



City of Westminster

# Licensing Sub-Committee Report

Item No:

Date:

13 July 2023

Licensing Ref No:

23/03022/LIPN - New Premises Licence

Title of Report:

The St Johns Wood General Store  
17 St John's Wood High Street  
London  
NW8 7NG

Report of:

Director of Public Protection and Licensing

Wards involved:

Regent's Park

Policy context:

City of Westminster Statement of Licensing Policy

Financial summary:

None

Report Author:

Karyn Abbott  
Senior Licensing Officer

Contact details

Telephone: 0207 641 6500  
Email: [kabbott@westminster.gov.uk](mailto:kabbott@westminster.gov.uk)

## 1. Application

1-A Applicant and premises			
<b>Application Type:</b>	New Premises Licence, Licensing Act 2003		
<b>Application received date:</b>	9 May 2023		
<b>Applicant:</b>	T42 Limited		
<b>Premises:</b>	The St Johns Wood General Store		
<b>Premises address:</b>	17 St John's Wood High Street London NW8 7NG	<b>Ward:</b>	Regents Park
		<b>Cumulative Impact Area:</b>	None
		<b>Special Consideration Zone:</b>	None
<b>Premises description:</b>	According to the application form, the applicant proposes to operate the premises as a general store.		
<b>Premises licence history:</b>	This is a new premises licence application and therefore no premises licence history exists.		
<b>Applicant submissions:</b>	<p>The applicant has proposed 13 conditions in their operating schedule. The Metropolitan Police proposed to amend a condition and this has been agreed by the applicant.</p> <p>These can be found in <b>Appendix 4</b>.</p> <p>The applicant has provided a summary of proposals, a letter to the interested parties and details about the premises, this can be found at <b>Appendix 2</b>.</p>		
<b>Applicant amendments:</b>	None		

1-B Proposed licensable activities and hours							
<b>Sale by retail of alcohol</b>				<b>On or off sales or both:</b>			Off
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	08:00	08:00	08:00	08:00	08:00	08:00	09:00
<b>End:</b>	23:00	23:00	23:00	23:00	23:00	23:00	22:30
<b>Seasonal variations/ Non-standard timings:</b>			None				

Hours premises are open to the public							
<b>Day:</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Start:</b>	07:00	07:00	07:00	07:00	07:00	07:00	07:00
<b>End:</b>	23:00	23:00	23:00	23:00	23:00	23:00	23:00
<b>Seasonal variations/ Non-standard timings:</b>			None				
<b>Adult Entertainment:</b>			None				

## 2. Representations

2-A Responsible Authorities	
<b>Responsible Authority:</b>	Metropolitan Police Service
<b>Representative:</b>	PC Reaz Guerra
<b>Received:</b>	27 May 2023 ( <b>Withdrawn 23<sup>rd</sup> June 2023</b> )
<p><b>Application for a New Premises Licence</b> <b>23/03022/LIPN</b> <b>17 St John's Wood High Street, London, NW8 7NG</b></p> <p>With reference to the above applications, I am writing to inform you that the Metropolitan Police, as a Responsible Authority, are objecting to this application as it is our belief that if granted the application would undermine the Licensing Objectives. The premises are situated within the West End Cumulative Impact Area.</p> <p>There is insufficient detail contained within the operating schedule to promote the licensing objectives.</p> <p>It is for these reasons that we object to this application.</p> <p>I have seen the list of proposed conditions, please could your proposed condition 6 be amended to MC01 as below.</p> <p>MC01</p> <ul style="list-style-type: none"><li>(a) The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team.</li><li>(b) All entry and exit points will be covered enabling frontal identification of every person entering in any light condition.</li><li>(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.</li><li>(d) All recordings shall be stored for a minimum period of 31 days with date and time stamping.</li><li>(e) Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31-day period.</li></ul> <p><b>The above condition has been amended and agreed by the applicant and the Metropolitan Police have withdrawn their representation on the 23<sup>rd</sup> June 2023. This condition can be found at Appendix 4.</b></p>	
<b>Responsible Authority:</b>	Environmental Health Service
<b>Representative:</b>	Kudzaishe Mondhlani
<b>Received:</b>	31 May 2023
<p>I refer to the application for a new Premises Licence.</p> <p>This representation is based on the operating schedule and plans submitted drawing number 6392/01 dated 27/04/2023.</p> <p>The applicant is seeking to supply alcohol for consumption off the premises Monday to Saturday between 08:00 to 23:00 hours and Sundays between 09:00 to 22:30 hours.</p> <p>I wish to make the following representations in relation to the above application:</p>	

1. The supply of alcohol would have the likely effect of causing an increase in Public Nuisance the area and may also impact on Public Safety

The granting of this application as presented would have the likely effect of causing an increase in Public Nuisance and may also impact on Public Safety.

