



City of Westminster

Licensing Sub-Committee Report

Item No:

Date:

17 August 2023

Licensing Ref No:

23/02872/LIPV - Premises Licence Variation

Title of Report:

Reign
215 - 217 Piccadilly
London
W1J 9HN

Report of:

Director of Public Protection and Licensing

Wards involved:

St James's

Policy context:

City of Westminster Statement of Licensing Policy

Financial summary:

None

Report Author:

Karyn Abbott
Senior Licensing Officer

Contact details

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1. Application

1-A Applicant and premises			
Application Type:	Variation of a Premises Licence, Licensing Act 2003		
Application received date:	2 May 2023		
Applicant:	Strongarm Holdings Limited		
Premises:	Reign		
Premises address:	215 - 217 Piccadilly London W1J 9HN	Ward:	St James's
		Cumulative Impact Area:	None
		Special Consideration Zone:	West End Buffer
Premises description:	The premises currently operate as a Night club.		
Variation description:	<p>On the 13 January 2022 the Licensing Sub Committee granted a time limited extension of hours for Saturdays under reference 21/08184/LIPV. The extension of hours was imposed to 17 August 2023.</p> <p>This variation application seeks to permit the following:</p> <p>To extended hours on an ongoing basis (the same hours as previously granted on the time limited basis to 17th August 2023), with the same conditions previously granted.</p> <p>a) extend terminal hour for Saturday trade for existing licensable activities to 6am (alcohol sales and Late night refreshment to 5am)</p> <p>b) Add new conditions:</p> <p>1.) A premises dispersal policy shall in force at the premises and a copy be made readily available at the premises for inspection by a police officer and/or an authorised officer of Westminster City Council.</p> <p>2).On Saturday trade there shall be a designated welfare officer appointed (separate to SIA functions) to monitor and address concerning behaviour and conduct of patrons within the premises and on dispersal.</p> <p>3) On Saturday trade there shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 03:00 on Sunday morning</p> <p>4).On Saturday trade there shall be at least 2 personal licence holders on duty at the premises.</p> <p>5) On Saturday trade from 2 a.m. until 30 minutes after closure of the premises the security deployment shall specifically include:</p> <p>a) supervision of the egress of customers from the club and entry into a taxi or private hire vehicles by a member of management and a Security Industry Authority licensed officer</p> <p>b) patrol of patrons between the premises and the entrance to Piccadilly Circus Station by one Security Industry Authority licensed officer. The said officers shall wear hi vis jackets and a</p>		

	<p>minimum of 2 body worn cameras shall be in use.</p> <p>6) Vary condition 55 so as to remove Saturday trade from condition 55 (previously suspended for Saturdays) so it would read "On Sunday to Friday trade there shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 02:30 or such time as agreed in writing by the Westminster Police Licensing Unit (and a copy of any agreement to be held at reception). "</p> <p>- The licence hours Sun-Fri shall remain as existing- no change</p>
Premises licence history:	<p>The premises has had the benefit of a premises licence since 2005.</p> <p>The current time limited premises licence (22/11722/LIPRW) which is valid until 17 August 2023 can be viewed at Appendix 1 of this report.</p> <p>A full licence and Temporary Event Notice History for the premises appears at Appendix 3.</p>
Applicant submissions:	The applicant has made submissions addressing the SCZ1 policy and a letter with an overview of the premises which appear at Appendix 2
Applicant amendments:	None

1-B Current and proposed licensable activities, areas and hours						
Regulated Entertainment						
Performance of Dance						
	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
Monday	10:00	04:00	No Change		Ground Floor, Lower Level 1, Lower Level 2	No Change
Tuesday	10:00	04:00				
Wednesday	10:00	04:00				
Thursday	10:00	04:00				
Friday	10:00	04:00				
Saturday	10:00	06:00	10:00	06:00		
Sunday	10:00	04:00	No Change			
Seasonal Variations/ Non-standard timings:	Current:				Proposed:	
	None				No Change	

Live Music						
	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
Monday	10:00	03:00	No Change		Ground Floor, Lower Level 1, Lower Level 2	No Change
Tuesday	10:00	03:00				
Wednesday	10:00	03:00				
Thursday	10:00	03:00				
Friday	10:00	03:00				
Saturday	10:00	06:00	10:00	06:00		
Sunday	10:00	03:00	No Change			
Seasonal variations/ Non-standard timings:	Current:				Proposed:	
	None				No Change	

Recorded Music						
	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
Monday	10:00	04:00	No Change		Ground Floor, Lower Level 1, Lower Level 2	No Change
Tuesday	10:00	04:00				
Wednesday	10:00	04:00				
Thursday	10:00	04:00				
Friday	10:00	04:00				
Saturday	10:00	06:00	10:00	06:00		
Sunday	10:00	04:00	No Change			
Seasonal variations/ Non-standard timings:	Current:				Proposed:	
	None				No Change	

Anything of a similar description to Live Music, Recorded Music or Performance of Dance						
	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
Monday	10:00	04:00	No Change		Ground Floor, Lower Level 1, Lower Level 2	No Change
Tuesday	10:00	04:00				
Wednesday	10:00	04:00				
Thursday	10:00	04:00				
Friday	10:00	04:00				
Saturday	10:00	06:00	10:00	06:00		
Sunday	10:00	04:00	No Change			
Seasonal variations/ Non-standard timings:	Current:				Proposed:	
	None				No Change	

Late night refreshment						
Indoors, outdoors or both			Current :		Proposed:	
			Indoors		No Change	
	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
Monday	23:00	04:00	No Change		Ground Floor, Lower Level 1, Lower Level 2	No Change
Tuesday	23:00	04:00				
Wednesday	23:00	04:00				
Thursday	23:00	04:00				
Friday	23:00	04:00				
Saturday	23:00	05:00	23:00	05:00		
Sunday	23:00	04:00	No Change			
Seasonal variations/ Non-standard timings:		Current:			Proposed:	
		None			No Change	

Sale by Retail of Alcohol						
On or off sales			Current :		Proposed:	
			On		No Change	
	Current Hours		Proposed Hours		Licensable Area	
	Start:	End:	Start:	End:	Current:	Proposed:
Monday	10:00	03:00	No Change		Ground Floor, Lower Level 1, Lower Level 2	No Change
Tuesday	10:00	03:00				
Wednesday	10:00	03:00				
Thursday	10:00	03:00				
Friday	10:00	03:00				
Saturday	10:00	05:00	10:00	05:00		
Sunday	10:00	03:00	No Change			
Seasonal variations/ Non-standard timings:		Current:			Proposed:	
		None			No Change	

Hours premises are open to the public						
	Current Hours		Proposed Hours		Premises Area	
	Start:	End:	Start:	End:	Current:	Proposed:
Monday	09:00	04:00	No Change		Ground Floor, Lower Level 1, Lower Level 2	No Change
Tuesday	09:00	04:00				
Wednesday	09:00	04:00				
Thursday	09:00	04:00				
Friday	09:00	04:00				
Saturday	09:00	06:00	09:00	06:00		
Sunday	09:00	04:00	No Change			
Seasonal variations/ Non-standard timings:		Current:			Proposed:	
		None			No Change	

1-C Layout alteration
No change of layout is proposed

1-D Conditions being added
Proposed Conditions
1. A premises dispersal policy shall in force at the premises and a copy be made readily available at the premises for inspection by a police officer and/or an authorised officer of Westminster City Council.
2. On Saturday trade there shall be a designated welfare officer appointed (separate to SIA functions) to monitor and address concerning behaviour and conduct of patrons within the premises and on dispersal.
3. On Saturday trade there shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 03:00 on Sunday morning.
4. On Saturday trade there shall be at least 2 personal licence holders on duty at the premises.
5. On Saturday trade from 2 a.m. until 30 minutes after closure of the premises the security deployment shall specifically include: a) supervision of the egress of customers from the club and entry into a taxi or private hire vehicles by a member of management and a Security Industry Authority licensed officer b) patrol of patrons between the premises and the entrance to Piccadilly Circus Station by one Security Industry Authority licensed officer. The said officers shall wear hi vis jackets and a minimum of 2 body worn cameras shall be in use.

Conditions being varied		
Condition	Proposed variation	
55. There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 02:30 or such time as agreed in writing by the Westminster Police Licensing Unit (and a copy of any agreement to be held at reception). (This Condition is suspended on Saturdays until 17th August 2023)	On Sunday to Friday trade there shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 02:30 or such time as agreed in writing by the Westminster Police Licensing Unit (and a copy of any agreement to be held at reception).	
Adult entertainment:	Current position:	Proposed position:
	None	No Change

2. Representations

2-A Responsible Authorities	
Responsible Authority:	Metropolitan Police Service
Representative:	PC Adam Deweltz
Received:	24 May 2023
<p>I refer to the above-mentioned application for a variation to the current premises licence 22/11722/LIPRW.</p> <p>Following consideration of the application and how it may affect the Licensing Objectives, I wish to make the following representation:</p> <p>Licensable activities are likely to undermine the following licensing objective:</p> <ul style="list-style-type: none"> • The Prevention of Crime and Disorder. <p>The licensed premises is situated within Westminster's Special Consideration Zone (West End Buffer SCZ) and borders Westminster's Cumulative Impact Area. Therefore, there is a concern regarding customers drinking alcohol for a longer period, becoming intoxicated and then potentially being victims of robbery, theft and anti-social behaviour, which is prevalent in this area. Whilst the current premises licence allows for the trading of later hours, it was granted on a time limited basis. This new application seeks to have an extension of hours for licensable activity in perpetuity.</p> <p>The Metropolitan Police have provided Crime Stats which can be found at Appendix 3.</p>	

3. Policy & Guidance

The following policies within the City Of Westminster Statement of Licensing Policy apply:	
Policy SCZ1 applies	<p>A. In addition to meeting the other policies within this statement, applications within a designated Special Consideration Zone should demonstrate that they have taken account of the issues particular to the Zone, in question as identified within the 2020 Cumulative Impact Assessment, and should set out any proposed mitigation measures in relation to those issues within their operating schedule.</p> <p>B. For the purpose of Clause A, the designated Special Consideration Zones are:</p> <ul style="list-style-type: none"> • West End Buffer. • Queensway/Bayswater. • Edgware Road. • East Covent Garden. • Mayfair. • Victoria.
Policy HRS1 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 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 are expected to be covered by Temporary Event Notices or variation applications.

6. Pubs and bars, Fast Food and Music and Dance venues

Monday to Thursday: 10am to 11.30pm.

Friday and Saturday: 10am to Midnight.

Sunday: Midday to 10.30pm.

Sundays immediately prior to a bank holiday: Midday to Midnight.

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.

E. For the purposes of this policy, 'premises uses' are defined within

	<p>the relevant premises use policies within this statement. Note: The core hours are for all licensable activities but if an application includes late night refreshment then the starting time for that licensable activity will be 11pm.</p>
<p>Policy MD1 applies</p>	<p>A. Applications outside the West End Cumulative Zone will generally be granted 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 being within the council's Core Hours Policy HRS1. 3. The operation of any delivery services for alcohol and/or latenight refreshment meeting the council's Ancillary Delivery of Alcohol and/or Late-Night Refreshment Policy DEL1. 4. The applicant has 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 meet the definition of a music and dance premises or similar entertainment in Clause D. <p>B. It is the Licensing Authority's policy to refuse applications within the West End Cumulative Impact Zone other than:</p> <ol style="list-style-type: none"> 1. Applications to vary the existing licence hours within the council's Core Hours Policy HRS1, and/or, 2. Applications that seek to vary the existing licence so as to reduce the overall capacity of the premises. <p>C. The applications referred to in Clause B1 and B2 will generally be granted subject to:</p> <ol style="list-style-type: none"> 1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1. 2. The operation of any delivery services for alcohol and/or latenight refreshment meeting the Council's Ancillary Delivery of Alcohol and/or Late-Night Refreshment Policy DEL1. 3. The application and operation of the venue continuing to meet the definition of a music and dance premises in Clause D. <p>D. For the purposes of this policy a music and dance premises is defined as a premises whereby the primary purpose of the venue is to:</p> <ol style="list-style-type: none"> 1. Provide regulated entertainment in the form of music, either in the form of live performances or recorded, to customers. 2. Provide regulated entertainment in the form of music, either as live performances or recorded, and provide facilities for the provision of dance. 3. The sale by retail of alcohol may be provided as either a considerable element of the operation of the premises or ancillary to the provision of regulated entertainment. <ol style="list-style-type: none"> a. Examples of venues that would fall within this policy are night clubs or bars that provide music and dancing. b. De-regulated entertainment (as set out in the glossary will not be subject to this policy).

