



City of Westminster

Licensing Sub-Committee Report

Item No:

Date:

Licensing Ref No:

Title of Report:

Report of:

Wards involved:

Policy context:

Financial summary:

Report Author:

22 September 2022

22/07037/LIPN - New Premises Licence

Basement And Ground Floor
173 Wardour Street
London
W1F 8WT

Director of Public Protection and Licensing

West End

City of Westminster Statement of Licensing Policy

None

Kevin Jackaman
Senior Licensing Officer

1.	Application		
1-A	Applicant and premises		
Application Type:	New Premises Licence, Licensing Act 2003		
Application received date:	20 July 2022		
Applicant:	Herocompany Limited		
Premises:	Live True London		
Premises address:	Basement And Ground Floor 173 Wardour Street London W1F 8WT	Ward:	West End
		Cumulative Impact Area:	West End
		Special Consideration Zone:	None
Premises description:	According to the application form the premises intend to trade as a high end hair and beauty saloon.		
Premises licence history:	There is no premises licence history in respect of the premises however the premises does have the benefit of a special treatment licence.		
Applicant submissions:	Submissions from applicant providing further details of the premises intend to operate appear at appendix 2.		
Applicant amendments:	The applicant has agreed further conditions as set out in appendix 4.		

1-B	Proposed licensable activities and hours						
Sale by retail of alcohol				On or off sales or both:			On only
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	09:00	09:00	09:00	09:00	09:00	09:00	09:00
End:	21:00	21:00	21:00	21:00	21:00	21:00	21:00
Seasonal variations/ Non-standard timings:		None					

Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	09:0	09:00	09:00	09:00	09:00	09:00	09:00
End:	21:00	21:00	21:00	21:00	21:00	21:00	21:00
Seasonal variations/ Non-standard timings:		None					
Adult Entertainment:		None					

2.	Representations
2-A	Responsible Authorities
Responsible Authority:	Environmental Health
Representative:	Maxwell Koduah
Received:	09 August 2022 (Withdrawn 13 September 2022)-
<p>I refer to the application for a new Premises Licence number for the above-mentioned premises. The premises is located within the West End Cumulative Impact Area. I have considered the information that you have provided within and accompanying this application. I have also considered the application in line with the relevant policies within the Council's Statement of Licensing Policy dated October 2021.</p> <p>The applicant is seeking to supply alcohol for consumption on the premises Monday to Sunday 09:00 – 21:00 hours</p> <p>Following consideration of the application and how it may affect the Licensing Objectives and meeting the requirements of the Council's Statement of Licensing Policy I wish to make the following representations:</p> <p>The supply of alcohol and the hours requested to supply alcohol may have the likely effect of causing an increase in Public Nuisance and may affect Public Safety within the area</p> <p>As presented, the application would have the likely effect of causing an increase in Public Nuisance and may affect Public Safety within the area</p> <p>Following the agreement of two further conditions, Environmental Health withdrew their representation on 13 September 2022. The agreed conditions appear at appendix 4.</p>	
Responsible Authority:	Licensing Authority
Representative:	Jessica Donovan
Received:	17 August 2022 (withdrawn 09 September 2022)
<p>Dear Sirs</p> <p>I write in relation to the application submitted for a new premises licence for Basement And Ground Floor, 173 Wardour Street, London, W1F 8WT.</p> <p>As a responsible authority under section 13 (4) of the Licensing Act 2003 as amended under the Police and Social Responsibility Act 2011, the Licensing Authority have considered your application in full. The Licensing Authority has concerns in relation to this application and how the premises would promote the four Licensing Objectives:</p> <ul style="list-style-type: none"> • Public Nuisance • Prevention of Crime & Disorder • Public Safety • Protection of children from harm <p>The application seeks the following:</p>	

Sale by Retail of alcohol (On sales)

Monday to Sunday 09:00 to 21:00

Hours premises are open to the public

Monday to Sunday 09:00 to 21:00

The premises are located within the West End Cumulative Impact Zone and as such various policy points must be considered, namely CIP1, HRS1 & SHP1.

Policy SHP1 states:

B. Applications for a shop inside the West End Cumulative Impact Zone will be considered on their own merits and subject to:

1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1.
2. The hours for licensable activities are within the council's Core Hours Policy HRS1.
3. The operation of any delivery services for alcohol meeting the council's Ancillary Alcohol and/or Latenight Refreshment Delivery Service Policy DEL1.
4. The applicant having demonstrated that they will not add to cumulative impact within the Cumulative Impact Zone.
5. The application and operation of the venue meeting the definition of a shop in Clause C.

C. For the purposes of this policy:

1. A shop is defined as a stall, vehicle, vessel, temporary structure, building or part of a stall, vehicle, vessel, temporary structure or building where the primary activity is the sale of goods or services to customers upon payment.
2. The licensable activities for the sale of alcohol for consumption on the premises, regulated entertainment and/or late night refreshment must be ancillary to the primary use of the premises as a shop.
3. The licensable activity of the sale of alcohol for consumption off the premises must be an ancillary function to the primary use of the premises unless that primary use is to sell alcohol for consumption off the premises, e.g. a traditional off licence.

The Licensing Authority note that the application falls within Westminster's core hours for shops:

The core hours for shops are:

Monday to Thursday: 9am to 11.30pm.

Friday and Saturday: 9am to Midnight.

Sunday: 9am to 10.30pm.

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

The Licensing Authority would like the applicant to provide further submissions as to how the premises is to be operated and controlled, specifically how the alcohol will be served i.e. by waiter/waitress service or will the premises operate by way of a bar.

The Licensing Authority would encourage the applicant to consider an amended version of Westminster's model condition 39 as below:

MC39: The supply of alcohol shall be by waiter or waitress service to persons seated only.

The Licensing Authority note that the Environmental Health Service have proposed a number of conditions including the following ancillary condition below:

'The licensable activities authorised by this licence and provided at the premises shall be ancillary to the primary function of the premises as beauty and hair salon.'

Please can the applicant confirm their stance on these conditions to allow the Licensing Authority to assess any further relevant policy considerations.

The Licensing Authority require the applicant to provide submissions as to how the operation of the premises will not add to cumulative impact in the West End cumulative impact zone, in accordance with policy CIP1.

The Licensing Authority looks forward to receiving further submissions from the applicant in due course.

Please accept this as a formal representation.

Following the agreement of two further conditions, the Licensing Authority withdrew their representation on 09 September 2022. The agreed conditions appear at appendix 4.