The applicant has provided additional information which is being considered and will be assessed upon a site visit. Additional Environmental Health conditions may be proposed to uphold the licensing objectives.

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

2-B Other Persons	
<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	6 June 2023
Cars will constantly drive up and depart until late every evening . Car doors will be slammed and engines started. There will be unnecessary revving of engines of flashy sports cars, screeching tires, insane loud music or amplified conversations on cell phones. All this will definitely disturb the piece.	
<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	6 June 2023
View is that application is inappropriate for a conservation area of special unique historical character"as over the hours of opening and alcohol sales.	
Fear that the availability of cheap alcohol late into the evening will ensure that people who have drunk too much continue drinking and hang around the high street creating, noise, disturbance and engaging in anti-social behaviour.	
<b>Name:</b>	[REDACTED]
<b>Address and/or Residents Association:</b>	[REDACTED] [REDACTED] [REDACTED]
<b>Received:</b>	6 June 2023
I object regarding public nuisance and disorder.	

### 3. Policy & Guidance

The following policies within the City Of Westminster Statement of Licensing Policy apply:

#### **Policy HRS1 applies**

- 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.
- 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:
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 night.
  9. The capacity of the premises.
  10. The type of use, recognising that some venues are more likely to impact the licensing objectives than others; for example, pubs and bars are higher risk than theatres, cinemas and other cultural and sporting venues due to the nature of the operation.
  11. The Licensing Authority will take into account the active measures proposed for a 'winding down' period including arrangements for people to be collected from the premises to travel home safely.
  12. Conditions on hours may be attached that require that the supply of alcohol for consumption on the premises ceases a suitable period of time before customers are required to leave the premises.
  13. The council, acting as the Licensing Authority, may reduce hours if, after review, it is necessary to impose conditions specifying shorter hours in order to promote the licensing objectives.
  14. Specific days for non-standard hours should be identified and justified as part of the application to allow responsible authorities and interested parties to evaluate the impact that these licensable activities may have, and to plan accordingly. The consideration of applications for later hours for Bank Holiday Mondays will take into account that later hours are generally granted for preceding Sundays and that the next day is a working day. Non-specific days

	<p>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 this application for each premises use type as defined within this policy are:</p> <p><b>11a. 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)</b>  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.</p> <p><b>11b. Shops (off-sales of alcohol where it forms either the ancillary or primary use of the premises)</b>  Monday to Saturday: 8am to 11pm.  Sunday: 9am to 10.30pm.</p>
<p><b>Policy SPH1 applies</b></p>	<p>A. Applications for a shop outside the West End Cumulative Impact Zone will generally be granted subject to:</p> <ol style="list-style-type: none"> <li>1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1.</li> <li>2. The hours for licensable activities are within the council's Core Hours Policy HRS1.</li> <li>3. The operation of any delivery services for alcohol meeting the council's Ancillary Alcohol and/or Latenight Refreshment Delivery Service Policy DEL1.</li> <li>4. The applicant having taken account of the Special Consideration Zone Policy SCZ1 if the premises are located within a designated zone.</li> <li>5. The application and operation of the venue meeting the definition of a shop in Clause C.</li> </ol> <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"> <li>1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1.</li> <li>2. The hours for licensable activities are within the council's Core Hours Policy HRS1.</li> <li>3. The operation of any delivery services for alcohol meeting the council's Ancillary Alcohol and/or Latenight Refreshment Delivery Service Policy DEL1.</li> <li>4. The applicant having demonstrated that they will not add to cumulative impact within the Cumulative Impact Zone.</li> <li>5. The application and operation of the venue meeting the definition of a shop in Clause C.</li> </ol> <p>C. For the purposes of this policy:</p> <ol style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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.</li> </ol>

#### 4. Equality Implications

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

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

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

#### 5. Appendices

<b>Appendix 1</b>	Premises plans
<b>Appendix 2</b>	Applicant supporting documents
<b>Appendix 3</b>	Premises history
<b>Appendix 4</b>	Proposed conditions
<b>Appendix 5</b>	Residential map and list of premises in the vicinity

<b>Report author:</b>	Karyn Abbott Senior Licensing Officer
<b>Contact:</b>	Telephone: 0207 641 6500 Email: kabbott@westminster.gov.uk

