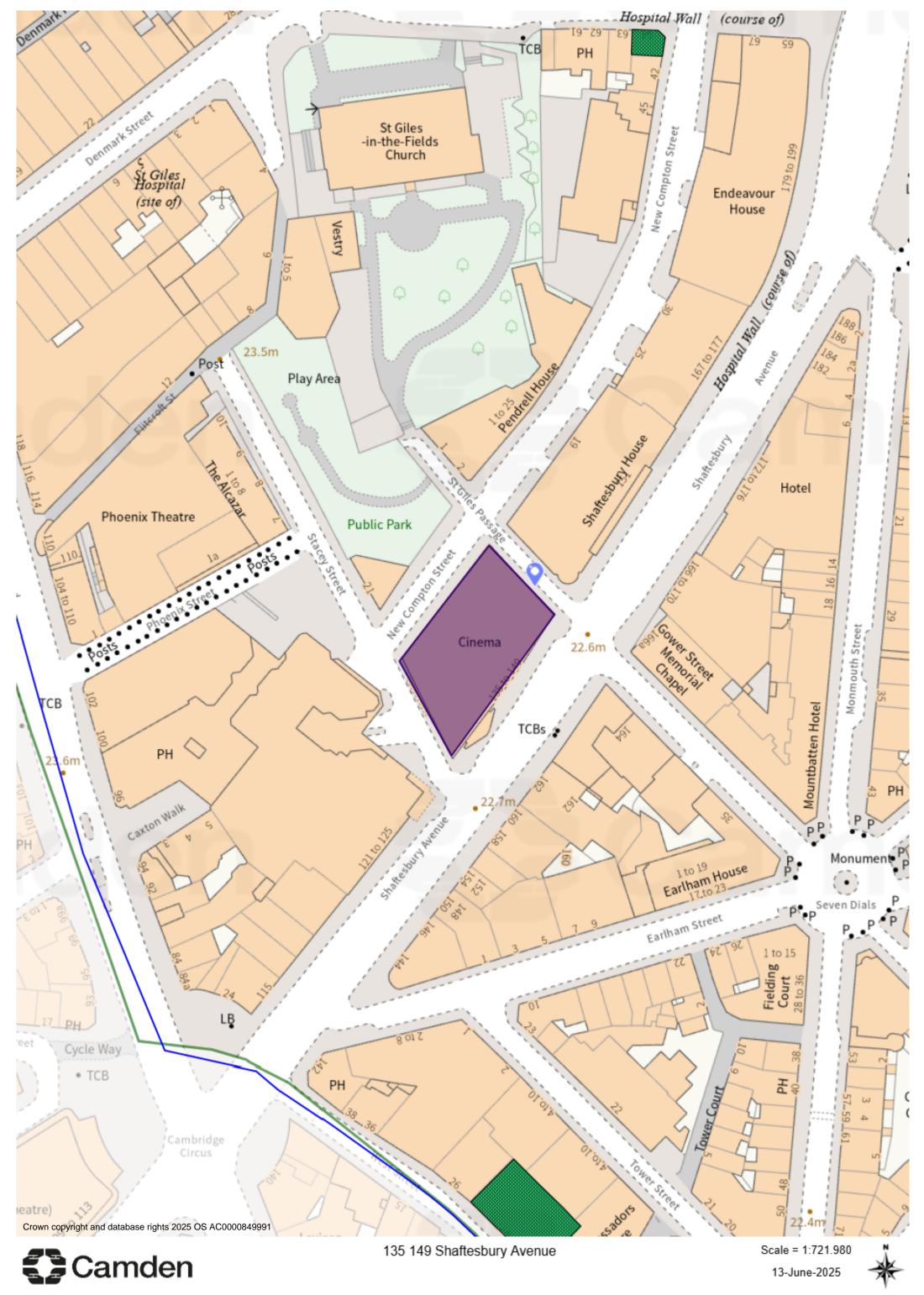
Appendix 1





I want to apply for a	Premises licence
Are you an agent?	Yes - I am an agent
Agent Details	
First name	Liam
Last name	O Hare
Name of business	City Halo
Name and address	
Email address Telephone number	
Does the premises have a name?	No
What is the address or location?	135 149 Shaftesbury Avenue WC2H 8AH London
What is the type of premises?	Traditional Theatre-Cinema
Describe the area it is situated in	Theatre land, commercial and residential.
Describe the layout of the premises	4 rooms across 4 floors
Copy of the premises plans	 MagicalMysteryLicensingPlan-Finalx- converted.pdf



Tell us about the premises bu

Tell us about the premises business hours	Day	Start time	End time
	Monday	09:00	03:00
	Tuesday	09:00	03:30
	Wednesday	09:00	03:30
	Thursday	09:00	04:00
	Friday	09:00	04:00
	Saturday	09:00	04:00
	Sunday	09:00	00:30
Are there any seasonal variations for the premises opening times?	No		
Is the premises open to the public at times other than those listed?	Yes Easter Sunday & Bank Holiday until 03:00. NYE until 06:00.		
What are the other times?			
Is the premises an open space?	No		
Is the premises currently under construction?	No		
What is the non-domestic rateable value (NDRV) of the premises?	58000		
How many people are expected to attend the premises at any one time?	Less than 5000 people		
Will the premises be exclusively or primarily used to sell alcohol?	No		

How are you applying for a premises licence? As a limited company



Business details

What is the company registration number

Name of business

Name and address

Magical Mystery Ltd

Email address

Telephone number

How long do you want your premises licence for?

Activity you wish to licence

A limited period of time Saturday 7 June 2025 to Monday 7 June 2027

- a. Plays
- b. Films
- e. Live music
- f. Recorded music
- g. Performances of dance

h. Similar to e f or g - For example karaoke

i. Late night refreshments - Hot food or hot drinks only between 11pm and 5am.Refreshments outside of these times do not need to be licenced

j. Supply of alcohol



Plays

Day	Start time	End time
Monday	09:00	03:00
Tuesday	09:00	03:00
Wednesday	09:00	03:00
Thursday	09:00	03:00
Friday	09:00	03:00
Saturday	09:00	03:00
Sunday	09:00	00:30

Where will performances take place?

Tell us about the specifics of the activity

Are there any seasonal variations for the activity?

Will the activity take place at times other than those listed?

Outdoors

Immersive and traditional throughout building. No

Yes : Easter Sunday & bank holiday Sundays until 03:00. NYE until 05:00.

Films

Day	Start time	End time
Monday	09:00	03:00
Tuesday	09:00	03:00
Wednesday	09:00	03:00
Thursday	09:00	03:00
Friday	09:00	03:00
Saturday	09:00	03:00
Sunday	09:00	00:30

Camden

Tell us about the specifics of the activity

Are there any seasonal variations for the activity?

Will the activity take place at times other than those listed?

Indoors

Art house and mainstream-classic

No

Yes : Easter Sunday & Bank Holiday Sundays until 03:00. NYE until 05:00.

Live N	lusic
--------	-------

Day	Start time	End time
Monday	09:00	03:00
Tuesday	09:00	03:00
Wednesday	09:00	03:00
Thursday	09:00	03:00
Friday	09:00	03:00
Saturday	09:00	03:00
Sunday	09:00	00:30

Where will performances take place?

Tell us about the specifics of the activity

Are there any seasonal variations for the activity?

Will the activity take place at times other than those listed?

Indoors

Intimate performance spaces across the entire musical spectrum. No

Yes : Easter Sunday & Bank Holiday Sundays until 03:00. NYE until 05:00.



Recorded Music

Day	Start time	End time
Monday	09:00	03:00
Tuesday	09:00	03:00
Wednesday	09:00	03:00
Thursday	09:00	03:00
Friday	09:00	03:00
Saturday	09:00	03:00
Sunday	09:00	00:30

Where will performances take place?

Tell us about the specifics of the activity

Are there any seasonal variations for the activity?

Will the activity take place at times other than those listed?

Indoors

Recorded music throughout across the entire musical spectrum. No

Yes : Easter Sunday & Bank Holiday Sundays until 03:00.NYE until 05:00.

Dance

Day	Start time	End time
Monday	09:00	03:00
Tuesday	09:00	03:00
Wednesday	09:00	03:00
Thursday	09:00	03:00
Friday	09:00	03:00
Saturday	09:00	03:00
Sunday	09:00	00:30



Similar to EFG

Where will performances take place?

Tell us about the specifics of the activity

Are there any seasonal variations for the activity?

Will the activity take place at times other than those listed?

Indoors

Dav

Dance performance throughout the premises. No

Yes : Easter Sunday & Bank Holiday Sundays until 03:00.NYE until 05:00.

Start time End time

Day	Start time	End time
Monday	09:00	03:00
Tuesday	09:00	03:00
Wednesday	09:00	03:00
Thursday	09:00	03:00
Friday	09:00	03:00
Saturday	09:00	03:00
Sunday	09:03	00:30

Describe the type of activity to be held

Where will performances take place?

Tell us about the specifics of the activity

Are there any seasonal variations for the activity?

Will the activity take place at times other than those listed?

Spoken word, poetry, debate, karaoke

Indoors

Spontaneous performance, curated performance. Acoustic and amplified. No

Yes : Easter Sunday & Bank Holiday Sundays until 03:00. NYE until 05:00.



Late refreshments

Day	Start time	End time
Monday	23:00	03:00
Tuesday	23:00	03:00
Wednesday	23:00	03:00
Thursday	23:00	03:00
Friday	23:00	03:00
Saturday	23:00	03:00
Sunday	23:00	00:30

Where will refreshments be provided?

Tell us about the specifics of the activity

Are there any seasonal variations for the activity?

Will the activity take place at times other than those listed?

Alcohol supply

Indoors

Light snacks & warm drinks available until close No

Yes : Easter Sunday & Bank Holiday Sundays until 03:00.NYE until 05:00.