2-B Other Persons	
Name:	Soho Society
Address and/or Residents Association:	Saint Anne's Tower 55 Dean Street London W1D 6AF
Received:	12 August 2022 (withdrawn 02 September 2022)

We write to make a relevant representation to the above application on behalf of The Soho Society.

The Soho Society objects to this application as currently presented on the grounds of the prevention of crime and disorder, prevention of public nuisance, and cumulative impact in the West End Cumulative Impact Area.

About The Soho Society

The Soho Society is a charitable company limited by guarantee established in 1972. The Society is a recognised amenity group and was formed to make Soho a better place to live, work or visit by preserving and enhancing the area's existing diversity of character and uses, and by improving its facilities, amenities and environment.

Application summary

New Premises Licence

Hair salon and beauty services.

Supply of alcohol: Monday - Sunday: 09:00 - 21:00

Opening hours: Monday - Sunday 09:00 - 21:00

The Soho Society's Concerns

We are writing in support of the representation made by Ms. Monkouse who is concerned with the addition of another licensed premises in this area, and the potential noise nuisance these premises will generate in addition to the noise nuisance she currently experiences from the existing licensed premises which surround her home. This is an application for a new alcohol licence in the West End Cumulative Impact Zone, we are concerned that it will fail to promote the licensing objectives of the prevention of crime and disorder and public nuisance

We will however withdraw our objection if the applicant agrees to the following conditions,

1. *'Alcohol may only be sold to and consumed on the premises by patrons using the facilities in relation to and ancillary to hairdressing and other cosmetic services purchased at the salon.'*
2. *'Licence intended for use by Live True and to be surrendered when they leave the premises.'*

The Licensing Objectives

The Statement of Licensing Policy 2021 or Section 182 Guidance does not provide for any cir-

cumstance, including exceptional or otherwise, which would permit an application to be granted if the licensing objectives were harmed. We now consider the impact of this application on these objectives.

Prevention of Crime and Disorder - CD1

Under this Policy the criteria applied is, *'whether the premises make or will make a significant contribution to levels of crime and disorder, and whether the operating schedule is based on an adequate risk assessment, undertaken by the applicant, which takes account of all the relevant considerations below to reduce the likelihood of crime and disorder occurring as a result of the grant of the application.'*

The recently published Cumulative Impact Assessment 2020 presents overwhelming evidence of the year on year increase in cumulative impact in the West End Zone 1, **it highlights the rate of crime as 10 - 13 times higher between 6pm - 6am compared to the borough average.** It goes on to detail the number and types of crimes in the West End,

• **Public realm crimes:** (serious violence, robberies, theft and drug offences), alcohol-related callouts incidents, anti-social behaviour and demands on services were prevalent in Westminster between 2017 and 2019, among the highest in London and the country. All incidents observed concentrated in the West End many occurring in the evening and at night as well as weekends.

Total incident type 2017-2019:

- Drug Offences Night: **1529** (proportion of Borough's incidents **40%**)
- Robberies Night: **2237 (33%)**
- Theft and Handling Night: **24,407 (33%)**
- Serious violent crimes Night: **795 (31%)**
- Ambulance call outs to locations of licensed premises: **5353 (22%)**
- Noise Complaints Night: **1389 (16%)**
- Anti-Social behaviour MPS: **9662 (16%)**
- Anti-Social behaviour on transport Night: **592 (13%)**
- Reactive Waste Management: **6630 (10%)**

Total = 52,594

• **Data description of incidents in 2017-2019** found all incident categories observed varied both in space and time. Many occurred in the evening and at night and on weekends when alcohol related activities typically peak. Incidents were primarily concentrated in the West End where licensed premises are disproportionately concentrated.

• **Robberies:** clustered within the West End, Charing Cross, Oxford Street in the evening and night.

• **Serious violent crimes:** recorded between **6pm and 6am** concentrated overwhelmingly in the West End.

• **Drug related crimes:** Westminster recorded the highest volume of drug offences of any borough between 2017-2019. Half of crimes were reported (48%) in the evening and night time. Drug related crimes between **6pm - 6am** were significantly clustered in and around the West End to varying degrees.

• **Theft and Handling:** the most common crime type in the borough and in the evening and night this is particularly concentrated in the West End and along Oxford Street.

These premises are situated in the heart of the food and beverage / entertainment area, the area is a known hotspot for crime and disorder, the current statistics for the *top crime streets in Soho shows a total of 1,827 crimes; Wardour Street being the third highest.

Top Streets all crime – 1st Nov 21 – 28th Feb 22

GREEK STREET	239	GOLDEN SQUARE	14
OLD COMPTON STREET	231	ARCHER STREET	14
WARDOUR STREET	138	GREAT PULTENEY STREET	14
SHAFTESBURY AVENUE	117	GLASSHOUSE STREET	13
DEAN STREET	105	SOHO STREET	13
CARNABY STREET	99	LEXINGTON STREET	13
GREAT MARLBOROUGH STREET	75	GOSLETT YARD	12
FRITH STREET	70	SOHO PLACE	12
SOHO SQUARE	60	NEWBURGH STREET	11
BREWER STREET	58	PETER STREET	11
BATEMAN STREET	44	CARLISLE STREET	10
GREAT WINDMILL STREET	45	ROMILLY STREET	9
KINGLY STREET	41	KINGLY COURT	9
BROADWICK STREET	37	CAMBRIDGE CIRCUS	9
CHARING CROSS ROAD	36	D'ARBLAY STREET	8
BERWICK STREET	35	MARSHALL STREET	8
GANTON STREET	32	HAM YARD	7
BEAK STREET	29	RAMILLIES STREET	7
POLAND STREET	24	DUPOURS PLACE	6
MANETTE STREET	24	WALKER'S COURT	6
MOOR STREET	23	WEARD STREET	6
RUPERT STREET	18	WARWICK STREET	5
LITTLE MARLBOROUGH STREET	17	FOURBERT'S PLACE	5
INGESTRE PLACE	15	NOEL STREET	5

Comparing the top reported crimes from *November 2021 - February 2022 to pre- COVID times highlights the number of serious and violent crimes are on the increase;

Violence against the person serious wounding: 32 up 78% (18 pre - COVID)

Violence against the person assault with injury: 59 up 31% (45 pre-COVID)

Violence against the person common assault: 70 up 18% (59 pre-COVID)

Drugs possession: 115 up 79% (64 pre-COVID)

Sexual offences: 34 up 70% (20 pre-COVID)

* Data provided by the Metropolitan Police; Soho Neighbourhood Ward Panel, March 2022

For residents living in Soho the findings of the Cumulative Impact Assessment and the recent crime figures are unsurprising. Soho transforms in the evening and night time into an area which feels very unsafe and where levels of crime and disorder are high. As evidenced above, criminal activity associated with the large number of venues and the numbers of people on the streets results in high levels of serious crime.