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

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

<b>1</b>	Licensing Act 2003	N/A
<b>2</b>	City of Westminster Statement of Licensing Policy	October 2021
<b>3</b>	Amended Guidance issued under section 182 of the Licensing Act 2003	December 2022
<b>4</b>	Metropolitan Police Service <b>(Withdrawn 23 June 2023)</b>	27 May 2023
<b>5</b>	Environmental Health Service	31 May 2023
<b>6</b>	Representation 1	6 July 2023
<b>7</b>	Representation 2	6 July 2023
<b>8</b>	Representation 3	6 July 2023

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**Mr. Raj Sarna**  
The General Store  
1718 Avenue 10th St.  
Ave 10th  
Dallas, TX 75244

6392/01

**Licensing Plan**

Project No: 6392/01  
Client: Mr. Raj Sarna  
Date: 11/18/2020

Project Name: Licensing Plan  
Project Location: 1718 Avenue 10th St.  
Dallas, TX 75244

Sheet No: 1  
Scale: 1/8" = 1'-0"

Client Name: The General Store

1	8 WATT MAINTAINED LUMINAIRE
2	8 WATT MAINTAINED FIRE EXIT LUMINAIRE
3	NON MAINTAINED 8 WATT LUMINAIRE
4	FIRE EXTINGUISHER CO2
5	FIRE EXTINGUISHER FOAM
6	FIRE BLANKET
7	30 MIN PROTECTION FIRE DOOR TO FULLY COMPLY WITH BS 58
8	90 MIN PROTECTION FIRE DOOR TO FULLY COMPLY WITH BS 58
9	HEAT RATE RISE DETECTOR
10	SMOKE DETECTOR
11	CALL POINT
12	SONDERS
13	FUSED HEAT RATE RISE DETECTOR
14	AREA OF LEGISLABLE ACTIVITY

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**Thomas & Thomas**  
Partners LLP

**The St. John's Wood General Store  
17 St. John's Wood High Street  
London NW8 7NG**

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**SUMMARY OF PROPOSALS**

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**THOMAS & THOMAS PARTNERS LLP  
38A MONMOUTH STREET  
LONDON  
WC2H 9EP**

**Reference: AT/T42.1.1  
Solicitors for the Applicant**

## Introduction

1. Raj Bathia founded “The General Store”<sup>1</sup> in 2001, via his company T42 Limited (the “Applicant”), to bring high-quality produce from around the world to the people of London.
2. The concept was a great success – they have since expanded to three stores across London: a flagship in Battersea Power Station, and two further stores in Queenstown Road, Battersea and Pavillion Road, Chelsea. Mr. Bathia remains the sole shareholder, director and CEO. A presentation document giving a flavour of the business is attached.
3. The concept is “*your global local store*”, bringing speciality produce close to people’s homes, in residential areas – in a friendly, boutique environment, with superb customer service, a world away from the usual supermarket experience. Local residents are also offered the convenience of prompt grocery delivery.

4. In the words of Mr. Bathia:

*“We are able to supply one of the widest ranges of products to be found in the capital, coupled with friendly local service. You can come in for a barista coffee, do your shopping here or have it delivered. Whether you want a freshly made sandwich from our continental deli, a bottle of fine wine or simply your weekly food shop, we have everything you need.”<sup>2</sup>*

5. This has helped Mr. Bathia build up a loyal base of discerning customers across Battersea and Chelsea over the last 20 years, all of whom value The General Store’s unique offering. He now hopes to do the same for the people of St. John’s Wood.

## The Application

6. The premises are located at 17 St. John’s Wood High Street, outside any cumulative impact area or special consideration zone.
7. The application is to authorise “off” sales of alcohol only. As one would expect for a grocery store, there will be no in-store consumption of alcohol under any circumstances.
8. Alcohol will also only be an ancillary part of the store’s overall premium offering, which will cover a broad range of produce - from speciality breads to fresh fruit and vegetables, to chocolates and confectionary and beauty products, and much in between.
9. The hours applied for are fully aligned to the Core Hours recommended for shops in the Council’s policy: 08:00 to 23:00 Monday – Saturday, and 09:00 to 22:30 on Sunday.<sup>3</sup>

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<sup>1</sup> See <https://thegeneral.store/>

<sup>2</sup> See page 3 of the presentation.

<sup>3</sup> See policy HRS1.C.10b

#### The Responsible Authorities

10. A condition regarding CCTV was agreed with the police, after which they were happy to withdraw their representation. The EHO has not proposed any additional conditions as of today.

