are likely to attract children and families who may be negatively impacted by sexual entertainment venues in these areas.'

Para 2.4.17 of the SEV Policy states that 'The council considers that sexual entertainment venues, providing a particular type of entertainment for a particular adult clientele, may be inappropriate in the vicinity of other premises depending on their use. This may include premises in the vicinity used for religious worship, by children and families, or vulnerable adults. It may also include sex establishments and other premises providing sexual

We are concerned at the very late terminal hour proposed.

Para 2.5.1 of the Policy sets out the Council's 'Core hours' policy. The existing hours permitted for 'relevant entertainment' under LGMPA and for licensable activities under Licensing Act 2003 already go well beyond the 'core hours'.

Para 2.5.5 of the Policy states that 'The hours at which noise may occur and disturbance of residents' rest, relaxation and sleep will be of particular concern. In general, the conditions will be framed to ensure that closing hours on nights when residents have to get up for work the next morning are earlier than when it is less likely that they will have to do so.'

6. Public Sector Equality Duty (PSED)

The Licensing authority must under s149 Equality Act 2010 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;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

We will need reassurance that the City Council has paid due regard to these factors.

Yours sincerely,

Name: Guy Austin

Address: Marylebone Association, 229 Great Portland Street, London, W1W 5PN

Objection 3

Commercial in confidence

My Name: Church Warden of All Souls
Langham Place on behalf of All Souls
Church Langham Place and St Peter's
Church Vere Street

Address: All Souls Church, 2 Langham
Place, London, W1B 3DA

City of Westminster's License Reference
Number: 21/14650/LISEVN

Premises Name and Address: Ground
Floor And Basement, 3 – 4 Vere Street,
London

1. Introduction

1.1. I am writing on behalf of All Souls Church Langham Place and St Peter's Church 5 – 7 Vere Street to make an objection regarding the license application 21/4650/LISEVN at Ground Floor And Basement, 3 – 4 Vere Street, London for a new Sexual Entertainments Venue licence.

2. The Proposal

2.1. The proposal seeks a license for a new sex establishment licence as a Sexual Entertainment Venue for the premises 3-4 Vere Street London, W1G 0DQ. The proposal seeks hours of use of Monday to Saturday:10:00-05:00 Sunday: 10:00-00:00. It seeks permission for entertainment of full nudity striptease.

3. The Site

3.1. The application site is an unlisted property (in planning terms) currently in use as a Lebanese Restaurant located on the ground floor and lower basement levels at 3 – 4 Vere Street, London (planning use class E(c)) (see green marker in Figure 1).

