

**Application for a premises licence to be granted under the Licensing Act 2003**

Case number 2023/01214/LAPR  
Payment transaction reference 256-4330  
Amount paid £315  
Date submitted 24/07/2023  
Are you the applicant or their Applicant agent?

**PREMISES DETAILS**

Premises address  
Unit E Distillery Wharf Regatta Lane, London W6 9BF  
If the premises could not be found please enter the address here, or if the premises has no address give a detailed description (including the Ordnance Survey references)

Trading name (if any) Charlotte's Cloud  
Telephone number at the premises (if any)  
Are the premises in the course of construction?

No  
Non-domestic rateable value 45500  
if the premises

Will the premises be exclusively or primarily used for the supply of alcohol for consumption on the premises?  
No

**APPLICANT DETAILS**

I am applying as a person other than an individual  
Please confirm if you are applying as as a limited company/ limited liability partnership

Applicant name \_\_\_\_\_ Charlotte's Cloud Ltd  
Address \_\_\_\_\_ 29-30 Frith Street  
\_\_\_\_\_ 3rd Floor  
\_\_\_\_\_ C/O Wong Lange & Co  
\_\_\_\_\_ London  
\_\_\_\_\_ W1D 5LG

Registered company number 13259473

Telephone number  
Email address hello@charlottes-cloud.co.uk

I confirm that: I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities

**Alternative details for correspondence**

Contact name (if different from premises user)  
Business name

Correspondence address

Daytime/ business telephone  
number

Evening/ home telephone  
number

Mobile phone number

Email address

## **OPERATING SCHEDULE**

When do you want the premises licence to start?

21/08/2023

If you want the licence to be valid for only a limited period, when do you want it to end?

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend

Please give a general description of the premises.

We are a all-day brunch café/restaurant with a balanced offer of healthy food and some all-crowd-pleasers. Additional to some healthy juices, smoothies we would like to offer champagne, fine wine, cocktails and similar alcoholic beverages to our guest to enjoy with their food which is a primary selling point. As the market demand might dictate we would potentially open to late afternoons with light healthy snacks and nibbles as a quiet retreat for locals.

We also aim to provide off sales items, in a form of deliveries and takeaway. Mostly for consumption at home or locations of guest choice.

What licensable activities do you intend to carry on from the premises?

recorded music, supply of alcohol

## **HOURS OPEN TO THE PUBLIC**

Standard days

### **Mondays**

Start 06:30

Finish 23:00

### **Tuesdays**

Start 06:30

Finish 23:00

### **Wednesdays**

Start 06:30

Finish 23:00

### **Thursdays**

Start 06:30

Finish 23:00

### **Fridays**

Start 06:30

Finish 23:00

### **Saturdays**

Start 06:30

Finish 23:00

**Sundays**

Start 06:30

Finish 23:00

Please state any seasonal variations

We do not plan any seasonal variations. However, operating times might be accommodated to the market demand. Most certainly not after the times mentioned. We also believe that the concept of a local cafe does not have the demand after a late afternoon trading.

Non standard timings. Where you intend to use the premises at different times to those listed above, please list

We could close earlier as per market demands. Certainly not later than the hours mentioned.

**RECORDED MUSIC**  
Please give further details here  
We aim to have a calm background music playing during the operations. This is on a minimal level. The purpose of the experience is focused on food. The whole property is of modern design, recently refurbished and isolated.  
Will the performance of recorded music take place indoors, outdoors or both?  
Indoor  
Standard days  
**Monday**

Start 07:30

Finish 23:00

**Tuesdays**

Start 07:30

Finish 23:00

**Wednesdays**

Start 07:30

Finish 23:00

**Thursdays**

Start 07:30

Finish 23:00

**Fridays**

Start 07:30

Finish 23:00

**Saturdays**

Start 07:30

Finish 23:00

**Sundays**

Start 06:30

Finish 23:00

Please state any seasonal variations

Non standard timings. Where you intend to use the premises for recorded music at different times to those listed above, please list.

## **SUPPLY OF ALCOHOL**

Please give further details here

Will the supply of alcohol be for consumption on the premises, off the premises or both?

Both

Standard days

### **Mondays**

Start 07:30

Finish 23:00

### **Tuesdays**

Start 07:30

Finish 23:00

### **Wednesdays**

Start 07:30

Finish 23:00

### **Thursdays**

Start 07:30

Finish 23:00

### **Fridays**

Start 07:30

Finish 23:00

### **Saturdays**

Start 07:30

Finish 23:00

### **Sundays**

Start 07:30

Finish 23:00

Please state any seasonal variations

Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed above, please list.