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	Current Premises Licence 22/11722/LIPRW
Appendix 2	Applicant supporting documents
Appendix 3	Police Additional Submissions
Appendix 4	Premises history
Appendix 5	Proposed conditions
Appendix 6	Residential map and list of premises in the vicinity

Report author:	Karyn Abbott Senior Licensing Officer
Contact:	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

1	Licensing Act 2003	N/A
2	City of Westminster Statement of Licensing Policy	October 2021
3	Amended Guidance issued under section 182 of the Licensing Act 2003	December 2022
4	Metropolitan Police Service	24 May 2023



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

Schedule 12
Part A

WARD: St James's
UPRN: 010033541003

Premises licence

Regulation 33, 34

Premises licence number:

22/11722/LIPRW

Original Reference:

05/10670/LIPN

Part 1 – Premises details

Postal address of premises:

Reign
215 - 217 Piccadilly
London
W1J 9HN

Telephone Number: Not Supplied

Where the licence is time limited, the dates:

valid until 17th August 2023

Licensable activities authorised by the licence:

Performance of Dance
Performance of Live Music
Playing of Recorded Music
Anything of a similar description to Live Music, Recorded Music or Performance of Dance
Late Night Refreshment
Sale by Retail of Alcohol

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

Performance of Dance

Sunday to Friday: 10:00 to 04:00
Saturday: 10:00 to 06:00

Performance of Live Music

Sunday to Friday: 10:00 to 03:00
Saturday: 10:00 to 06:00

Playing of Recorded Music

Sunday to Friday: 10:00 to 04:00
Saturday: 10:00 to 06:00

Anything of a similar description to Live Music, Recorded Music or Performance of Dance

Sunday to Friday: 10:00 to 04:00
Saturday: 10:00 to 06:00

Late Night Refreshment

Sunday to Friday: 23:00 to 04:00
Saturday: 23:00 to 05:00

Sale by Retail of Alcohol	
Sunday to Friday:	10:00 to 03:00
Saturday:	10:00 to 05:00

The opening hours of the premises:	
Sunday to Friday:	09:00 to 04:00
Saturday:	09:00 to 06:00

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

Alcohol is supplied for consumption on the Premises.

Part 2

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

Strongarm Holdings Limited
Fifth Floor
19 Berkeley Street
London
W1J 8ED

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

10552484

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

Name: Yves Saint-francois Mangan Ekeidi

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: 17/00556/LAPER
Licensing Authority: London Borough of Bromley

Date: 07 December 2022



Signed:

This licence has been authorised by Ms Roxsana Haq 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

None

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

10. From 21:00 until 30 minutes after close of business, a minimum of 2 SIA licensed door staff to be stationed at the entrance on Piccadilly whose tasks will include:
 - Reminding customers that this is a residential area and to respect the needs of neighbours
 - To maintain an orderly queue where necessary
 - To ask customers leaving the premises to do so quickly and quietly.
11. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
12. The number of persons accommodated at any one time (excluding staff) shall not exceed the following:
Mezzanine- 140 persons;
Basement Auditorium - 300 persons.
Maximum capacity of 400 persons on the premises at any one time.
A minimum of 50 seats will be provided in the mezzanine area and a minimum of 250 seats will be provided in the basement auditorium.
13. 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.
14. 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.
15. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
16. After 23.00hrs all security employed at the premises shall wear high viz jackets or tabards.
17. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall not be permitted to take drinks or glass containers with them.

18. In the event that a serious assault is committed on the premises (or appears to have been committed) the management will immediately ensure that:
 - (a) The Police (and where appropriate, the London Ambulance Service) are called without delay, using emergency telephone number 999;
 - (b) All measures that are reasonably practicable are taken to apprehend any suspects pending the arrival of the Police;
 - (c) As is reasonably practicable, the crime scene is preserved so as to enable a full forensic investigation to be carried out by the Police; and
 - (d) Such other measures are taken (as appropriate) to fully protect the safety of all persons present on the premises." 'Serious assault' includes (but is not limited to) any assault in which emergency medical treatment is required and any assault in which a weapon is used.
19. No children under the age of 16 shall be permitted on the premises after 21:00 hours.
20. No children under the age of 14 shall be admitted on the premises.
21. 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.
22. The highway in the vicinity of the premises shall be swept at regular intervals and also at the close of business. Litter and sweepings collected shall be stored in accordance with the approved refuse storage arrangement.
23. No unauthorised advertisements of any kind shall be inscribed or affixed upon the surface of the highway, or upon any building, structure, works, street furniture, tree or any other property, or is distributed to the public, that advertises or promotes the establishment, its premises or any of its events, facilities, goods and services.
24. No payment shall be made by or on behalf of the premises for distribution of flyers or tickets within public areas in the Licensing District of Westminster.
25. A daily log is to be maintained to ensure that any capacity limit set for the various floors and the overall capacity of the premises is recorded hourly and can be properly monitored. Information regarding the capacity will be given to an authorised officer or Police Officer on request.
26. Alcohol may not be sold or supplied to persons admitted after 23:00 other than to:
 - (a) Persons taking a table meal; or
 - (b) Persons who have paid a minimum admission fee of at least £20 for performance based entertainment (not to be credited against consumables)
 - (c) Persons who have paid a minimum annual membership fee of at least £450 payable in advance for music, dancing and entertainment (not to be credited against consumables) and up to a maximum of 4 bona fide guests. A list of all people who have paid an annual membership fee and their guests will be held at reception for inspection by relevant authority; or
 - (d) Persons given free membership and their bona fide guests where there has been an interval of at least 48 hours between application for membership. A list of all persons who have free membership will be held at reception for inspection by the relevant authority; or
 - (e) Persons who are bona fide guests of the license holder or management, a list of whom shall be kept at reception for inspection by the relevant authorities; or
 - (f) Artistes and persons employed by the premises; or
 - (g) persons attending at private function; the function organiser's name and address to be kept at reception for inspection by the relevant authorities.

27. Substantial food and non-intoxicating beverages, including water, shall be available throughout the permitted hours in all parts of the premises where intoxicating liquor is sold and supplied for consumption on the premises.
28. The sale and consumption of alcohol must be ancillary to the use of the premises for patrons attending performance-based entertainment.
29. No payment shall be made by or on behalf of the licensees to any persons bringing customers into the premises.
30. A noise limiter located in a separate and remote lockable cabinet from the volume control must be fitted to the musical amplification system set at a level determined by and to the satisfaction of an authorised officer of the Environmental Health Service's Community Protection Department so as to ensure that no noise nuisance is caused to local residents or businesses. The operational panel of the noise limiter shall then be secured to the satisfaction of officers from the Environmental Health Service. The keys securing the noise limiter cabinet shall be held by the applicant only and shall not be accessed by any other person. The limiter shall not be altered without prior agreement with the Environmental Health Service.
31. No alteration or modification to any existing sound system(s) should be effected without prior knowledge of an authorised Officer of the Environmental Health Service.
32. Any additional sound generating equipment shall not be used on the premises without being routed through the sound limiter device.
33. All entrance doors to be kept closed except for people's immediate access and egress.
34. No speakers shall be located in the entrance area.
35. All refuse will be paid, properly presented and placed on the street 30 minutes before any agreed collection time. Every endeavour will be made to prevent refuse being left on the street for more than 2.5 hours.
36. No bottles will be moved, removed or placed in outside areas between 23:00 and 08:00.
37. No persons shall give at the premises any exhibition, demonstration or performance of hypnotism, mesmerism or any similar act or process which produces or is intended to produce in any other person any form of induced sleep or trance in which susceptibility of the mind of that person to suggestion or direction is increased or intended to be increased.

NOTE: This rule does not apply to exhibitions given under the provisions of Section 2(1A) and 5 of the Hypnotism Act 1952.

38. The approved arrangements at the premises, including means of escape provisions, fire warning and firefighting equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
39. The certificates listed below shall be submitted to the Licensing Authority annually:
 - (a) Any emergency lighting battery or system
 - (b) Any electrical installation
 - (c) Any fire alarm system.
40. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.

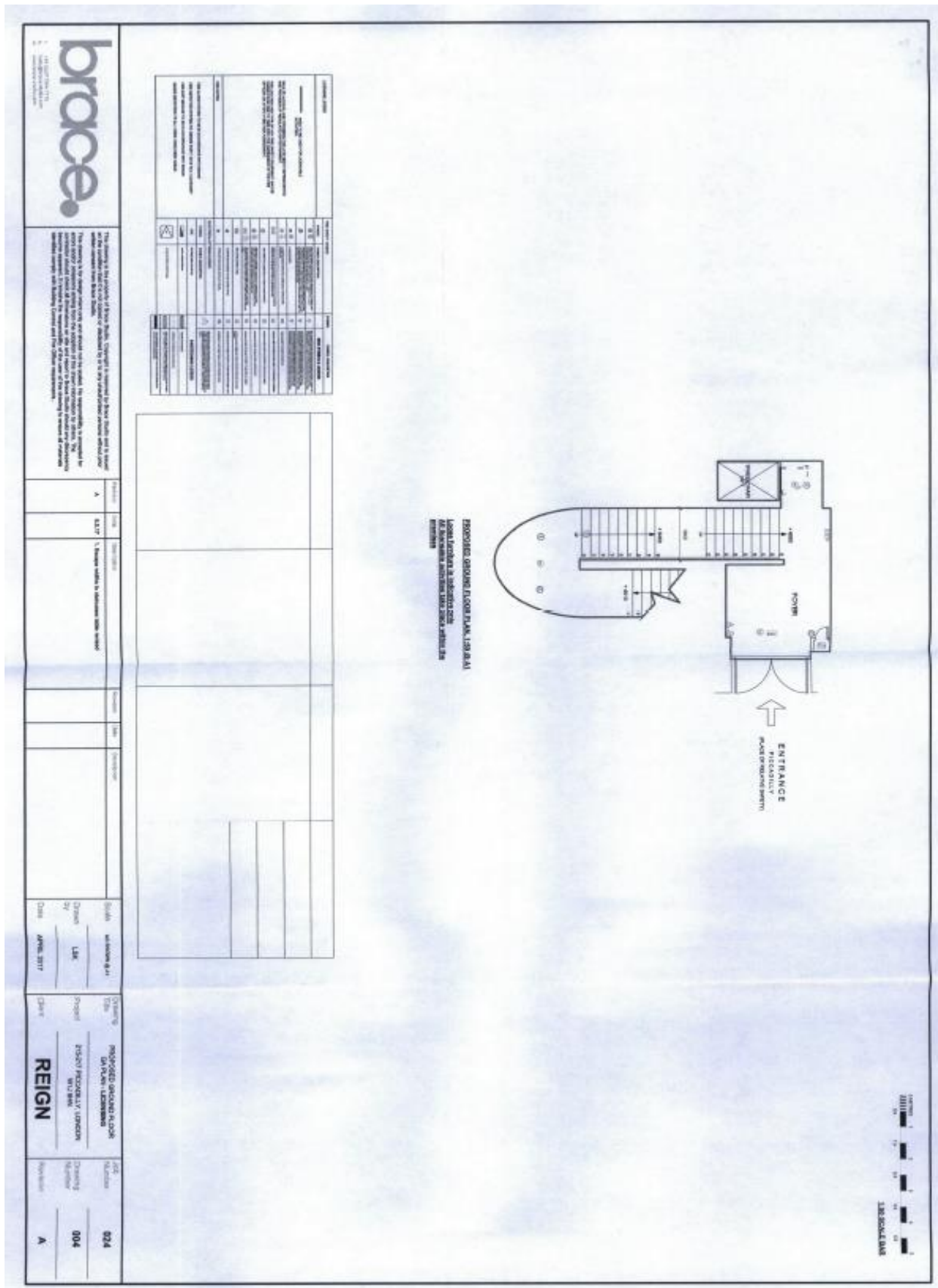
41. All exit doors shall be available at all times without the use of a key, code, card or similar means.
42. All fire doors shall be maintained effectively self-closing and not half open other than by an approved device.
43. Fire doors to ducts, service shafts and cupboards shall be kept locked shut.
44. The edges of the treads and steps and stairways shall be maintained so as to be conspicuous.
45. Only hanging, curtains, upholstery and temporary decorations, complying with the relevant British Standard shall be used. Where necessary these shall be periodically tested for flame resistance and re-treated as necessary.
46. Curtains and hangings shall be arranged so as not to obstruct fire safety signs, fire extinguishers or other firefighting equipment.
47. Staff with specific responsibilities in the vent of fire or other emergency, together with deputies, shall receive training and written instruction appropriate to their role.
48. Any special effects or mechanical installations shall be arranged and sorted so as to minimise any risk to the safety of those using the premises. The following special effects will only be used on 10 days prior notice being given to the Licensing Authority where consent has not previously been given:
 - dry ice and cryogenic fog
 - smoke machines and generators
 - pyrotechnics and fog generators
 - firearms
 - lasers
 - explosives and highly flammable substances
 - real flame
 - strobe lighting.
49. Flashing or particularly bright lights on or outside the premises will not be permitted to cause a nuisance to nearby properties (save insofar as they are necessary for the prevention or crime).
50. After 21:00, at least one Personal License Holder shall be on duty on the premises while alcohol is being sold or supplied.
51. A minimum of two SIA staff shall be deployed with Body Worn Video, capable of recording audio and video in any light condition. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31-day period.
52. There shall be an electronic search arch installed at the premises and every patron entering or re-entering the premises when in use under this licence (including from the smoking area) shall pass through the search arch with searching supplemented by the use of two functional metal detecting wands. Patrons shall be searched by an SIA-trained member of staff and monitored and recorded by the premises CCTV system.