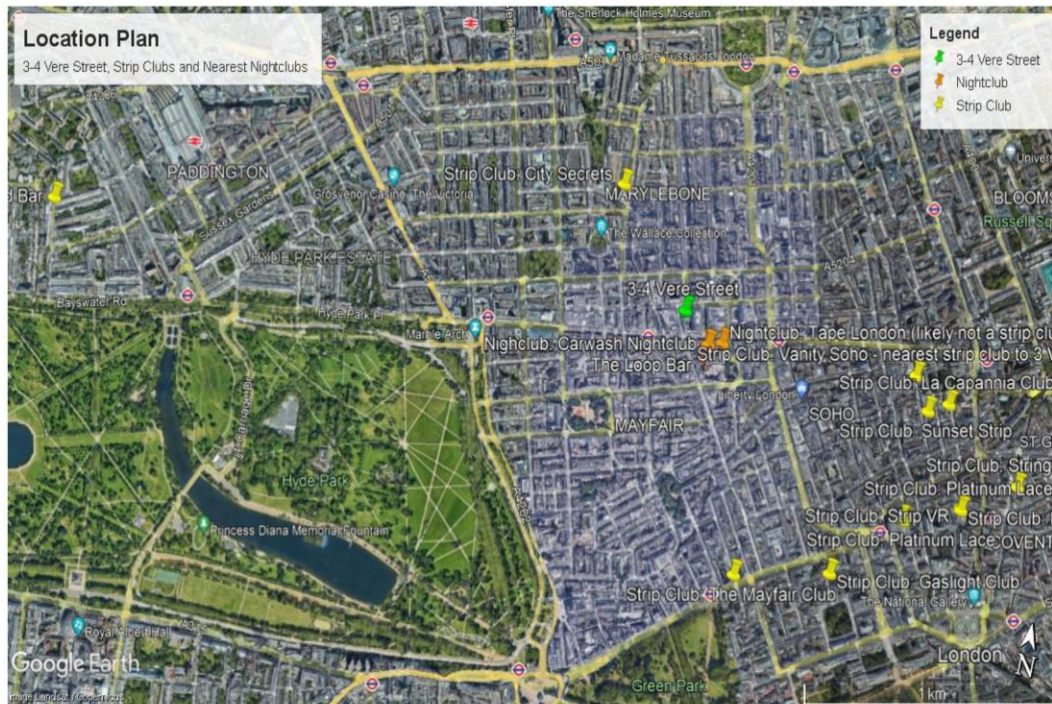


Figure 1: Location Plan showing context of 3 – 4 Vere Street and other strip clubs (yellow) and nearby nightclubs (orange)

4. Grounds for Refusing A Licence Application

- (a) that the applicant is unsuitable to hold the licence by reason of having been convicted of an offence or for any other reason;
- (b) that if the licence were to be granted, renewed or transferred 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, renewal or transfer 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 inappropriate, 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.

5. The Suitability Of The Applicant

- 5.1. Relevant Policies: MG1 and SU1
- 5.2. The Licence application was made by Clarmans Club Ltd (company number 13810956). The company was only listed with companies house on 21/12/2021. This was a day before the application declaration was signed on the application form.
- 5.3. The sole director of the company is John Charles Wythe born June 1947. John Charles Wythe is also a current director for Sophisticats (Camden) Ltd (company house number 04310225) since 22 February 2021. There have been a number of concerning online reports (for example in the report by "Notbuyingit" names "Camden breaching data protection and putting the public at risk" (dated 2022), of incidences of issues with the licenses held by Sophisticats linked with licences in Camden. Other reports point to a licence held by Sophistics which was revoked in January 2020 by Camden Council. To our understanding and according Camden Council's official website, Sophisticats' current application (ref APP\SE-RENEW\102677) for their licence (ref SE-PREM\LIC\00263) at 34-38 Eversholt Street NW1 1DA is going to a hearing.
- 5.4. Whilst we cannot confirm the details of this hearing and whether it would preclude the applicant from holding a licence, these details do raise concerns surrounding the suitability of the operator. We would encourage these to be looked into by the relevant licence officer.
- 5.5. In short, there is a lack of a proven track record of the company itself or the sole director running it.

6. The number of sex entertainment venues that the council considers appropriate in any particular locality within the city

- 6.1. Relevant Policies: NO1
- 6.2. The introduction of this section refers partly to the impact on the existing character and functionality of the locality. In the interest of not duplicating text, the licence officer is kindly pointed to section 6 which goes into detail about why we feel that this proposal would be detrimental to the character and functionality of the locality.

- 6.3. Whilst it is noted that the premises is located within the technical Westminster core CAZ north area, as shown in figure 1 (below) Vere street sits in a locality which is not characterised by strip clubs or the like. Instead it is made up predominantly of retail, residential, daytime and evening entertainment, offices, food outlets and health centres to the north with some places of worship. According to a Rightmove search taken from Land Registry, within a 0.25 mile radius of of Vere Street, 662 properties were recorded as having been sold over all time (see Appendix 1). This includes 22 properties within the last 2 years. Figure 2 also show residential properties currently for sale within a 0.25 mile radius of Vere Street. This all points toward this section of Vere Street having a high concentration of residential properties. This is something paragraph 2.3.7 of Westminster's Sexual Entertainment Venues Policy Document (2012) is given due consideration when assessing the proposal.
- 6.4. As a result, it is our view that this application would be contrary to policy NO1.