## **Details of the individual whom you wish to specify on the licence as the designated premises supervisor**

Full name Mr Robert Dokler

Date of birth

Home address of prospective designated premises supervisor

2018-01114-LAPER

Personal licence number (if known)

Issuing authority (if known) Hammersmith And Fulham Council

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

There will be no explicitly adult activities. We are a child friendly café restaurant where families represent a significant share of our customer base.

Describe the steps you intend to take to promote the licensing objectives

a) General- all four licensing objectives (b,c,d and e)

We aim to have several steps in place to promote all four licensing objectives. We have notified local authorities of this application (local Police and Fire Station). We have members of staff trained and a designated person as a supervisor to consistently assures the policies are followed. Both doors have double locks installed. Safety of our staff and guests is very important as a small independent business.

The site is also supported by in-house security.

b) The prevention of crime and disorder

We have very strict policies to allow only limited consumption of alcohol to our guests and we assure that all members of staff is trained and enforce them correctly. We also store all valuables on safe places and keys within the key box. We have installed security cameras to cover the whole interior of the cafe, including the basement area. We store very limited valuables which are kept in a locked office at all time. Fire safety and Health and Safety measures are of utmost importance and to the highest levels. The site is also supported by in-house security.

c) Public safety

All health and safety and HACCP measures are in place, equally with the fire safety. Supply of tap water is constant and we additionally sell the bottled water. All public areas are Air-conditioned to assure comfort in hot and cold weather. All areas are also very bright and enlighten. Decor is not disturbing and very minimal for the comfort of our guests. Fire lighting, fire fighting equipment and escape routes are clear and also enlighten. Lavatories are fully equipped and regularly attended. All other equipment and first aid fully covered with staff being trained.

d) The prevention of public nuisance

Whenever music is played the volume is kept extremely low to avoid any disturbance to the neighbours and to allow guest to have a quiet conversation. The delivery drivers will be encouraged to turn off their motors when collecting the deliveries.

e) The protection of children from harm

We have implemented a strict Challenge25 Policy, where all staff are trained accordingly. Challenge25 is a part of our Starter pack for all new members of staff.

## **DECLARATIONS**

I have enclosed a plan of the premises

Yes

I have enclosed the consent form completed by the individual I wish to be designated premises supervisor

Yes

I understand I must now advertise my application

Yes

It is an offence, under section 158 of the Licensing Act 2003, to make a false statement in or in connection with this application. Those who make a false statement may be liable on summary conviction to a fine of any amount.

It is an offence under section 24b of the Immigration Act 1971 for a person to work when they know, or have reasonable cause to believe, that they are disqualified from doing so by reason of their immigration status. Those who employ an adult without leave or who is subject to conditions as to employment will be liable to a civil penalty under section 15 of the Immigration, Asylum And Nationality Act 2006 and pursuant to section 21 of the same act, will be committing an offence where they do so in the knowledge, or with reasonable cause to believe, that the employee is disqualified.

The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work.

I have the consent of any individuals or third parties listed in this form to provide their personal details and I am authorised to submit this application on behalf of all applicants.

I have read the privacy policy and agree for my details to be used by the council to contact me about this application and any changes to this service that may affect me.