Day	Start time	End time
Monday	10:00	03:00
Tuesday	10:00	03:00
Wednesday	10:00	03:00
Thursday	10:00	03:00
Friday	10:00	03:00
Saturday	10:00	03:00
Sunday	10:00	00:30



Where will the supplied alcohol be consumed?	On the premises	
Are there any seasonal variations for the activity?	No	
Will the activity take place at times other than those listed?	Yes : Easter Sunday & Bank Holiday Sundays until 03:00. NYE until 05:00.	
DPS details		
Does your designated premises supervisor (DPS) currently hold a personal licence?	Yes	
Was their personal licence issued by Camden?	No	
Personal licence number	0753	
Issuing local authority	LB Hackney	
First name	Liam	
Last name	O Hare	
Address		
Signed Copy of the Designated Premises Supervisor (DPS) consent form	 135ShaftesburyAveDPSConsent.pdf 	
Will there be any activities associated with the premises which may give rise to concern in respect of children?	No	

The prevention of crime and disorder

CCTV shall be installed, operated, and



maintained, to function all times that the premises is open for licensable activities. Said CCTV will comply with the following criteria: (a) The licensee will ensure that the system is checked every two weeks to ensure that the system is working properly and that the date and time are correct; (b) A record of these checks, showing the date and name of the person checking, will be kept and made available to the police or other authorised officer on request. (c) The Police will be informed if the system will not be operating for longer than one day of business for any reason. (d) The system will record in real time and recordings will be date and time stamped. (e) Recordings will be kept for a minimum of 31 days and downloaded footage will be provided free of charge to the police or other authorised officers on request (subject to the Data Protection Act requirements) within 24 hours of any request. (f) CCTV to cover all entry and exit points of the building and also the area the delivery drivers park their vehicles. . (g) CCTV will be of good quality, a standard approved by the police/council licensing officers. The premises licence holder shall ensure that all staff and licensed door supervisors receive training on checking customer identification, and in not serving those under the influence of alcohol and drugs. Records of such training shall be maintained at the premises and made available to a Police officer or an authorised officer of the licensing authority upon request An incident log shall be kept at the premises, and made available on request to an authorised officer or the Police, which shall record the following: a)



all crimes reported to the venue b) all ejections of patrons c) any complaints received d) any incidents of disorder and violence e) all 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 to include date, time, and staff member h) any visit by a relevant authority or emergency service. i) CAD reference numbers where Police are called. The premises shall operate a zero-tolerance policy to drug and psychoactive substances use. In addition to security there will be front of house staff specifically responsible for guiding and monitoring patrons. Before all visits and shows an information email will be sent to all including the zero-tolerance policy. All staff shall be trained in the implementation of the venue drugs and psychoactive substances policy. Toilet cisterns shall be enclosed or provided with sloping lids to discourage drug and psychoactive substances use. All bar servers shall be trained in how to identify drunk or drug and psychoactive substance impaired customers. This training shall be repeated at least biannually and written records of the training kept and made available to police and authorised Council officers on request 1:100 SIA licensed door supervisors shall be on duty at the premises in hours of operation A door supervisor's register shall be updated on occasions when supervisors are employed. The register is to be made available for inspection by the police and/or authorised officers. The register must show: a) full name b) date of birth c) SIA Registration



Number d) date and hours worked. e) contact telephone number and email address All door supervisors will wear highvisibility jackets, vests, or high-visibility armbands whilst working at entry/exit points and around the exterior of the building. A log (which may be electronically recorded) shall be kept detailing all refused sales of alcohol. The log should include the date and time of the refused sale and the name of the member of staff who refused the sale. The log shall always be available for inspection at the premises by the police or an authorised officer of the licensing authority whilst the premises is open. Means of escape shall be maintained unobstructed, immediately available and clearly identifiable. The premises shall operate the "Ask for Angela" and display relevant signage within the premises advertising the scheme. The premises licence holder shall ensure all staff are trained to prevent underage sales, to maintain the refusals book, enter sales correct on the tills so the prompts show when appropriate, and monitor staff to ensure their training is put into practice. An evacuation policy shall be in place to the satisfaction of the fire authority, licensing authority and police. All staff members shall be trained in the evacuation policy. Written records of staff training shall be kept and produced to police and authorised Council officers on request. Appropriate devices shall be used by door staff to monitor the number of persons present on the premises at any one time. Emergency drill and lighting tests will be conducted monthly. Records of these tests shall be made

Public safety



available to authorised Council officers upon request. Notices shall be prominently displayed at any area PN used for smoking Exit doors shall be checked before opening each day to ensure they function satisfactorily. An evacuation policy shall be in place to the satisfaction of the fire authority, licensing authority and police. All staff members shall be trained in the evacuation policy. Written records of staff training shall be kept and produced to police and authorised Council officers on request. Emergency drill and lighting tests will be conducted monthly. Records of these tests shall be made available to authorised Council officers upon request. Customers shall not be permitted to sit in gangways or aisles will impede means of escape from the premises. Any special effects or mechanical installation shall be arranged and stored to minimise any risk to the safety of the audience, performers and staff. At least one First Aider trained to deal with problems associated with alcohol and drugs will be on duty when the premises are open for licensable activities. The premises shall be adequately ventilated in all areas to which the staff and public have access. Deliveries to the premises shall not take place between 20:00 and 08:00. Collections of waste from the premises shall not take place between 20:00 and 08:00 No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance. Collections of waste from the premises which include glass shall not take place

The prevention of public nuisance



between 20:00 and 08:00 The licence

holder or duty manager shall make regular patrols at no less than hourly intervals around the perimeter of the premises when regulated entertainment is taking place. Noise levels shall be adjusted to ensure local residents are not disturbed by noise breakout The pavement from the building line to the kerb edge immediately outside the premises shall be swept or washed regularly to keep it free from businessrelated litter and deposits The premises licence holder or designated premises supervisor shall ensure that any queue to enter the premises which forms outside the premises is orderly and supervised by licensed door supervisors so as to ensure that there is no public nuisance or obstruction to the public highway. No customers shall be permitted to take food or drink into the smoking area No more than 25 customers are permitted in the outside [smoking] area at any one time. The premises shall operate a Challenge 21 policy. The Premises Licence Holder or designated premises supervisor must ensure that there is a minimum of one member of staff on duty for every fifty children in the Premises at any one time to assist in the evacuation of children in an emergency. Such numbers of staff may include Licensed Door Supervisors. Entry by children under the age of 18 to the premises is prohibited between 22:30 hours and 03:00 hours.

The prevention of children from harm



Issued by	Camden Town Hall Judd Street London WC1H 9JE
Contact phone	020 7974 4444
Form reference	Ref. no. 128104

Data protection

No personal information you have given us will be passed on to third parties for commercial purposes. The Council's policy is that all information will be shared among officers and other agencies where the legal framework allows it, if this will help to improve the service you receive and to develop other services. If you do not wish certain information about you to be exchanged within the Council, you can request that this does not happen.

Thomas & Thomas Partners LLP

MAGICAL MYSTERY 135 – 149 SHAFTESBURY AVENUE LONDON WC2H 8AH

Applicant Submissions June 2025

ТАВ	DOCUMENT
1.	Applicant Summary of Proposals
2.	Statement of Stakeholder Engagement
3.	Premises Management Plan
4.	Noise Impact Assessment

Application for a new Premises Licence

MAGICAL MYSTERY 135 – 149 SHAFTESBURY AVENUE LONDON WC2H 8AH

Applicant Submissions - June 2025

TAB 1

Thomas & Thomas Partners LLP

MAGICAL MYSTERY 135 – 149 SHAFTESBURY AVENUE LONDON WC2H 8AH

SUMMARY OF PROPOSALS



THOMAS & THOMAS PARTNERS LLP 38A MONMOUTH STREET LONDON WC2H 9EP

> Reference: JS/FUT.1.1 Solicitors for the Applicant

Thomas & Thomas Partners LLP is a limited liability partnership registered in England & Wales under number OC363873. A list of members is available for inspection at our registered office at 38a Monmouth Street, London WC2H 9EP. Thomas & Thomas Partners LLP is regulated by the Solicitors Regulation Authority under number 561362.

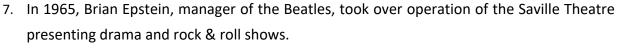
Introduction

- Magical Mystery Ltd propose to operate the premises on a time limited basis to develop a new and extraordinary model for building communities inside cultural spaces through a mixture of immersive theatre, film, literature, music, dance, art exhibitions and daytime activities to create a multi-generational, inclusive and diverse space, welcoming an audience with an innovative subscription model.
- 2. Licensable activities will be provided alongside a multi-dimensional programme of thought provoking and pioneering entertainment that promotes creativity, arts and culture. The applicant is mindful of the impact of digital technology on today's society. Cameras and mobile phones will not be permitted to a significant proportion of events and activations to help stimulate an authentic and deeper connection with the immersive experiences and cutting-edge entertainment shared with fellow audience members.
- 3. There will be no evening and nighttime access to general members of the public arriving on the night. Audience members will be subscribers to the applicant's Magical Mystery community. Subscription will be affordable, inclusive and accessible, albeit with an understanding that audience members share the applicant's principles of community, responsible stewardship, creativity and the promotion of arts and culture.
- 4. The applicant's team have a proven track record in founding Secret Cinema, film festivals, national radio stations, exhibitions, fundraising events, producing film and music concerts. Operational experience includes groundbreaking immersive entertainment concepts and cultural music venues.

History

- The premises is the former West End 'Saville Theatre' designed by architect Sir Thomas Bennett. It opened on 8 October 1931 with a play and music by H.F.Maltby, *For the Love of Mike.* The theatre operated on three levels with a capacity of 1426.
- 6. The theatre was damaged in the blitz in 1941. It reopened with various shows and productions across the 1940s, 1950s and early 1960s, including *Here Come the Boys*, Ivor Novello's musical *Gays the Word*, *Love from Judy*, a musical adaption of *Daddy-Long-Legs*, with actors including Peter Ustinov, Laurence Olivier and Harry Secombe.

n, manager of the Beatles, took over operation of the Saville Theatre





8. In 1967, the theatre was graced with appearances of the Jimi Hendrix Experience, The Who, Chuck Berry, The Beatles, Pink Floyd, Elton John, Nirvana, The Cream, and the Bee Gees.