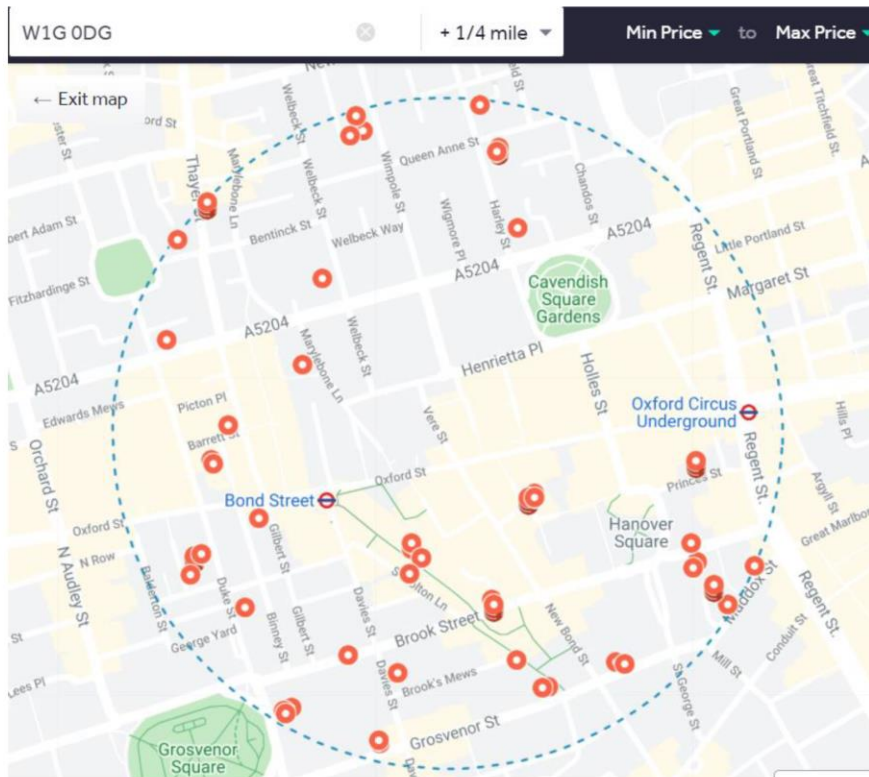


Figure 2: Rightmove search of properties currently for sale within a 0.25 mile radius of Vere Street

7. The Character of the Locality, The Use To Which Premises in the Vicinity Are Put and The layout, character or condition of the premises

- 7.1. Polices: LO1 and LO2
- 7.2. Vere Street and the immediate nearby vicinity is made up of mainly daytime and evening uses, being predominantly retail E(a) use in planning terms (including Debenhams), and restaurant and cafe uses (including Pret A Manger and the subject property). St Peter's Church (a Grade I Listed building) forming a prominent part of street scheme at the northern end of Vere Street

being approximately 50 metres from the proposed site. Vere Street forms part of the Harley Street Conservation Area. The site is prominently located along Vere Street, being just a few premises down from Oxford Street. Oxford Street attracts a wide variety of pedestrians, many of whom being families. Attractions include a number of high profile, family-friendly retailers. These include Debenhams opposite, the Disney Store, John Lewis, Marks and Spencers, Swarovski, H&M, House of Fraser and Selfridges. Nearby, family friendly places of worship which include All Souls Church Langham Place (a family friendly church just 8 minutes away), St Peters Church Vere Street and St Pauls Robert Adam Street and number of other family friendly restaurants (see figure 3 below).