This area has a high level of reported crime, the probability of people leaving these premises and becoming victims of crime are high.

Prevention of Public Nuisance Policy PN1

Under this Policy the criteria applied states, '*the potential for nuisance associated with the style, character-istics and activities of the business to be carried on at the premises and the potential steps which could be taken to reduce the risk of a nuisance occurring. This will particularly apply in areas of residential accom-modation and where there is residential accommodation in the proximity of the premises.*'

Residents living in this area already suffer from high levels of noise and disturbance during the evening, this presents in the form of noise nuisance from the large number of people drinking on the streets and those queuing to enter premises. If this application is successful it has the potential to increase the levels of noise nuisance and disturbance to residents.

In summary

The application proposes a new alcohol licence within the West End Cumulative Impact Zone, we are concerned that if granted this application will fail to promote the licensing objectives and increase cumulative impact.

Following the agreement of two further conditions, the interested party withdrew their representation on 02 September 2022. The agreed conditions appear at appendix 4.

Name:	[REDACTED]
Address and/or Residents Association:	[REDACTED] [REDACTED] [REDACTED]
Received:	11 August 2022

D'Arblay St suffers from a proliferation of street drinking, linked partly to new alcohol licenses created in the past few years and partly due to lack of control of existing licensed premises. The noise and ASB have had a considerable detrimental effect on residents and non F&B businesses on the street. If this new licence were to be granted, could it please have conditions - firstly so that it is tied to the present operator, and secondly so that it is explicitly for customers inside the premises and not outside on the bench or the street. Could this be worded: 'Licence intended for use by Live True and to be surrendered when they leave the premises.

3.	Policy & Guidance
The following policies within the City Of Westminster Statement of Licensing Policy apply:	
Policy HSR1 applies	<p>A. Applications within the core hours set out below in this policy will generally be granted for the relevant premises uses, subject to not being contrary to other policies in the Statement of Licensing Policy.</p> <p>B. Applications for hours outside the core hours set out in Clause C will be considered on their merits, subject to other relevant policies, and with particular regard to the following:</p> <ol style="list-style-type: none"> 1. The demonstration of compliance in the requirements of policies CD1, PS1, PN1 and CH1 associated with the likelihood of the effect of the grant of a licence for later or earlier hours on crime and disorder, public safety, public nuisance and the protection of children from harm. 2. If the application is located within a Special Consideration Zone they have demonstrated that they have taken account of the issues identified in that area and provided adequate mitigation. 3. Whether there is residential accommodation in the proximity of the premises that would likely be adversely affected by premises being open or carrying out operations at the hours proposed. 4. The proposed hours of the licensable activities and when customers will be permitted to remain on the premises. 5. The proposed hours when any music, including incidental music, will be played. 6. The hours when customers will be allowed to take food or drink outside the premises or be within open areas which form part of the premises. 7. The existing hours of licensable activities and the past operation of the premises (if any) and hours of licensable premises in the vicinity. 8. Whether customers and staff have adequate access to public transport when arriving at and leaving the premises, especially at

	<p>night.</p> <p>9. The capacity of the premises.</p> <p>10. The type of use, recognising that some venues are more likely to impact the licensing objectives than others; for example, pubs and bars are higher risk than theatres, cinemas and other cultural and sporting venues due to the nature of the operation.</p> <p>11. The Licensing Authority will take into account the active measures proposed for a 'winding down' period including arrangements for people to be collected from the premises to travel home safely.</p> <p>12. Conditions on hours may be attached that require that the supply of alcohol for consumption on the premises ceases a suitable period of time before customers are required to leave the premises.</p> <p>13. The council, acting as the Licensing Authority, may reduce hours if, after review, it is necessary to impose conditions specifying shorter hours in order to promote the licensing objectives.</p> <p>14. Specific days for non-standard hours should be identified and justified as part of the application to allow responsible authorities and interested parties to evaluate the impact that these licensable activities may have, and to plan accordingly. The consideration of applications for later hours for Bank Holiday Mondays will take into account that later hours are generally granted for preceding Sundays and that the next day is a working day. Non-specific days are expected to be covered by Temporary Event Notices or variation applications.</p> <p>C. For the purpose of Clauses A and B above, the Core Hours for applications for each premises use type as defined within this policy are:</p> <p>10a. Shops (all licensable activities that are provided as ancillary to the primary use of the premises as a shop except the off sale of alcohol) Monday to Thursday: 9am to 11.30pm. Friday and Saturday: 9am to Midnight. Sunday: 9am to 10.30pm. Sundays immediately prior to a bank holiday: 9am to Midnight. 10b. Shops (off-sales of alcohol where it forms either the ancillary or primary use of the premises) Monday to Saturday: 8am to 11pm. Sunday: 9am to 10.30pm.</p> <p>D. Core hours are when customers are permitted to be on the premises and therefore the maximum opening hours permitted will be to the same start and terminal hours for each of the days where licensable activity is permitted.</p> <p>E. For the purposes of this policy, 'premises uses' are defined within the relevant premises use policies within this statement.</p>
<p>Policy SHP1(B) applies</p>	<p>B. Applications for a shop inside the West End Cumulative Impact Zone will be considered on their own merits and subject to:</p> <ol style="list-style-type: none"> 1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1. 2. The hours for licensable activities are within the council's Core Hours Policy HRS1. 3. The operation of any delivery services for alcohol meeting the council's Ancillary Alcohol and/or Latenight Refreshment Delivery Service Policy DEL1. 4. The applicant having demonstrated that they will not add to cumulative impact within the Cumulative Impact Zone. 5. The application and operation of the venue meeting the definition of a shop in Clause C. <p>C. For the purposes of this policy:</p>

	<p>1. A shop is defined as a stall, vehicle, vessel, temporary structure, building or part of a stall, vehicle, vessel, temporary structure or building where the primary activity is the sale of goods or services to customers upon payment.</p> <p>2. The licensable activities for the sale of alcohol for consumption on the premises, regulated entertainment and/or late night refreshment must be ancillary to the primary use of the premises as a shop.</p> <p>3. The licensable activity of the sale of alcohol for consumption off the premises must be an ancillary function to the primary use of the premises unless that primary use is to sell alcohol for consumption off the premises, e.g. a traditional off licence</p>
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4. Equality Implications

The Council in its capacity as Licensing Authority has a duty to have regard to its public sector equality duty under section 149 of the Equality Act 2010. In summary, section 149 provides that a Public Authority must, in the exercise of its functions, have due regard to the need to:

- (a) eliminate discrimination harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and
- (c) foster good relations between persons who share a relevant protected characteristics and persons who do not share it.