- 9. In 1970 the premises was converted into a cinema and was latterly operated by Odeon until its closure in 2024.
- 10. In recent years the hyper local area has suffered from serious levels of anti social behaviour caused by drug users around the application site, in particular to the rear on Stacey Street and New Compton Street. The applicant is mindful of these existing local issues and is committed to helping local residents drive out this activity by introducing a new supervisory presence to the area.

Planning

- 11. In April 2025 the London Borough of Camden Planning Committee granted consent 2024/0993/P to the building owner¹ to redevelop the site to provide a theatre at lower levels, ancillary restaurant/bar spaces and a multi storey hotel. The scheme received wideranging objections from local amenity associations and 221 local people.
- 12. The applicant is committed to being a responsible custodian of this historic and culturally significant building during its transitional phase in a manner which respects the premises unique past and restores a level of much needed cultural enrichment, as well as a sense of community, to this area of the West End.

Existing Premises Licence

- 13. The existing Odeon premises licence has been transferred to the applicant. The premises licence is some 53 pages long, with an abundance of outdated premises licence conditions referring to historical licensing regimes and redundant rules of management.
- 14. <u>Regulated entertainment is already authorised until 3.00am</u> Monday to Saturday and 00:30am Sunday under the existing premises licence. The sale of alcohol is authorised until 11.00 pm Monday to Saturday and 10.30 pm Sunday. The authorised capacity is 883, being significantly less than the historical capacity of the Saville Theatre.

¹ Yoo Capital

Application

- 15. The application follows pre-application consultation with the Licensing Authority for a new time limited premises licence authorising the applicant's meanwhile use until 7 June 2027.
- 16. The application effectively seeks to update the existing licensing position on a time limited basis to regularise changes to the premises layout, bring the permitted hours for the sale of alcohol in line with Regulated Entertainment and introduce a robust operating schedule of up to date licence conditions.
- 17. The applicant has carefully considered the representations and helpful feedback from local stakeholders and the Responsible Authorities during the application process. <u>The applicant has scaled back the licensable activities and proposed hours as a result</u>:

	Regulated Entertainment	Closing		
	Alcohol			
	Late Night Refreshment			
Sunday	00:30	00:30		
Monday	03:00 01:00	03:00- 01:30		
Tuesday	03:00 01:00	03:00- 01:30		
Wednesday	03:00 01:00	03:00- 01:30		
Thursday	03:00	04:00		
Friday	03:00	04:00		
Saturday	03:00	04:00		
Non Standard Timings withdrawn:				
NYE				
Sundays before Bank Holiday Mondays				

- 18. The application included 34 up to date conditions to ensure the promotion of all four Licensing Objectives. The conditions and terms of the application were discussed with the Licensing Authority during pre-application consultation.
- 19. <u>The applicant readily agreed amendments to the application and the following conditions with</u> <u>the police</u> during the statutory consultation period:
 - a. Removal of non-standard timings entirely (i.e. 5am extension on NYE, 3am extension on Sundays before Bank Holiday Mondays).



- b. Replace Challenge 21 with Challenge 25 for age verification policy.
- c. <u>New condition</u>: "Private hire shall be non-ticketed, non-promoted events only. Magical Mystery Ltd will not employ third party promoters to sell tickets or rent any space within the premises separately. Any promoters shall be collaborative only, under the management of Magical Mystery Ltd at all times."
- d. <u>New condition:</u> "Magical Mystery will operate as a membership scheme except for daytime where the foyer will be open to the public. Members will be allowed to bring in 3 bona fide guests until 1 hour before terminal hour."
- 20. In addition, the applicant engaged further with the Covent Garden Community Association and local residents, resulting in <u>an offer to a reduction in hours (as above)</u>, <u>amendments to the Premises Management Plan and additional conditions to address local concerns</u>:
 - a. Enhanced Premises Management Plan to include more detail on how staggered events will be managed.
 - b. Further detail in the Premises Management Plan in the communication section about letting residents know about plans in advance.
 - c. <u>New condition</u>: Except in cases of emergency, there shall be no customer entry or exit via New Compton Street after 22:00hrs.
 - d. <u>New condition:</u> A copy of the current Premises' Management Plan, including its approach to customer arrival and dispersal, shall be made readily available at the premises for inspection by a police officer and/or an authorised officer of Camden. The Premises Management Plan will be reviewed regularly and whenever the licence holder becomes aware of issues with arrival or dispersal. The Policy shall be amended to address any adverse findings of these reviews.
 - e. <u>New condition</u>: After 00:00 licensable activities must be ancillary to the overall use of the premises as a cultural space with a mixture of immersive theatre, film, music, dance, art exhibitions and daytime activities.

f. <u>New condition:</u> A planned events list and premises contact details will be provided to residents, and a quarterly residents meeting arranged, as set out in the Premises Management Plan.

Stakeholder Consultation

- 21. The applicant is community minded and embarked on a wide-ranging consultation with local stakeholders and residents. A summary of the programme of stakeholder engagement is appended.
- 22. <u>The applicant would like to place on record their gratitude to the Covent Garden Community</u> <u>Association and a number of local residents for their time, cooperation and extremely helpful</u> <u>feedback</u>.
- 23. The applicant was pleased to welcome a number of local residents to recent showcase events provided under the existing premises licence and TENs. The applicant hopes that this friendly engagement with local residents represents the start of cooperative neighbourly relationships and an open-door policy for members of the local community.

Noise Impact Assessment

- 24. The applicant instructed a leading independent acoustic consultant to undertake a noise impact assessment.
- 25. The noise impact assessment considered and assessed the existing sound attenuation capabilities of the building, as well as the potential impact of the proposed entertainment and amplified sound from the premises. In addition, the noise impact assessment reviewed the predicted noise of patrons leaving the premises and recommended operational management controls to mitigate any potential impact.
- 26. The noise impact assessment concluded that:

"The public nuisance guidance in Camden's Statement of Licensing Policy has been considered and addressed"²

² Big Sky Acoustics Noise Impact Assessment para 10.3

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"All noise from activity inside the building is contained by the building envelope and additionally sound systems will use high-quality professional products and will be set so that maximum sound level is not exceeded"³

"<u>Given this location, the former use, the style of operation, and the comprehensive noise and</u> <u>dispersal management procedures proposed, it is my professional opinion that the operation</u> <u>of a community arts, music and cultural events venue at this location would not result in an</u> <u>increase to average noise levels in the area around the application site</u>." [emphasis added]⁴

Premises Management Plan

- 27. The applicant has thoughtfully devised a robust and comprehensive Premises Management Plan dealing with all aspects of the premises operation. The Premises Management Plan is a 'live document' which will be constantly and dynamically reviewed to take into account specific events, local conditions and, importantly, ongoing feedback from the local community and Responsible Authorities.
- 28. Amendments to the Premises Management Plan have already been made following helpful feedback from the Covent Garden Community Association and local residents during the application process.
- 29. The applicant has agreed additional conditions requiring the implementation and regular review of the Premises Management Plan to ensure the highest professional standards of operational management are maintained at all times having regard the views of local residents and the Responsible Authorities.

Representations

- 30. <u>There are no representations from the Responsible Authorities, other than a policy</u> representation from the Licensing Authority.
- 31. The applicant seeks to address the key concerns of the interested party objectors as follows:
 - a. There are no objections from the Police or Environmental Health Officer.

³ Big Sky Acoustics Noise Impact Assessment para 10.5

⁴ Big Sky Acoustics Noise Impact Assessment para 10.6

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- b. The noise impact assessment confirms that the proposals will not adversely impact on the public nuisance licensing objective in terms of noise emanating from the building or dispersal.
- c. The comprehensive operational management controls set out in the Premises Management Plan, safeguarded by conditions requiring its implementation and regular updates in conjunction with local resident and Responsible Authority feedback.
- d. The reduced hours Monday to Wednesday, not only in respect of the current application but also when compared to the existing premises licence for regulated entertainment.
- e. Additional conditions requiring the subscription scheme, meaning no access to general members of the public late at night and instead a well-behaved membership known to the applicant.
- f. Clarification of the premises use, being arts and culture led, not alcohol led.
- g. The applicant's demonstrable commitment to local residents and community engagement.
- h. Conditions restricting the use of New Compton Street exits/entrances late at night.
- i. The applicant's commitment to helping to drive out existing anti-social behaviour caused by drug users in the local area.

Policy

- 32. The Seven Dials Cumulative Impact Policy is not absolute and is not due to take effect in the succeeding Statement of Licensing Policy 2025 2030. There is no published cumulative impact assessment to support the current policy in accordance with s.5A Licensing Act 2003.
- 33. During meetings on 19 November 2024 and 30 April 2025, the Licensing Committee considered data and expert analysis, including the "Cumulative Impact Review 2023" prepared by Six-Till-Six Ltd and MAKE Associates, which concluded:

"Having reviewed the information contained in this report and taking into consideration the relevant principles, the authors are of the view that, on balance, there is insufficient compelling evidence to justify the publication of a CIA to promote any of the licensing

objectives in any part of the borough of Camden."5

- 34. The applicant does not seek to challenge the outgoing Seven Dials Cumulative Impact Policy. In any event, the evidence suggests that the grant of this premises licence is unlikely to significantly add to existing issues.
- 35. Furthermore, it is not a *new* licensed premises. It is an *existing* and historically significant high-capacity licensed premises authorised to provide regulated entertainment until 3.00am. Its re-launch under an up to date premises licence and a comprehensive Premises Management Plan is likely to improve the street scene at night and make the hyper local area safer.
- 36. The Policy focus remains on the individual merits of the application and the steps proposed to minimise any impact of the area. This is reflected in Camden's Statement of Licensing Policy:

6.28 We acknowledge that some premises may be able to demonstrate that they will not or do not contribute to cumulative impact due to the nature of the premises or the activities they provide. However, as mentioned above, we expect applicants to explain why they consider that the application should be an exception to the policy.

37. Notwithstanding the above, the existing licensed use, considered together with the timelimited exceptional cultural (rather than alcohol) led use and exceptional operational management controls formed with local stakeholder input justify an exception being made to Policy in this case.