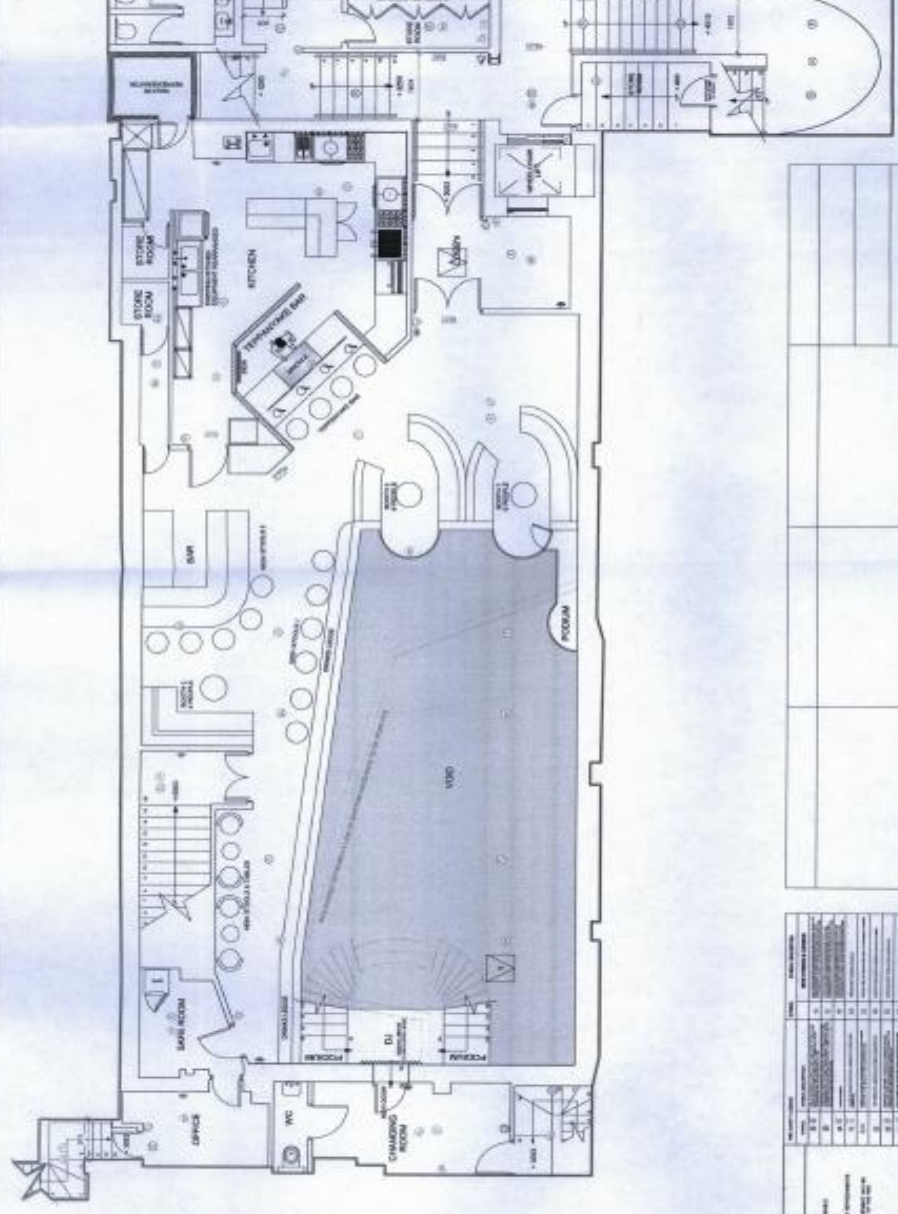
53. (a) All customers entering the premises shall have their ID scanned on entry, save for when a biometric scanning system is in place (when fingerprint scanning will be required for all customers who have previously shown identification at the premises). The details recorded shall include a live facial image capture of the customer and capture the photographic identification produced. The details recorded by the ID scanner system shall be made available to the Police and the local authority upon request.
- (b) The above requirement (a) is subject to the following exception, namely that a maximum number of 20 guests per night may be admitted at the Managers discretion without necessarily being ID scanned and recorded. A legible record (the Signing in Sheet) of these guests' names shall be retained on the premises for inspection by the licensing authority and Police for a period of 31 days. The name of manager authorising the admission will also be recorded by that manager. Guests shall be required to produce some form of ID such as a bank card (or emailed electronic photo I D) and an ID scan entry with a live photo shall be created.
- (c) Notwithstanding (a) and (b) above, patrons who are attending a pre-booked corporate event at the premises do not need to have their ID scanned on entry and instead a written guest list shall be held at reception for the event, and will be retained for 28 days after the event for inspection by the police and responsible authorities upon request.
54. All drinking containers used within the premises shall be polycarbonate. All glass bottles to be decanted into polycarbonate glassware or polycarbonate glassware carafes, with the exception of champagne and bottles of spirits of a minimum size of 70cl, supplied by waiter/waitress service to tables. Staff will clear all empty champagne and spirit bottles from the tables promptly. Customers will not be permitted to self-serve or remove bottles from the tables. Customers will not be permitted to drink directly from champagne or spirit bottles. Notwithstanding this condition, with the written agreement of the Westminster Police Licensing Team, a copy of which will be held at the premises reception, glass drinking vessels may be used for private or pre-booked events within the lounge/club area.
55. There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 02:30 or such time as agreed in writing by the Westminster Police Licensing Unit (and a copy of any agreement to be held at reception). (This Condition is suspended on Saturdays until 17th August 2023)
56. Risk reduction training inclusive of crime scene preservation shall be carried out by 2 February 2017 and refresher training every 6 months thereafter.
57. A minimum of one SIA licensed door supervisor to thirty-five customers shall be on duty at the premises whenever it is open for business.
58. Impartial unannounced compliance visits shall take place at the premises on a monthly basis. A written record of each visit shall be kept at the premises and produced for immediate inspection by a police officer or authorised officer of the licensing authority.
59. The premises shall provide a cloakroom and all coats and outdoor jackets shall be placed in the cloakroom by handing them to an attendant who shall be constantly on duty at the cloakroom during the whole time that the premises are open.
60. There shall be live, real-time CCTV monitoring of the premises at all times the premises is open for business except when the premises is being used exclusively for a private pre-booked event.
61. There shall be a dedicated search captain employed at the premises to supervise the searching of customers at all times when the premises are open.

ADDITIONAL CONDITIONS APPLICABLE TO THE PREMISES ON SATURDAYS, UNTIL 17th August 2023.

62. A premises' dispersal policy shall in force at the premises and a copy ~~be~~ made readily available at the premises for inspection by a police officer and/or an authorised officer of Westminster City Council.
63. On Saturday trade there shall be a designated welfare officer appointed (separate to SIA functions) to monitor and address concerning behaviour and conduct of patrons within the premises and on dispersal
64. The variation of hours heard by the Licensing Sub-Committee on the 13 Jan 2022 and under Premises Licence ref: xxxx shall be permitted until 17th August 2023.
65. There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 03:00.
66. Condition 55 shall be suspended until 17th August 2023 on Saturday nights only.
67. There shall be at least 2 personal licence holders on duty at the premises.
68. From 2 a.m. until 30 minutes after closure of the premises the security deployment shall specifically include:
 - a) supervision of the egress of customers from the club and entry into taxi or private hire vehicles by a member of management and a Security Industry Authority licensed officer
 - b) patrol of patrons between the premises and the entrance to Piccadilly Circus Station by one Security Industry Authority licensed officer. The said officers shall wear hi vis jackets and a minimum of 2 body worn cameras shall be in use.

