



# City of Westminster Licensing Sub-Committee

<b>Meeting:</b>	<i>Licensing Sub-Committee</i>
<b>Date:</b>	<i>23 November 2023</i>
<b>Classification:</b>	<i>General Release</i>
<b>Premises:</b>	<i>Sunset Strip, Basement to First Floor, 30 Dean Street, London, W1D 3SA</i>  <i>23/05227/LISEVV</i>
<b>Wards Affected:</b>	<i>West End</i>
<b>Financial Summary:</b>	<i>None</i>
<b>Report of:</b>	<i>Operational Director for Premises Management</i>

## 1. Executive Summary

- 1.1 The council has received an application for a variation of the sex establishment licence under the Local Government (Miscellaneous Provisions) Act 1982 (as amended by the Policing and Crime Act 2009) for Sunset Strip, Basement to First Floor, 30 Dean Street, London, W1D 3SA. The report sets out the application details, representations, policy and legal context along with other considerations that the Committee requires to determine this application.

## 2. Recommendations

- 2.1 That following consideration of the information given orally at the hearing and in writing by the applicants and objectors to:
  - 2.1.1 Grant the application in full
  - 2.1.2 Grant the application subject to the standard conditions and/or any modifications to any part of the application and imposition of any additional conditions proposed by a party to the hearing, or
  - 2.1.3 Refuse the application

### **3. Relevant History**

- 3.1 Sunset Strip has operated as a sex establishment since 2012. Following the grant of the sex establishment licence in 2012, annual renewal applications on behalf of Mr Anthony Curran and Mr Declan Forde have been submitted and granted under delegated authority save for the renewals submitted in 2017, 2019 and 2021 which were granted by Licensing Sub-Committee on 11 January 2018, 13 February 2020 and 12 January 2022 respectively.
- 3.2 The last renewal application for this licence was submitted on 15 September 2022.
- 3.3 On 14 March 2023 an application to transfer the licence from Mr Anthony Curran and Mr Declan Forde to Sohomead Limited was received. The application was granted under delegated authority on 11 April 2023. This licence (reference 23/01573/LISEVT) expired on 30 September 2023. A copy of this licence is attached as **Appendix A**.
- 3.2 A copy of the full sex establishment licence history for this premises since 2012 is attached as **Appendix B**.

### **4. Application being considered**

- 4.1 On 8 August 2023 Sohomead Limited applied to vary the sexual entertainment venue premises licence to vary the layout at the premises as follows:

#### Ground Floor

- Reconfiguration of WC to increase public facilities.
- Reconfiguration and reduce size of the servery bar.
- Reduction in raised area from two steps to single step.
- Addition of loose seating.
- General refurbishment.

#### Basement Floor- where regulated entertainment takes place

- Reconfiguration of stage.
- Removal of all private dance booths.
- New servery provided.
- Relocation of DJ area.
- Addition of fixed seating.
- General refurbishment.

#### First Floor

- Reconfiguration of WC's.
- Reconfiguration of dressing room area to allow for small lounge area.
- New dressing room provided.
- General refurbishment.

The alterations are also the subject of a variation application under the premises licence and that licence has offered works conditions as the works will need to be assessed upon completion as follows:

- A) "No licensable activities shall take place until the premises has been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the licensing authority.
- B) "Before the premises open to the public, the plans as deposited shall be checked by the Environmental Health Consultation Team to ensure they are an accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the Environmental Health Consultation Team and the Licensing Authority.

4.2 The applicant has not requested to change the relevant entertainment or to remove any standard conditions to the licence if this application is granted. A copy of the application form and proposed premises plans are attached as **Appendix C**.

## 5. **Objections**

5.1 The application has received one objection from the Licensing Authority. The representation appears at **Appendix D**

5.2 There have not been any objections received from any interested parties.

## 6. **Licensing Act 2003 Premises Licence**

6.1 The premises also have the benefit of a premises licence. An application in the same terms has also been submitted in respect of the premises licence. The current premises licence reference is 23/01570/LIPT and a copy of the premises licence appears at **Appendix E**

## 7. **Policy Considerations**

### 7.1 Suitability of applicant – SU1

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

### 7.2 SEV carried on for the benefit of another person – SU2

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

### 7.3 Appropriate number of SEV in a locality – NO1

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

### 7.4 Character of the relevant locality – LO1

Dean Street is a small street in Soho with both pedestrian and vehicular access. Within a 100 metre radius of the premises, there is a resident count of 229.

#### 7.5 Use of premises in the vicinity – LO2

The main use of the premises in the immediate vicinity are commercial. There is one sex shop within a 100 metre radius of the premises. There are no schools, or places of worship within a 100 metre radius of the premises. A map of the relevant locality is attached to this report as **Appendix F**.

#### 7.6 Layout, character or condition of the venue – LO3

The premises is spread over the basement, ground floor and first floors. basement, ground and first floors however no SEV activities takes place on the ground or 1st floors.

### **8. Legal Implications**

8.1 The Licensing Sub-Committee may determine to:

- (a) Grant the application in full
- (b) Grant with additional special conditions which the Licensing Sub-Committee deem appropriate; or
- (c) Refuse the application.

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

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

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

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

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

- 8.5 If the Licensing Sub-Committee determine to grant a Sexual Entertainment Venue licence, the licence will be subject to the Standard Conditions for Sexual Entertainment Venue licences, unless the Sub-Committee determines that certain Standard Conditions should be expressly excluded or varied (Para 13(4) Schedule 3 LG(MP)A1982).
- 8.6 Should the Licensing Sub-Committee determine to refuse the application for the renewal of a licence under Paragraph 12(3)(a) or (b) Schedule 3 LG(MP)A 1982, the applicant may appeal to the Magistrates' Court within 21 days beginning with the date on which the applicant is notified of the refusal of his application (Para 27(1) Schedule 3 LG(MP)A1982).

## **9. Human Rights and Equality Issues**

- 9.1 In making a decision consideration will need to be given to the applicant's rights under the European Convention on Human Rights. The right to peaceful enjoyment of possessions (Article 1 of the First Protocol) and freedom of expression (Article 10) may be relevant.
- 9.2 The Council in its capacity as Licensing Authority has a duty to have regard to its public sector equality duty under section 149 of the Equality Act 2010. In summary section 149 provides that a Public Authority must, in the exercise of its functions, have due regard to the need to-
- (a) eliminate discrimination harassment, victimisation and any other conduct that is prohibited by or under this Act;
  - (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and
  - (c) foster good relations between persons who share a relevant protected characteristics and persons who do not share it.
- 9.3 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.
- 9.4 An Equalities Impact Assessment has been conducted and the Council believes that the granting of this application for the sexual entertainment venue licence renewal for Sunset Strip will not have an adverse impact or unlawfully discriminates against any protected characteristics.