Support

38. The applicant has received wide ranging support from hyper local residents; wider Camden residents; Camden workers; cultural stakeholders; local businesses; artists; the Night Time Industry Association; the deputy Mayor of London for business and growth who writes:

"Magical Mystery Ltd's proposal represents a thoughtful and progressive model for cultural engagement and night-time activity in the West End – an area long regarded as the beating heart of London's nightlife. It demonstrates a clear commitment to the four licensing objectives, particularly through its detailed welfare and dispersal strategies and robust

⁵ Cumulative Impact Review 2023 prepared by Six-Till-Six Ltd and MAKE Associates para 451

safety, security and training protocols. The applicant's introduction of a "Departure Lounge" to support vulnerable patrons and reduce disturbance to local residents is closely aligned with the values of the Mayor of London's Women's Night Safety Charter and broader efforts to ensure London remains a city where everyone feels safe, supported and welcome".

39. In addition, a hyper local resident living on New Compton Street wrote:

"I wish to support the licensing Magical Mystery Limited on Shaftesbury avenue as a resident who has grown up on this street since I was a baby. I am in fact still here on New Compton street attending fashion College in Moorgate...

... I think it's absolutely crucial to have establishments like these, as everyday I'm seeing more Cafe Neros and Costa coffees everywhere and less establishments for people to come together and actually mingle. You may argue this statement but Central London has seen a steady decline in community inclusion, particularly affecting young people. As property prices rise and the city prioritises luxury developments and corporate interests, many grassroots spaces — including youth centres, independent art studios, and creative hangouts — have been forced to shut down. These closures strip away accessible, supportive environments where young people like myself once found inspiration, mentorship, and a sense of belonging...

...Magical Mystery wants to do exactly that by being a part of our Community Hub, and potentially running youth or film clubs. We've all agreed to give them a warm welcome...

...Moreover The establishment will help me feel more safe, and I'll explain why. I've always felt unsafe walking down my street and I barley been able to walk down my own street when it's late without a friend to accompany me home or my mum meeting me at the end of new Compton this is because my street has always faced a visible presence of drug addicts and homelessness locally referred to as "nitties" they have definitely impacted my quality of life if I do walk home nearing dusk I will most definitely get shouted at or a snide comment from them which makes me feel very uncomfortable and I wonder if one day it'll be an attack or being chased next time...

... I think the best way this would be solved is by simply having more normal people around on the street. And this is where Magical Mystery comes in it will not only provide a hub for creativity but will create a safer space on the street. I believe the People will enter through the back door on new Compton street and to exit they will be dispersed onto shaftesbury avenue which is honestly perfect."



Conclusion

40. The application is made in support of Camden's aspirations set out in Camden's Evening and Night-Time Strategy 2024-2029 ⁶:

"It's time to celebrate and protect our heritage while reimagining the future together, creating space for the next generation of leaders and rebels to emerge."

- 41. The applicant entirely agrees with the Council's statement of intent. The applicant also agrees with the plea of Camden's Citizen Assembly, made during the consultation on Camden's Evening and Night-Time Strategy, that the Council: "<u>Support real grassroots,</u> <u>local, and subculture venues.".⁷</u>
- 42. This application represents an opportunity to realise the Council's culturally important ambitions. The applicant respectfully asks the Licensing Sub Committee to please grant this time limited premises licence application accordingly.

June 2025

⁶ Page 6 : <u>Camden Evening and Night-Time Strategy 2024-2029</u>

⁷ Page 30 of the Strategy

Application for a new Premises Licence

MAGICAL MYSTERY 135 – 149 SHAFTESBURY AVENUE LONDON WC2H 8AH

Applicant Submissions - June 2025

TAB 2

Magical Mystery 135-147 Shaftesbury Avenue Stakeholder Engagement Report

Magical Mystery 135-147 Shaftesbury Avenue Stakeholder engagement report

The applicant asked City Halo to design and execute a stakeholder engagement program to reach out to local residents. City Halo has organised previous stakeholder engagements in the area with successful premise licence applications for You Me Bum Bum Train at 125 Shaftesbury Ave and 4 Flitcroft St for Farsight Collective, both in 2024. Liam O'Hare's operation of a music venue in the area from 1995-2009 has also resulted in a deep rooted understanding of the area gathered over 30 years.

TIMELINE Pre-application

10/2/25 - Contacted David Kaner (Licensing Lead, Covent Garden Community Association) to disclose that City Halo had been instructed to apply for a two year time limited premises licence. While this area is not strictly 'Covent Garden', from previous experience we knew that David had also represented local residents throughout the Parish of St Giles.

18/2/25 - 24 hyperlocal residents and volunteers from The Phoenix Gardens behind the theatre were invited by City Halo to a mystery show at the venue (right). They were advised that this was a taste of what was to be expected from the meanwhile project: artistic, dramatic, glamorous fun. Amanda Rigby and David Kaner from Covent Garden Community Association were invited. Amanda attended while David declined. Of the 24 locals invited, 19 attended.

24/3/25 - The premises hosted a perfume brand launch featuring a globally iconic 80's pop band. Invited guests only. No sale of alcohol, regulated entertainment- guests entered via New Compton st and left into Shaftesbury Ave. Invited residents were given the full VIP experience and advised that the applicant wanted them fully integrated into the cultural program planned for the meanwhile use.





TIMELINE (cont) Statutory Consultation Period

1/5/25 - City Halo hand-delivered 90 invitations to residents hyper local to the island site (mapping available upon request) including:

New Compton St, Stacey Street, Phoenix Street, St Giles High Street and the mansions along Shaftesbury Ave. The invitation was to two open days (8 & 10 May), to visit the premises and better understand the plans for the meanwhile use, view the application, read the policies designed to ensure the impact on the area was minimal and feedback into the process. In the letter, those who could not attend either event were offered online sessions instead as an alternative. (See appendix 1).

2/5/25 - A similar invitation was sent by email to Councillors Julian Fullbrook, Sue Vincent and Awale Olad, along with the draft application, plans, Risk Assessment toolkit and a copy of the resident letter. Councillors were invited to attend at any time (email available upon request)















TIMELINE (cont) Statutory Consultation Period

12/5/25 - A follow up email was sent to all attendees of the 24th March event and open days, outlining how to support the application. We also encouraged anyone who was inclined to object to engage with us directly before doing so we could seek a solution to their concerns in equanimity.

26/5/25 - A second follow up email was sent to all attendees of the 24th March event and open days. This email asked for support and whether further explanation of plans for the meanwhile use were required before residents made their decision.

28/5/25 - Police Licensing visit

During a tour of the venue we shared the plans and carried out a detailed policy and protocols discussion, including innovative welfare and dispersal. The subscriber scheme was explained, and additional conditions agreed to (see appendix 4). Police confirmed there would be no police representation at any hearing.

TIMELINE (cont) Post Consultation Period

Following the consultation period, we were advised of the following representations

37 Supporting representations

- **15 Objecting representations**
- 1 Licensing authority policy representation

6/6/25 - A final invitation to engage with the 15 objectors was sent out to them (appendix 2) via the licensing authority to meet on Tuesday 12th June to make another final offer and to share policies and protocols we are committed to which address the key concerns laid out in their letters of objections.

12/6/25 - This meeting was attended by three parties including the Covent Garden Community Association and good progress was made. Following this meeting Magical Mystery wrote to any non attendees on 13/6 (appendix 3) offering a one-to-one meeting at a time of their convenience online with City Halo to address their concerns and demonstrate how we plan to address them with concrete plans and map direct lines of communication to residents if we fail to address their concerns.

No objector replied to the invitation.

25/6/12 - City Halo wrote to the Licensing Authority asking them to pass on a final invitation to engage before the hearing date of July 3rd asking them to listen to our plans, get feedback on how the Temporary Events (Wednesday - Saturday until late each night) went (without incident) and if this demonstrated any further our commitment to high standards of operation. The process of stakeholder engagement remains ongoing, with our aim to address in detail and with transparency and good will each and every individual objection in order to reach a fair and amicable solution / agreement.

APPENDIX 1 Template for letter sent to local residents and stakeholders

[Your Organization's Name]

[Street Address] [City, Postal Code] [Email Address] [Phone Number] [Date] Dear Residents, We hope this letter finds you well.

We are writing to inform you about an upcoming event being held in your area: As you may be aware, **secret Cinums** is known for its immersive, site-specific productions that celebrate film through unique, carefully curated audience experiences. We deeply value the communities that host us and would like to personally assure you of the respectful and quiet nature of this particular production.

What You Can Expect

Silent and Respectful Audience: Unlike typical theatrical or cinema events, this production
has been designed with the tone and sensitivity of
 One flew open the anticode Nestern

mind. It is an introspective, atmospheric experience. As such, audience interaction is minimal and carried out in complete silence. Guests are thoroughly briefed in advance and reminded on arrival of the strict "no speaking" policy throughout the experience.

- Low Sound Levels: There will be no loud music, amplified sound effects, or outdoor speakers. All elements of the production are intentionally subdued to preserve the immersive atmosphere and to ensure no disruption to the surrounding community.
- Respect for the Neighbourhood: Our team has worked closely with local authorities and community representatives to ensure that all aspects of our operation—from guest arrival to departure—are smooth, discreet, and respectful. Stewards will be on-site before and after the performance to guide audiences and monitor noise levels.
- Limited Footfall and Traffic: Audience numbers are strictly capped, and staggered arrival times have been implemented to avoid congestion. There is no on-site parking; guests have been encouraged to use public transport and designated drop-off zones away from residential streets.

We are grateful for the opportunity to bring this thoughtful and powerful production to your area and want to ensure it is a positive presence in the neighbourhood. Should you have any questions or concerns, please do not hesitate to contact us at [Your Contact Email or Phone Number]. Thank you in advance for your understanding and support.