Annex 4 – Plans





PROPOSED LOWER LEVEL, LIBRARY
 1.000 LEVELS TO BE SHOWN WITH
 ALL EXISTING STRUCTURAL ELEMENTS AND
 FINISHES

NO.	DESCRIPTION	DATE	BY	CHKD.
1	ISSUED FOR PERMITTING	04/20/2017	WJ/JRN	WJ/JRN
2	ISSUED FOR PERMITTING	04/20/2017	WJ/JRN	WJ/JRN
3	ISSUED FOR PERMITTING	04/20/2017	WJ/JRN	WJ/JRN
4	ISSUED FOR PERMITTING	04/20/2017	WJ/JRN	WJ/JRN
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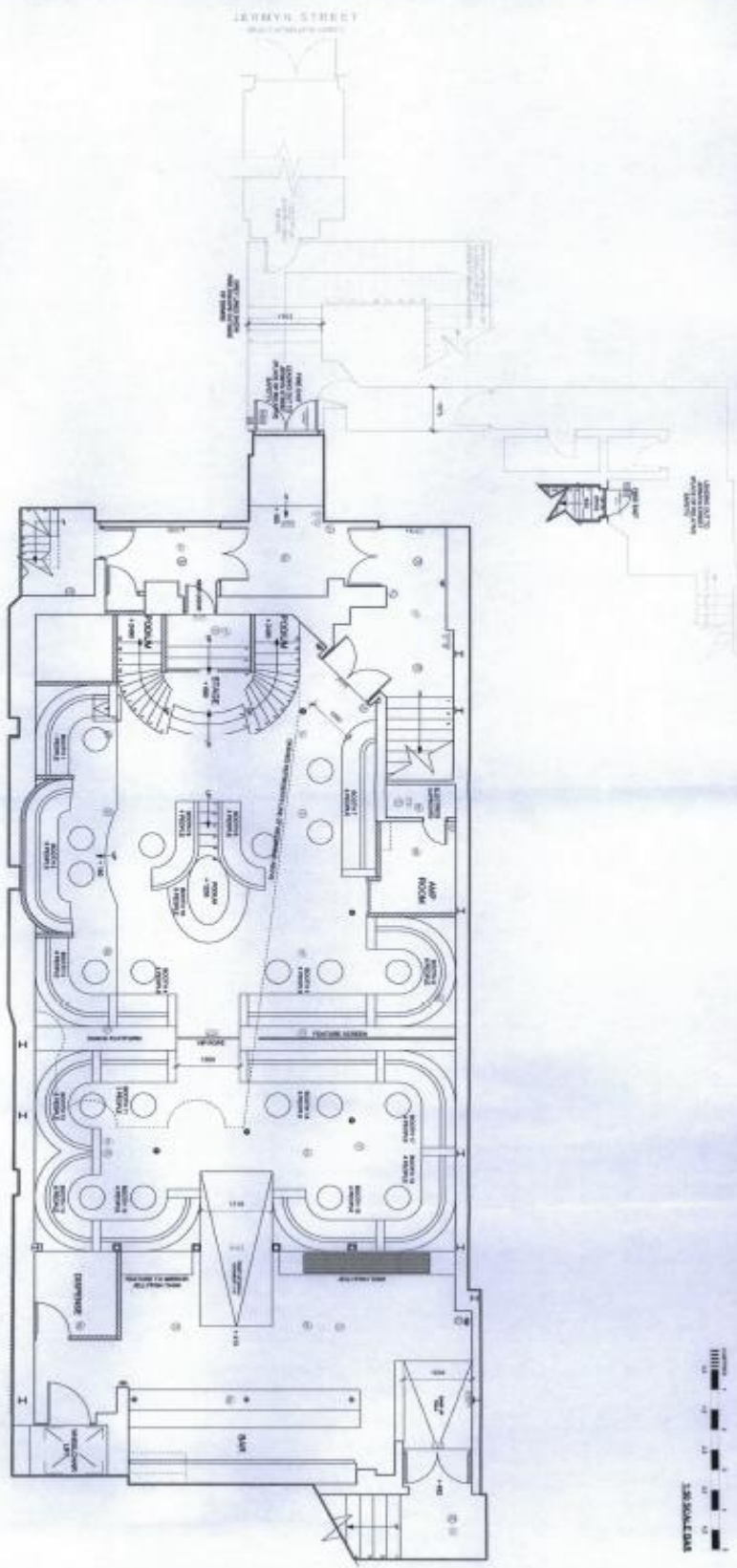
1100 East 12th Street
 Suite 200
 Denver, CO 80202
 Phone: 303.733.8888
 Fax: 303.733.8889
 www.brace.com

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NO. 1117
 1. Dimension values to accommodate
 2. Dimension values to accommodate

Drawn by	WJ
Checked by	WJ
Date	APRIL 2017
Scale	AS SHOWN
Project	LIBRARY
Sheet	002
Client	REIGN
Design Number	005
Revision	A

Drawn by	WJ
Checked by	WJ
Date	APRIL 2017
Scale	AS SHOWN
Project	LIBRARY
Sheet	002
Client	REIGN
Design Number	005
Revision	A



JERMYN STREET

RECEPTION LOBBY LEVEL 2 PLAN 1:500 A1

FORMER PARTITION IN RECEPTION AREA
AND SCREENING BETWEEN LOBBY AREAS WITHIN THE
RECEPTION

NO.	DESCRIPTION	DATE	BY	CHECKED
1	ISSUED FOR PERMIT	15/01/2017
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Client	PROPOSED LOBBY LEVEL 2	Ref	024
By	DAVID M. L. LONDON	Contract No.	006
Date	APRIL 2017	Revision	8



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

Schedule 12
Part B

WARD: St James's
UPRN: 010033541003

Premises licence
summary

Regulation 33, 34

Premises licence number:

22/11722/LIPRW

Part 1 – Premises details

Postal address of premises:

Reign
215 - 217 Piccadilly
London
W1J 9HN

Telephone Number: Not Supplied

Where the licence is time limited, the dates:

valid until 17th August 2023

Licensable activities authorised by the licence:

Performance of Dance
Performance of Live Music
Playing of Recorded Music
Anything of a similar description to Live Music, Recorded Music or Performance of Dance
Late Night Refreshment
Sale by Retail of Alcohol

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

Performance of Dance

Sunday to Friday: 10:00 to 04:00
Saturday: 10:00 to 06:00

Performance of Live Music

Sunday to Friday: 10:00 to 03:00
Saturday: 10:00 to 06:00

Playing of Recorded Music

Sunday to Friday: 10:00 to 04:00
Saturday: 10:00 to 06:00

Anything of a similar description to Live Music, Recorded Music or Performance of Dance

Sunday to Friday: 10:00 to 04:00
Saturday: 10:00 to 06:00

Late Night Refreshment

Sunday to Friday: 23:00 to 04:00
Saturday: 23:00 to 05:00

Sale by Retail of Alcohol	
Sunday to Friday:	10:00 to 03:00
Saturday:	10:00 to 05:00

The opening hours of the premises:	
Sunday to Friday:	09:00 to 04:00
Saturday:	09:00 to 06:00

Where the licence authorises supplies of alcohol, whether these are on and/or off supplies:
Alcohol is supplied for consumption on the Premises.

Name and (registered) address of holder of premises licence:
Strongarm Holdings Limited Fifth Floor 19 Berkeley Street London W1J 8ED

Registered number of holder, for example company number, charity number (where applicable)
10552484

Name of designated premises supervisor where the premises licence authorises for the supply of alcohol:
Name: Yves Saint-Francois Mangan Ekedì

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

Date: 07 December 2022



Signed:

This licence has been authorised by Ms Roxsana Haq on behalf of the Director - Public Protection and Licensing.

SCZ submissions

From: [Lana Tricker](#)
To: [Seaward, Angela: WCC](#)
Subject: 23/02872/LIPV 215 - 217 Piccadilly London W1J 9HN
Date: 05 June 2023 11:05:44

Dear Angela

Further to your emails, I advise the following:

1. I act for Strongarm Holdings Limited in relation to their variation application
2. Strongarm Holdings Ltd, the premises licence holder, completed the purchase of the lease and licence from the previous operator in April 2017. The premises opened in October 2017
3. A night at Reign combines performance artists, theatre and aerial acts with the glitz and glamour of Las Vegas. Customers visiting the venue for the experience are taken to their tables. Performers and ambient sets occur throughout the night, with each performance being different. Reign focuses heavily on performances and shows, and customers are immersed in entertainment at all times. There is a stage in the centre of the floor, which is a principal, but not sole, focus of activity, which also occurs around and above the customers. Shows range from dancers, fire artists, acrobatics, aerials acts, musicians and theatrical shows. The shows aim to impress and surprise every customer and are carried out in conjunction with advice from the Council's District Surveyor and fire officer when needed.
4. Nearly all tables at the venue will be booked in advance prior to the evening's trade. Immaculate service and attention to detail is achieved by experienced and passionate staff. There is a high staff to customer ratio. For example, there is 1 busboy for every 2 tables. Door supervision is maintained well above the licence requirement of 1:35. Drinks prices are in the extremely expensive range, in line with the entertainment, décor and service levels
5. The size of the seating booths and the space in between the tables ensure every group has plenty of space. There is waiter/waitress service throughout the premises. Food is available at all times. There is a fully fitted kitchen
6. On 13 January 2022 the premises was granted a time limited variation to allow extension of hours for alcohol sales and LNR to 5am and other regulated entertainment to 6am on Saturdays only. This was granted to 17 August 2023
7. This variation application seeks to extend the time limited variation from 17 August 2023.
8. Under Policy HRS1, applications for hours within the Core Hours would generally be granted. Applications for hours outside Core Hours would be considered on their merits, subject to other relevant policies.
9. Under Policy MD1(A) applications outside the CIZ will normally be granted subject to Policy CD1, PS1, PN1, CH1, HRS1 and that the operation of the venue meeting the definition of music and dance premises as per Clause D
10. Under Policy SCZ1, in addition to meeting the other policies, applications within a designated Special Consideration Zone should demonstrate that they have taken account of the issues particular to the West End Buffer Zone, and should set out any proposed mitigation measures.
11. The premises is not in a CIZ. The SCZ is not to be treated as a CIZ and the application is to be considered on its own merits
12. When the initial time limited application was lodged The premises traded under Temporary Event Notices (TEN's) for extended hours on 14 occasions without complaints. The premises has also now traded for 17 months with the time limited variation. That equates to around 2 years of positive trade with extended hours.
13. The venue is not aware of any noise complaints during the operation of the later hours on Saturdays (or other days) since the time limited variation was granted.
14. Under this application the applicant is proposing new conditions to be permanently imposed on the premises licence dealing with policy considerations and all of the licensing objectives.
15. Existing conditions (non time limited ones) also fully dictate how the premises can operate.

16. In respect of paragraph D48, in addition to points raised above we also say the following:
- a. Given the nature of the premises, our own conversations with the Police prior to lodging the variation is that Reign is not a crime generator and has few incidents since the initial variation was granted in 2022
 - b. This application proposes, in its operating schedule a myriad of up to date and enforceable conditions restricting the trade and promoting the licensing objectives to ensure moving forward the venue is not adding to any cumulative impact in the neighbouring areas.
 - c. There is an extensive list of existing conditions, the premises is well managed, waiter service provided, operational manual, training for staff and Scott Chester co-ordinates all matters.
 - d. Potential nuisance is controlled as follows:
 - Queues are monitored by door supervisors
 - No noise breakout at music is in the basement and subject to a noise limiter.
 - Customers cannot drink outside
 - There are no tables and chairs outside.
 - No dispersal issues. Customers filter away and only around 40 – 50 patrons were found to remain on the premises at the end of the night.
 - The outside area is patrolled
 - There is a taxi service within the venue, although patrons tend to utilise Uber and other app-based private hire operators.
 - There are conditions requiring the streets to be swept
 - Waste is controlled.
 - e) There is a last entry time to mirror that that was granted previously: From 2 a.m. until 30 minutes after closure of the premises the security deployment shall specifically include:
 - i) supervision of the egress of customers from the club and entry into taxi or private hire vehicles by a member of management and a Security Industry Authority licensed officer
 - ii) patrol of patrons between the premises and the entrance to Piccadilly Circus Station by one Security Industry Authority licensed officer. The said officers shall wear hi vis jackets and a minimum of 2 body worn cameras shall be in use In respect of incidents relating to ambulance call outs at night to the locations of licensed premises for intoxication, injury related to intoxication and/or assault, we rely on the above points and also confirm there is a designated welfare officer appointed (separate to SIA functions) to monitor and address concerning behaviour and conduct of patrons within the premises and on dispersal
 - f. There are 2 personal licence holders on duty on the premises
 - g. There is CCTV at the premises.
 - h. There are high service levels at the premises
 - i. There is a door host at the venue welcoming patrons and assisting with transport away from the premises
 - j. There are minimal call outs for all of these above concerns.
 - k. 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
 - l. The street entrance to the premises is only seen to be a doorway so it's very subtle and not imposing on the neighbourhood. No part of the operation is visible from the street.
 - m. The area is commercial with only a few residential premises in the vicinity of the premises; in any event no residential or commercial representations have been lodged against the application.