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

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

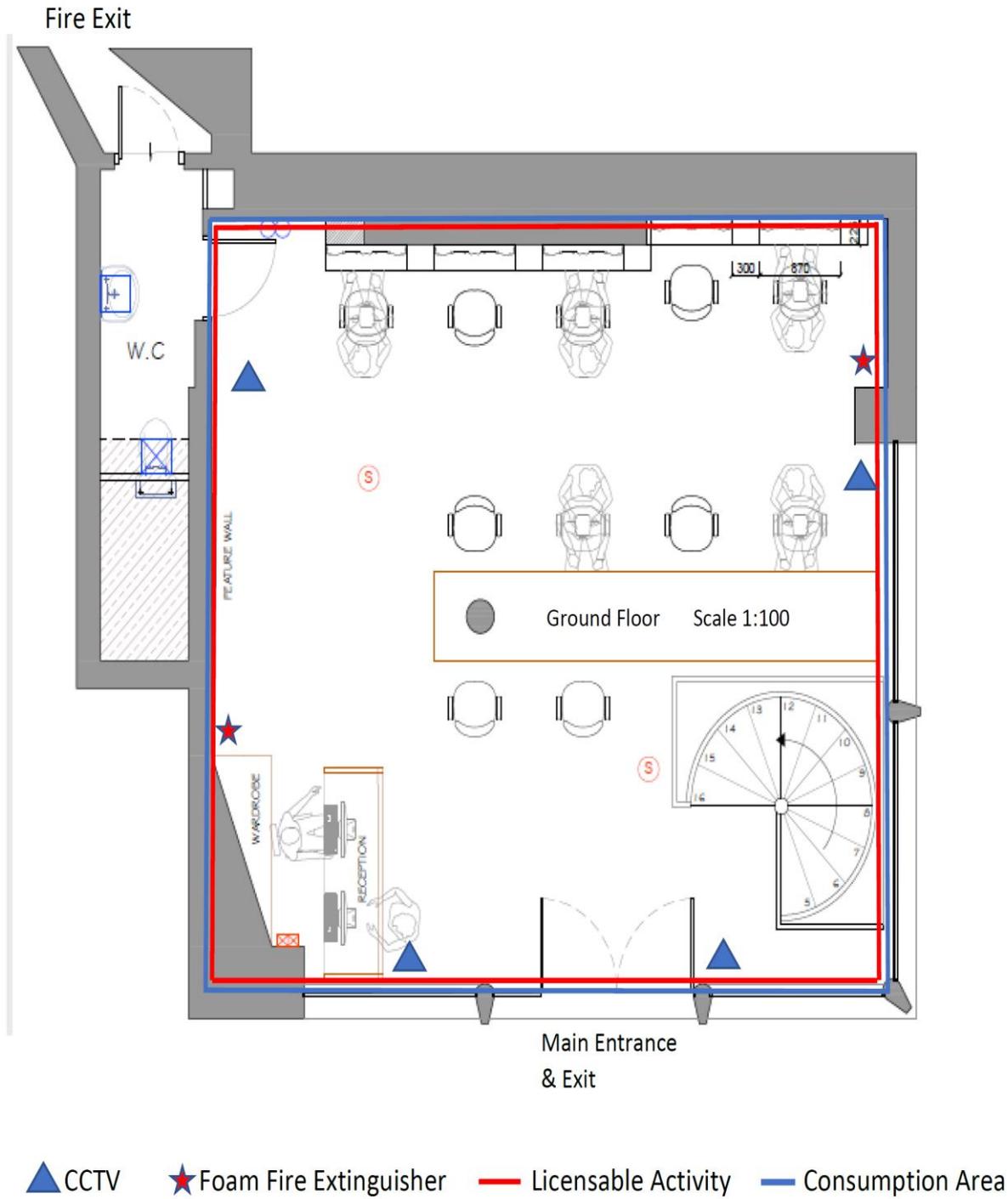
Report author:	Kevin Jackaman Senior Licensing Officer
Contact:	Telephone: 0207 641 6500 Email: kjackaman@westminster.gov.uk

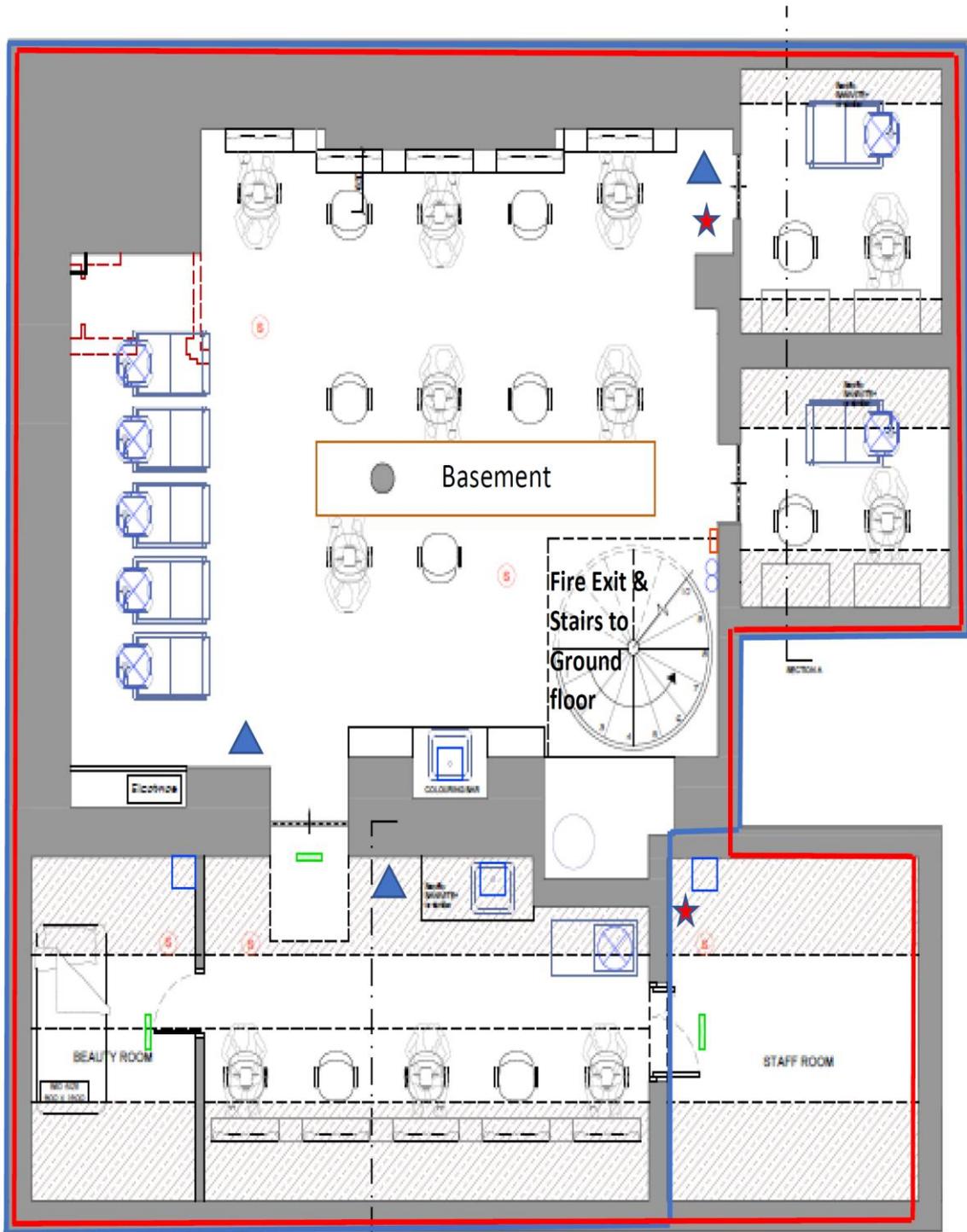
If you have any queries about this report or wish to inspect one of the background papers please contact the report author.