Warm regards, [Your Full Name]

[Your Job Title] Secret Cinema

Fabien Riggall

APPENDIX 2 - objector letter 1

From: Liam O'Hare <<u>liam@cityhalo.co.uk</u>> Date: Fri, Jun 6, 2025 at 12:56 PM Subject: Invitation - Magical Mystery - 20:00 12.05.2025 135 Shaftesbury Avenue WC2H 8AH (Stacey St Entrance) To: Steven Dormer <<u>Steven.Dormer@camden.gov.uk</u>>, licensing inbox <<u>licensing@camden.gov.uk</u>> Cc: Jack Spiegler <<u>JSpiegler@tandtp.com</u>>

Dear Steven/Licensing team,

As discussed on Wednesday can you please forward this with attachments to the objectors ASAP. Thank you very much

Dear resident,

Magical Mystery would like to invite you to attend a meeting at the premises to discuss the application for a 2 year time limited premises licence. We have considered how our operation will mitigate any impact it might have in the area and have attached

- Premises Management Plan (Live document)
- Additional conditions agreed
- Noise Impact assessment
- Communications letter (Example)

Within this plan is how we will inform you of what we are doing, how you can get involved and how you have direct lines of communication with the team at all times. All our welfare and safety protocols are within this document as well as a detailed dispersal policy.

Finally we will propose a without prejudice offer on the night to reduce hours of trading in return for withdrawal of representations against this application. Other conditions will also be offered upon withdrawal of representation including no use of New Compton street after 22:00 and a comms strategy for residents

We look forward to hosting you at this event so you better understand the artistic endeavour and how we plan to be good neighbours in our time here, producing modern artistic shows in a wonderful old theatre with what time remains for it in its current condition.

If you cannot attend but wish to have your views represented by Covent Garden Community Association please notify licensing@coventgarden.org.uk and liam@cityhalo.co.uk.

We want to be good neighbours and an asset to the area. With our comprehensive and thoughtful plan these are more than just hollow words. We look forward to seeing you next Thursday.

Liam O'Hare

APPENDIX 3 objector letter 2

------Forwarded message ------From: Liam O'Hare <<u>liam@cityhalo.co.uk</u>> Date: Fri, Jun 13, 2025 at 12:35 AM Subject: Resi letter p 2 To: Liam O'Hare <<u>liam@cityhalo.co.uk</u>>

Dear objector,

Pardon the intrusion but the people who attended last nights meeting learned things that up until now, they did not know. That is, we have discovered a fault in out messaging. Therefore we would like to reveal to you what the people who attended last nights meeting learned.

1. We are a subscriber offering only. no sunscription- no entry. We cannot become an attraction for west end "walk-up" looking for a place to drink.

2. We could (subject to agreement) have a hard stop to entrance via New Compton St.

1. We propose a novel dispersal policy which encourages our members to remain inside the premises until their cabs arrive. Met police acknowledge this protects our customer and protect public amenitie.

2. We propose a live TFL feed in our reception to retain guests inside the safety of our premises until such time, that they can leave the venue only when it is safe for them to do so.

3. Dispersal will be via Shaftesbury Ave to Cambridge Circus. Our street mangement team team will urge guests to leave via our safe routes and variations has risk attached.

4. We have agreed a condition with Covent Garden Community Association that our premises management plan (PMP) is reviewable and directly engages with local residents to address any issues they may have. This has the jeopardy of review if we do not pay attention to residential concerns.

APPENDIX 4 - extra conditions agreed following consultation

Additional Conditions agreed after consultation with C.G.C.A

A copy of the current Premises' Management Plan, including its approach to customer arrival and dispersal, shall be made readily available at the premises for inspection by a police officer and/or an authorised officer of Camden. The Management Plan will be reviewed regularly and whenever the licence holder becomes aware of issues with arrival or dispersal. The Policy shall be amended to address any adverse findings of these reviews.

Additional conditions agreed after consultation with Police

Removal of non-standard timings entirely.

Replace challenge 21 with Challenge 25 as our age verification policy. Dear resident Amendments to the application following consultation with Police

Magical Mystery will Operate as a membership scheme except for daytime where the foyer will be open to the public. Members will be allowed to bring in 3 Bonafide guests until 1 hour before terminal hour

Private hire shall be non-ticketed non-promoted events only. Magical Mystery Ltd will not employ third party promoters to sell tickets or rent any space within the premises separately. Any promoters shall be collaborative only, under the management of Magical Mystery Ltd at all times.

TIMELINE (cont) Statutory Consultation Period

8/5/25- Thursday Open Day 5PM-9PM

Hosted by City Halo and Applicant

16 attendees were given a tour, an explanation of the application, and a brief history of the Saville Theatre. Subscriber scheme explained. All guests agreed to be kept up to date via email.

10/5/25 - Saturday Open Day 1:30PM-5PM

Hosted by City Halo

A further 15 attendees were given a tour, an explanation of the application, and a brief history of the Saville Theatre. Subscriber scheme explained. All agreed to be kept up to date via email.









Application for a new Premises Licence

MAGICAL MYSTERY 135 – 149 SHAFTESBURY AVENUE LONDON WC2H 8AH

Applicant Submissions - June 2025

TAB 3

MAGICAL MYSTERY PREMISES MANAGEMENT PLAN: A DRAFT LIVING DOCUMENT

Context:

In order to secure a 2-year time-limited premises licence and facilitate the variety of regulated entertainment across mornings, early afternoons, evening and late night, the applicant - Magical Mystery Ltd - has instructed City Halo to devise a Premises Management Plan.

The objective of this document is to demonstrate to the responsible authorities, residents associations and hyperlocal residents that plans have been devised with sensitivity to their surroundings and that due care and attention has been given to:

- how subscribers arrive, are processed in and behave, and also
- how subscribers depart the premises and how they leave the area to their next destination safely and without causing unreasonable disturbance.

A recent successful premises licence application (4 Flitcroft Street) for a live music venue has been used as a platform for this plan due to its geographical closeness to the applicant's own premises, making dispersal arrangements almost identical.

That document was praised by Licensing Police at the hearing for 4 Flitcroft St as containing, "new thinking" in the realm of Crime & Disorder, Public Safety and Public Nuisance.

1. Introduction: 'a living document'

This document is designed to sit adjacent to any premises licence granted by a LB Camden licensing Sub-Committee. This document is intended to evolve during the 28-day consultation period and beyond. It will also change after any licensing panel hearing to accommodate comments and suggestions from all consultees and the panel. After that the document will be a guide for the applicant to work from, alongside any conditions in any licence granted.

In a two year time-limited licence this allows the applicant maximum agility in correcting any policy 'rounding errors' where the policy described in application differs from the actual policy in practice. This document will sit with relevant responsible authorities and be updated and circulated to our partners in the regulatory authorities as and when any policy changes.

This creates a living document best able to dynamically manage this unique proposition and promote the four licensing objectives. Core conditions taken from the model conditions found in LB Camden's new Statement of Licensing Policy - 2024-2029 have also been volunteered in the application. These conditions will require less alteration across the two years of the proposed application but demonstrate in the consultation that core principles to the business have been considered and committed to.

Premises - 135-149 Shaftesbury Avenue, London, WC2H 8AH

Name: Magical Mystery

Magical Mystery Ltd proposes an extraordinary theatre, film, immersive music & dance, event and music space in the heart of London's Theatreland, the classic home of U.K theatre for over 100 years. Located on Shaftesbury Avenue, the premises benefits from five entrances which allows a variety and diversity of use and is small enough (due to four room construction) to cater for all manner of exhibitions, pop-up retail, day clubs for young creatives, light and sound installations, concerts and electronic arts events.

1.2 Application Summary & Proposed Conditions

After a pre-application consultation with the Licensing Authority, Environmental protection and Metropolitan Police additional conditions were added to the proposed 47 conditions originally suggested by Magical Mystery Ltd.

Applicant: Magical Mystery Ltd

DPS: Liam O'Hare

Author of Document Liam O'Hare

Premises Description

Community arts, music and cultural events venue over ground and lower ground floor levels with exhibitions, grass roots live music, music performances, theatre and spoken word.

The application follows pre application advice provided by the Licensing Authority and pre application consultation with the Police and Noise Pollution Environmental Health Team.

Please refer to the supporting documents appended to the application for more information about the applicant's proposals.

Proposed Licensable Activities

ACTIVITY	MONDAY - SATURDAY	SUNDAY
SALE OF ALCOHOL	10:00-03:00	12:00-00:30
RECORDED MUSIC	09:00-03:00	12:00-00:30
FILM SCREENINGS	09:00-03:00	12:00-00:30
LIVE MUSIC	09:00-03:00	12:00-00:30
THEATRICAL PERFORMANCE	09:00-03:00	12:00-00:30
PERFORMANCE OF DANCE	09:00-03:00	12:00-00:30
LATE NIGHT REFRESHMENT	23:00-0300	23:00-0300
ENTERTAINMENT SIMILAR TO RECORDED MUSIC & PERFORMANCE OF DANCE	09:00-03:00	12:00-00:30

Non-Standard timings:

- 03:00 hrs on Easter Sunday & Bank Holiday
- New Years Eve until 06:00

Proposed Conditions

- 1. Means of escape shall be maintained unobstructed, immediately available and clearly identifiable.
- 2. Exit doors shall be checked before opening each day to ensure they function satisfactorily.
- 3. An evacuation policy shall be in place to the satisfaction of the fire authority, licensing authority and police. All staff members shall be trained in the evacuation policy. Written records of staff training shall be kept and produced to police and authorised Council officers on request.
- 4. Emergency drill and lighting tests will be conducted monthly. Records of these tests shall be made available to authorised Council officers upon request.
- 5. Any special effects or mechanical installation shall be arranged and stored to minimise any risk to the safety of the audience, performers and staff.
- 6. The premises shall be adequately ventilated in all areas to which the staff and public have access.
- 7. Customers shall not be permitted to sit in gangways or aisles that will impede means of escape from the premises.
- 8. Where rooms at the premises are let to individuals or groups for private hire, a hire agreement shall be in place that includes an outline of the conditions on the premises licence (or club premises certificate) and clearly states the responsibilities of the hirer in respect of upholding such conditions.
- 9. CCTV shall be installed, operated, and maintained, to function during all times the premises is open for licensable activities. Said CCTV will comply with the following criteria:

(a) The licensee will ensure that the system is checked every two weeks to ensure that the system is working properly and that the date and time are correct;

(b) A record of these checks, showing the date and name of the person checking, will be kept and made available to the police or other authorised officer on request.