## **Appendices**

- A - Copy of existing sex establishment licence
- B - Sex establishment licence history
- C - Application form
- D – Objections
- E – Applicant supporting documents
- F - Copy of premises licence
- G – Map of locality

**If you have any queries about this Report or wish to inspect any of the background papers please contact: Kevin Jackaman on 020 7641 6500 or at [kjackaman@westminster.gov.uk](mailto:kjackaman@westminster.gov.uk)**

## **BACKGROUND PAPERS**

Local Government (Miscellaneous Provisions) Act 1982

Policing and Crime Act 2009

Sexual Entertainment Venues Statement of Licensing Policy 2012

Sexual Entertainment Venues Guidance and Procedure effective 17 February 2012

Home Office Guidance March 2010

**SEX ESTABLISHMENT LICENCE**  
**Sexual Entertainment Venue**

Premises licence number:	23/01573/LISEVT
Original Reference:	12/02487/LISEVN

The CITY OF WESTMINSTER, under the provisions of the Local Government (Miscellaneous Provisions) Act 1982 as amended by the Policing and Crime Act 2009

hereby licences: **Sohomead Limited**  
**30 Dean Street**  
to use the premises: **London**  
**W1D 3RZ**

as a Sexual Entertainment Venue.

This licence commences on 01 October 2022 and will expire on 30 September 2023.

Relevant Entertainment (namely table dancing and pole dancing and involves implied nudity, full and partial nudity) may be provided during the following times:

Monday to Saturday	09:00 to 01:00
Sunday	09:00 to 23:00

Relevant Entertainment may only be provided in the permitted areas outlined in red shown on the plans attached at Appendix 1.

This licence is granted subject to the conditions attached at Appendix 2.

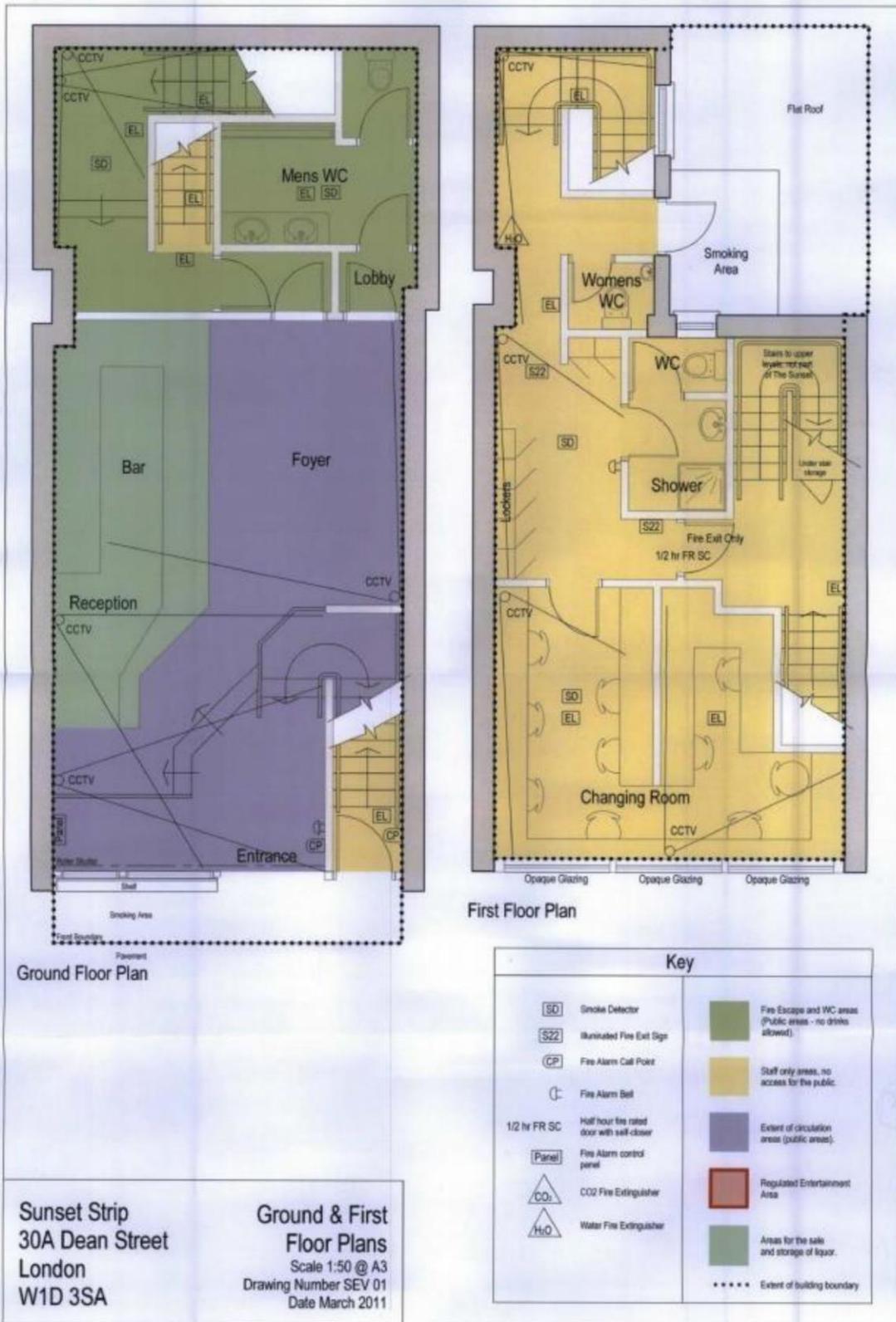
**DATE: 11 April 2023**

**SIGNED:** 

**On behalf of the Director – Public Protection  
and Licensing**



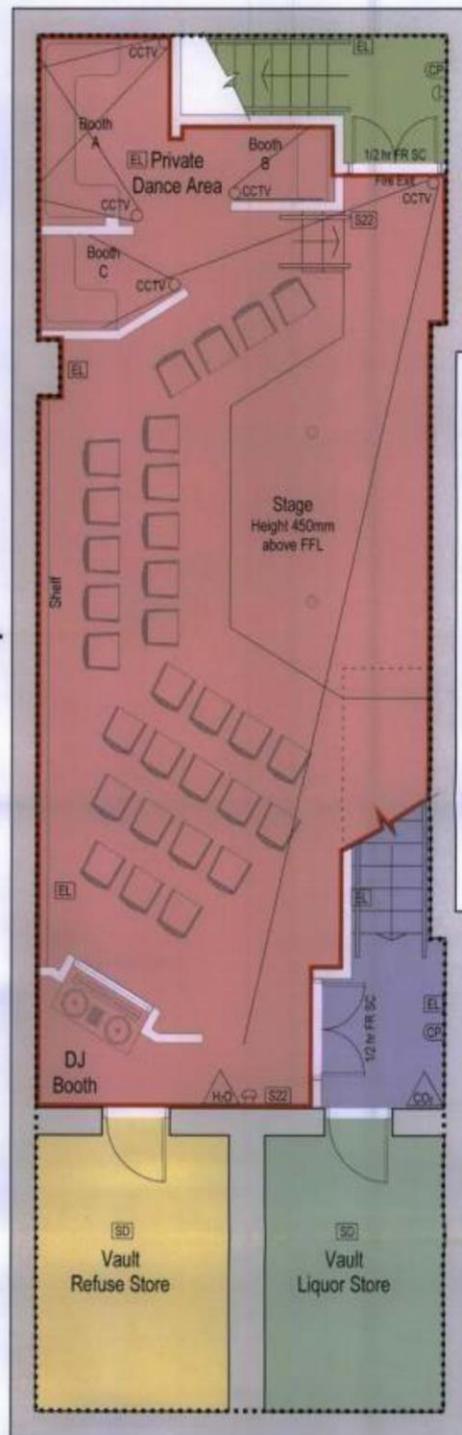
Appendix 1- Plans





Front Elevation

Key		
SD	Smoke Detector	Fire Escape and WC areas (Public areas - no drinks allowed).
S22	Illuminated Fire Exit Sign	Staff only areas, no access for the public.
CP	Fire Alarm Call Point	Extent of circulation areas (public areas).
Bell	Fire Alarm Bell	Regulated Entertainment Area
1/2 hr FR SC	Half hour fire rated door with self-closer	Areas for the sale and storage of liquor.
Panel	Fire Alarm control panel	Extent of building boundary
CO <sub>2</sub>	CO <sub>2</sub> Fire Extinguisher	
H <sub>2</sub> O	Water Fire Extinguisher	