I agree to the above

Yes I agree to the above declaration

Full name

Robert Dokler

Capacity






Date

24/07/2023

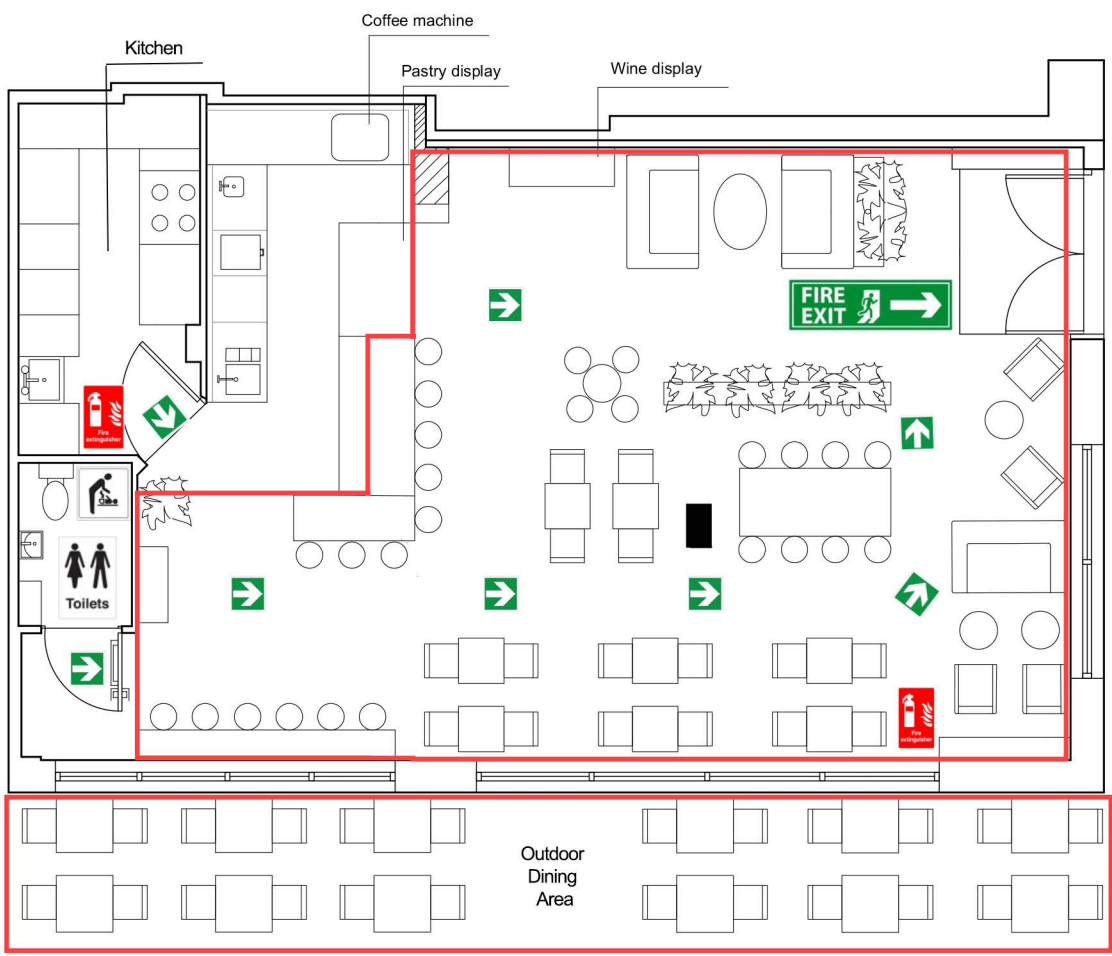


**Legend:**

-  Proposed Licenced Activity Area
-  Fire Extinguishers
-  Fire Route



**Fire Assembly Point**  
Winslow Road  
Do NOT cross the street!



**GENERAL NOTES**

- THIS DRAWING CAN BE SCALED FOR PLANNING PURPOSES
- FIGURED DIMENSIONS TO TAKE PREFERENCE TO SCALED DIMENSIONS
- ALL CONTRACTORS WORK TO COMPLY WITH THE LATEST CODES OF PRACTICE AND TO BE TO THE ENTIRE SATISFACTION OF LOCAL AUTHORITIES
- ANY DISCREPANCIES MUST BE REPORTED TO THE ARCHITECT BEFORE WORK IS PUT IN HAND
- THE CONTRACTOR IS TO VERIFY ALL LEVELS, DIMENSIONS AND BUILDING LINES BEFORE ANY WORK COMMENCES ON SITE
- ALL SETTING OUT TO BE THE CONTRACTORS ENTIRE RESPONSIBILITY
- ALL SERVICES TO BE COORDINATED BY THE CONTRACTOR BEFORE COMMENCING ANY WORK
- THE CONTRACTOR IS RESPONSIBLE FOR ANY SITE VISITS BY LOCAL AUTHORITIES AND IS TO PAY ANY FEES/CONNECTION THEREWITH
- READ THESE ARCHITECTURAL DRAWINGS IN CONJUNCTION WITH ENGINEERS AND CONSULTANT DRAWINGS AND DETAILS WHERE APPLICABLE

**REVISION NOTES**

NO	DATE	DESCRIPTION

**PROJECT TITLE**

Charlotte's Cloud  
Fulham Reach  
London  
W6 9RU

**DRAWN BY**      **DATE**

OVJ                      01/04/2023

1 Proposed plan 1  
Scale 1:50 @ A3