(c) The Police will be informed if the system will not be operating for longer than one day of business for any reason.

(d) The system will record in real time and recordings will be date and time stamped.

(e) Recordings will be kept for a minimum of 31 days and downloaded footage will be provided free of charge to the police or other authorised officers on request (subject to the Data Protection Act requirements) within 24 hours of any request.

(f) CCTV to cover all entry and exit points of the building and also the area where delivery drivers park their vehicles.

(g) CCTV will be of good quality, a standard approved by the police/council licensing officers.

- 10. Deliveries to the premises shall not take place between (20:00) and (08:00).
- 11. Collections of waste from the premises which include glass shall not take place between 20:00 and 08:00
- 12. The pavement from the building line to the kerb edge immediately outside the premises shall be swept or washed regularly to keep it free from business-related litter and deposits
- 13. A log (which may be electronically recorded) shall be kept detailing all refused sales of alcohol. The log should include the date and time of the refused sale and the name of the member of staff who refused the sale. The log shall always be available for inspection at the premises by the police or an authorised officer of the licensing authority whilst the premises is open.
- 14. An incident log shall be kept at the premises, and made available on request to an authorised officer or the Police, which shall record the following:
 - a) all crimes reported to the venue
 - b) all ejections of patrons
 - c) any complaints received
 - d) any incidents of disorder and violence
 - e) all 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 to include date, time, and staff member

- h) any visit by a relevant authority or emergency service.
- i) CAD reference numbers where Police are called.

- 15. The premises shall operate a zero-tolerance policy to drug and psychoactive substances use. In addition to security there will be front of house staff specifically responsible for guiding and monitoring patrons. Before all visits and shows an information email will be sent to all including the zero-tolerance policy.
- 16. a) All staff shall be trained in the implementation of the venue drugs and psychoactive substances policy.

b) Toilet cisterns shall be enclosed or provided with sloping lids to discourage drug and psychoactive substances use [JA1] .

c) All bar servers shall be trained in how to identify drunk or drug and psychoactive substance impaired subscribers. This training shall be repeated at least biannually and written records of the training kept and made available to police and authorised Council officers on request

- 17. An evacuation policy shall be in place to the satisfaction of the fire authority, licensing authority and police. All staff members shall be trained in the evacuation policy. Written records of staff training shall be kept and produced to police and authorised Council officers on request.
- 18. The premises shall operate the "Ask for Angela" and display relevant signage within the premises advertising the scheme
- 19. The premises licence holder shall ensure all staff are trained to prevent underage sales, to maintain the refusals book, enter sales correctly on the tills so the prompts show when appropriate, and monitor staff to ensure their training is put into practise.
- 20. At least one First Aider trained to deal with problems associated with alcohol and drugs will be on duty when the premises are open for licensable activities.
- 21. The premises licence holder shall ensure that all staff and licensed door supervisors receive training on checking subscriber identification, and in not serving those under the influence of alcohol and drugs. Records of such training shall be maintained at the premises and made available to a Police officer or an authorised officer of the licensing authority upon request.
- 22. 1:100 SIA licensed door C&D supervisors shall be on duty at the premises in hours of operation
- 23. A door supervisor's register shall be updated on occasions when supervisors are employed. The register is to be made available for inspection by the police and/or authorised officers. The register must show:
 - a) full name
 - b) date of birth
 - c) SIA Registration Number

- d) date and hours worked.
- e) contact telephone number and email address
- 24. All door supervisors will wear high-visibility jackets, vests, or high-visibility armbands whilst working at entry/exit points and around the exterior of the building.
- 25. The premises shall operate a Challenge 21 policy.
- 26. The premises licence holder or designated premises supervisor shall ensure that any queue to enter the premises which forms outside the premises is orderly and supervised by licensed door supervisors so as to ensure that there is no public nuisance or obstruction to the public highway.
- 27. Appropriate devices shall be used by door staff to monitor the number of persons present on the premises at any one time.
- 28. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
- 29. The licence holder or duty manager shall make regular patrols at no less than hourly intervals around the perimeter of the premises when regulated entertainment is taking place. Noise levels shall be adjusted to ensure local residents are not disturbed by noise breakout
- 30. Emergency drill and lighting tests will be conducted monthly. Records of these tests shall be made available to authorised Council officers upon request.
- 31. Notices shall be prominently displayed at any area PN used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
- 32. No more than (25) subscribers are permitted in the outside [smoking] area at any one time[JA2] .
- 33. No subscribers shall be permitted to take food or drink into the smoking area.
- 34. Entry by children under the age of 18 to the premises is prohibited between 22:30 hours and 03:00 hours.
- 35. The Premises Licence Holder or designated premises supervisor must ensure that there is a minimum of one member of staff on duty for every fifty children in the Premises at any one time to assist in the evacuation of children in an emergency. Such numbers of staff may include Licensed Door Supervisors.

1.3 Purpose of Document

This document has been created to give a clear understanding to how the proposed operation outlined in the operating schedule of the premises licence application will support the Four Licensing Objective set out in the 2003 Licencing Act.

- the prevention of crime and disorder.
- public safety.
- the prevention of public nuisance.
- the protection of children from harm.

Other relevant legislation this document must consider in its operations are

- The Environmental Protection Act 1990
- The Noise Act 1996
- The Clean Neighbourhoods and Environmental Act 2005
- The Regulatory Reform (Fire Safety) Order 2005
- The Health and Safety at Work etc. Act 1974
- The Equality Act 2010
- The Immigration Act 2016
- Regulators' Code under the Legislative and Regulatory Reform Act 2006

1.4 Target Audience of this Document

This document is for the day to day use of

- Any Director of Magical Mystery Ltd.
- All Senior management of Magical Mystery Ltd.
- All Security Providers or Security Contractors
- CCTV operatives working on the premises
- All contractors working inside the operations of Magical Mystery Ltd
- All Production staff
- All Maintenance staff
- Licensing Consultant

This document will be made available upon request to the following organisations

- Licensing Authority
- Metropolitan Police Service
- Fire Service
- Child Protection
- Environmental Services
- Trading Standards
- Public health

• Our partnership organisations

2. Risk Management

2.1 Risk Assessments

The Magical Mystery Ltd will operate with a commitment to safety and risk mitigation. This general risk assessment identifies potential hazards across various activities, focusing on welfare & vulnerability, fire safety, electrical hazards, crowd control and drugs policy.

Control measures are outlined to minimise risks, including senior managers as accredited trainers (to build resilience) trained staff at induction and ongoing throughout their employment journey, regular equipment checks, emergency procedures and a constant, gentle pressure on all users of this document to deliver a space of safety, which is the cradle of the creativity at the core of our mission. The assessment will be reviewed regularly and updated as needed to ensure continued safety for all users.

2.2 Event-specific Risk Assessments

The Magical Mystery Ltd as a mixed use premises propose to host a multitude of events whose primary attraction to the company is alignment with our core interests and values. These include

Exhibitions: Arts /Heritage / Product launches / Student end of year shows Film premiere aftershows Sound installations / light installation. Live music: acoustic solo & bands / electronic solo & bandsSpoken word: book readings / poetry slams / debates Supper Clubs Drinks Brands launches. Intimate Film Screenings (Screen 3) Larger Screenings (Screen 2) Album launches Press conferences Afternoon tea dances for the elderly community Late Night Events - Electronic - DJ led events Private Hires - Exclusive events not open to the public 3rd party hires - Ticketed events Youth activations / social and educational clubs and organisations

Magical Mystery Ltd intends to develop a considered and curated programme of culture which will need to consider marketing strategies which involve long leadin times to capture periodicals, journals, and magazine coverage. Our live and electronic events will also require long leads to ensure we are first choice on the touring circuit for bands of a certain size, touring schedules around Europe, avoiding festival clashes etc. These will be our preferred events and will largely be in-house with risk assessments conducted before promotion begins.

Magical Mystery Ltd has an innovative subscription model where for a modest monthly fee subscribers' personal details are required before subscription is granted and they can use the facilities. At this point the rules of subscription including how to approach the venue, conduct expected inside and how to leave the venue, what is required of any subscriber of the subscriber will be detailed in such a way that allows Magical Mystery front of house to dynamically risk assess subscribers and subscriber suitability to enter each time they visit.

Magical Mystery Ltd proposes to have a robust Risk Assessment for each of these events which will effectively break each event down into one of three categories.

- Low risk Small Scale, early or daytime, alcohol free, exhibitions, acoustic events, amplified music in certain genres.
- Medium Risk Larger Scale, alcohol sales, longer duration, sold out events
- High Risk Events with elderly people, events with children, events with anticipated large numbers of people with disabilities, private hire events, celebrity visits.

Risk assessments will remain active at all times to monitor ticket sales and sudden spikes (or drops) in popularity of artists to allow events to be upgraded or downgraded in risk profile leading up to the event. This will ensure that security and staffing is correct and proportionate to the event.

2.3 Private Hire events

The Magical Mystery Ltd while promoting most events in the diary will always have gaps which they will want to fill with attractive private hires and co-promoted ticketed events. Our events team will work primarily with high quality operators through credible agencies and previous experience accrued over 30 years in the industry.

With promoted ticketed events with promoters this will be with a tried and trusted network of credible operators with very attractive artists (sometimes exclusive to the promoter) Magical Mystery will have worked with over the years and are keen to perform in their new space. These relationships sometimes going back years move obstacles to safety as there are already shared values and understanding of standards required.

It's an express intention, however, to encourage and mentor young talent to be the next Harvey Goldsmith - in these instances we will run joint ventures with new young promoters to ensure best practice at all times.