Basement Plan

Sunset Strip  
30A Dean Street  
London  
W1D 3SA

Basement Plan &  
Front Elevation  
Scale 1:50 @ A3  
Drawing Number SEV 02  
Date March 2011

## Appendix 2 – Conditions

### Standard Conditions:

1. Whilst Relevant Entertainment is taking place no person under the age of 18 shall be on the licensed premises and a clear notice to that effect shall be displayed at the entrance in a prominent position so that it can be easily read by persons entering the premises.
2. Whenever persons under the age of 18 are admitted to the premises there will be no promotional or other material on display within the premises which depicts nudity or partial nudity.
3. The licence or a clear copy shall be prominently displayed at all times so as to be readily and easily seen by all persons using the premises.
4. No provision of relevant entertainment, or material depicting nudity or relevant entertainment, shall be visible from outside the premises.
5. Menus and drinks price lists shall be clearly displayed at the front entrance of the club, reception area, tables and bar at such a position and size as to be easily read by customers. This price list shall show all consumable items and any minimum tariff including charges and fees applicable to Performers.
6. Except with the consent of the Licensing Authority, no advertisements of any kind (including placard, poster, sticker, flyer, picture, letter, sign or other mark) shall be inscribed or affixed at the premises, on the surface of the highway or on any building, structure, works, street furniture, tree or any other property or be distributed in the street to the public that advertises or promotes the relevant entertainment at the premises.
7. The licence holder or other person concerned in the conduct or management of the premises shall not seek to obtain custom by means of personal solicitation or touting, nor enter into any agreement with a third party to do so.
8. Adequate toilets, washing and changing facilities for use by the Performers shall be provided.
9. Either the licence holder or a named responsible person shall be present throughout the time the Relevant Entertainment takes place.
10. The premises will install and maintain a comprehensive CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer that ensures all areas of the licensed premises are monitored including all entry and exit points will be covered enabling frontal identification of every person entering any light condition. All cameras 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. Recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period together with facilities for viewing.
11. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open to the public and this staff member should be able to show Police recent data and footage with the absolute minimum of delay of the request.

12. An incident log shall be kept at the premises, and made available on request to the Licensing Authority or the Police, which will record the following:
  - (a) all crimes reported to the venue;
  - (b) all ejections of patrons;
  - (c) any complaints received;
  - (d) any incidents of disorder;
  - (e) seizures of drugs or offensive weapons;
  - (f) any faults in the CCTV system or searching equipment or scanning equipment;
  - (g) any refusal of the sale of alcohol;
  - (h) any visit by a relevant authority or emergency service;
  - (i) any breach of licence conditions reported by a Performer
  - (j) any breach of licence condition by a performer
13. The licence holder shall produce a Code of Conduct setting out rules and obligations between the licence holder and performers whilst performing. All Performers shall sign the Code of Conduct in their proper name acknowledging that they have read, understood and are prepared to abide by the said Code of Conduct, and a copy so signed shall be retained by the licence holder and shall be readily available for inspection by the Police and/or authorised persons upon reasonable request.
14. Individual records shall be kept at the premises of the real names, stage names and addresses of all Performers working at the premises. The record will include either a copy of their birth certificate, current passport, EU driving licence or national identity card and shall be made immediately available for inspection by the Police and/or the Licensing Authority upon request.
15. Details of all work permits and/or immigration status relating to persons working at the premises shall be retained by the licence holder and be readily available for inspection by the Licensing Authority, a Police Officer or Immigration Officer.
16. Relevant Entertainment shall be given only by Performers and the audience shall not be permitted to participate in the relevant entertainment.
17. There shall be no physical contact between Performers whilst performing.
18. Performers will not request or give out any telephone number, address or any other contact information from or to any customer. Any such information given by a customer shall be surrendered to the premises manager as soon as is practicable.
19. Relevant Entertainment shall take place only in the designated areas approved by the Licensing Authority as shown on the licence plan. Arrangements for access to the dressing room shall be maintained at all times whilst Relevant Entertainment is taking place and immediately thereafter.
20. Customers must remain fully clothed at all times. The Performer must not remove any of the customer's clothing at any time.
21. Where Relevant Entertainment is provided in booths, or other areas of the premises where private performances are provided, the booth or area shall not have a door or

other similar closure, the area shall be constantly monitored by CCTV, and access to the booth or other area shall be adequately supervised.

22. Whenever Relevant Entertainment is being provided there shall be no physical contact between Performers and customers or between customers and Performers except for the exchanging of money or tokens at the beginning or conclusion of the performance and only for the purpose of that performance. Clearly legible notices to this effect shall clearly be displayed in each private booth and in any performance area.
23. Performers must redress fully immediately after each performance.

Additional Conditions:

24. An SIA trained licensed doorman shall be based in the basement at all times when relevant entertainment is taking place.
25. The maximum number of customers accommodated in the area [private dance area] at any one time shall be 4 persons excluding staff, dancers, or hostesses.
26. In the private dance area entertainment may be provided solely by fully nude dancers to customers seated at tables in the approved part of the premises. No audience participation shall be permitted.
27. The maximum number of persons accommodated within the premises at any one time (including staff) shall not exceed 65 persons.
28. All emergency doors shall be maintained effectively self closing and not held open other than by an approved device.
29. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
30. Curtains and hangings shall be arranged so as not to obstruct emergency signs.
31. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
32. 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.
33. All exit doors shall be available at all material times without the use of a key, code, card or similar means.
34. Any special effects or mechanical installations shall be arranged and stored 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.

- i. pyrotechnics including fire works
- ii. firearms

- iii.lasers
- iv.explosives and highly flammable substances.
- v.real flame.
- vi.strobe lighting.

- 35. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
- 36. No relevant entertainment shall be provided at the premises until such time that the premises have been inspected by the Licensing Authority and Environmental Health.