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

1	Licensing Act 2003	N/A
2	City of Westminster Statement of Licensing Policy	01 October 2021
3	Amended Guidance issued under section 182 of the Licensing Act 2003	April 2018
4	Environmental Health Representation	09 August 2022 (withdrawn 13 September 2022)
5	Licensing Authority representation	17 August 2022 (withdrawn 09 September 2022)
6	Interested Party representation (1)	12 August 2022 (withdrawn 02 September 2022)
7	Interested Party representation (2)	11 August 2022

Live True London. 173 Wardour Street, Soho, London. W1F 8WT





THE LICENSING GUYS
KEEPING YOU LEGAL AND TRADING

General Description of Live True London

The Live True London Soho hair salon is at 173 Wardour Street a short walk from Oxford Street. They offer a full and high-end range of hair and beauty services. They are one important part of an independent, award-winning salon group. They have featured in household name publications such as Vanity Fair, Elle, OK and Hello magazines and were Finalists for the British Hairdressing Business Awards 2022.

This application seeks to enhance the existing business offer by providing alcoholic beverages to the discerning customers who use the salon. The current primary use of these premises will not change if this application is granted. This service will be discrete, and the applicant will not advertise outside of the premises that alcohol is available. Customers who come into the salon, once seated, will be offered a menu from which they can choose their drink, should they want one. This service is additional to the light refreshments already on offer in this established venue.

The drinks menu will consist of champagnes and fine wines, being offered primarily by the glass and occasionally by the bottle, together with cocktails by the glass, all of which will ideally complement this high-end salon service experience. A small selection of craft beers and lagers by the bottle will be stocked for male clientele.

