

Licensing Act 2003

Premises Licence



Premises Licence Number: 2021/00450/LAPR

Part 1 – Premises details

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

Simmons Bar
374 North End Road

Post town: London

Post code: SW6 1LY

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Performance of Live Music -Indoors Only
Playing of Recorded Music -Indoors Only
Entertainment Similar to Music or Dance -Indoors Only
Sale of Alcohol On the Premises

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

Performance of Live Music -Indoors Only
Monday to Sunday 18:00 - 00:00

Playing of Recorded Music -Indoors Only
Monday to Sunday 10:00 - 00:00

Entertainment Similar to Music or Dance -Indoors Only
Monday to Sunday 10:00 - 00:00

Sale of Alcohol On the Premises
Monday to Sunday 11:00 - 23:45

The opening hours of the premises:

Monday to Sunday 08:00 - 00:00

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

On the premises only

Part 2

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

Simmons Street Light Fulham Limited
3rd Floor
120 Charing Cross Road
3rd Floor
London
WC2H 0JR

Email: kelsey@simmonsbar.co.uk

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

10640039

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

Kelsey Brennan

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. On days when Chelsea Football Club are playing at home or on days when a Chelsea victory parade takes place, the premises shall not allow any drinking, or provision of food, in any area outside the premises for three hours before the advertised kick off time until three hours after the match has been completed

9. On days when Chelsea Football Club are playing at home there shall be one personal licence holder on duty from three hours before the advertised kick off until three hours after the match has been completed.

10. Appropriate signage shall be displayed, in a prominent position, informing customers they are being recorded on CCTV.

11. CCTV covering areas inside and outside of the premises shall be installed and maintained to police recommendations with properly maintained log arrangements. All images shall be stored for a minimum of 31 days.

12. CCTV shall comply with Data Protection Act 1998 and is to be working and recording correctly when the premises are open to the public. If the CCTV is not working then the premises shall comply with requests by police, including suspension of licensable activity.

13. A staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times that the premises are open to the public. This staff member shall be able to show police recent data footage with the minimum of delay when requested. This data or footage reproduction should be almost instantaneous.

14. A refusals book shall be kept at the premises to record details of all refusals to sell alcohol. This book shall contain the date and time of the incident, a description of the customer, the name of the staff member who refused the sale, and the reason

the sale was refused. The book shall be made available to Police and authorised Council officers on request.

15. The Designated Premises Supervisor shall regularly check the refusals book to ensure it is being consistently used by all staff.

16. A Proof of Age scheme shall operate at the premises and all staff shall be trained in its implementation. Only photographic ID such as a British driving licence or a passport shall be treated as acceptable forms of identification.

17. The Designated Premises Supervisor shall ensure that all existing staff, new staff, supervisors and managers receive an induction in the legality and procedure of alcohol sales, prior to undertaking the sale of alcohol. This training shall include the contents of the premises licence; times of operation, licensable activities and all conditions. Training documents shall be signed and dated, and training records be made available to a police officer or council officer on request. The records shall be retained for at least 18 months.

18. When door supervisors are on duty 'Clickers' or other recognised counting devices shall be used. An accurate log of patron numbers shall be maintained by door supervisors.

19. All door supervisors shall be provided with a handheld radio which allows communication between all members of the door supervisor team and the premise manager.

20. Policy and procedures for door staff shall be put into place around dispersal techniques for customers and procedures for dealing with incidents that occur in or around the vicinity of the premises. These will be provided to the police upon request.

21. A copy of the premises licence shall be provided to any company involved in the provision of security services at the premises.

22. All staff shall be trained in how to manage a crime scene and crime scene preservation. This training shall be repeated at least once a year and written records of the training kept on the premises and made available to Police and authorised Council officers on request.

23. Signs shall be placed in prominent positions throughout the premises requesting patrons to keep their personal property safe.

24. A member of management shall attend pub watch meetings.

25. The premises shall use chip and pin covers on all payment devices.

26. The premises shall maintain a lost property log. As a minimum this shall include details of type of property, imei numbers of mobile phones, personal details attainable and restoration efforts. This shall be available to police or council licensing officers on request.

27. The premises shall carry out random searches of members of staff leaving the premises prior to them going off duty. Staff shall be advised of this fact. A log shall be maintained of staff searches completed.

28. Any outside drinking areas of the premises shall not be used after 11pm.

29. The premises shall employ door staff at a ratio and deployment time as directed in writing by the Metropolitan Police Service.

30. Signage shall be displayed requesting patrons to leave quietly and with consideration for the local area and residents.

31. An incident book shall be kept and maintained at the premises.

32. A minimum of two SIA licensed door supervisors shall be on duty at the premises from 20:00 on Friday and Saturday

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

Signed: 
Authorised Officer

Date: 27.05.2021
Reissued Date: 26.04.2022

Annex 4- Plans:

Please insert Plan at page 8

Licensing Act 2003

Premises Licence



Premises Licence Summary

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Monday to Sunday

08:00 - 00:00

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On the premises only

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

Simmons Street Light Fulham Limited
3rd Floor
120 Charing Cross Road
3rd Floor
London
WC2H 0JR

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

10640039

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

Kelsey Brennan

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

No Restrictions

Signed: 
Authorised Officer

Date: 27.05.2021
Reissued Date: 26.04.2022