**Sex Establishment Licence History****Appendix B**

<b>Licence Number</b>	<b>Application</b>	<b>Determination</b>	<b>Date Granted</b>
12/02487/LISEVN	Application to renew Sexual Entertainment Venue licence	Granted by Licensing Sub-Committee	11.06.2012
13/07301/LISEVR	Application to renew Sexual Entertainment Venue licence	Granted under delegated authority	17.12.2013
14/08306/LISEVR	Application to renew Sexual Entertainment Venue licence	Granted under delegated authority	9.12.2014
15/08431/LISEVR	Application to renew Sexual Entertainment Venue licence	Granted under delegated authority	4.11.2015
16/10306/LISEVR	Application to renew Sexual Entertainment Venue licence	Granted under delegated authority	2.12.2016
17/10883/LISEVR	Application to renew Sexual Entertainment Venue licence	Granted by Licensing Sub-Committee	11.01.2018
18/11617/LISEVR	Application to renew Sexual Entertainment Venue licence	Granted under delegated authority	16.11.2018
19/12460/LISEVR	Application to renew Sexual Entertainment Venue licence	Granted by Licensing Sub-Committee	13.02.2020
20/08821/LISEVR	Application to renew Sexual Entertainment Venue licence	Granted under delegated authority	26.10.2020
21/10396/LISEVR	Application to renew Sexual Entertainment Venue licence	Granted by Licensing Sub-Committee	12.01.2022
22/08759/LISEVR	Application to renew Sexual Entertainment Venue licence	Granted under delegated authority	31.10.2022
23/01573/LISEVT	Application to transfer Sexual Entertainment Venue licence	Granted under delegated authority	11.04.2023
23/05227/LISEVV	Application to transfer Sexual Entertainment Venue licence	Awaiting determination	N/A



**Westminster City Council**

**Application for a sexual entertainment venue licence**

Local Government (Miscellaneous Provisions) Act 1982

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

New Licence	<input type="checkbox"/>	
Transfer of Licence	<input type="checkbox"/>	Licence search
Renewal of Licence	<input type="checkbox"/>	Licence number <input type="text" value="23/01573/LISEVT"/>
Variation of Licence	<input checked="" type="checkbox"/>	

**Part 1 - Application Details**

Name of premises

Address of premises

Postcode

The application is being made -

**If application is made on behalf of an individual:**

Title	<input type="text"/>	<input type="text"/>
Name	<input type="text"/>	Occupation (during preceding six months)
Surname	<input type="text"/>	<input type="text"/>
Date of birth	<input type="text"/>	Telephone number

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

Name of applicant body:

Is this an unincorporated or body corporate?  Unincorporated  Body corporate

Registered / principal office address:

Postcode

Company number

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

Please continue by answering the questions you are asked below -

## Part 2 - Licence Details

What hours and what days are you applying for?

as existing- no change  
Monday to Saturday 09:00 to 01:00  
Sunday 09:00 to 23:00

What *relevant* entertainment will be performed?

as existing  
striptease and nude dancing on stage and booths

**For variation applications** - what does the variation consist of?

updating the layout plans of the premises- see attached sheet

Is only part of the building to be licensed?

No

Yes  Please provide details

basement, ground and first floors are licensed but no SEV activities takes place on the ground or 1st floor as per existing

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

No

Yes  Please provide details

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

No

Yes  If yes, when did the use commence?

when the SEVL transfer took effect- April 2023

If not, what is the present use?

### Supporting Material Checklist - tick to confirm

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



upload attachments

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



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

## Declaration Page

### Important

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

### Fee

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

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

### Declaration

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

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

*Confirmation*    *Date*     *Name*   
*Capacity*

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

*Title*   
*Name*   
*Surname*   
*Postal address*   
*Postcode*

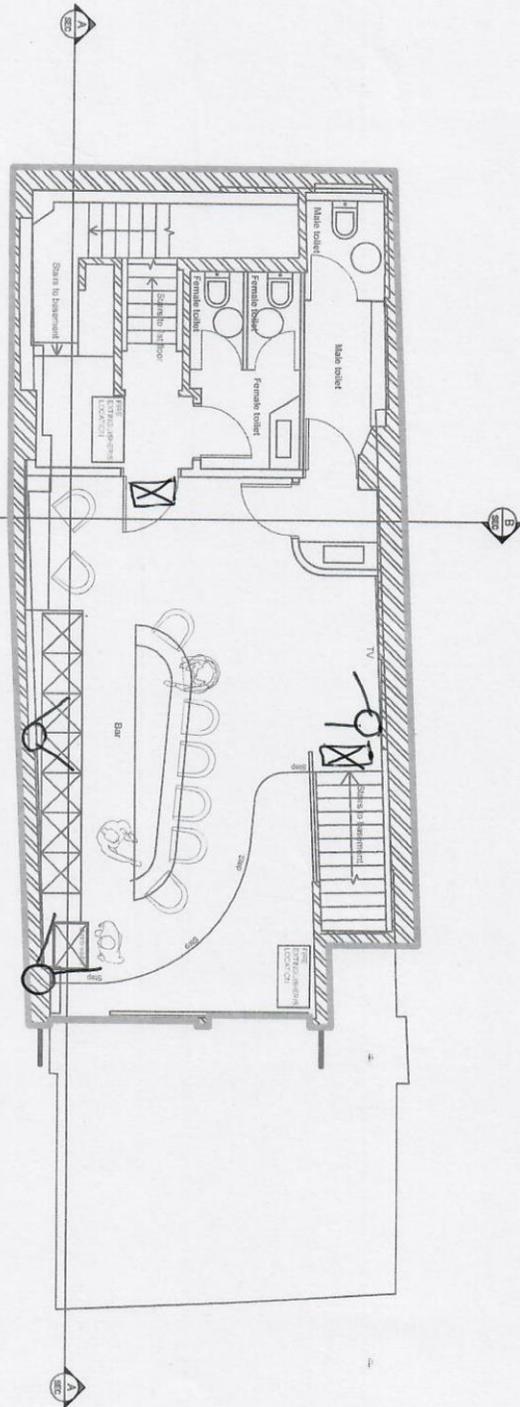
*Telephone number*   
*Email address*

### Supporting Material Return Address

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



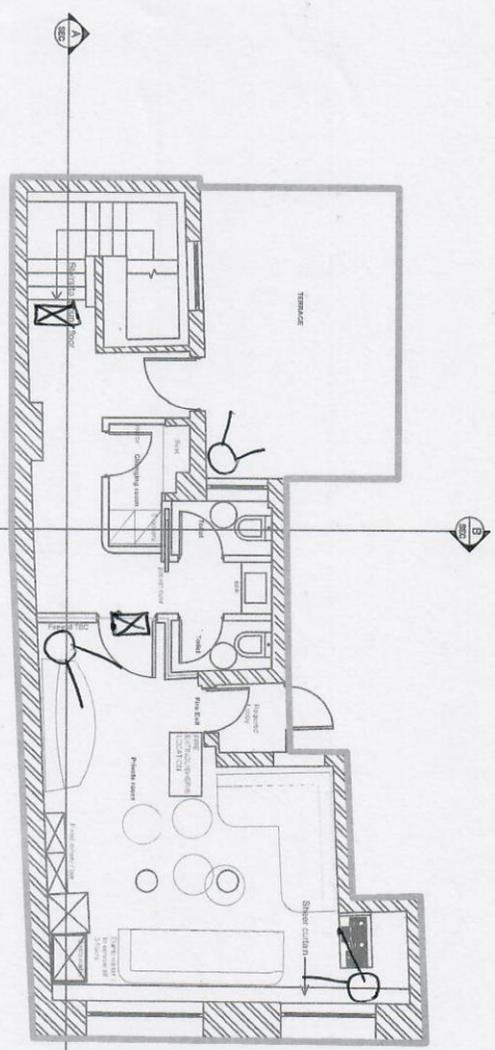
Ground Floor  
 30 Duane Street  
 Scale 1:50  
**REV 3A**



PLEASE NOTE:  
 ALL WORK IS SHOWN IN ACCORDANCE WITH THE  
 BUILDING REGULATIONS AND THE BUILDING ACT 2004.  
 THE DESIGNER HAS CONDUCTED VISUAL CHECKS OF THE  
 PROPOSED WORK.