- n. There is no great residential count within the area.
 - o. The premises operates individually in the sense that it is not used as a feeder bar for other premises. The clientele are known to the premises and it trades largely by way of pre-bookings, given the theatrical operation.
 - p. Scott Chester, one of the owners, co-ordinates Pub Watch with the industry and the Police, and has hosted a number of meetings. Scott has also hosted Heart of London Meetings in the past. This shows he is at the forefront of new initiatives being introduced that he is able to implement, and does implement.
17. The licensable hours premises nearby have are mixed and so the proposed hours are not repeated in any of the nearby licensed premises so the venue will not add to increased persons on the street at key times, and patrons of other licensed premises will not leave at the same time

Proposed condition for the variation application are as follows, reinforcing all of the above:

- A. A premises' dispersal policy shall in force at the premises and a copy be made readily available at the premises for inspection by a police officer and/or an authorised officer of Westminster City Council.
- B. On Saturday trade there shall be a designated welfare officer appointed (separate to SIA functions) to monitor and address concerning behaviour and conduct of patrons within the premises and on dispersal
- C. There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 03:00.
- D. There shall be at least 2 personal licence holders on duty at the premises.
- E. From 2 a.m. until 30 minutes after closure of the premises the security deployment shall specifically include:
 - a) supervision of the egress of customers from the club and entry into taxi or private hire vehicles by a member of management and a Security Industry Authority licensed officer
 - b) patrol of patrons between the premises and the entrance to Piccadilly Circus Station by one Security Industry Authority licensed officer. The said officers shall wear hi vis jackets and a minimum of 2 body worn cameras shall be in use.

I hope this provides some assistance. Should you have any other queries at this point please let me know

Thanks

Kind regards

Lana

Lana Tricker
Principal, LT Law

M: 075257 11530

T: 020 3755 5138

This e-mail is confidential and may also be privileged. If you are not the intended recipient please notify LT Law by return e-mail or at the numbers above and delete it, and any copies of it; you must not read, print, copy or use the communication for any purpose, and you must not disclose its contents to any other person. LT Law has taken steps to ensure that this message (and any



18 Soho Square, London W1D 3QL

7 August 2023

Licensing Service
Westminster City Council
4th Floor, City Hall
64 Victoria Street
LONDON SW1E 6QP

Our ref: LT/01344

By Email

Dear Sirs

RE: **REIGN, PICCADILLY LONDON**
APPLICATION FOR VARIATION OF PREMISES LICENCE- LICENSING
ACT 2003

I act for Strongarm Holdings Limited in relation to their variation application

Strongarm Holdings Ltd, the premises licence holder, completed the purchase of the lease and licence from the previous operator in April 2017. The premises opened in October 2017.

A night at Reign combines performance artists, theatre and aerial acts with the glitz and glamour of Las Vegas. Customers visiting the venue for the experience are taken to their tables. Performers and ambient sets occur throughout the night, with each performance being different. Reign focuses heavily on performances and shows, and customers are immersed in entertainment at all times. There is a stage in the centre of the floor, which is a principal, but not sole, focus of activity, which also occurs around and above the customers. Shows range from dancers, fire artists, acrobatics, aerials acts, musicians and theatrical shows. The shows aim to impress and surprise every customer and are carried out in conjunction with advice from the Council's District Surveyor and fire officer when needed.

Nearly all tables at the venue is booked in advance prior to the evening's trade. Immaculate service and attention to detail is achieved by experienced and passionate staff. There is a high staff to customer ratio. Door supervision is maintained well above the licence requirement of 1:35. Drinks prices are in the extremely expensive range, in line with the entertainment, décor and service levels

The size of the seating booths and the space in between the tables ensure every group has plenty of space. There is waiter/waitress service throughout the premises. Food is available at all times. There is a fully fitted kitchen

Lana Tricker, SRA No 488281 T: +44 (0)20 3755 5138 E: office@lrlaw.co.uk
Authorised and Regulated by the Solicitors Regulation Authority

Westminster City Council

On 13 January 2022 the premises was granted a time limited variation to allow extension of hours for alcohol sales and LNR to 5am and other regulated entertainment to 6am on Saturdays only. This was granted until 17 August 2023. Prior to the time limited variation being granted the licence permitted regulated entertainment and late night refreshment to 4am and alcohol to 3am on Saturdays.

This variation application seeks to extend the time limited variation granted post 17 August 2023.

Under Policy HRS1, applications for hours within the Core Hours would generally be granted. Applications for hours outside Core Hours would be considered on their merits, subject to other relevant policies.

Under Policy MD1(A) applications outside the CIZ will normally be granted subject to Policy CD1, PS1, PN1, CH1, HRS1 and that the operation of the venue meeting the definition of music and dance premises as per Clause D

Under Policy SCZ1, in addition to meeting the other policies, applications within a designated Special Consideration Zone should demonstrate that they have taken account of the issues particular to the West End Buffer Zone, and should set out any proposed mitigation measures.

The premises is not in a CIZ. The SCZ is not to be treated as a CIZ and the application is to be considered on its own merits

When the initial time limited application was lodged The premises traded under Temporary Event Notices (TEN's) for extended hours on 14 occasions without complaints. The dates for the TEN's granted in the leadup to the time limited extension were:

- Saturday 31 July 2021- 6am - last entry 3am
- Saturday 7 August 2021- 6am - last entry 3am
- Saturday 14 August 2021- 6am - last entry 4am
- Saturday 21 August 2021- 6am - last entry 4am
- Saturday 28 August 2021- 6am - last entry 4am
- Saturday 4 September 2021- 6am - last entry 4am
- Saturday 11 September 2021- 6am - last entry 4am
- Saturday 18 September 2021- 6am - last entry 4am
- Saturday 25 September 2021- 6am - last entry 4am
- Saturday 30 October 2021- 6am - last entry 4am
- Saturday 27 November 2021- 6am - last entry 4am
- Saturday 4 December 2021- 6am - last entry 4am
- Saturday 11 December 2021- 6am - last entry 4am
- Saturday 18 December 2021- 6am - last entry 4am

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The premises has also now traded for 19 months with the time limited variation. With the various TEN's that equates to around 2 years of positive trade with extended hours.

The venue is not aware of any noise complaints during the operation of the later hours on Saturdays (or other days) since the time limited variation was granted. EH have not objected to this application, nor any residents.

Under this application the applicant is proposing new conditions to be permanently imposed on the premises licence dealing with policy considerations and all of the licensing objectives.

Existing conditions (non time limited ones) also fully dictate how the premises can operate.

In respect of paragraph D48 of the Council's Policy, in addition to points raised above we also say the following:

- a) Given the nature of the premises, our own conversations with the Police prior to lodging the variation is that Reign is not a crime generator and has few incidents since the initial variation was granted in 2022. The Police have commented that the premises is not seen as a problematic premises
- b) This application proposes, in its operating schedule a myriad of up to date and enforceable conditions restricting the trade and promoting the licensing objectives to ensure moving forward the venue is not adding to any cumulative impact in the neighbouring areas.
- c) There is an extensive list of existing conditions, the premises is well managed, waiter service provided, operational manual, training for staff and Scott Chester co-ordinates all matters.
- d) Potential nuisance is controlled as follows:
 - Queues are monitored by door supervisors
 - No noise breakout at music is in the basement and subject to a noise limiter.
 - Customers cannot drink outside
 - There are no tables and chairs outside.
 - No dispersal issues. Customers filter away and only around 40 – 50 patrons were found to remain on the premises at the end of the night.
 - The outside area is patrolled
 - There is a taxi service within the venue, although patrons tend to utilise Uber and other app-based private hire operators.

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- There are conditions requiring the streets to be swept
- Waste is controlled.
- e) There is a last entry time to mirror that that was granted previously: From 2 a.m. until 30 minutes after closure of the premises the security deployment shall specifically include:
 - i) supervision of the egress of customers from the club and entry into taxi or private hire vehicles by a member of management and a Security Industry Authority licensed officer
 - ii) patrol of patrons between the premises and the entrance to Piccadilly Circus Station by one Security Industry Authority licensed officer. The said officers shall wear hi vis jackets and a minimum of 2 body worn cameras shall be in use In respect of incidents relating to ambulance call outs at night to the locations of licensed premises for intoxication, injury related to intoxication and/or assault, we rely on the above points and also confirm there is a designated welfare officer appointed (separate to SIA functions) to monitor and address concerning behaviour and conduct of patrons within the premises and on dispersal
- f) There are 2 personal licence holders on duty on the premises
- g) There is CCTV at the premises.
- h) There are high service levels at the premises
- i) There is a door host at the venue welcoming patrons and assisting with transport away from the premises
- j) There are minimal call outs for all of these above concerns.
- k) 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
- l) The street entrance to the premises is only seen to be a doorway so it's very subtle and not imposing on the neighbourhood. No part of the operation is visible from the street.
- m) The area is commercial with only a few residential premises in the vicinity of the premises; in any event no residential or commercial representations have been lodged against the application.
- n) There is no great residential count within the area.
- o) The premises operates individually in the sense that it is not used as a feeder bar for other premises. The clientele are known to the premises and it trades largely by way of pre-bookings, given the theatrical operation.
- p) Scott Chester, one of the owners, co-ordinates Pub Watch with the industry and the Police, and has hosted a number of meetings. Scott has also hosted Heart of London Meetings in the past. This shows he is at the forefront of new initiatives being introduced that he is able to implement, and does implement.
- q) The licensable hours premises nearby have are mixed and so the proposed hours are not repeated in any of the nearby licensed premises so



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the venue will not add to increased persons on the street at key times, and patrons of other licensed premises will not leave at the same time

- r) The variation sought, as we have shown through trading, is able to be managed easily as the marketing of the premises will not change should this application be granted. Operationally the capacity will drop naturally after the existing hours, as was demonstrated under the TENs. Therefore, there will be no mass exodus when the premises closes. This extension is not advertised at the premises. It is there to filter out people to aid in better dispersal of patrons during the later hours.

Proposed conditions for the variation application are as follows, reinforcing all of the above:

- A) A premises' dispersal policy shall in force at the premises and a copy be made readily available at the premises for inspection by a police officer and/or an authorised officer of Westminster City Council.
- B) On Saturday trade there shall be a designated welfare officer appointed (separate to SIA functions) to monitor and address concerning behaviour and conduct of patrons within the premises and on dispersal
- C) There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 03:00.
- D) There shall be at least 2 personal licence holders on duty at the premises.
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 - b) patrol of patrons between the premises and the entrance to Piccadilly Circus Station by one Security Industry Authority licensed officer. The said officers shall wear hi vis jackets and a minimum of 2 body worn cameras shall be in use.

I hope this provides some assistance. Should you have any other queries at this point please let me know

Yours faithfully

LT LAW

From: [Deweltz, Adam: WCC](#)
To: [Meloyan, Emanuela: WCC](#)
Cc: [Licensing: WCC](#); [Abbott, Karyn: WCC](#); [Haq, Roxsana: WCC](#); [Jackaman, Kevin: WCC](#)
Subject: Reign - 215-217 Piccadilly, W1 - 23/02972/LIPV
Date: 07 August 2023 12:54:30
Attachments: [Revised Copy of Reign crime stats 03.02.21 - 31.01.22.xlsx](#)
[Revised Copy of Reign crime stats 31.01.22 - 14.06.23.xlsx](#)

Dear Licensing

Reign, 215-217 Piccadilly, W1 - 23/02972/LIPV

In relation to next week's hearing before the LSC, I have attached two spreadsheets. These spreadsheets have been revised from the original two that I previous submitted for all interested parties. These spreadsheets now contain a short summary of each crime.

The first one relates to crime under the previous premises licence.

The second one relates to crime under the current time limited premises licence.

You will notice I have supplied a short summary of each offence.

I have supplied these to the applicant already. Please circulate to members.

Many thanks,

Adam.