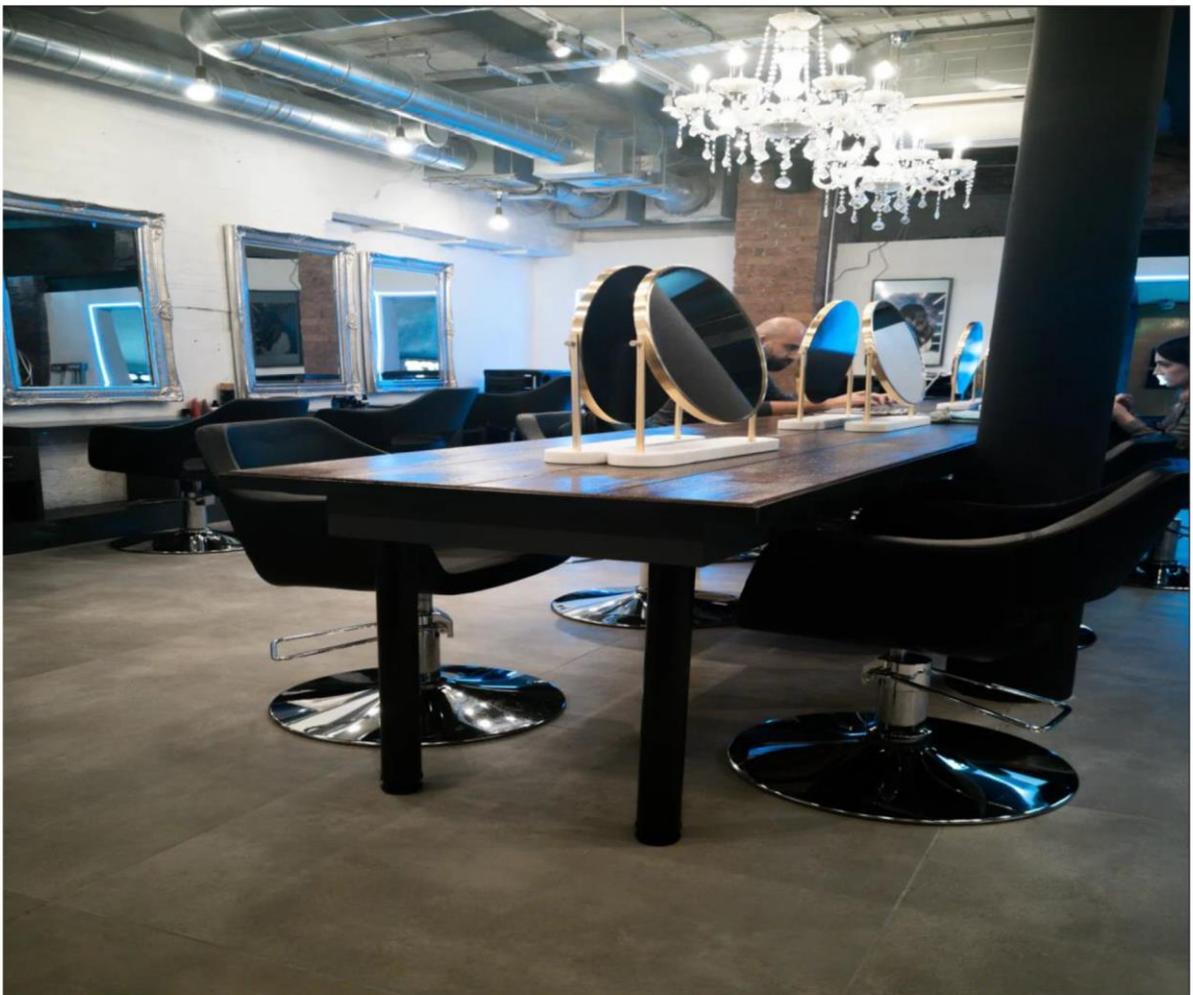
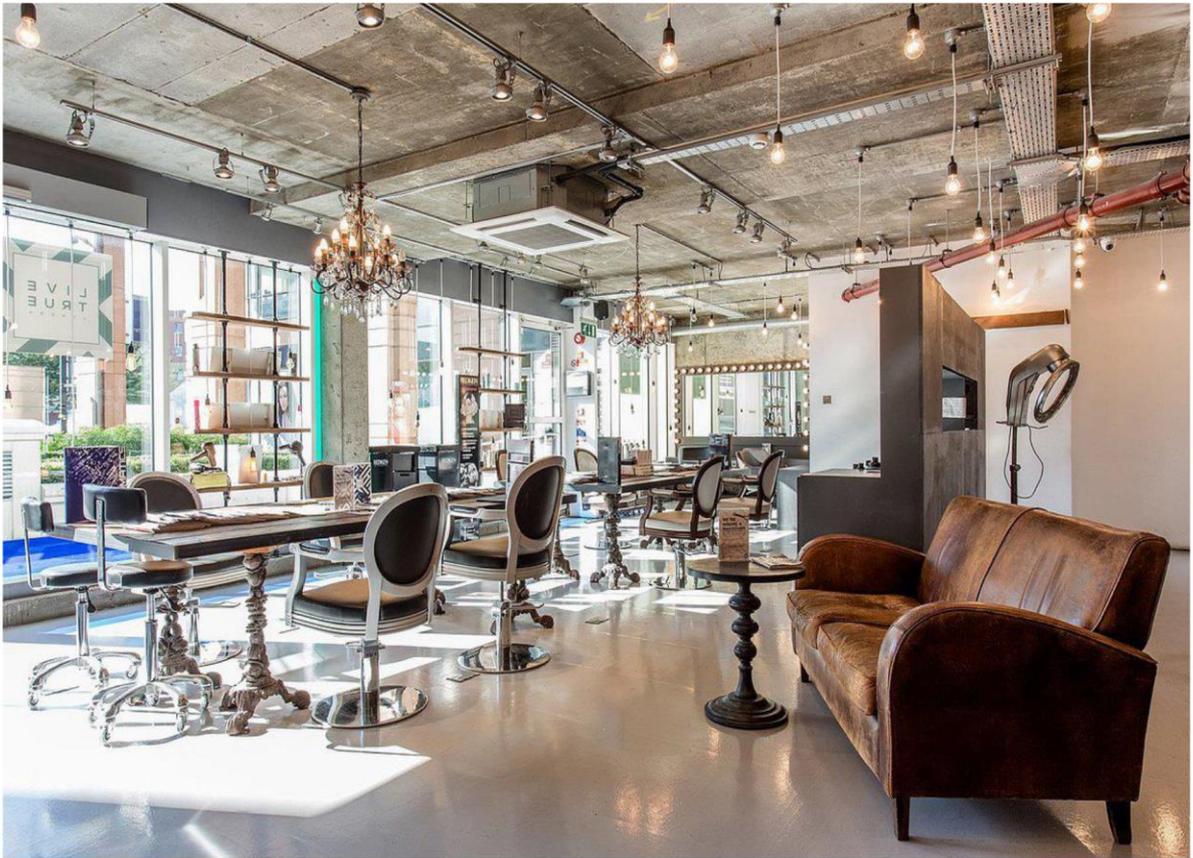
Authority for On Sales only is sought between the hours of 09.00 and 21.00 daily which broadly reflects the opening hours of the salon and is well within the Core Hours Policy of the Licensing Authority [HRS1 in SoLP p63 para 10(a)].

The current primary use of the publicly accessible areas of these premises will not change either, as the alcohol will be stored in a locked cabinet in the staff room/kitchen area out of public view, and will be served from there to the seated customer following any order.

This application, if granted, will not add to Cumulative Impact, as neither opened nor unopened bottles will ever leave the premises, and therefore alcoholic products from these premises will not enter the public space. These premises will not attract alcohol dependent people, as they do not seek the salon's services per se, and will not stock the products that attract them. Additionally street-drinkers will not be welcome at these premises as they do not fit with the current business model or target clientele avatar. There is no provision for outside consumption either. The sale and service of alcohol will be undertaken and actively policed by receptionist staff and the salon manager, who will be trained to serve alcohol to clients, so maintaining full control the operation.

The other important policies contained within the Westminster City Council Statement of Licensing Policy [i.e. CD1, PS1, PN1 and CH1] are all addressed in the attendant raft of proposed Licensing Conditions, and consequently this application will not undermine any of the Licensing Objectives. We stress that no facility for off sales, home delivery service, late night refreshment or regulated entertainment are applied for, and therefore the proposed sale of alcohol facility is de minimis.

The Premises Licence Holder will be HEROCOMPANY LIMITED Company Number 12838253 – incorporated on 26th August 2020 - Registered Office, 2e Accountants, Unit 11, Flamingo Court, 81 Crampton Street, London, United Kingdom, SE17 3BF. The Designated Premises Supervisor will be Valeriy MAINE, herself a member of the senior management team and a Director of the company.



There is no licence or appeal history for the premises.