*CCV*

First Floor  
 30 Dean Street  
 Scale 1:50  
**REV 3A**



PLEASE NOTE  
 ALL LOCKER FURNITURE IS NEGATIVE ONLY  
 ALL LOCKER ACTIVITIES TAKE PLACE WITH THE BELONGINGS  
 OF THE OFFICERS  
 OF THE OFFICERS

 emergency light

**Licensing Authority objection**

I am authorised on behalf of the Licensing Authority of Westminster City Council to carry out its functions

in considering Sex Establishment applications made under the provisions of Part II, Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982.

I write in relation to the variation application submitted for a sexual entertainment licence at Basement to First Floor, 30 Dean Street, London, W1D 3SA which was made by Sohomead Limited.

The application seeks to vary:

This variation is made in accordance with pre-application advice received from Ian Watson, EH (23/01270/PREAPM) and the details of the variation of plans are

**Ground Floor**

- Reconfiguration of WC to increase public facilities.
- Reconfiguration and reduce size of the servery bar.
- Reduction in raised area from two steps to single step.
- Addition of loose seating.
- General refurbishment.

**Basement Floor- where regulated entertainment takes place**

- Reconfiguration of stage.
- Removal of all private dance booths.
- New servery provided.
- Relocation of DJ area.
- Addition of fixed seating.
- General refurbishment.

**First Floor**

- Reconfiguration of WC's.
- Reconfiguration of dressing room area to allow for small lounge area.
- New dressing room provided.
- General refurbishment.

No changes to the main entrance, circulation staircases or secondary means of escape.

No changes to the operating hours, activities or capacity conditions.

The alterations are also the subject of a variation application under the premises licence and that licence has offered works conditions as the works will need to be assessed upon completion as follows:

A) "No licensable activities shall take place until the premises has been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the licensing authority.

B) "Before the premises open to the public, the plans as deposited shall be checked by the Environmental Health Consultation Team to ensure they are an accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the Environmental Health Consultation Team and the Licensing Authority.

The Licensing Authority has reviewed the application in detail and has concerns with the first floor. The concerns are around the reconfiguration of the dressing room area to allow for a small lounge, and the proximity of the dressing rooms to an area allowed for the customers to drink. The Licensing Authority would like further submissions to the questions below.

1. The wording on the plans state 'Private Room' will this room have performances?
2. Are customers allowed in this area?
3. Will customers be able to drink alcohol on the first floor?
4. How will the first floor be operated and controlled? i.e waiter/waitress service and seated?
5. How can the applicant ensure that customers won't enter the dressing rooms?
6. What will the terrace be used for?
7. Can you drink on the terrace and will there be performances?

The Licensing Authority look forward to further submissions from the applicant in regard to the application so it can be assessed further.

Please accept this as a formal objection.



18 Soho Square, London W1D 3QL

13 November 2023

Premises Licensing Team  
Westminster City Council  
Westminster City Hall  
4<sup>th</sup> Floor, 64 Victoria Street  
London SW1E 6QP

Dear Licensing

**RE: SUNSET SOHO, BASEMENT TO FIRST FLOOR, 30 DEAN STREET LONDON W1D 3SA – (1) APPLICATION FOR RENEWAL OF A SEV LICENCE, (2) APPLICATION FOR VARIATION OF A SEV LICENCE, (3) APPLICATION FOR VARIATION OF A PREMISES LICENCE**

We refer to the above applications listed for hearing on 23 November 2023

**Renewal of SEV**

We note the licensing authorities position on the renewal application but also note that the premises has been subjected to various visits in respect of SEV compliance, the prior two (before the recent inspection which we appreciate was unsatisfactory) being on 25 March 2023 and 30 June 2023. We understand the premises was deemed compliant with the conditions on the licence after these visits. Further, when pre-application advice was carried out with EH in May 2023, after a premises check EH advised "A check of the premises file does not indicate any recent complaints against the premises regarding noise or nuisance nor any adverse visits by the city council". Accordingly, the venue's policies are capable of and were/are enforced by staff.

In response to the recent visit by the inspectors we attach our letter to the licensing inspectors dated 12 October 2023. Further comments as to the issues raised and the personal comments against [REDACTED] will be raised and discussed at the hearing. Since the complaints the venue has improved signage and ensuring the refresher training is carried out with the performers having to re-sign the codes of conduct. The venue aims to provide the best customer experience in terms of service and facilities in a well-managed compliant environment and has always operated in complete openness with all the responsibility authorities.

The venue's policies are enforced by a series of procedures ranging from mere interventions, verbal and written warnings to the termination of a performers' contract. New performers sign a contractual agreement, attend an induction meeting, staff emphasise that Sunset Strip is a no touching club. There is full CCTV in the venue. There is a CCTV monitor at the entrance to the premises, which shows the cameras recording in the basement of the premises. Security and bar staff can view the CCTV monitor. Security staff are employed to enforce the rules of Sunset Soho.

The venue further takes performer welfare very seriously. Previously they welcomed Soho Illuminate into the Sunset Strip every week for years. Members had private conversations



## *The Licensing Team*

with the dancers to discuss safety and any other need they may have. They usually came on a Thursday evening and the dancers were aware of this- it provided another avenue to check on performer welfare and provide an inclusive environment for the dancers.

### Variation of SEV and Premises Licence

Notwithstanding the above, variation applications have been submitted for the SEV and premises licence on basically the same terms.

The variation of layout seeks to allow a layout change and remove the private booths in the basement. There will be no more private booths at Sunset Soho should the variations be granted. This will undoubtedly facilitate vision and enforcement of the rules of conduct at the premises.

The variations sought are made in accordance with pre-application advice received from Ian Watson, EH (23/01270/PREAPM). The details of the variation of plans are

#### Ground Floor

- Reconfiguration of WC to increase public facilities.
- Reconfiguration and reduce size of the servery bar.
- Reduction in raised area from two steps to single step.
- Addition of loose seating.
- General refurbishment.

#### Basement Floor- where regulated entertainment takes place

- Reconfiguration of stage.
- Removal of all private dance booths.
- New servery provided.
- Relocation of DJ area.
- Addition of fixed seating.
- General refurbishment.

#### First Floor

- Reconfiguration of WC's.
- Reconfiguration of dressing room area to allow for small lounge area.
- New dressing room provided.
- General refurbishment.