*PC Adam Deweltz
Police Licensing Officer - Westminster - Central West BCU
Westminster Police Licensing Unit
Westminster City Hall
15th Floor, 64 Victoria Street
London
SW1E 6QP
020 7641 1705*



Police Crime Stats 03.02.2021 to 31.01.2022

Crime No	Current Classification	VEN Address	Date and Time	Summary
6528259/21	GBH/Wound	O/S, The London Reign Nightclub 215-217, PICCADILLY, □ LONDON, W1J 9HN	08/08/2021 03:00 hours	This report relates to one count of ABH on Sunday 08th August 2021 inside The London Reign Nightclub, Piccadilly. Police were called to attend an incident where the victim Had been punched in the face by the suspect causing him ABH level injuries. This happened inside The London Reign Night club.
6529831/21	Spec Investing	The London Reign, 215-217, PICCADILLY, □ LONDON, W1J 9HN	18/08/2021 03:45 hours	Domestic incident whereby the victim was inside the venue, when his ex-partner turned up and demanded he go home with her. She took his phone and refused to give it back.
6529934/21	Theft Person	the London reign, 215, PICCADILLY, □ LONDON, CITY OF WESTMINSTER, W1J 9HN	18/08/2021 00:45 hours	Theft of Cartier watch that VW1 was wearing on his wrist inside the venue. No suspect seen. VW1 believes watch was removed from his wrist by a suspect
6531932/21	Other theft	REIGN CLUB, 215, PICCADILLY, □ LONDON, CITY OF WESTMINSTER, W1J 9HN	30/08/2021 02:00 hours	Victim has had her mobile phone stolen whilst she has been inside the Reign Nightclub. She believes someone has taken it when she hasn't been looking.
6533242/21	Other theft	THE LONDON REIGN CLUB, 217, PICCADILLY, □ LONDON, CITY OF WESTMINSTER, W1J 9HW	04/09/2021 01:00 hours	Victim had her wallet stolen from her handbag while inside the venue. Believed to be a dipping.
6535836/21	Common Assault	THE REIGN NIGHTCLUB LONDON, 217, PICCADILLY, □ LONDON, CITY OF WESTMINSTER, W1J 9HW	19/09/2021 02:30 hours	VICTIM ALLEGES HE WAS ASSAULTED INSIDE THE VENUE. HE WAS WORKING AS A WAITER AND HE WENT TO COLLECT THE PAYMENT OF £1, WHICH WAS MISSING FROM THE BILL. THE CUSTOMER THEN GRABBED THE VICTIM BY THE SHOULDERS AND TRIED TO FLING HIM ONTO THE FLOOR. SUSPECT WAS INTOXICATED.
6538812/21	Sex Ass F	REIGN, 215-217, PICCADILLY, □ LONDON, W1J 9HN	08/10/2021 01:00 hours	Victim made an allegation to say that one of the male suspects had 'slapped' her on the buttocks and also another male suspect had put their arm around her and tried to coherence her over towards them.

6539339/21	Crime Related Incident	The London Reign Nightclub,215-217,PICCADILLY,□ LONDON,W1J 9HN	10/10/2021 02:53 hours	Officers were called to REIGN nightclub due to allegation of sexual touching. Female Informant/victim stated that there top was pulled down. On police arrival the victim was no longer on scene. Officers called the victim/informant's number back which was not answered. Officer's spoke with the female bouncer who lawfully ejected the informant for being too drunk and abusive to other customers. The female bouncer stated that the informant was aggressive towards her and tried to bite her. The bouncer did not want to make any formal allegation or
6546621/21	Rob pers	The London REIGN,215-217,PICCADILLY,□ LONDON,W1J 9HN	13/11/2021 04:19 hours	Victim stated to officers that she was outside the club after the club closed, having been inside. She was sat on a flower pot near the club, at which point she was approached by two unknown males who then stole her watch.
6547312/21	Other theft	REIGN,217,PICCADILLY,□ LONDON,CITY OF WESTMINSTER,W1J 9HW	13/11/2021 22:00 hours	Victim alleges her car keys and bank cards were stolen while she was inside the venue.
6548476/21	Common Assault	The London Reign,215-217,PICCADILLY,□ LONDON,W1J 9HN	21/11/2021 03:57 hours	Victim was on a night out at Reign. She called police and stated she has been assaulted at the location. She stated that whilst in the club she had been slapped in the face and then had a drink thrown over her. She declined LAS.
6550039/21	Common Assault	THE LONDON REIGN,217,PICCADILLY,□ LONDON,W1J 9HW	28/11/2021 03:29 hours	Victim reporting that the security guard at venue had pushed them out of venue.
6553691/21	Other theft	London Reign Nightclub,215-217,PICCADILLY,□ LONDON,W1J 9HN	05/12/2021 04:00 hours	Unknown suspect has stolen victims mobile phone from her bag. She noticed it was gone when she was stood outside on the street.
6553942/21	Sex Ass F	The london Reign,215-217,PICCADILLY,□ LONDON,W1J 9HN	15/12/2021 01:45 hours	Victim was sexually assaulted by suspect inside venue, by way of touching her.

Police Crime Stats 31.01.2022 to 14.06.2023

Crime No	Current Classification	VEN Address	Date and Time	Summary
6007556/23	S049/10 Other theft	The London Reign,215-217,PICCADILLY,□ LONDON,W1J 9HN	22/03/2023 01:00 hours	Victim alleges that while inside the venue, a suspect stole her driving licence from her bag without her knowing.
6500062/23	S105/01 Common Assault	The Reign,215-217,PICCADILLY,□ LONDON,W1J 9HN	01/01/2023 03:33 hours	Male ejected from the venue. He stated he paid several thousands of pounds to reserve a table and was not allowed entry. Female victim alleged that a male suspect touched her sexually on the dance floor.
6504649/23	S020/05 Sex Ass F	The London Reign,215,PICCADILLY,□ LONDON,W1J 9HL	20/01/2023 02:18 hours	Staff approached Police and informed them that they had been advised that a female within the venue had apparently been spiked and a male that was believed to be responsible had been detained by security.
6506321/23	S008/02 Poison/inj	LONDON REIGN CLUB,215-217,PICCADILLY,□ LONDON,W1J 9HN	26/01/2023 03:05 hours	Staff approached Police and informed them that they had been advised that a female within the venue had apparently been spiked and a male that was believed to be responsible had been detained by security.
6506342/22	S049/10 Other theft	NR,THE LONDON REIGN CLUB,217,PICCADILLY,□ LONDON,CITY OF WESTMINSTER,W1J 9HW	04/02/2022 02:00 hours	Victim had been inside the venue and couldn't find their phone. They believe it was stolen at some point in the night but can't confirm where.
6510168/22	S008/06 ABH	THE LONDON REIGN,215-217,PICCADILLY,□ LONDON,W1J 9HN	23/02/2022 04:00 hours	Male has accidentally headbutted victim in the face causing a bloody and possible broken nose.
6512995/22	S034/11 Rob pers	The London Reign,215-217,PICCADILLY,□ LONDON,W1J 9HN	09/03/2022 03:30 hours	Victim arrived at venue at 23:30 and was there for a few hours. He left very drunk and got a cab to another venue, where he has become the victim of a robbery and had money taken from his bank account.
6515677/23	S020/05 Sex Ass F	The London Reign,215-217,PICCADILLY,□ LONDON,W1J 9HN	01/03/2023 03:51 hours	Both victim and suspect were in the nightclub 'Reign' on Piccadilly. They are unknown to each other. Victim has alleged to security at the venue that she has been sexually assaulted, she has then pointed out the suspect to them. The security have then contacted police and detained suspect.
6515893/22	S008/02 Poison/inj	The London Reign,215-217,PICCADILLY,□ LONDON,W1J 9HN	05/03/2022 23:30 hours	Victim and her friend believed their drinks were spiked at the venue. They felt very intoxicated and dizzy and stated they had not consumed that much alcohol.

6517293/22	S049/10 Other theft	REIGN NIGHT CLUB,215,PICCADILLY LONDON,CITY OF WESTMINSTER,W1J 9HN	26/03/2022 04:00 hours	Victim had her bank card in the venue but discovered it was missing. Some money had been taken from her account.
6519015/22	S008/01 GBH/Wound	The london Reign club,215-217,PICCADILLY, LONDON,W1J 9HN	05/04/2022 02:00 hours	Both victim and suspect had been inside the venue. Once they were outside, they have got into a fight, witnessed by the door staff. Suspect headbutts the victim.
6520991/22	S049/10 Other theft	Reign Club,215,PICCADILLY, LONDON,CITY OF WESTMINSTER,W1J 9HN	15/04/2022 00:01 hours	Victim left her bag unattended and she later discovered items were missing.
6521200/23	S049/10 Other theft	The London Reign,215-217,PICCADILLY, LONDON,W1J 9HN	05/03/2023 02:30 hours	Victim alleges theft of some items from the venue. She left her belongings unattended.
6522926/22	S008/06 ABH	O/S,THE LONDON REIGN 215-217,PICCADILLY, LONDON,W1J 9HN	23/04/2022 23:00 hours	Victim alleges an unprovoked attack from doorman at nightclub, ViW was forced to the ground and surrounded causing injuries and damage to his watch.
6529800/22	S008/55 Racial Agg Har	The London Reign,215-217,PICCADILLY, LONDON,W1J 9HN	28/05/2022 02:14 hours	Victim stated that Suspect and himself had had a confrontation barging each other outside the club toilets. Suspect had then exchanged words with victim and used racial language.
6540406/22	S008/02 Poison/Inj	The London Reign Nightclub,215-217,PICCADILLY, LONDON,W1J 9HN	13/07/2022 00:01 hours	Victim believes her drink was spiked at the venue. She had to attend Hospital after feeling dizzy and having blurred vision.
6554439/22	S008/02 Poison/Inj	Reign,215-217,PICCADILLY, LONDON,W1J 9HN	14/09/2022 01:30 hours	Club Reign manager has called police/ambulance stating that the victim was not in a good way and he was unhappy to leave her in this state after she had approached them saying that she had been spiked.
6566197/22	Crime Related Incident	The london reign,215-217,PICCADILLY, LONDON,W1J 9HN	21/10/2022 21:00 hours	Victim was out at the venue with other friends. Her friends believed she was to drunk, so took her out of the club and put her in a taxi back to the uni accommodation. When she arrived back at the accommodation she was unconscious and fell out of the taxi. Due to this, LAS were called and she was taken to UCH hospital to be checked over. Victim's friends believe her drink was spiked.

6577316/22	S020/05 Sex Ass F	THE LONDON REIGN,215-217,PICCADILLY,□ LONDON,W1J 9HN	09/12/2022 02:42 hours	Victim was sat on a sofa on the venue and the suspect was sexually rubbing her body up and down. The touching escalates and staff detain the suspect and call Police.
6578551/22	S049/10 Other theft	The London Reign club,215-217,PICCADILLY,□ LONDON,W1J 9HN	11/12/2022 00:01 hours	Victim's phone stolen/pick pocketed in the club.
6579322/22	S105/01 Common Assault	O/S,The London Reign 215-217,PICCADILLY,□ LONDON,W1J 9HN	16/12/2022 02:55 hours	Victims had left the venue when they were approached by a suspect outside. He began talking to them. Another male then approached the suspect and told him to leave the victims alone. The suspect then punched the victim. Door staff intervened and detained suspect.