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

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

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

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

Mandatory Conditions

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

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

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

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

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

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

(a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) "permitted price" is the price found by applying the formula -

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

Where -

(i) P is the permitted price,

(ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and

(iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -

(i) the holder of the premises licence,

(ii) the designated premises supervisor (if any) in respect of such a licence, or

(iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

8(iii). Where the permitted price given by Paragraph 8(ii)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

8(iv). (1) Sub-paragraph 8(iv)(2) below applies where the permitted price given by Paragraph 8(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Conditions consistent with the operating schedule

9.
 - (a) The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team.
 - (b) All entry and exit points will be covered enabling frontal identification of every person entering in any light condition.
 - (c) The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises and will include the external area immediately outside the premises entrance.
 - (d) All recordings shall be stored for a minimum period of 31 days with date and time stamping.
 - (e) Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31-day period.
10. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
11. A record shall be kept detailing all refused provisions of alcohol. The record should include the date and time of the refusal and the name of the member of staff who refused the provision. The record shall be available for inspection at the premises by the police or an authorised officer of the City Council at all times whilst the premises is open.
12. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police. It must be completed within 24 hours of the incident and will record the following:
 - (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received concerning crime and disorder
 - (d) any incidents of disorder
 - (e) all seizures of drugs or offensive weapons
 - (f) any faults in the CCTV system, searching equipment or scanning equipment
 - (g) any refusal of the provision of alcohol
 - (h) any visit by a relevant authority or emergency service.
13. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
14. Patrons permitted to temporarily leave and then re-enter the premises, e.g., to smoke or make a phone call, shall not be permitted to take alcohol with them.
15. 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.

Conditions proposed by Interested Party 1 and agreed by the applicant so as to form part of the operation schedule

16. The licensable activities authorised by this licence and provided at the premises shall be ancillary to the primary function of the premises as beauty and hair salon

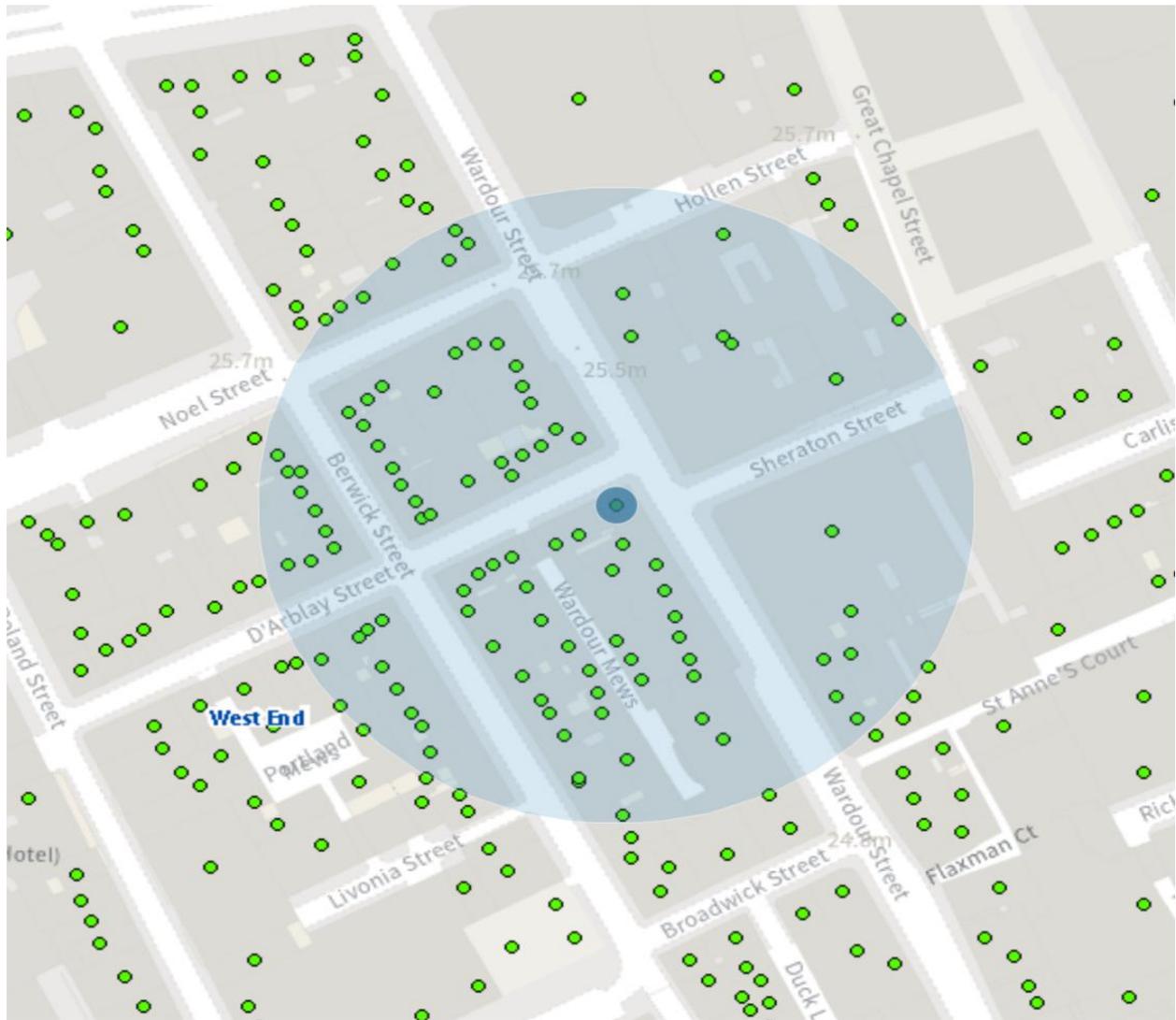
17. The Licence is for the use of Hero Company Ltd at Live True London and will be surrendered when these companies cease to trade at these premises

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

18. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke or make a phone call, shall not be permitted to take glass containers with them.

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

19. Alcohol may only be sold to and consumed by patrons and their bona fide guests attending the premises for, and ancillary to, hairdressing and beauty treatment
20. There shall be no self-service of alcohol
21. 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
22. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times
23. No deliveries of alcohol to the premises shall take place between 21.00 and 08.00 hours on the following day
24. The number of persons permitted in the basement of the premises (excluding staff) shall not exceed 20 persons
25. 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



Resident count: 52

Licensed premises within 75m of 173 Wardour Street, London, W1				
Licence Number	Trading Name	Address	Premises Type	Time Period
18/01923/LIPVM	Korkers (Basement) And Mustafas Thai Cottage (Ground Floor)	Ground Floor 34 D'Arblay Street London W1F 8EX	Not Recorded	Not Recorded; XXXX - XXXX
22/02671/LIPDPS	The Breakfast Club	33 D'Arblay Street London W1F 8EU	Cafe	Sunday; 09:00 - 22:30 Monday to Saturday; 09:00 - 23:00
19/13733/LIPDPS	Imli Ltd	167 - 169 Wardour Street London W1F	Restaurant	Sunday; 08:00 - 00:00 Monday to Saturday; 08:00 - 01:00

