

Licensing Act 2003

Premises Licence



Premises Licence Number: 2022/00975/LAPR

Part 1 – Premises details

Postal address of premises, or if none, OS map reference or description of the premises

The Chelsea Lodge
562 King's Road

Post town: London

Post code: SW6 2DZ

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Performance of Dance -Indoors Only
Performance of Live Music -Indoors Only
Playing of Recorded Music -Indoors Only
Entertainment Similar to Music or Dance -Indoors Only
Provision of Late Night Refreshment -Indoors Only
Sale of Alcohol On and Off the Premises

The licence authorises the carrying out of the following licensable activities on the days and at the times specified below:

Performance of Dance -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Performance of Live Music -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00

Sunday	09:00 - 00:00
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Playing of Recorded Music -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Entertainment Similar to Music or Dance -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Provision of Late Night Refreshment -Indoors Only

Monday	23:00 - 00:00
Tuesday	23:00 - 00:00
Wednesday	23:00 - 00:00
Thursday	23:00 - 00:00
Sunday	23:00 - 00:00

Sale of Alcohol On and Off the Premises

Monday	11:00 - 00:00
Tuesday	11:00 - 00:00
Wednesday	11:00 - 00:00
Thursday	11:00 - 00:00
Friday	11:00 - 02:00
Saturday	11:00 - 02:00
Sunday	11:00 - 00:00

The opening hours of the premises:

Monday	09:00 - 00:30
Tuesday	09:00 - 00:30
Wednesday	09:00 - 00:30
Thursday	09:00 - 00:30
Friday	09:00 - 02:30
Saturday	09:00 - 02:30
Sunday	09:00 - 00:30

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

Both on and off the premises

Part 2

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

Chelsea Lodge Holdings Ltd
3rd Floor East
47-50 Margaret Street
London
W1W 8SB

Email: 

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

12168364

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

Chase Marco Matthias McGuinness


Licensing Authority: 
Personal Licence Number: 

Annex 1 – Mandatory Conditions

1. Mandatory Condition

(1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—

(a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—

(i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or

(ii) drink as much alcohol as possible (whether within a time limit or otherwise);

(b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;

(c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

(d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;

(e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).

2. Mandatory Condition

The responsible person shall ensure that free potable water is provided on request to customers where it is reasonably available.

3. Mandatory Condition

1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

(a) a holographic mark, or

(b) an ultraviolet feature.

4. Mandatory Condition

The responsible person must ensure that—

(a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—

(i) beer or cider: ½ pint;

(ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and

(iii) still wine in a glass: 125 ml;

(b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

(c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

5. Mandatory Condition

1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
2. For the purposes of the condition set out in paragraph 1—
 - (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

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

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

where—

- (i) P is the permitted price,
- (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

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

- (i) the holder of the premises licence,
- (ii) the designated premises supervisor (if any) in respect of such a licence, or
- (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

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

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

3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

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

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

6. Mandatory Condition

(1) No supply of alcohol may be made under the premises licence-

- (a) at a time when there is no designated premises supervisor in respect of the premises licence, or
- (b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.

(2) Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

7. Mandatory Condition

Where this licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, each individual must be licensed by the Security Industry Authority, with the following exceptions:

- a) premises where the premises licence authorises plays or films
- b) any occasion mentioned in paragraph 8(3)(b) or (c) of Schedule 2 to the Private Security Industry Act 2001 (premises being used exclusively by a club with a club premises certificate, under a temporary event notice authorising plays or films or under a gaming licence), or
- c) any occasion within paragraph 8(3)(d) of Schedule 2 to the Private Security Industry Act 2001.

Annex 2 – Conditions consistent with the operating Schedule

8. From 9pm on Fridays and Saturdays there shall be a minimum of 2 SIA approved door supervisor on duty at the premises until all customers have dispersed from the immediate vicinity.

9. On Fridays and Saturdays from 11pm until all customers have dispersed from the immediate vicinity of the premises, a minimum of 1 SIA approved door supervisors wearing a high visibility jacket shall provide a presence in the vicinity of Holmead Road to discourage anti-social behaviour.

10. Any queues formed at the premises shall be supervised by door supervisors to prevent disorder and measures shall be implemented to discourage anti-social behaviour. All SIA approved door supervisors engaged outside the entrance to the premises, or supervising or controlling queues, shall wear high visibility jackets or vests.

11. All glasses and drinks (whether alcoholic or not) shall be cleared from the outside areas by 11pm.

12. A register of door supervisors working at the premises on any given night shall be maintained (recording SIA numbers, full names and times worked) and made available to police and responsible authorities immediately upon request.

13. An authorised representative of the premises licence holder shall attend the local pubwatch meetings.

14. Whenever the premises trades after 9pm, there shall be a personal licence holder on duty on the premises.

15. A cloakroom shall be provided at the premises.

16. During the last 30 minutes of licensable activities a wind down period shall operate and the music and entertainment shall be scaled back so that customers are calmer when they leave. Lighting shall also be raised during the final 30 minutes until it is on full on at the terminal hour of licensable activities.