There are no changes to the main entrance, circulation staircases or secondary means of escape. There are also no changes to the operating hours, activities or capacity conditions.

The alterations under both licences offer a works conditions as the works will need to be assessed upon completion as follows, in the usual way:

- A) "No licensable activities shall take place until the premises has been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the licensing authority.
- B) "Before the premises open to the public, the plans as deposited shall be checked by the Environmental Health Consultation Team to ensure they are an accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the Environmental Health Consultation Team and the Licensing Authority.

*The Licensing Team*

There is no objection to either the renewal of the variations from EH. A copy of Mr Watson's pre application advice is attached. He was of the opinion that the variation, could be dealt with under a minor variation of the premises licence (as far as the premises licence was concerned) and this was duly applied for. Despite not having any representations against the minor variation the licensing authority refused the minor variation and sought a full variation.

The first floor is part of the licensable area under the premises licence (red line is around this space as Mr Watson acknowledges). The SEV licence does not cover the first floor and we confirm no SEV entertainment will be provided on the first floor. The first floor will be operated to invited patrons only, like a private space and the general public will not be permitted in that area. There will be staff at all times on the first floor. There will be new CCTV installed throughout the premises as part of the works, including the first floor. There is an external space on the first floor and this will be utilised as a smoking area (which is what it is used for now). The changing rooms have been reduced in size in consultation with EH who are satisfied with the proposed arrangements.

Should the variations (and renewal) be granted by Members the premises will be closed for approximately 6 months to carry out the works, ideally from January 2024. The works to upgrade the premises will be at an expense of around £1.3 million. There will be new staff at the premises. These proposals will be expanded on at the hearing.

The premises are located within the West End Cumulative Impact zone but there will be no changes to the hours, activities or capacity. Therefore, the alterations will need to be assessed under the licensing objectives to include Public Safety and Crime and Disorder.

The alterations will not change the current operational style of the premises as a sexual entertainment venue/ bar but areas will be provided with additional facilities to allow a lounge area.

The premises licence variation includes a further aspect which was the removal of condition 18 of the premises licence regarding the requirement that persons pay a minimum fee before entering is historic and relates to the converted justice's licence back in 2005.

The condition states: "18. Intoxicating liquor shall not be sold or supplied to persons entering the premises after 11pm other than to persons who have paid a minimum entrance fee of £3 Monday to Thursday or £5 Friday to Saturday."

Preapplication advice confirms EH did not object to the removal of this condition and prior to lodging the variation the applicant discussed the removal of this condition with the Police licensing team (PC Tom Stewart) and it was confirmed they had no objection to the removal of condition 18 either.

Yours sincerely

**LANA TRICKER**



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

Schedule 12  
Part A

**WARD: West End**  
**UPRN: 010033533194**

**Premises licence**

Regulation 33, 34

**Premises licence number:**

23/01570/LIPT

**Original Reference:**

05/02203/LIPC

**Part 1 – Premises details**

**Postal address of premises:**

Sunset Strip  
Basement To First Floor  
30 Dean Street  
London  
W1D 3SA

**Telephone Number:** 020 7437 7229

**Where the licence is time limited, the dates:**

Not applicable

**Licensable activities authorised by the licence:**

Performance of Dance  
Provision of facilities for Dancing  
Provision of facilities for making Music  
Performance of Live Music  
Playing of Recorded Music  
Provision of facilities for entertainment of a similar description to making music or dancing  
Anything of a similar description to Live Music, Recorded Music or Performance of Dance  
Late Night Refreshment  
Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit  
Sale by Retail of Alcohol

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

**Performance of Dance**

Monday to Saturday: 09:00 to 01:00  
Sunday: 09:00 to 23:00

**Provision of facilities for Dancing**

Monday to Saturday: 09:00 to 01:00  
Sunday: 09:00 to 23:00

**Provision of facilities for making Music**

Monday to Saturday: 09:00 to 01:00  
Sunday: 09:00 to 23:00

**Performance of Live Music**

Monday to Saturday: 09:00 to 01:00

Sunday: 09:00 to 23:00

**Playing of Recorded Music**

Monday to Sunday: 09:00 to 09:00

**Provision of facilities for entertainment of a similar description to making music or dancing**

Monday to Saturday: 09:00 to 01:00

Sunday: 09:00 to 23:00

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

Monday to Saturday: 09:00 to 01:00

Sunday: 09:00 to 23:00

**Late Night Refreshment**

Monday to Saturday: 23:00 to 01:30

Sunday: 23:00 to 01:00

**Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit** Unrestricted

**Sale by Retail of Alcohol**

Monday to Saturday: 10:00 to 01:00

Saturday: 10:00 to 00:30

Sunday: 12:00 to 00:30

*For times authorised for Christmas, New Year and Good Friday see conditions at Annex 1*

**The opening hours of the premises:**

Monday to Saturday: 09:00 to 01:30

Sunday: 09:00 to 00:00

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

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

**Part 2**

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

Sohomead Limited  
30 Dean Street  
London  
W1D 3RZ

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

14694501

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

**Name:** Mr Declan Joseph Forde

*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:** 05/02109/LiPERS  
**Licensing Authority:** City Of Westminster Council

**Date:** 29<sup>th</sup> March 2023

**Signed:**



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This licence has been authorised by Karyn Abbott 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. 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.
5.
  - (1) The responsible person shall take all reasonable steps to 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 in a manner which carries a significant risk of leading or contributing to crime and disorder, prejudice to public safety, public nuisance, or harm to children.
    - (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 (other than any promotion or discount available to an individual in respect of alcohol for consumption at a table meal, as defined in section 159 of the Act);
    - (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;
    - (d) provision of free or discounted alcohol in relation to the viewing on the premises of a sporting event, where that provision is dependent on
      - (i) the outcome of a race, competition or other event or process, or
      - (ii) the likelihood of anything occurring or not occurring;
    - (e) 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.
6. The responsible person shall ensure that no alcohol is dispensed 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).

7. The responsible person shall ensure that free tap water is provided on request to customers where it is reasonably available.
8.
  - (1) The premises licence holder or club premises certificate holder shall ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol.
  - (2) 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 a holographic mark.
9. The responsible person shall 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; and
  - (b) customers are made aware of the availability of these measures

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.

**Conditions reproducing the effect of conditions subject to which the relevant existing licences have effect.**

**Conditions relating to Regulated Entertainment:**

10. This licence is subject to all the former Rules of Management for Places of Public Entertainment licensed by Westminster City Council, in force from 4 September 1998 and incorporating amendments agreed by the Council on 25 October 1999, 30 June 2000, 16 January 2001 and 1 October 2001.
11. On New Year's Eve the premises can remain open for the purpose of providing regulated entertainment from the time when the provision of regulated entertainment must otherwise cease on New Year's Eve to the time when regulated entertainment can commence on New Year's Day (or until midnight on New Year's Eve where no regulated entertainment takes place on New Year's Day).
12. Notwithstanding the provisions of Rule Management No.6 the premises may remain open for the purposes of this licence from 11pm on each of the days Monday to Saturday to 1am on the day following.
13. Patrons shall not be permitted to queue outside the premises.
14. Notices shall be prominently displayed at the exits reminding patrons that the premises are within a residential area. The notices shall also request patrons to leave in a quiet and orderly manner.
15. Deliveries to the premises shall not take place before 8am.