All private hire events will following the same chain of events

• Enquiry - passed to relevant departments - Events - Exhibitions - Live - Club events - Private hire

- Relevant department will request a questionnaire be completed and returned.
- Relevant department will check the diary for space availability and compatibility.
- Accounts department will run due diligence on the company for risk and compatibility.
- General Manager will run check on last 3 events with DPS of previous venue(s)
- Contract will be exchanged where precise details of promotional methods, language usage on all promotional materials, agreed numbers of tickets, prices and guest list agreed, minimal standard of conduct expected, code of conduct for subscriber agreed. Social Media guidelines for promotions agreed. Security numbers and level of searching etc will be agreed.
- Arrival protocol to send to all ticket holders email prior to the event will be shared outlining access, identification policy, refusals, policy, dispersal, bags policies among other policies. This will ensure each guest understands that we have an expectation of personal responsibility at the premises and a zero tolerance of Drugs, VAWG, hate speech etc and that possession of a ticket or guest list is no guarantee of admittance.

Only after this process is successful can the event be booked / promoted.

3. Staff Training

Sparkling, engaged and charming staff are the very best ambassadors for our business. We recognise, respect and venerate the unique nature of people drawn to hospitality, drawn to culture venues and drawn to late night venues in particular. Post covid there is a skills gap in our industry and The Magical Mystery Ltd recognise this and want to build a program of staff training that informs the successful job applicant of our standards and values and our existing staff of their value to us and their importance in cascading our ethics and standards onto their spheres of operation. It is only when we create a place of safety that the creativity, magic and joy can be created and experienced. The buy-in from engaged and enthusiastic staff who get what we are trying to do and how it will be unique and theatrical is what will elevate the guest experience and drive repeat custom. This is pivotal to our plan to make a strong theatrical statement from the start of our proposed operation.

3.1 Top Down Training and Resilience

CityHalo has suggested and Magical Mystery have agreed that the most effective method to maintain resilience with the welfare programme is to take the following course of action if a licence is granted.

- Sign up to the Mayor's Women's Night Safety Charter
- Appoint at board level a Woman's Champion
- Appoint the Safer Business Network to give role appropriate training to all levels of the business. This training will also include an update and refresher course to maintain structural credibility to the training programme. The training will include Welfare and Vulnerability Engagement (W.A.V.E), Ask For Angela (Clive). Terrorism (Protection of Premises) Act 2025 "Martyn's law" training will also be given to everyone involved in the business.
- Safer Business Network will train all senior management and the opening team. Training will be recorded and records kept on HR files. Training will be refreshed every 6 months.
- City Halo will relay this training to the rest of the board to influence and inform all business decisions where safety interacts with commerce.

3.2 Mandatory Induction Training for Department Managers(DM) - Security (S) -Front of House (FOH) Production (P)- Food & Beverage Team (F&B) or All (A)

- ACT Security E learning (DM) (S)
- ACT Awareness E learning (DM) (S) (FOH)
- Health & Safety (Slips and trips) (DM)(P) (F&B)
- W.A.V.E Training (A)
- Ask For Angela (Clive) Training (A)
- Drugs Awareness Training (A)
- Drink Spiking Training (A)
- Marauding Attacker Training (DM) (S) (FOH)
- Emergency First Aid Training (A)
- Conflict Management Training (A)
- Responsible Retailing of Alcohol Training (DM) (F&B)
- Effective Incident Reporting (DM) (S)
- Understanding our Premises Licence Training (DM) (S)
- CCTV Protocol (DM) (S)
- Age Verification Policy Training Recording of incidents (A)
- Emergency Evacuation Training (A)
- Radio Protocol (MD) (S) (FOH)
- Fire Safety (A)
- Opening Procedures (DM) (S)
- Closing Procedures (A)

Refreshed every 6 months

4. Vulnerable People

The tireless and unified awareness a team has of identifying vulnerable people and giving them effective and proportionate care serves dual purposes, both intended.

- We create a safe space for people who are for one reason or another vulnerable. At that moment they are safe from harm and support can be given until a personal plan can be devised by our team or in extreme cases by emergency services.
- We create a hostile environment for male predatory sexual behaviour which defines our premises as a no go for such people, in fact a dangerous place for them to ply their vile intentions.

4.1 Departure Lounge - A Novel Solution To Vulnerability

Each event we produce in which we operate beyond 01:00 we will use the area which operates as the foyer as our 'Departure Lounge'. After 01:00 this area will provide quiet, light, space, calm with non alcoholic refreshments until close. Every subscriber who buys a ticket will be made aware of this facility in a pre visit information email and encouraged to familiarise themselves with the space and our services across the evening. Our Welfare Officer ("Angela") will be principally based here, highly visible, friendly and non judgemental.

Our officer will be here for the seemingly trivial (dead phone battery, lost shoes, lost friends) all of which can be dealt with in the public space to the more serious (suspected spiking, skin break injury, bone injury, anxiety attacks) in which the subscriber can be taken to a dedicated welfare room for privacy and space to assess the seriousness of the situation. The room will be equipped with

- for basic comfort: table, chairs, water, first aid kit, basic toiletries: including tissues, wipes, hand sanitizer and feminine hygiene products, flip flops.
- for relaxation & support phone charger, glucose, sensory aids, bed
- for security cctv & body worn camera of welfare officer on continuous record including audio panic button connected to security on the front door. personal belongings locker for subscribers.
- for safety: defibrillator, good ventilation, good lighting and a high standard of good hygiene.

Our welfare office will have full discretion to contact the emergency services if at any time there is any danger to our subscriber. All incidents will be recorded on our incident report and reviewed to improve service, identify negative patterns and inform existing policies to seek constant improvement.

While our welfare officer is the top of the pyramid of care the W.A.V.E training given at induction and refreshed every 6 months is designed to create a surveillance culture throughout each event where all staff have the confidence to identify correctly what is vulnerability and how best to be a positive influence on the situation you find yourself. Our welfare officer will not just be for our subscriber but for our staff and management as well. Regular meetings and report reviews will identify areas where we can improve the lot of our team to ensure that they feel valued and cared for as well including advice on sleep hygiene, and personal home journey plans.

5. Fire Safety

Magical Mystery Ltd have thought carefully about how to address fire detection and firefighting inside the premises in particular. A fire safety specialist has been instructed to conduct a full survey and fire plan which will be available for inspection upon completion. The system will be installed and monitored by a named contractor who will also have a maintenance contract reviewed every 12 months.

5.1 Emergency Procedure & Evacuation Plan

Fire Evacuation Procedures:

The Fire Alarm in the Main Building is a continuous flashing light on the panel as well as two flashing panels located in the main foyer by the exit doors to Shaftesbury Avenue. The system is tested every Friday afternoon between 1400 hrs and 1500 hrs. The fire alarm will sound for a maximum of 20 seconds. If the alarm sounds for longer than this staff must evacuate using the procedure below.

If during operation the alarm panel flashes

- 1. Alert the fire marshal and inform them what zone went off so a seek and search investigation can take place.
- 2. The Fire Marshall will go to the zone and check for fire or false alarm, if false reset and report in the night time incident report file.

If you discover a fire

Alert all your colleagues, managers and Security over the radios that, "Mr Sands is coming in two minutes" Repeat this message for 30 seconds. This will allow them to be ready for the evacuation without causing panic among the public.

Raise the alarm by activating the nearest Break Glass Unit or at the alarm panel.

Do not attempt to tackle a fire unless it is safe to do so.

1.Fire Action Notices are displayed throughout the building. You should familiarise yourself with these instructions so that in the event of the alarm sounding you know what to do.

2.Evacuate as soon as the alarm goes ONLY AFTER THE MR SANDS alert – do not go out of your way to collect personal belongings

3.Follow the evacuation arrows (green "running man" signs) to your nearest safe emergency exit. Your nearest safe emergency exit will not necessarily be the normal exit route therefore it is important you follow the signage.

4. If it is safe to do so:

- Stop/close down all machinery & electrical equipment
- Isolate electrical supplies to equipment
- Turn off gas supplies and gas cylinders

5. Fire Marshals will check each area of the Main Building and then report to the Fire Control Point.

6. On leaving the building make your way to the designated Fire Assembly Point which is indicated on Fire Action Notices.

7. The Senior Management Team should make their way to the FIRE ASSEMBLY POINT which will act as the Command Centre should a major emergency incident occur.

8. Remain at the Assembly Point - 154-156 Shaftesbury Avenue Theatre Ticket Shop

9. Do not under any circumstances re-enter the building until given authority to do so.

Mobility Impaired

1. Any member of staff, or subscriber with a mobility impairment who is located on the ground floor should evacuate via the Front Door unless there is any obvious danger in the corridor outside or as agreed upon entry as instructed in our Disabled Access Policy and Personal Emergency Evacuation Plan (PEEP) agreed with our guest or staff member in advance of the event starting.

2. In this scenario, they should make their way to the alternate fire exit and advise the Fire Team via their radios of their location.

3. They should remain in the Refuge Area for further instructions/ assistance to evacuate.

<u>Fire Marshalls</u>

1. The role of the Fire Marshall is to assist with the evacuation process by checking a specific area of the venue, if safe to do so, and reporting to the Fire Officer.

2. No Fire Marshall is expected to place themself in danger, they should check their allocated area swiftly then report to the Fire Officer.

3. Once they have reported to the Fire Officer they should evacuate to the Assembly point.

4. If necessary, on re-entry Fire Marshals should report to the Fire Officer to report any issues that impact on the effectiveness of the evacuation procedure.

Fire Officer

The venue manager will act as Fire Officer. In his absence a nominated person will assume this role. The nominated persons will be

Head of Security- Bars manager -Welfare officer -Technical Manager in this order.

1. Upon activation of the fire alarm the Fire Officer will report to the Fire Control Point and assume responsibility.

2. The Fire Officer will summon the emergency services using 999.

3.If safe to do so, the Fire Officer will arrange for 2 members of the to investigate the cause of the alarm activation. Those dispatched to investigate must carry appropriate fire extinguishers for their own protection.

4.The Fire Officer will co-ordinate the Fire Marshalls to ensure full evacuation of the building and take a role call using the Nightly Staff Duty Register

5.At the Fire Control Point the Fire Officer will liaise with the Senior Crew Member from the Fire Brigade.

6.When the Fire Brigade are satisfied that no danger exists they will instruct the Fire Officer to reset the fire alarm panel.

7.Once the Fire Brigade have departed, the Fire Officer will give the instruction to re-enter the building.