17. After 23:00 hours the terrace area hatched in grey on the plan shall not be used.

18. After 23:00 hours there shall be no more than 30 people at any one time in the terrace area hatched in red on the plan.

19. After 23:00 hours there shall be no consumption of alcohol in the terrace area hatched in red on the plan.

20. After 23:00 hours the terrace area hatched in red on the plan shall be constantly monitored and supervised to ensure that customers assist in the promotion of the licensing objectives.

21. After 23:00 hours the terrace area hatched in red on the plan shall be inaccessible from the public highway.

22. After 23:00 hours the front doors located on the east side of the terrace area hatched in red on the plan shall be closed.

23. All staff shall be trained in the Proof of Age policy and how to identify acceptable means of identification.

24. Unless agreed with the police licensing team in writing, on days when Chelsea FC are playing at home or on days when a Chelsea FC victory parade takes place, from 2 hours before the advertised kick off until 1 hour after the match has been completed:

a) There shall be a minimum of 2 SIA approved door supervisors on duty at the premises;

b) The bar, basement and terrace areas (hatched on the plan) shall operate with polycarbonate vessels, save for persons seated at a table and dining at the premises; and

c) There shall be a personal licence holder on duty at the premises.

25. The maximum number of persons, including staff, permitted on the premises at any one time shall not exceed the numbers specified on the premises fire risk assessment, a copy of which shall be made available upon request by an authorised officer.

26. High Definition CCTV shall be installed, operated and maintained, at all times that the premises is open for licensable activities and;

o shall be checked every two weeks to ensure that the system is working properly and that the date and time are correct. A record of these checks, showing the date and name of the person checking, shall be kept and made available to police or authorised council officers on request;

o one camera shall show a close-up of the entrance to the premises, to capture a clear, full length image of anyone entering;

o shall cover any external area of the premises accessible to the public;

o recordings shall be in real time and stored for a minimum period of 31 days with date and time stamping;

o footage shall be provided free of charge to police or authorised council officer within 24 hours of a request; and

o a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times. This staff member shall be able to show

police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous.

27. An incident record shall be maintained by the licence holder / designated premises supervisor/ manager that details incidents that occur in or in the immediate vicinity of the premises. The incident record shall be kept on the premises and be available for inspection by the police or an authorised officer of the licensing authority at all times the premises is open.

28. The premises shall operate an outdoor area management policy this shall include how the outside area of the premises, smoking area and dispersal shall be managed. All staff shall be trained in its implementation. The outdoor management policy shall be agreed with police, environmental health and licensing officers and shall be provided upon request.

29. The premises may remain open for the sale of alcohol, regulated entertainment and the provision of late night refreshment from the terminal hour for those activities on New Year's Eve through to the commencement time for those activities on New Year's Day.

30. The smashing of bottles shall not be permitted between the hours of 23:00 to 08:30.

31. On Fridays and Saturdays, a steward shall monitor the smoking area from 23:00 until the premises is closed.

32. An acoustic enclosure (or enclosures) shall be erected and maintained around all extractor fans and air conditioning units at the rear of the premises. Such enclosure (or enclosures) shall be erected within six months of the date of the variation (subject to planning permission).

33. All management, the head of security and shift supervisors shall be trained in how to manage a crime scene and crime scene preservation. All other front of house staff is to be made aware of this policy. This training shall be repeated at least once a year and written records of the training shall be kept on the premise and made available to Police and authorised Officers of the Licensing Authority on request.

34. An incident reporting policy detailing the management of all incidents shall be completed and approved by Police Licensing Officers from The Metropolitan Police. All management and the head of security shall be trained in the contents of this policy and this training shall be repeated at least once a year. All other front of house staff is to be made aware of this policy. This policy shall be kept on the premises and made available for inspection by the Police or an authorised Officer from the Licensing Authority at all times. Any material changes to this policy must be agreed by Police Licensing Officers.

35. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.

36. (a) After 21:00hrs all customers entering the premises shall have their ID scanned on entry. The details recorded shall include a live facial image capture of the customer and capture the photographic identification produced. The details recorded by the ID scanner system shall be made available to the Police and the local authority upon request.

(b) The requirement in (a) above is subject to the following exceptions, namely that a maximum number of 20 guests per night may be admitted at the Managers discretion without necessarily photo ID being scanned and recorded. The admission of such guests however shall be in accordance with the following procedure:

(i) The DPS shall approve in writing the names of a maximum of three managers other than him/herself who are authorised to sign in such guests.

(ii) A legible record (the signing in sheet) of those guest's name shall be retained on the premises for inspection by the licensing authority and Police for a minimum period of 31 days. The name of the DPS approved manager authorising the admission will also be recorded by that manager,

(iii) Where there are appropriate reasons for a guest not to be able to produce ID and be subject to ID scan, the Approved Manager may still permit entry. In such circumstance he shall also record the reasons for this in the signing in sheet.