Police Crime Stats 3 Months



Licence & Appeal History**Licensing Act 2003 History**

Application	Details of Application	Date Determined	Decision
05/10670/LIPN	New licence application	03.04.2006	Granted in part by Licensing Sub-Committee
07/00127/WCCMAP	Master licence	10.01.2006	Granted by Licensing Sub-Committee
11/03826/LIPT	Transfer Application	24.05.2011	Granted Under Delegated Authority
11/03830/LIPDPS	Application to Vary the Designated Premises Supervisor	24.05.2011	Granted Under Delegated Authority
11/03834/LIPVM	Minor Variation: 1) Remove conditions 13, 14, 23, 29, 36, 44, 45, 46 and 47. The removal of these conditions has been suggested by the Environmental Health Service and will not impact on the four licensing objectives. 2). Modify conditions below: 12 - Replace with Westminster Model Condition MC12, 15 - Replace with Westminster Model Conditions MC01, 17 3). Alter the layout of the Premises.	17.05.2011	Granted Under Delegated Authority
12/06828/LIIAN	Interim Authority application	06.11.2012	Granted Under Delegated Authority
14/01997/LIPT	Transfer Application	11.03.2014	Granted Under Delegated Authority
14/02281/LIPDPS	Application to Vary the Designated Premises Supervisor	08.04.2014	Granted Under Delegated Authority
14/03174/LIPT	Transfer Application	18.06.2014	Granted Under Delegated Authority

14/05370/LIPVM	Minor Variation: To regularise the position vis a vis the licence and the plans attached.	07.07.2014	Granted Under Delegated Authority
14/11474/LIPT	Transfer Application	10.02.2015	Granted Under Delegated Authority
16/08335/LIPT	Transfer Application .	04.01.2017	Granted Under Delegated Authority
16/08340/LIPDPS	Application to Vary the Designated Premises Supervisor	04.01.2017	Granted Under Delegated Authority
16/12870/LIPVM	Minor Variation: Add additional Model conditions agreed and requested by Westminster Police Licensing. -MC02 -MC01 -MC49 -MC87 -MC92 After 23.00hrs all persons entering or re-entering the premises shall be searched by an SIA-trained member of staff and monitored and recorded by the premises CCTV system. The searching will be supplemented by the use of two functional metal detecting wands. After 23.00hrs all security employed at the premises shall wear high viz jackets or tabards.	04.01.2017	Granted Under Delegated Authority
17/04952/LIPT	Transfer Application	21.06.2017	Granted Under Delegated Authority
17/05371/LIPDPS	Application to Vary the Designated Premises Supervisor	21.06.2017	Granted Under Delegated Authority
17/06549/LIPV	Full Variation: To amended conditions 12, 53, and 55 attached to the Licence. To amend the plans.	24.08.2017	Granted in part by Licensing Sub-Committee

17/11198/LIPV	<p>Full Variation: To vary the conditions on the premises licence as follows:</p> <p>There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 00:30 or such time as agreed in writing by the Westminster Police Licensing Unit (and a copy of any agreement to be held at reception)</p> <p>To read:</p> <p>There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 01:30 or such time as agreed in writing by the Westminster Police Licensing Unit (and a copy of any agreement to be held at reception)</p>	07.12.2017	Granted by Licensing Sub-Committee
18/00047/LIPDPS	Application to Vary the Designated Premises Supervisor	16.01.2018	Granted Under Delegated Authority
18/04798/LIPV	Variation application:	13.09.2018	Granted by Licensing Sub-Committee
20/11440/LIPDPS	Application to Vary the Designated Premises Supervisor	07.01.2021	Granted Under Delegated Authority
21/00725/LIPCH	Application to update Licensee details	03.02.2021	Granted Under Delegated Authority
21/08184/LIPV	Premises Licence Variation: To extend the terminal hour on Saturdays only for Retail Sale of Alcohol and Late Night Refreshment to 5am and other licensable activities and add new conditions.	13.01.2022	Granted in full by Licensing Sub-Committee
21/13898/LIPDPS	Application to Vary the Designated Premises Supervisor	20.01.2022	Granted Under Delegated Authority
22/11722/LIPRW	Premises Licence – Removal of Works Conditions	06.12.2022	Granted Under Delegated Authority

There is no appeal history

Temporary Event Notice History

Application	Details of Application	Date Determined	Decision
21/06568/LITENP	Temporary Event Notice	08.07.2021	Notice Granted
21/06570/LITENP	Temporary Event Notice	08.07.2021	Notice Granted
21/07398/LITENP	Temporary Event Notice	06.08.2021	Notice Granted
21/07397/LITENP	Temporary Event Notice	29.07.2021	Notice Granted
21/07399/LITENP	Temporary Event Notice	29.07.2021	Notice Granted
21/07632/LITENP	Temporary Event Notice	12.08.2021	Notice Granted
21/07633/LITENP	Temporary Event Notice	12.08.2021	Notice Granted
21/08081/LITENP	Temporary Event Notice	25.08.2021	Notice Granted
21/08080/LITENP	Temporary Event Notice	03.09.2021	Notice Granted
21/08519/LITENP	Temporary Event Notice	10.09.2021	Notice Granted
21/09818/LITENP	Temporary Event Notice	24.09.2021	Notice Granted
21/10210/LITENP	Temporary Event Notice	30.09.2021	Notice Granted
21/10211/LITENP	Temporary Event Notice	30.09.2021	Notice Granted
21/10213/LITENP	Temporary Event Notice	30.09.2021	Notice Granted
21/10214/LITENP	Temporary Event Notice	30.09.2021	Notice Granted
21/10215/LITENP	Temporary Event Notice	30.09.2021	Notice Granted
23/02876/LITENP	Temporary Event Notice	10.05.2023	Notice Granted

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 appropriate for the promotion of the licensing objectives.

This schedule lists those conditions which are consistent with the operating schedule, or proposed as appropriate 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

Conditions: On Current Licence -

Mandatory:

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

None

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

10. From 21:00 until 30 minutes after close of business, a minimum of 2 SIA licensed door staff to be stationed at the entrance on Piccadilly whose tasks will include:
 - Reminding customers that this is a residential area and to respect the needs of neighbours
 - To maintain an orderly queue where necessary
 - To ask customers leaving the premises to do so quickly and quietly.
11. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
12. The number of persons accommodated at any one time (excluding staff) shall not exceed the following:
Mezzanine- 140 persons;
Basement Auditorium - 300 persons.
Maximum capacity of 400 persons on the premises at any one time.
A minimum of 50 seats will be provided in the mezzanine area and a minimum of 250 seats will be provided in the basement auditorium.
13. 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.
14. 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.
15. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
16. After 23.00hrs all security employed at the premises shall wear high viz jackets or tabards.
17. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall not be permitted to take drinks or glass containers with them.

18. In the event that a serious assault is committed on the premises (or appears to have been committed) the management will immediately ensure that:
 - (a) The Police (and where appropriate, the London Ambulance Service) are called without delay, using emergency telephone number 999;
 - (b) All measures that are reasonably practicable are taken to apprehend any suspects pending the arrival of the Police;
 - (c) As is reasonably practicable, the crime scene is preserved so as to enable a full forensic investigation to be carried out by the Police; and
 - (d) Such other measures are taken (as appropriate) to fully protect the safety of all persons present on the premises." 'Serious assault' includes (but is not limited to) any assault in which emergency medical treatment is required and any assault in which a weapon is used.
19. No children under the age of 16 shall be permitted on the premises after 21:00 hours.
20. No children under the age of 14 shall be admitted on the premises.
21. 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.
22. The highway in the vicinity of the premises shall be swept at regular intervals and also at the close of business. Litter and sweepings collected shall be stored in accordance with the approved refuse storage arrangement.
23. No unauthorised advertisements of any kind shall be inscribed or affixed upon the surface of the highway, or upon any building, structure, works, street furniture, tree or any other property, or is distributed to the public, that advertises or promotes the establishment, its premises or any of its events, facilities, goods and services.
24. No payment shall be made by or on behalf of the premises for distribution of flyers or tickets within public areas in the Licensing District of Westminster.
25. A daily log is to be maintained to ensure that any capacity limit set for the various floors and the overall capacity of the premises is recorded hourly and can be properly monitored. Information regarding the capacity will be given to an authorised officer or Police Officer on request.
26. Alcohol may not be sold or supplied to persons admitted after 23:00 other than to:
 - (a) Persons taking a table meal; or
 - (b) Persons who have paid a minimum admission fee of at least £20 for performance based entertainment (not to be credited against consumables)
 - (c) Persons who have paid a minimum annual membership fee of at least £450 payable in advance for music, dancing and entertainment (not to be credited against consumables) and up to a maximum of 4 bona fide guests. A list of all people who have paid an annual membership fee and their guests will be held at reception for inspection by relevant authority; or
 - (d) Persons given free membership and their bona fide guests where there has been an interval of at least 48 hours between application for membership. A list of all persons who have free membership will be held at reception for inspection by the relevant authority; or
 - (e) Persons who are bona fide guests of the license holder or management, a list of whom shall be kept at reception for inspection by the relevant authorities; or
 - (f) Artistes and persons employed by the premises; or
 - (g) persons attending at private function; the function organiser's name and address to

be kept at reception for inspection by the relevant authorities.

27. Substantial food and non-intoxicating beverages, including water, shall be available throughout the permitted hours in all parts of the premises where intoxicating liquor is sold and supplied for consumption on the premises.
28. The sale and consumption of alcohol must be ancillary to the use of the premises for patrons attending performance-based entertainment.
29. No payment shall be made by or on behalf of the licensees to any persons bringing customers into the premises.
30. A noise limiter located in a separate and remote lockable cabinet from the volume control must be fitted to the musical amplification system set at a level determined by and to the satisfaction of an authorised officer of the Environmental Health Service's Community Protection Department so as to ensure that no noise nuisance is caused to local residents or businesses. The operational panel of the noise limiter shall then be secured to the satisfaction of officers from the Environmental Health Service. The keys securing the noise limiter cabinet shall be held by the applicant only and shall not be accessed by any other person. The limiter shall not be altered without prior agreement with the Environmental Health Service.
31. No alteration or modification to any existing sound system(s) should be effected without prior knowledge of an authorised Officer of the Environmental Health Service.
32. Any additional sound generating equipment shall not be used on the premises without being routed through the sound limiter device.
33. All entrance doors to be kept closed except for people's immediate access and egress.
34. No speakers shall be located in the entrance area.
35. All refuse will be paid, properly presented and placed on the street 30 minutes before any agreed collection time. Every endeavour will be made to prevent refuse being left on the street for more than 2.5 hours.
36. No bottles will be moved, removed or placed in outside areas between 23:00 and 08:00.
37. No persons shall give at the premises any exhibition, demonstration or performance of hypnotism, mesmerism or any similar act or process which produces or is intended to produce in any other person any form of induced sleep or trance in which susceptibility of the mind of that person to suggestion or direction is increased or intended to be increased.

NOTE: This rule does not apply to exhibitions given under the provisions of Section 2(1A) and 5 of the Hypnotism Act 1952.

38. The approved arrangements at the premises, including means of escape provisions, fire warning and firefighting equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
39. The certificates listed below shall be submitted to the Licensing Authority annually:
 - (a) Any emergency lighting battery or system
 - (b) Any electrical installation

(c) Any fire alarm system.

40. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
41. All exit doors shall be available at all times without the use of a key, code, card or similar means.
42. All fire doors shall be maintained effectively self-closing and not half open other than by an approved device.
43. Fire doors to ducts, service shafts and cupboards shall be kept locked shut.
44. The edges of the treads and steps and stairways shall be maintained so as to be conspicuous.
45. Only hanging, curtains, upholstery and temporary decorations, complying with the relevant British Standard shall be used. Where necessary these shall be periodically tested for flame resistance and re-treated as necessary.
46. Curtains and hangings shall be arranged so as not to obstruct fire safety signs, fire extinguishers or other firefighting equipment.
47. Staff with specific responsibilities in the event of fire or other emergency, together with deputies, shall receive training and written instruction appropriate to their role.
48. Any special effects or mechanical installations shall be arranged and sorted so as to minimise any risk to the safety of those using the premises. The following special effects will only be used on 10 days prior notice being given to the Licensing Authority where consent has not previously been given:
 - dry ice and cryogenic fog
 - smoke machines and generators
 - pyrotechnics and fog generators
 - firearms
 - lasers
 - explosives and highly flammable substances
 - real flame
 - strobe lighting.
49. Flashing or particularly bright lights on or outside the premises will not be permitted to cause a nuisance to nearby properties (save insofar as they are necessary for the prevention or crime).
50. After 21:00, at least one Personal License Holder shall be on duty on the premises while alcohol is being sold or supplied.
51. A minimum of two SIA staff shall be deployed with Body Worn Video, capable of recording audio and video in any light condition. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31-day period.
52. There shall be an electronic search arch installed at the premises and every patron entering or re-entering the premises when in use under this licence (including from the smoking area) shall pass through the search arch with searching supplemented by the use of two functional metal detecting wands. Patrons shall be searched by an

SIA-trained member of staff and monitored and recorded by the premises CCTV system.