#### Interested Parties

11. Three interested parties expressed concerns – somewhat surprisingly - about *“revving of engines of flashy sports cars, screeching tires, insane loud music”, “public nuisance and disorder”* and that *“the availability of cheap alcohol late into the evening will ensure that people who have drunk too much continue drinking and hang around the high street creating, noise, disturbance and engaging in anti-social behaviour.”*
12. As these concerns seemed to stem from a serious misunderstanding of The General Store’s business, the Applicant shared an explanatory letter,<sup>4</sup> seeking to reassure about what was proposed, and offering to answer any questions. No response has been received, however.
13. As set out in the letter, the Applicant wishes to emphasise that the kind of issues described here are completely contrary to The General Store’s concept and manner of business. Mr. Bathia plans to bring premium quality produce to local people: families; professionals; discerning locals, young and old. *“Cheap alcohol”* (and associated street drinking) could not be further from what is proposed.

#### Policy

##### Shops policy SHP1

14. SHP1 provides:

*“A. Applications for a shop outside the West End Cumulative Impact Zone will generally be granted 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 taken account of the Special Consideration Zone Policy SCZ1 if the premises are located within a designated zone.*
- 5. The application and operation of the venue meeting the definition of a shop in Clause C.”*

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<sup>4</sup> A copy of this letter is enclosed.

15. These requirements are all met here. The General Store meets the definition of a “shop”, the hours are within core and a comprehensive set of model conditions is proposed to safeguard all four licensing objectives – including as to CCTV, a proof of age scheme, timing of deliveries and waste and restrictions on super-strength beer, lager and cider.

16. But these conditions are simply belts-and-braces for what is already an extremely low-risk proposal: the premium, family-friendly nature of the shop will in and of itself safeguard the licensing objectives. Indeed, the store (if allowed to open) will actively improve public safety in the area - and help to reduce crime - by activating the street frontage and providing a safe, welcoming space in the evening for people to drop into, with exceptionally well-trained staff always on hand.

*Ancillary Delivery of Alcohol and/or Late-Night Refreshment Policy DEL1*

17. DEL1 similarly provides that applications will “generally be granted”, and all the relevant requirements are met here: deliveries are only to take place within the same Core Hours, and will simply form an ancillary part of an overall grocery delivery service, offered for the convenience of local residents.

**Conclusion**

18. The policy notes that the Licensing Authority is “keen to support shops who wish to offer ancillary licensable activities to the main purpose of their shop”,<sup>5</sup> provided the shops are “operated in a way that will promote the licensing objectives and not impact residents”.<sup>6</sup>

19. This application could not be more squarely within this rhetoric. Mr. Bathia has decades of demonstrable experience providing the residents of Battersea and Chelsea with a unique, family-friendly service, with an exceptional team of staff. The St John’s Wood General Store will be no different.

Thomas & Thomas Partners  
July 2023

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<sup>5</sup> At F144.

<sup>6</sup> At F144.



Dear Neighbour

The City Council have been kind enough to pass on a copy of your representation to our licensing application and I have asked them to circulate a response to you as I don't have your direct email address but I hope you find it helpful nonetheless.

I think there has been some misunderstanding. I am pleased to say we are nothing like the type of use that you might envisage from the bare bones of the application. The [general store](#), as you will see in the preceding link and [here](#), was founded in 2001, very much to introduce to high-end speciality shop particularly in residential areas. As it stands, we have a flagship sort at Battersea Power Station, another store in Queenstown Road, Battersea and one in Pavillion Road, Chelsea.

One of our unique facets is that we offer local delivery for residents and many items are unobtainable elsewhere. Just some examples shown in the presentation.

There will be no cheap or discounted alcohol and no alcohol sold for consumption on the premises. It's very much an ancillary part of [our offer](#). Our licence conditions can be found [here](#).

I would be very happy to either meet you at our new site in St John's Wood, elsewhere or indeed online. I do hope that's possible so I can set your mind at rest and that you can enjoy our new store when it opens.

Please do let me know should you have any queries arising in the meantime. My email and mobile number are below.

With kind regards

Yours sincerely

Ray Bathia  
Owner

Tel: 07985 160 272

Email: [raj@thebatterseageneralstore.co.uk](mailto:raj@thebatterseageneralstore.co.uk)





## *Excellence in Retail*

General Store was founded in 2001 with a clear vision - to introduce high-end, speciality products to London. From our travels across the globe, together with our passion for food and drink, we discovered exceptional products we knew Londoners would love. Through ambition and dedication, we turned our vision into a promise. A promise to offer the finest produce from around the world and to provide excellent customer service as standard. This promise is now shared across our brands and drives us in everything we do.