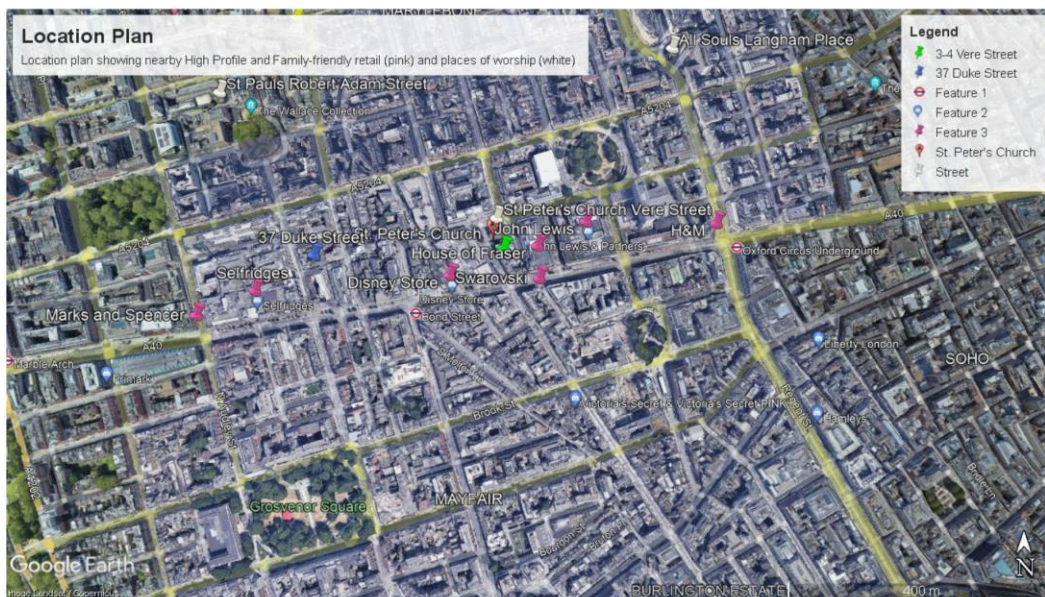


Figure 3: Location Plan showing nearby high profile and family friendly retail and places of worship

- 7.3. The main cluster of strip clubs in the City of Westminster are located in the Soho, Covent Garden and on the southern borders of Mayfair. The site is located a 15 minute walk from the nearest strip club (Vanity Soho, 4 Carlisle St, London W1D 3BJ – see appendix 1). It is noted that there are a cluster of three nightclubs within a five minute walk (Carwash Night Club, The Loop Bar and Tape London – see orange markers in appendix 1). However, these venues are only open at night and do not change the predominant character of the area in the day, being family friendly and not of an exclusively adult nature.
- 7.4. In paragraph 2.4.17 of the Westminster's Sexual Entertainment Venues Statement of Licensing Policy (2012) it highlights how it may not be appropriate for strip clubs to be located near premises used for "religious worship, by children and families, or vulnerable adults". All three of these groups (in fairly substantial numbers collectively) all use St Peters Church Vere Street (premises down), All Souls Church Langham Place (just an 8 minute walk away) and St Pauls Church Robert Adam Street (just a 9 minute walk away) where there are youth clubs, mothers and babies groups as well as events for the homeless and other vulnerable groups. In particular, before COVID 19 St Peters Vere Street was used for prayer meetings as part of the All Souls church family and the London Institute for Contemporary Christianity host events there of a religious nature. There are also early stage plans to use it for Church worship services in the future as part of the strategic vision for the ever growing All Souls Langham Place Parish community.

- 7.5. This position can be further supported by a recent and nearby licence application, being just a six minute walk away, which was rejected by Westminster City Council. The application for a new sexual entertainment venue in the Ground Floor 37 Duke Street London W1U 1LN (ref 20/02836/LISEVN) was refused. 37 Duke Street London is just a 6 minute walk to 3 – 4 Vere Street (see figure 4 for the proximity of the two locations).

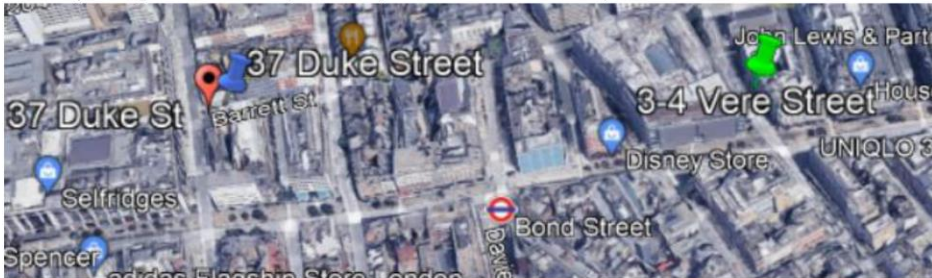


Figure 4: Locations of 37 Duke Street and 3 – 4 Vere Street

- 7.6. In a similar way to the current application, when considering policies LO1 and LO2, in the application at 37 Duke Street London W1U 1LN (ref 20/02836/LISEVN) the subcommittee stated in the Analysis section of the report that:

“...in considering whether granting a licence would be inappropriate, the council will specifically consider whether the character of the locality is predominately residential, high profile retail, of historic importance or iconic in nature, or one of family entertainment or leisure Paragraph 2.4.11 states that areas predominately characterised by general or family retail use may be inappropriate localities for sexual entertainment... Paragraph 2.4.12 states that localities characterised as areas of historic importance, or iconic in nature, will be particularly attractive to, and used by, visitors, both adults and children. The council may consider it inappropriate for these localities, which in many cases will be of national and international significance, to be associated with sexual entertainment venues and their associated character”

- 7.7. The subcommittee concluded that:

“this proposal for a new lap dancing club was inimical to the character of the area as it is now and as it is becoming and also to the uses in the area. The grant of the licence would, therefore, be inappropriate having regard to the character of the relevant locality and the use to which any premises in the vicinity are put”

- 7.8. Moreover, the lack of a planning application even having been made for the change of use of the site from a restaurant E(c) use to a strip club (sui generis). Planning permission would need to be made owing to a lack of permitted development rights to make such a change. Without such application having been made, there has been little chance to properly scrutinise such an impact on the impact on the character of the area. It also shows a lack of a proper assessment of the area and suitability. This also comes through in the lack of any sort of area assessment in the application form or the submitted documents on the Council’s application portal. We can only conclude that no attempt has been made to consider the character of the area and the suitability of the use in this location.
- 7.9. Taking all of this into account, we consider the proposed location of the strip club to be completely out character with the surrounding locality (ie this part of the West End), introducing an exclusively over 18s venue which would be open for the majority of the day into

a predominantly family area, an area of high profile retail, architecturally significant properties and areas, places of worship and where vulnerable adults come for help. As a result, it should be refused based on its detrimental impact on the context within the immediate and nearby locality, contrary to policy LO1 and LO2.

8. Conditions, Management And Compliance Including The Conduct And Welfare Of Performers

- 8.1. There has been no positive engagement by the applicant with us as nearby occupiers and users of the immediate locality in which the proposed license has been proposed. This has raised concerns with us regarding the suitability of the applicant as well as any future potential management of the property for this particular use in an area which has more sensitive uses than other parts of the Westminster core CAZ north. This was flagged by the subcommittee in the application at 37 Duke Street London W1U 1LN (ref 20/02836/LISEVN) as being a real point of concern in the Analysis section:

"It did seem extraordinary to the Sub-Committee that there hadn't been more engagement with the local community in those circumstances and there wasn't any evidence to suggest that the applicant had actually carried out its own assessment of the suitability of the location, having regard to the Council's policy statements. In particular, the members refer to paragraph 2.1.11 of the Council's Statement of Licensing policy in respect of Sexual Entertainment Venues

- 8.2. This point also holds true for this application and it is respectfully suggested that it should be another point which the application should be refused on.
- 8.3. There is little in regard to the way of detail regarding how the premises would be run other than the proposed opening hours, a proposed elevation drawing and proposed floor plans. A substantial amount of information was not present in the application documents for us and other stakeholders would comment upon, assess and if so scrutinise.
- 8.4. For example: in the proposed plans there is no proposed obscured glazing at ground floor level. The entertain stage is being proposed located directly next to the street and therefore being located directly in view of the street scene. Given the size of the non-obscure glazed windows, this would cause a totally inappropriate view from the street scene with families and other passers-by having a direct and clear view of the dancers. This overlooking would also be undignified for the dancers who would be in a catfish bowl, being overlooked by all passers-by. Moreover, how would security work on the doors? How would the sound levels be managed: would there be potentially loud music at every hour of the day and night? How would CCTV work outside the premises and what would it visually look like in regard to its impact on the conservation area and overall character of the street?
- 8.5. This was also flagged by the subcommittee in the application at 37 Duke Street London W1U 1LN (ref 20/02836/LISEVN) as being a real point of concern in the Analysis section:

The members of the Licensing Sub-Committee do not think that it is appropriate for applications to be made which essentially require all the detailed work to be carried out when the hearing is being conducted. The applicant should present its application in detail with clear plans and a clear indication of exactly what is proposed and how the premises will be operated.

9. Appendices

1. Rightmove (2022) search result for residential properties sold within a 0.25 mile radius of Vere Street. <https://www.rightmove.co.uk/house-prices/w1g-0dg.html?soldIn=2&radius=0.25&page=1>