16. No person under 18 years of age shall take part in a striptease performance or shall otherwise be employed or allowed in the premises whilst the premises are in use under this licence.
17. Striptease will only be provided by the performers and the audience will not be permitted to be on the stage or participate in any other way.

#### **Conditions for Sale of Alcohol**

18. Intoxicating liquor shall not be sold or supplied to persons entering the premises after 11pm other than to persons who have paid a minimum entrance fee of £3 Monday to Thursday or £5 Friday to Saturday.
19. Persons who have paid the fee allowing them to visit the premises as many times in one day as they wish may only be allowed re-entry to the premises up to 11pm. Thereafter, the minimum entrance charges at Condition 15 will apply with no re-entry.
20. There shall be no payment made by or on behalf of the licensees to any person for bringing customers to the premises.
21. No gaming otherwise than by machines authorised under part III, Gaming Act, 1968.
22. Striptease performances will only be provided by the dancers and the audience will not be permitted to participate in any way.
23. No persons under the age of 18 years shall be allowed to enter or remain on the licensed premises, and a clear notice shall be displayed, in the following terms, at the entrance to the premises in a prominent position so that it can be easily read by persons entering: NO PERSON UNDER 18 YEARS WILL BE ADMITTED.
24. The sound level at the premises to be maintained at a level so as to prevent noise escape to the exterior.
25. Customers shall not be permitted to form a queue outside the premises and thus obstruct the pavement.
26. Silence notices to be placed by the exits warning patrons that the premises are in proximity of residential premises and requesting them to make an orderly exit.

#### **Conditions which reproduce the effect of any restriction imposed on the use of the premises by specified enactments**

27. (i) Alcohol shall not be sold, supplied, consumed in or taken from the premises except during permitted hours.

In this condition, permitted hours means:

- (a) On weekdays, other than Christmas Day, Good Friday or New Year's Eve, 10.00 to 23.00.
  - (b) On Sundays, other than Christmas Day or New Year's Eve, 12.00 noon to 22.30.
  - (c) On Good Friday, 12.00 to 22.30.
  - (d) On Christmas Day, 12.00 to 15.00 and 19.00 to 22.30.
  - (e) On New Year's Eve, except on a Sunday, 10.00 to 23.00.
  - (f) On New Year's Eve on a Sunday, 12.00 to 22.30.
  - (g) On New Year's Eve from the end of permitted hours on New Year's Eve to the start of permitted hours on the following day (or, if there are no permitted hours on the following day, 00.00 midnight on 31st December).
- ii. Alcohol may be sold or supplied for one hour following the hours set out above (other than Christmas Day and New Year's Eve), and on Christmas Day, between 15.00 and 19.00, to persons taking table meals in the premises in a part of the premises usually set apart for the service of such persons and

for consumption by such a person in that part of the premises as an ancillary to his meal. For other purposes or in other parts of the premises the hours set out above shall continue to apply.

- iii. (a) Alcohol may be sold or supplied until 01.00 in the morning following weekdays (other than Good Friday and Christmas Day), 00.30 a.m. in the morning following Sundays (other than Christmas Day) and 00.30 in the morning following Good Friday to persons taking table meals in the premises in a part of the premises usually set apart for the service of such persons and for consumption by that person in that part of the premises as an ancillary to his meal.
- (b) That part of the premises must also be used for the provision of entertainment by persons present and performing to which the sale or supply of alcohol is also ancillary.
- (c) The alcohol must be sold or supplied at a time before (i) the provision of entertainment by persons present and performing or (ii) the provision of substantial refreshment, has ended. For other purposes or in other parts of the premises the hours set out above shall continue to apply.
- (d) This condition does not authorise any sale or supply to any person admitted to the premises either after midnight (23.00 on Sunday) or less than half an hour before the entertainment is due to end, except in accordance with condition number 28(ii) above.

NOTE - The above restrictions do not prohibit:

- (a) during the first thirty minutes after the above hours the consumption of the alcohol on the premises;
- (b) during the first twenty minutes after the above hours, the taking of the alcohol from the premises unless the alcohol is supplied or taken in an open vessel;
- (c) during the first thirty minutes after the above hours the consumption of the alcohol on the premises by persons taking table meals there if the alcohol was supplied for consumption as ancillary to the meals;
- (d) the sale or supply of alcohol to or the consumption of alcohol by any person residing in the licensed premises;
- (e) the ordering of alcohol to be consumed off the premises, or the despatch by the vendor of the alcohol so ordered;
- (f) the sale of alcohol to a trader or registered club for the purposes of the trade or club;
- (g) the sale or supply of alcohol to any canteen or mess, being a canteen in which the sale or supply of alcohol is carried out under the authority of the Secretary of State or an authorised mess of members of Her Majesty's naval, military or air forces;
- (h) the taking of alcohol from the premises by a person residing there;
- (i) the supply of alcohol for consumption on the premises to any private friends of a person residing there who are bona fide entertained by him at his own expense, or the consumption of alcohol by persons so supplied;
- (j) the supply of alcohol for consumption on the premises to persons employed there for the purposes of the business carried on by the holder of the licence, or the consumption of liquor so supplied, if the liquor is supplied at the expense of their employer or of the person carrying on or in charge of the business on the premises.

In this condition, any reference to a person residing in the premises shall be construed as including a person not residing there but carrying on or in charge of the business on the premises.

- 28. No person under fourteen shall be in the bar of the licensed premises during the permitted hours unless one of the following applies:

- (a) He is the child of the holder of the premises licence.
- (b) He resides in the premises, but is not employed there.
- (c) He is in the bar solely for the purpose of passing to or from some part of the premises which is not a bar and to or from which there is no other convenient means of access or egress.
- (d) The bar is in railway refreshment rooms or other premises constructed, fitted and intended to be used bona fide for any purpose to which the holding of the licence is ancillary.

In this condition "bar" includes any place exclusively or mainly used for the consumption of intoxicating liquor. But an area is not a bar when it is usual for it to be, and it is, set apart for the service of table meals and alcohol is only sold or supplied to persons as an ancillary to their table meals.

29. If any entertainment is provided for children or if an entertainment is provided at which the majority of persons attending are children, then, if the number of children attending the entertainment exceeds 100, it shall be the duty of the holder of the premises licence:
- (a) to station and keep stationed wherever necessary a sufficient number of adult attendants, properly instructed as to their duties, to prevent more children or other persons being admitted to the building, or to any part thereof, than the building or part can properly accommodate,
  - (b) to control the movement of the children and other persons admitted while entering and leaving the building or any part thereof, and
  - (c) to take all other reasonable precautions for the safety of the children.
30. The terminal hour for late night refreshment on New Year's Eve is extended to 05:00 on New Year's Day

**Annex 2 – Conditions consistent with the operating Schedule**

None

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

31. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to nuisance.
32. The maximum number of persons, including staff, to be present in the licensed premises shall not exceed the number specified from time to time by the proper officer of the London Fire and Civil Defence Authority. Maximum number of persons permitted (including staff) - 65.
33. Two SIA licensed doormen shall be on duty at the premises at all times and shall routinely monitor the premises.

