

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



18 Soho Square, London W1D 3QL

12 October 2023

Mr Leroy Adedeji
Westminster City Council
15th Floor
Westminster City Hall
64 Victoria Street London SW1E 6QP
Your Ref: **Ref: 23/01573/LISEVT**

Dear Leroy

Premises: Sohomead Limited – Sunset Strip and Bar 30 Dean Street, London, W1D 3RZ.

I refer to your letter dated 26 September 2023 and have been asked to reply on behalf of my client. I have spoken to and met with my client and have been updated on the various visits to the premises.

Just as a point of clarity, I am instructed that my client was informed that the visit on Friday 15th was a LA03 visit and the visit on Saturday 16th was a SEV visit. I take no particular point on this other than to confirm my instructions as it differs from your letter.

I also note that the premises has been subjected to various visits in respect of SEV compliance, the last two being on 25 March 2023 and 30 June 2023. I understand the premises was deemed compliant with the conditions on the licence after these visits.

Taking your points in the same order:

Physical contact

As mentioned previously I am instructed the prior 2 visits this year showed compliance with this condition.

You may be aware that in the past there has been discussion between officers and SEV operators in WCC about contact and the difference between sexual contact and other touching. This was discussed generally and also in one off visits with officers to venues. My client was part of these discussions and was operating in terms of this prior understanding with officers.

Nevertheless, additional signage has been installed and the performers have been retrained and asked to sign the code of conduct again to re-iterate their understanding. My client has also put down a tape on the floor in the booth areas as a physical reminder to the performers to keep further distance from the customer. This has been working well. Staff and security have had the concerns communicated to them and have been retrained on the policies and disciplinary procedures as well.

As you will be aware, there is a variation of layout pending and this removes all of the booths in the venue so the layout if approved will ensure a fully open layout.

My client is confident you will see an improvement and compliance should you visit again.

SIA in basement

I am instructed that when my client was asked about security numbers on the Friday night he was not officially on duty, however he initially was introduced to you as the logical person to answer any questions. There was also music playing and he had been informed by you and understood the visit was a premises licence visit- and so he referred to the condition on the premises licence which says 'routinely monitor the visit- condition 33'. This is not said to detract from your comments but to set the scene on my client's behalf. Moving on from this I can confirm that 1 SIA is located in the basement at all times. Also, in light of concerns for contact the client has employed an additional SIA at the venue. They have a minimum of 3 SIA at the premises and this can be increased by another two {so up to 5 SIA} at busier times. Should you wish to re-inspect at any time you will see this, and as mentioned previously I am instructed the prior 2 visits this year showed compliance with this condition.

Further, just so you are aware, the bar staff, The DPS and obviously the door staff all have SIA licences. The bar staff and DPS also have personal licences.

Staff not conversant with the operation of the CCTV

My client apologises for this. The CCTV system was changed in late August and there has been a process of training all the staff to work on the new system. Following your visit the company that installed the CCTV have been back to the premises to train the staff. There has also been internal training of staff. A crib sheet has further been provided to the staff who may not work it regularly to remind them of the process and this is held at the premises. I have also instructed those staff to do some regular practices of working the system as if they do not do this for some time it is only natural that the process will be forgotten- and this is being done. The head doorman has also been trained in case any activities need to be verified.

I do mention that prior to the change over in CCTV all staff could work the CCTV, including the DPS and prior visits will confirm this. CCTV was on occasion requested by Police Officers for incidents on the street, unrelated to Sunset, and this was always provided promptly as well, so there is no history of trying to delay providing the footage or not operating the system.

Incident book

I visited the premises yesterday (11 October 2023) and inspected the incident book. I can confirm the visits have been recorded (and previous ones as well). I have confirmed the matters to be recorded, and all matters in the condition shall be recorded in the incident book for ease, though the performers have a record separately for any breaches of conditions, which is done for ease of reference for each performer and so the client can see if there are any repetitive breaches which need actioning.

Dancer documents

During my visit I saw the dancer packs/documents. I understand when you visited the files were in the office for which my client apologises. However, they were and are in place. These records include ID documents as needed and signed copies of the code etc. As mentioned above, performers have been asked to go through and sign new codes of conduct by way of re-training as well. The dancer file shall be held on the premises in a secure place from now on.