		8WR		
18/03839/LIPDPS	The George Public House	1 D'Arblay Street London W1F 8DG	Public house or pub restaurant	Sunday; 12:00 - 23:00 Monday to Thursday; 10:00 - 00:00 Friday to Saturday; 10:00 - 00:30
21/05012/LIPDPS	Pho	163 - 165 Wardour Street London W1F 8WN	Restaurant	Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 00:30
10/01916/LIPT	St Moritz	161 Wardour Street London W1F 8WJ	Restaurant	Monday to Sunday; 09:00 - 03:30
19/11988/LIPCH	Tommi's Burger Joint	37 Berwick Street London W1F 8RS	Not Recorded	Sunday; 10:00 - 23:00 Monday to Thursday; 10:00 - 00:00 Friday to Saturday; 10:00 - 00:30
18/11501/LIPN	Not Recorded	36 Berwick Street London W1F 8RR	Not Recorded	Sunday; 07:30 - 22:30 Monday to Saturday; 07:30 - 22:30
21/05452/LIPN	Toi Moi	38 Berwick Street London W1F 8RT	Cafe	Monday to Sunday; 07:30 - 22:00
19/02746/LIPDPS	Chipotle Mexican Grill	183 - 185 Wardour Street London W1F 8ZA	Restaurant	Sunday; 11:30 - 23:00 Monday to Saturday; 10:00 - 23:30
20/00364/LIPDPS	Chipotle Mexican Grill	183 - 185 Wardour Street London W1F 8ZA	Restaurant	Sunday; 11:30 - 23:00 Monday to Saturday; 10:00 - 23:30
19/10000/LIPN	Not Recorded	Basement And Ground Floor 27 Noel Street London W1F 8GZ	Cafe	Friday; 11:00 - 21:00 Monday to Thursday; 11:00 - 20:30 Saturday to Sunday; 11:00 - 20:30
16/02387/LIPDPS	The Melt Room	26 Noel Street London W1F 8GY	Restaurant	Saturday; 11:00 - 21:00 Sunday; 11:00 - 21:00 Monday to Friday; 08:30 - 21:00

21/14549/LIPCH	WeWork Soho	Medius House 2 Sheraton Street London W1F 8BH	Office	Monday to Sunday; 14:00 - 23:00
08/03322/LIPV	Inamo	136 Wardour Street London W1F 8ZS	Restaurant	Sunday; 12:00 - 22:30 Monday to Thursday; 10:00 - 23:30 Friday to Saturday; 10:00 - 00:00 Sundays before Bank Holidays; 12:00 - 00:00
19/07324/LIPT	Not Recorded	147 - 149 Wardour Street London W1F 8WD	Not Recorded	Sunday; 07:30 - 23:00 Monday to Saturday; 07:00 - 00:00
18/06968/LIPT	Conko	72 Berwick Street London W1F 8TD	Restaurant	Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 00:30
20/04508/LIPN	Not Recorded	28 D'Arblay Street London W1F 8EW	Not Recorded	Sunday; 10:00 - 23:30 Monday to Saturday; 08:00 - 23:00
21/05520/LIPN	Fadiga	Basement And Ground Floor 71 Berwick Street London W1F 8TB	Restaurant	Sunday; 11:00 - 22:30 Monday to Thursday; 11:00 - 23:30 Friday to Saturday; 11:00 - 00:00
14/06333/LIPN	Enrique Tomas	132 Wardour Street London W1F 8ZW	Restaurant	Sunday; 12:00 - 22:30 Monday to Saturday; 10:00 - 22:30
14/00062/LIPVM	Blanchette	Basement And Ground Floor 9 D'Arblay Street London W1F 8DR	Cafe	Sunday; 12:00 - 23:00 Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 00:30 Monday to Saturday; 10:00 - 23:30
19/04604/LIPN	Not Recorded	77 Berwick Street London W1F 8TH	Restaurant	Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 00:30

19/01200/LIPDPS	Maharani Restaurant	77 Berwick Street London W1F 8TH	Restaurant	Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 00:30
11/09937/LIPVM	Copita	27 D'Arblay Street London W1F 8EN	Restaurant	Sunday; 12:00 - 23:00 Monday to Saturday; 10:00 - 23:30
22/03766/LIPVM	BRGR	Ground Floor 187 Wardour Street London W1F 8ZB	Restaurant	Monday; 10:00 - 01:30 Tuesday; 10:00 - 01:30 Wednesday; 10:00 - 01:30 Thursday; 10:00 - 01:30 Friday; 10:00 - 01:30 Sunday; 12:00 - 00:00
21/14479/LIPDPS	AMICI	Basement 187 Wardour Street London W1F 8ZB	Restaurant	Sunday; 12:00 - 23:00 Monday to Thursday; 11:00 - 00:00 Friday to Saturday; 11:00 - 00:30
21/07812/LIPDPS	Ceru	Ground Floor 10-11 D'Arblay Street London W1F 8DT	Restaurant	Monday to Sunday; 12:00 - 23:30
21/07838/LIPVM	Vasco Piero's Pavilion Restaurant	Ground Floor 10-11 D'Arblay Street London W1F 8DT	Restaurant	Monday; 12:00 - 23:30 Tuesday; 12:00 - 23:30 Wednesday; 12:00 - 23:30 Thursday; 12:00 - 23:30 Friday; 12:00 - 23:30 Saturday; 12:00 - 23:30 Sunday; 12:00 - 23:30
18/05695/LIPN	Not Recorded	Basement And Ground Floor 189 Wardour Street London W1F 8ZD	Restaurant	Saturday; 12:00 - 22:00 Sunday; 12:00 - 20:00 Monday to Wednesday; 12:00 - 22:00 Thursday to Friday; 12:00 - 23:00

21/14545/LIPCH	WeWork Great Chapel	Sheraton House 14 - 19 Great Chapel Street London W1F 8FW	Restaurant	Monday to Sunday; 00:00 - 00:00
21/12112/LIPV	Scarlett Green	Ground Floor 2 - 4 Noel Street London W1F 8GB	Cafe	Monday; 08:00 - 00:00 Tuesday; 08:00 - 00:00 Wednesday; 08:00 - 00:00 Thursday; 08:00 - 00:00 Friday; 08:00 - 00:30 Saturday; 08:00 - 00:30 Sunday; 08:00 - 23:00 Sundays before Bank Holidays; 08:00 - 00:30