34\*. An SIA trained licensed doorman shall be predominately based in the basement area during any stage performances.

35\*. Whilst the premises are in use under this licence Rule Management No.4 is waived in part so as to only permit the performance of striptease on the raised stage or designated dance area in the basement.

36\*. At least one "Personal Licence Holder" shall be present during the whole time intoxicating liquor is supplied, sold or consumed.

37\*. Striptease and nudity shall only be allowed in the basement floor, on a raised stage or in the private designated dance area as indicated on the Premises Plan. The stage performance provided to customers seated in theatre style seating or customers standing in the area to rear of that seating only. The private performance provided in the Designated Dance area to customers seated on fixed seating within the area.

38\*. Striptease or nudity shall only be allowed in performance presented by or in association with the licensees in the designated dance or stage areas.

If at any time hostesses are operating at the premises Conditions 38-43 shall apply:

39\*. The Code of Conduct for hostesses shall be lodged with the Police Authority responsible for licensing and Westminster City Council Licensing Authority. All hostesses shall sign the Code of Conduct as agreed by the Police in their proper name acknowledging that they have read and understood, and are prepared to abide by the said Code of Conduct, and copy so signed shall be retained by the licensees and shall be readily available for inspection by the Police and/or authorised persons upon reasonable request.

40\*. A record shall be kept at the premises of the real names, addresses and "stage names" of all hostesses and this record shall be readily available to the Police and/or the Licensing Authority upon reasonable request.

41\*. A notice outlining the Code of Conduct for the customer -as agreed with the Police- shall be positioned at the entrance, reception, bar area and table menus. It shall be of an adequate size (font 16) so that it can be easily read by the customer.

42\*. All hostesses' activities shall be conducted openly and at no time shall hostesses entertain customers in areas of the premises that are screened, hidden by curtains or not in public use.

43\*. Hostesses will not accept any telephone number or any other contact information from any customer.

44\*. Customers will not be in the company of the hostess except in any area open to the public within the Club.

45\*. Customers must remain fully clothed at all times. The dancers must not remove any of the customers' clothing at any time.

46\*. There shall be no indecent conduct between the customer and dancers.

47\*. Customers will not offer any payment in return for sexual favours.

48\*. At all times customers will behave in a decent and appropriate manner. Any customers not acting in accordance with these codes of conduct will (at the management's discretion) be asked to leave the premise)

49\*. There shall be no physical contact between dancers whilst performing.

50. There shall be no physical contact between customers and the dancers except for the placing of money or tokens in a garter or into the hands of the dancer at the beginning or conclusion of the performance. Whilst the dancers are performing there shall be a minimum distance of one metre between the dancer and the seated customers. Notices to this effect shall clearly be displayed at each table and at the entrance to the premises.

51. CCTV will be installed in the whole of the licensed areas, including all dance areas, and in particular cameras to be placed to cover the entrance, the toilet entrance and the entrance to the dancers changing room. All cameras will continually record whilst the premises are open to the public. The recordings will be retained for a period of 28 days, time/date stamped, and made available to the statutory authorities upon request (all areas are to be sufficiently lit, in order that the recorded images are of reasonable quality).

52. Suitable beverages other than intoxicating liquor (including drinking water) shall be available during the whole of the permitted hours in all parts of the premises where intoxicating liquor is sold or supplied.

53\*. On any day that performers are taking part in acts of striptease (whether on stage or at table side) they shall not perform towards each other, or make any physical contact with another person.

54\*. Such striptease and topless performers shall be engaged subject to the rules the same as or similar to the Management Rules of Conduct deposited with the Licensing Authority. The striptease dancers shall be provided with copy of those rules.

#### **Private Dance Area**

55\*. Entertainment may be provided solely by fully nude dancers to customers seated at tables in the approved part of the premises. No audience participation shall be permitted.

56\*. The maximum number of customers accommodated in the area at any one time shall be 4 persons excluding staff, dancers, or hostesses.

#### **Designated Smoking Area:**

57. Consumption of alcohol is permitted outside the premises subject to being restricted to the Designated Smoking Area supervised by a licensed doorman positioned outside the premises at all material times and involves a maximum of 10 patrons at any one time

\* Conditions indicated shall not apply when a Sexual Entertainment Licence is in effect at the premises





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

Schedule 12  
Part B

WARD: West End  
UPRN: 010033533194

Premises licence  
summary

Regulation 33, 34

Premises licence number:

23/01570/LIPT

### Part 1 – Premises details

#### Postal address of premises:

Sunset Strip  
Basement To First Floor  
30 Dean Street  
London  
W1D 3SA

**Telephone Number:** 020 7437 7229020 7437 7229

#### Where the licence is time limited, the dates:

Not applicable

#### Licensable activities authorised by the licence:

Performance of Dance  
Provision of facilities for Dancing  
Provision of facilities for making Music  
Performance of Live Music  
Playing of Recorded Music  
Provision of facilities for entertainment of a similar description to making music or dancing  
Anything of a similar description to Live Music, Recorded Music or Performance of Dance  
Late Night Refreshment  
Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit  
Sale by Retail of Alcohol

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

##### Performance of Dance

Monday to Saturday: 09:00 to 01:00  
Sunday: 09:00 to 23:00

##### Provision of facilities for Dancing

Monday to Saturday: 09:00 to 01:00  
Sunday: 09:00 to 23:00

##### Provision of facilities for making Music

Monday to Saturday: 09:00 to 01:00  
Sunday: 09:00 to 23:00

##### Performance of Live Music

Monday to Saturday: 09:00 to 01:00

Sunday: 09:00 to 23:00

**Playing of Recorded Music**

Monday to Sunday: 09:00 to 09:00

**Provision of facilities for entertainment of a similar description to making music or dancing**

Monday to Saturday: 09:00 to 01:00

Sunday: 09:00 to 23:00

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

Monday to Saturday: 09:00 to 01:00

Sunday: 09:00 to 23:00

**Late Night Refreshment**

Monday to Saturday: 23:00 to 01:30

Sunday: 23:00 to 01:00

**Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit** Unrestricted

**Sale by Retail of Alcohol**

Monday to Saturday: 10:00 to 01:00

Saturday: 10:00 to 00:30

Sunday: 12:00 to 00:30

*For times authorised for Christmas, New Year and Good Friday see conditions at Annex 1*

**The opening hours of the premises:**

Monday to Saturday: 09:00 to 01:30

Sunday: 09:00 to 00:00

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

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

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

Sohomead Limited  
30 Dean Street  
London  
W1D 3RZ

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

14694501

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

**Name:** Mr Declan Joseph Forde

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

Restricted

**Date:** 29<sup>th</sup> March 2023

**Signed:**



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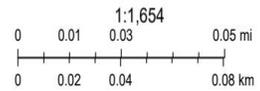
**This licence has been authorised by Karyn Abbott on behalf of the Director - Public Protection and Licensing.**

Sunset Strip, 30 Dean Street



08/11/2023, 15:28:08

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



**Resident Count: 229**

**Faith Groups: 0**

**Schools: 0**

**Sex Establishment: 1**