From our headquarters in the new vibrant Battersea Power Station redevelopment, our dedicated team continues to explore international tastes and flavours as well as local markets and artisan products, ensuring we are at the forefront of retail intelligence. Our business has been built upon the foundation of honesty, integrity and knowledge. This is reflected in the long-standing relationships we share with our customers, the trust and admiration we receive from suppliers, and in our extraordinary team, which is formed of many different nationalities with a plethora of skills and expertise. Together, we are united in ensuring that the General Store is providing the quality, choice and service London deserves. As we evolve and expand, one thing will never change - our dedication to sourcing the very best, and to customer service excellence. We made a promise - to our customers, to our staff, and to London, and here at General Store, we keep our promises.

A handwritten signature in black ink, appearing to read 'Raj Bathia'.

*Raj Bathia*  
CEO



## Luxury Grocer

*We were the first retailer to open for business at Circus West Village, the retail hub of the vibrant Battersea Power Station redevelopment site. From its stylish décor and accomplished staff, The Battersea General Store offers a unique shopping experience. We offer a vast range of exquisite foods from all around the world, while also celebrating local craft produce.*

"We are your global local store," says owner Raj Bathia. "We are able to supply one of the widest ranges of products to be found in the capital, coupled with friendly local service. You can come in for a barista coffee, do your shopping here or have it delivered. Whether you want a freshly made sandwich from our continental deli, a bottle of fine wine or simply your weekly food shop, we have everything you need." The 6,500 square foot Battersea General Store offers local delivery for residents and many items which are unavailable elsewhere in London: cookies from Nantucket, vodkas from France and Hong Kong, award-winning Burrata from Italy and a wide selection of teas from around the world.

"Should you be able to name something we haven't got, we will do everything we can to get it for you," promises Raj Bathia.

Whether you are shopping for a bottle of milk or a bottle of Dom Perignon, The Battersea General Store will have the everyday items you need and the exceptional products you want.



A great selection of fruit & Veg

freshly baked produce on site every day



Delicious sandwiches and snacks available







A wide variety of artisan products



Your favourite coffee served with a smile



We stock a wide range of beverages for any occasion

Cooking ingredients to spice up your meal



We have a wonderful hamper gift fillers





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 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.
- 5(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.
- 5(ii) For the purposes of the condition set out in paragraph 5(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.

5(iii). Where the permitted price given by Paragraph 5(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.

5(iv). (1) Sub-paragraph 5(iv)(2) below applies where the permitted price given by Paragraph 5(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**

6. All sales of alcohol for consumption off the premises shall be in sealed containers only and shall not be consumed on the premises.

7. Notices shall be prominently displayed within the premises requesting patrons to respect the needs of local residents and leave the local area quietly.