I fully appreciate, as does my client, the concerns raised and my client will continue to work on its transparency to regain your trust and a healthy working relationship but I hope this answers your concerns raised in your letter from your inspection for the time being. On this note my client saw PC Muldoon walking past the premises following the inspections and informed him of the improvements made and offered to show him the improvements, confirming my client is working on all concerns raised and not ignoring any concerns raised. My client would welcome another visit.

Please note that I have not in this letter addressed some additional matters that are contained in officer statements sent to me by licensing which focus on the analysis of my client's temperament but will do in due course. My client does not agree with all comments made but is nevertheless apologetic if that was how he was perceived.

I look forward to hearing from you.

Yours faithfully
LANA TRICKER
LT LAW



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: 29th March 2023

Signed:



pp

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.

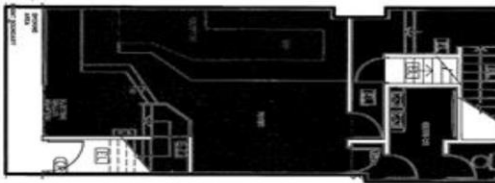
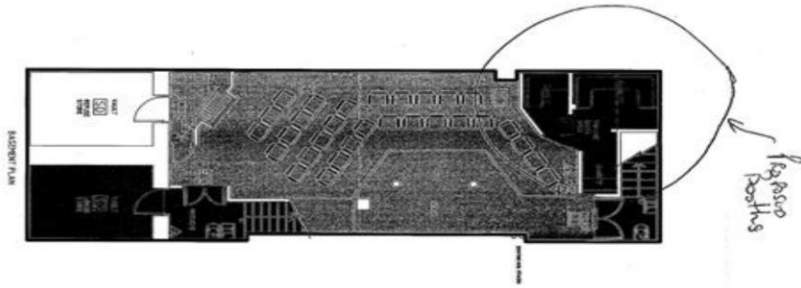
56*. The maximum number of customers accommodated in the area at any one time shall be 4 persons excluding staff, dancers, or hostesses.

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

Annex 4 – Plans



DO NOT SCALE
DO NOT ENLARGE AND CAUTION TO THE ARCHITECT
CHECK ALL DIMENSIONS BEFORE FABRICATION

SYMBOL	MEANING	DATE	SCALE
□	Unshaded - As per existing	L1	No/10
■	Shaded - Proposed for this project		
■	Diagonal hatching - Proposed for this project		
■	Vertical hatching - Proposed for this project		

From information supplied by Planning Department

- (Diagonal hatching) - Timber of endowment (not to be removed)
- (Vertical hatching) - Material does not exceed (to be removed)
- (Diagonal hatching) - Built in 17/19th Century (to be removed)
- (Diagonal hatching) - Built in 17/19th Century (to be retained)
- (Diagonal hatching) - Timber of circulation (not to be removed)
- (Diagonal hatching) - Timber of circulation (to be removed)
- (Diagonal hatching) - Timber of circulation (to be removed)
- (Diagonal hatching) - Timber of circulation (to be removed)
- (Diagonal hatching) - Timber of circulation (to be removed)
- (Diagonal hatching) - Timber of circulation (to be removed)

PROJECT
30a Dean Street
London
W1D 3SA

SCALE
1:100

DATE
Jan 2008

SCALE
L1

SCALE
L1

PROPOSED FLOOR LAYOUTS
98231_006

ATFD APT Group
Architects & Building Surveyors
Brook House Coventry Road, Ford EBBW 31 4QR
T: 0292 8532 4141 F: 0292 8532 4140 E: info@atfdgroup.co.uk



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

Schedule 12
Part B

WARD: West End
UPRN: 01003353194

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
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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: 29th March 2023

Signed:



pp

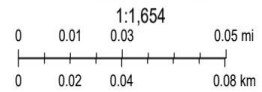
This licence has been authorised by Karyn Abbott on behalf of the Director - Public Protection and Licensing.

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