53. (a) All customers entering the premises shall have their ID scanned on entry, save for when a biometric scanning system is in place (when fingerprint scanning will be required for all customers who have previously shown identification at the premises). The details recorded shall include a live facial image capture of the customer and capture the photographic identification produced. The details recorded by the ID scanner system shall be made available to the Police and the local authority upon request.
- (b) The above requirement (a) is subject to the following exception, namely that a maximum number of 20 guests per night may be admitted at the Managers discretion without necessarily being ID scanned and recorded. A legible record (the Signing in Sheet) of these guests' names shall be retained on the premises for inspection by the licensing authority and Police for a period of 31 days. The name of manager authorising the admission will also be recorded by that manager. Guests shall be required to produce some form of ID such as a bank card (or emailed electronic photo I D) and an ID scan entry with a live photo shall be created.
- (c) Notwithstanding (a) and (b) above, patrons who are attending a pre-booked corporate event at the premises do not need to have their ID scanned on entry and instead a written guest list shall be held at reception for the event, and will be retained for 28 days after the event for inspection by the police and responsible authorities upon request.
54. All drinking containers used within the premises shall be polycarbonate. All glass bottles to be decanted into polycarbonate glassware or polycarbonate glassware carafes, with the exception of champagne and bottles of spirits of a minimum size of 70cl, supplied by waiter/waitress service to tables. Staff will clear all empty champagne and spirit bottles from the tables promptly. Customers will not be permitted to self-serve or remove bottles from the tables. Customers will not be permitted to drink directly from champagne or spirit bottles. Notwithstanding this condition, with the written agreement of the Westminster Police Licensing Team, a copy of which will be held at the premises reception, glass drinking vessels may be used for private or pre-booked events within the lounge/club area.
55. There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 02:30 or such time as agreed in writing by the Westminster Police Licensing Unit (and a copy of any agreement to be held at reception). **(This Condition is suspended on Saturdays until 17th August 2023)**

Condition 55 proposed to be amended by the applicant.

On Sunday to Friday trade there shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 02:30 or such time as agreed in writing by the Westminster Police Licensing Unit (and a copy of any agreement to be held at reception).

56. Risk reduction training inclusive of crime scene preservation shall be carried out by 2 February 2017 and refresher training every 6 months thereafter.
57. A minimum of one SIA licensed door supervisor to thirty-five customers shall be on duty at the premises whenever it is open for business.
58. Impartial unannounced compliance visits shall take place at the premises on a monthly basis. A written record of each visit shall be kept at the premises and produced for immediate inspection by a police officer or authorised officer of the

licensing authority.

59. The premises shall provide a cloakroom and all coats and outdoor jackets shall be placed in the cloakroom by handing them to an attendant who shall be constantly on duty at the cloakroom during the whole time that the premises are open.
60. There shall be live, real-time CCTV monitoring of the premises at all times the premises is open for business except when the premises is being used exclusively for a private pre-booked event.
61. There shall be a dedicated search captain employed at the premises to supervise the searching of customers at all times when the premises are open.

Conditions 62 to 68 will be obsolete as of the 17th August 2023.

ADDITIONAL CONDITIONS APPLICABLE TO THE PREMISES ON SATURDAYS, UNTIL 17th August 2023.

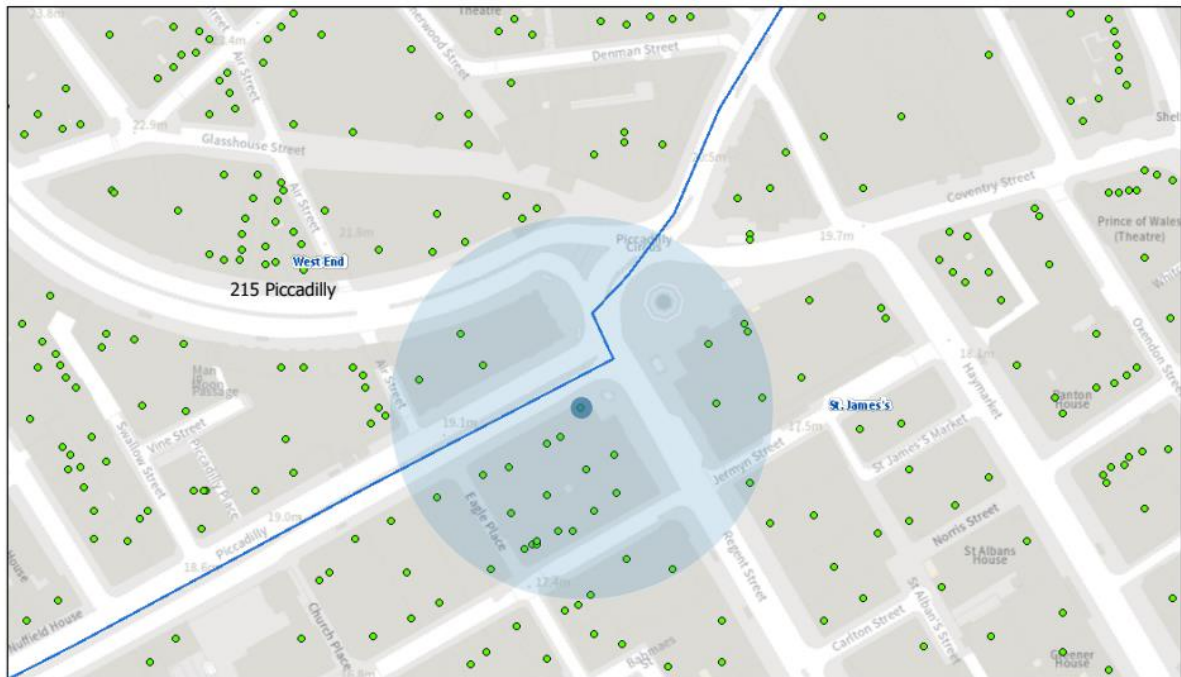
62. A premises' dispersal policy shall in force at the premises and a copy be made readily available at the premises for inspection by a police officer and/or an authorised officer of Westminster City Council.
63. On Saturday trade there shall be a designated welfare officer appointed (separate to SIA functions) to monitor and address concerning behaviour and conduct of patrons within the premises and on dispersal
64. The variation of hours heard by the Licensing Sub-Committee on the 13 Jan 2022 and under Premises Licence ref: xxxx shall be permitted until 17th August 2023.
65. There shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 03:00.
66. Condition 55 shall be suspended until 17th August 2023 on Saturday nights only.
67. There shall be at least 2 personal licence holders on duty at the premises.
68. From 2 a.m. until 30 minutes after closure of the premises the security deployment shall specifically include:
 - a) supervision of the egress of customers from the club and entry into taxi or private hire vehicles by a member of management and a Security Industry Authority licensed officer
 - b) patrol of patrons between the premises and the entrance to Piccadilly Circus Station by one Security Industry Authority licensed officer. The said officers shall wear hi vis jackets and a minimum of 2 body worn cameras shall be in use.

Conditions proposed by the applicant to form part of their operating schedule.

69. A premises' dispersal policy shall in force at the premises and a copy be made readily available at the premises for inspection by a police officer and/or an authorised officer of Westminster City Council.
70. On Saturday trade there shall be a designated welfare officer appointed (separate to SIA functions) to monitor and address concerning behaviour and conduct of patrons within the premises and on dispersal.

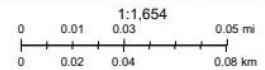
71. On Saturday trade there shall be no entry or re-entry (excluding persons from the smoking area) to the premises after 03:00 on Sunday morning.
72. On Saturday trade there shall be at least 2 personal licence holders on duty at the premises.
73. On Saturday trade from 2 a.m. until 30 minutes after closure of the premises the security deployment shall specifically include:
 - a) supervision of the egress of customers from the club and entry into a taxi or private hire vehicles by a member of management and a Security Industry Authority licensed officer
 - b) patrol of patrons between the premises and the entrance to Piccadilly Circus Station by one Security Industry Authority licensed officer. The said officers shall wear hi vis jackets and a minimum of 2 body worn cameras shall be in use.

215 - 217 Piccadilly



26/06/2023, 21:47:26

- Property Mailing List
- Borough Boundary - Mask
- Ward Boundaries
- Ward Labels
- Borough Boundary - Detailed



Resident Count = 43

Licensed premises within 75 metres of 215 - 217 Piccadilly, London				
Licence Number	Trading Name	Address	Premises Type	Time Period
22/11722/LIPRW	Reign	215 - 217 Piccadilly London W1J 9HN	Night clubs and discos	Saturday; 09:00 - 06:00 Sunday to Friday; 09:00 - 04:00
17/01259/LIPVM	Shadow Licence	215 - 217 Piccadilly London W1J 9HN	Premises Licence - Shadow Licence	Sunday; 09:00 - 00:00 Monday to Saturday; 09:00 - 04:00
17/06314/LIPT	Le Pigalle	215 - 217 Piccadilly London W1J 9HN	Night clubs and discos	Sunday; 09:00 - 00:00 Monday to Saturday; 09:00 - 04:00
18/03717/LIPVM	San Carlo Cicchetti	215 Piccadilly London W1J 9HL	Restaurant	Sunday; 08:00 - 00:00 Monday to Saturday; 08:00 - 00:30
20/08512/LIPT	Pizza Hut	29 - 31 Regent Street London SW1Y 4NQ	Restaurant	Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 00:30
12/07165/LIPN	Jermyn Street Theatre	Basement 16B Jermyn Street	Theatre	Friday; 13:00 - 23:00 Saturday to

		London SW1Y 6ST		Thursday; 13:00 - 22:00
21/06808/LIPDPS	Papa L's Kitchen	Ground Floor 16-17 Jermyn Street London SW1Y 6EE	Restaurant	Sunday; 12:00 - 23:00 Monday to Saturday; 10:00 - 23:30
20/05168/LIPN	Asia Collective	55 Regent Street London W1B 4DY	Food court	Sunday; 10:00 - 22:30 Monday to Thursday; 07:00 - 00:00 Friday to Saturday; 07:00 - 01:00
21/06883/LIPCH	Criterion Theatre	2 Jermyn Street London SW1Y 4XA	Theatre	Friday to Saturday; 09:00 - 02:00 Sunday to Thursday; 09:00 - 00:00
23/02539/LIPVM	Masala Zone	224 Piccadilly London W1J 9HP	Restaurant	Monday; 10:00 - 05:00 Tuesday; 10:00 - 05:00 Wednesday; 10:00 - 05:00 Thursday; 10:00 - 05:00 Friday; 10:00 - 05:00 Saturday; 10:00 - 05:00 Sunday; 12:00 - 05:00
21/12224/LIPDPS	Tesco Metro	Ground Floor The Plaza 17 - 25 Regent Street London SW1Y 4LR	Shop (large)	Sunday; 10:00 - 22:30 Monday to Saturday; 08:00 - 23:00
21/13609/LIPDPS	Vue Cinema	The Plaza Cinema 19 Regent Street London SW1Y 4LR	Cinema	Monday to Sunday; 00:00 - 00:00
20/12037/LIPDPS	Rowleys	113 Jermyn Street London SW1Y 6HJ	Restaurant	Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 00:30