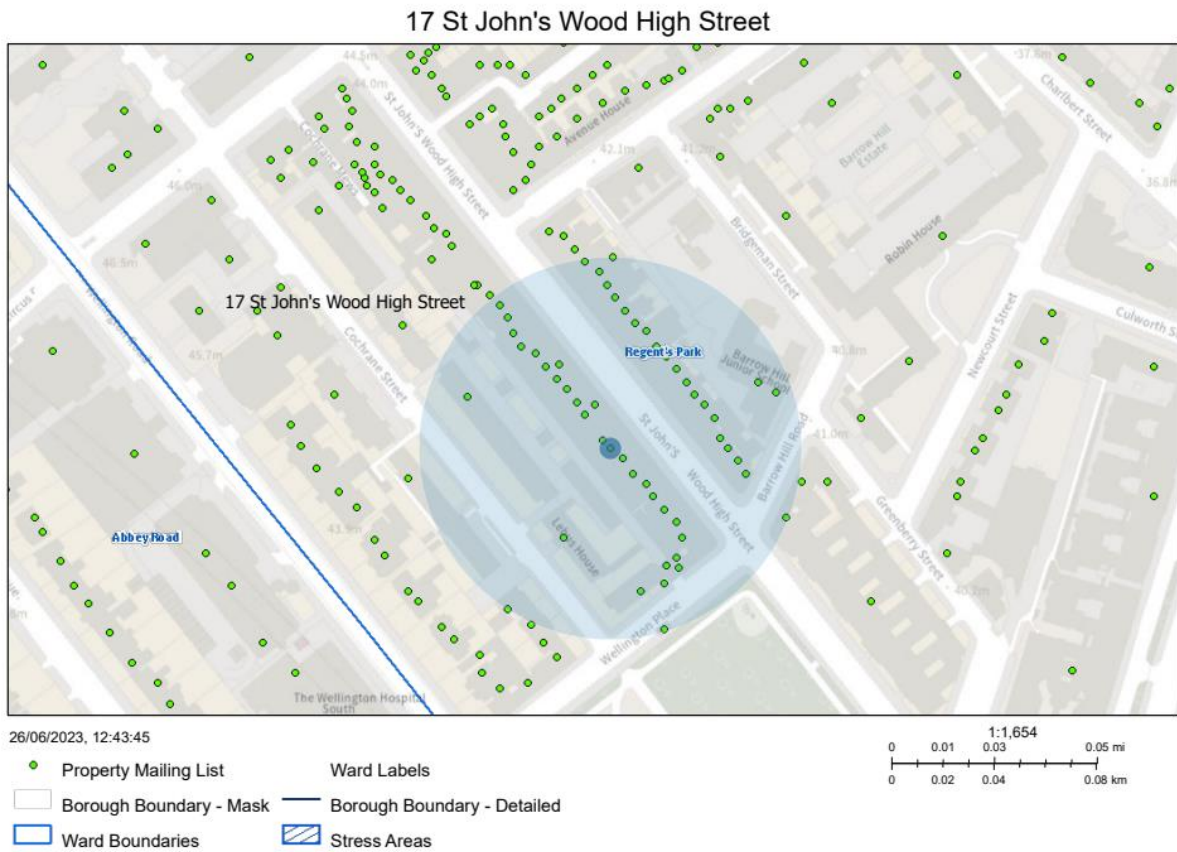
8. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.

9. No waste or recyclable materials, including bottles, shall be moved, removed or placed in outside areas between 23:00 hours and 07:00 hours on the day following.
10. No deliveries shall be made to the premises between 23:00 hours and 07:00 hours.

**Condition 11 amended by the police and agreed by the applicant to form part of the operating schedule.**

11.
  - (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.
12. 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 to the public. This staff member shall be able to show Police recent data or footage with the absolute minimum of delay when requested.
13. A record shall be kept detailing all refused sales of alcohol. The record should include the date and time of the refused sale and the name of the member of staff who refused the sale. 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.
14. No super-strength beer, lager or ciders above 5.5% ABV (alcohol by volume) shall be sold at the premises save for premium beer or ciders in glass bottles.
15. 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.
16. There shall be no self-selection of spirits on the premises, save for spirit mixtures less than 5.5% ABV.
17. A Challenge 21 or 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.
18. 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.

**Conditions proposed by the Environmental Health**  
None



Resident Count = 216

Licensed premises within 75 metres of 17 St John's Wood High Street, London				
Licence Number	Trading Name	Address	Premises Type	Time Period
20/07410/LIPN	Rococo Chocolates	Ground Floor 27 St John's Wood High Street London NW8 7NH	Shop	Sunday; 10:00 - 19:00   Monday to Tuesday; 10:00 - 19:00   Wednesday to Saturday; 10:00 - 20:00
15/07993/LIPD	Sahara Restaurant	7 St John's Wood High Street London NW8 7NG	Restaurant	Sunday; 12:00 - 00:00   Monday to Saturday; 10:00 - 00:30
22/03569/LIPN	Not Recorded	29A St John's Wood High Street London NW8 7NJ	Restaurant	Sunday; 09:00 - 00:30   Monday to Saturday; 09:00 - 01:00
21/09784/LIPT	Harry Morgan Restaurant	29 - 31 St John's Wood High Street London NW8 7NH	Restaurant	Sunday; 09:00 - 00:30   Monday to Saturday; 09:00 - 01:00
22/05559/LIPN	Cinder	Basement And Ground Floor 5 St	Not Recorded	Sunday; 12:00 - 22:30   Monday to

		John's Wood High Street London NW8 7NG		Thursday; 10:00 - 23:30   Friday to Saturday; 10:00 - 00:00
12/09175/LIPDPS	Fego Caffè	64 St John's Wood High Street London NW8 7SH	Restaurant	Sunday; 12:00 - 00:00   Monday to Saturday; 10:00 - 00:30
22/08313/LIPDPS	Soutine	60 St John's Wood High Street London NW8 7SH	Restaurant	Sunday; 08:00 - 00:00   Monday to Saturday; 07:00 - 00:30