37. If the electronic ID scanner is not operational the police and the licensing authority will be informed of this fact within 24 hours and a repair timescale provided.

38. All patrons who attend a pre-booked or private event at the premises shall have their ID Scanned on entry. The details recorded shall include a live facial image capture of the customer and capture the photographic identification produced. The details recorded by the ID scanner system shall be made available to the Police and the local authority upon request.

39. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the Premises Licence. Written records of this training shall be retained and made available to police and authorised officers of the Licensing Authority on request.

40. All staff shall be trained in how to identify drunk or drug impaired customers. This training shall be repeated at least biannually and written records of the training kept and made available to police and authorised officers of the Licensing Authority on request.

41. A written search and dispersal policy will be in place at the premises, and which will be available to the Police and Local Authority upon request.

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

42. The licensee shall ensure that no live music, amplified music or amplified voice from the licensed premises is audible at or within the site boundary of any residential property.

43. The licensee shall maintain a permanent written record of each complaint received about the operation of the premises, including the complainant's name and location, the date and time the complaint is received, the action taken and when. The record shall be kept on the premises readily available for inspection at all reasonable times by an officer from the council's licensing division.

44. Signs shall be displayed instructing patrons to respect the neighbours and behave in a courteous manner.

45. The licensee shall provide and maintain a dedicated phone number solely for the purpose of receiving any complaints about the licensed premises and staffed at all times when the premises are in use under the licence. Details of the telephone number shall be sent in writing to residents and residents associations in the locality and to the council.

46. The licensee shall arrange a meeting at least once in every 4 months of which local residents shall be notified. The purpose of each meeting shall be to discuss and try to resolve matters of mutual concern. The licensee shall use all reasonable endeavours to publicise these meetings and a copy of the minutes shall be circulated to each of those attending and to the council and shall be made available at the premises.

47. All plant and machinery is to be correctly maintained and regularly serviced to ensure that it is operating efficiently and with minimal disturbance to neighbours arising from noise.

48. An additional period after the normal hours permitted in the licence for the supply of alcohol shall be permitted on a maximum of twelve days in each calendar year (excluding applications made under TENs). The additional hours shall be permitted only if written notice has been served on the licensing authority and the police at least seven days beforehand. The police are to have an absolute veto in respect of these occasions.

49. Alcohol shall not be consumed other than during the hours permitted by the licence for the sale of alcohol and during a 30-minute period immediately following the permitted hours.

50. There shall be no admittance or re-admittance to the premises after 01:00.

51. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the premises licence. Written records of this training shall be retained and made available to police and authorised officers of the licensing authority on request.

Signed: 
Authorised Officer

Date: 08.07.2022

Annex 4- Plans:

Please insert plans at pages 11 to 12

Licensing Act 2003

Premises Licence



Premises Licence Summary

Premises Licence Number: 2022/00975/LAPR

Premises details

Postal address of premises, or if none, OS map reference or description of the premises

The Chelsea Lodge
562 King's Road

Post town: London

Post code: SW6 2DZ

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Performance of Dance -Indoors Only
Performance of Live Music -Indoors Only
Playing of Recorded Music -Indoors Only
Entertainment Similar to Music or Dance -Indoors Only
Provision of Late Night Refreshment -Indoors Only
Sale of Alcohol On and Off the Premises

The licence authorises the carrying out of the following licensable activities on the days and at the times specified below:

Performance of Dance -Indoors Only	
Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Performance of Live Music -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Playing of Recorded Music -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Entertainment Similar to Music or Dance -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Provision of Late Night Refreshment -Indoors Only

Monday	23:00 - 00:00
Tuesday	23:00 - 00:00
Wednesday	23:00 - 00:00
Thursday	23:00 - 00:00
Sunday	23:00 - 00:00

Sale of Alcohol On and Off the Premises

Monday	11:00 - 00:00
Tuesday	11:00 - 00:00
Wednesday	11:00 - 00:00
Thursday	11:00 - 00:00
Friday	11:00 - 02:00
Saturday	11:00 - 02:00
Sunday	11:00 - 00:00

The opening hours of the premises:

Monday	09:00 - 00:30
Tuesday	09:00 - 00:30
Wednesday	09:00 - 00:30
Thursday	09:00 - 00:30
Friday	09:00 - 02:30

Saturday	09:00 - 02:30
Sunday	09:00 - 00:30

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

Both on and off the premises

Name, (registered) address, of holder of premises licence:

Chelsea Lodge Holdings Ltd
3rd Floor East
47-50 Margaret Street
London
W1W 8SB

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

12168364

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

Chase Marco Matthias McGuinness

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

No Restrictions

Signed: 
Authorised Officer

Date: 08.07.2022