8.The Fire Officer will remain at the Fire Control Point until all staff and students have re-entered the building and will liaise with Fire Marshals to evaluate the evacuation procedure.

Any full evacuation of the premises will result in a full review of the evacuation plan.

5.2 Vulnerable subscribers and PEEPS

Through our ticket information system an email will be sent to ALL subscribers informing them of everything they need to know about their visit to our premises, including safety and access. Subscribers will be encouraged to contact us if they have vulnerabilities or access issues so that a Personal Emergency Evacuation Plan (PEEP) can be designed with the guest prior to arrival. In the event of a visit not planned in advance, PEEP will be devised with the welfare officer or venue manager. A record of this plan will be on the front door with the head of security in the event of an evacuation.

5.3 Emergency Evacuation Training

The emergency procedure and Evacuation Plan will be taught at induction and will be part of the 6 monthly review and policies refresh training. A copy of the plan will be made available in the 1st language of the staff member for absolute clarity of the importance of this policy piece. Record of this training will be on the HR file of the staff member, contractor file of security provider file.

5.4 Fire Alarm

The fire alarm is a Honeywell Gent Vigilon Plus Fire detection and alarm system. It was serviced by Elmstone Fire on the 02/03/25. A service contract will be taken with Elmstone Fire subject to Licence Award.

Fire Marshalls will be event specific.

5.6 Sprinkler System

No Sprinkler system - Fire hoses in use.

5.7 Other fire fighting equipment

The Magical Mystery Ltd in addition to the will also have additional fire fighting equipment including.

- Wall mounted water extinguishers
- Wall mounted C02 extinguishers
- Fire Blankets

Locations for each set of extinguishers will be by fire exits, behind the stage, the amp rooms, comms rooms and prep kitchen.

5.7 Evacuation Meeting point.

154-156 Shatesbury Avenue - Theatre Ticket Shop

6. First Aid

When considering the risk of injury and accidents at our premises we regarded the St Johns recommendation for an event is two level 3 trained first aiders per 1000 people as a standard.

6.1 We will employ a minimum of 2 x level 3 first aiders in the company so a minimum of 1 first aider is on duty for all events.

6.2 Our welfare officer will be our principal first aider and will be located in our front door/ departure lounge area. Their role and availability will be made clear on all ticket information sent by email in advance of ALL subscribers arriving.

6.3 The Magical Mystery Ltd will have a dedicated Safeguarding and Welfare Room full details of which are in 4.1 of this document.

6.4 First Aid Incident Reporting Policy for The Magical Mystery Ltd

Purpose:

- Ensure prompt and appropriate treatment for injured or ill individuals.
- Maintain accurate records for legal and insurance purposes.
- Identify common issues and improve first aid preparedness.
- Scrutiny for identifying patterns of illness or injury mapping potential hazard areas and eliminating them.

Reporting:

- Any staff member witnessing or assisting with a first aid incident must report it immediately to the designated first aider or manager.
- Injured or ill individuals should also report the incident if possible.
- Reports template will include:
 - O Date and time of incident
 - O Location of incident
 - O Description of the incident and injuries/illness
 - O Actions taken (treatment/call for help)
 - O Names of witnesses and involved individuals
- The Magical Mystery Ltd will use standardised incident report template form for consistency and ease of record-keeping digital copy will be preferred.

Follow-up:

- The first aider or manager will:
 - O Assess the severity of the injury/illness and provide appropriate first aid or call emergency services.
 - O Complete the incident report form and store it securely.
 - O Inform the venue owner/manager of the incident, especially if serious or requiring further action.
- The venue manager will:
 - O Ensure injured/ill individuals receive necessary medical attention.
 - O Investigate the incident if necessary and implement corrective measures to prevent similar occurrences.
 - O Report the incident to relevant authorities (e.g., Health and Safety Executive) if required by law.

Key principles we will adopt

• Early reporting ensures timely treatment and documentation.

- Communicate clearly with injured/ill individuals, staff, and relevant authorities.
- Maintain confidentiality of personal information while fulfilling reporting requirements.
- The Magical Mystery Ltd will regularly review the policy and incident reports to identify trends and improve procedures.

Additional Notes:

- This is a general template and may need to be adapted to your specific venue and legal requirements.
- Ensure all staff are familiar with the policy and trained in basic first aid.
- Display the policy clearly in staff areas and consider providing a summary version for patrons.

By implementing this policy, you can ensure a safe and well-prepared environment for everyone in your music venue.

7. Safety Certificates

A Full Fire Risk Assessment Report has been undertaken by Event and Fire Safety Consultancy Horner Salus. Available upon request.

8. Challenge 25 Policy

The Magical Mystery Ltd will employ Challenge 25 as its principal tool for the protection of Children From Harm.

All staff will be trained in the responsible retailing of alcohol and a core topic of this training piece will be Challenge 25.

The message to staff will be clear

If a person is fortunate enough to look under 25 then you *MUST* ask them to provide I.D to prove they are over 18 years old. If they cannot do this then service of alcohol must be refused and the challenge and the outcome recorded. All challenges will be recorded using an EPOS system which will identity

- The intervention
- The outcome
- The date
- The time
- The server

The importance of recording the challenges will also be stressed and at the end of the training and knowledge test will be taken by each person.

The data will be scrutinised monthly to identify who is using Challenge 25 correctly and additional training will be given to staff who are yet to buy into the process.

Records of the training will be held on the HR file of each individual and refresher training will be given every 6 months, records of which will be added to the individual's HR file.

9. Crowd Control, Capacity, and Queue Management

9.1 Capacity

The Magical Mystery Ltd will operate on capacity no greater than that afforded the Odeon Cinema on PREM-LIC 2149. Capacities in rooms may vary but have been assessed by Horner Salus

9.2 Capacity management - Crowd Control

The Magical Mystery Ltd will employ an S.I.A approved contractor to carry out our door control policy in accordance with our admission policy and in tandem with the venue manager.

Where reasonably possible The Magical Mystery Ltd will aim to sell all tickets in advance of each performance. The amount of tickets released for sale will be pre determined by an events risk assessment which will consider which room is being used for which event, stage requirements, exhibition space required, display specifications, staff working and guest list requirements. This process will accurately determine what we can release or tell the hirer what can be sold, in the case of the hirer this will be in their contract.

All tickets sold and any artist guest list will be delivered by email prior to the event. This will be promoted as ticket information - "How to get the best out of your visit" where the ticket holder will be given details about

- Event Start time, Door closing time, event closing time
- Accessibility
- Nearest public transport
- Postcode for taxi drop off and collections
- Instruction on how to approach the venue "in theatrical character"
- Code of Conduct Zero Tolerance list
- Woman's Safety Policy -Ask For Angela
- Welfare Policy
- Our Departure Lounge
- Bag Policy Discouraged
- Prohibited items
- Censored items All phones will be placed in a locked bag and given back to subscribers- to be unlocked when required to be used in a space similar to a smoking area inside the building upon leaving.
- Accessibility statement.
- Leaving map (via hyperlink) including postcode and location to use for hailing app when booking leaving journey

This is the most effective way to manage numbers and state our intentions on how the event will be run and the conduct expected of our subscribers.

To prevent overcrowding, The Magical Mystery Ltd will release tickets for each room activation which are time entry sensitive and encourage early / staggered entry for shows across the day/evening. The entrance to the queue management system will begin at the nearest entrance to the room hosting the activation. A barrier system will be in place to funnel subscribers along the wall and keep the pavement accessible to anyone passing. The small numbers the room can accommodate will allow queues to be processed swiftly

9.2 Queue management

Any queue to any entrance around the building will be always supervised by a combination of security, managers, FOH staff who will all be trained to identify and intervene when they see uncouth behaviour. If the team detects any antisocial behaviour or behaviour likely to escalate inside the venue, no entry will be allowed. This process will begin 30 minutes before doors with our FOH sweeping the perimeter for signs of bad intentions from people preying on our subscriber.

When subscribers are all inside, any barrier system will be removed and the street returned to normal. The entrance will be shut and exits will be via Shaftesbury Ave in all cases including emergencies.

9.3 Crowd Control measures

9.4 30 minutes prior to an activation opening our FOH team will be at the entrance for that session's event. At this point a dedicated person will be placed at the entrance to any barrier system to manage the entrants and their expectations about entrance times etc. Barriers will be rubber bottomed to prevent irritation to residents during the ingress period.

9.5 1 hour before doors head of security will arrive for a briefing session with the manager where the permanent topics for discussion will be.

- Review of the previous night. Performance of team and or individuals.
- Ticket Sales -
- Entry procedure Search Policy Based on anticipated crowd attending.
- Guest List Numbers & any VIP with entourage expected.
- Introduce promoter(s), if any. reiterate to the promoter chain of command and grievance procedure.
- Confirming staffing numbers
- Confirm all comms equipment is in working order pre-event.
- Final check of venue and emergency evacuation.
- Final delegation of duties for the evening.

9.6 30 minutes prior to opening the Front of house team will have begun the process of preparing the assembled subscriber for entry, tickets ready for inspection, subscription ready for inspection. This will have the effect of processing the first subscriber swiftly and allow the door team to have a fast moving queue from the moment of opening. Fast moving queues encourage subscribers arriving to join on time. Bags are discouraged but will be checked like

any other theatre in the area.

9.7 15 minutes prior to doors the head of Security will assemble their team for a final briefing with the front of house team, promoter and manager where the prior briefing will be cascaded to everyone involved with crowd management and safety.

9.8 Manager who will have had their opening procedure checklist completed, will run a final radio check with CCTV Spotter, Head of Security, Technical manager and bars manager

10. Event-Specific Risk Assessments

Every event The Magical Mystery Ltd produces or facilitates will be risk assessed. Below is the list of events we will typically host in the course of normal trading and what we would typically classify them as.

- Exhibitions Arts- Heritage Product launches- Student end of year shows- Film premier after shows - Sound installations- light installation. -Low
- Live Acoustic -Solo & bands- electronic Solo & bands -Live Electronic or conventional. Medium
- Spoken word Book readings- Poetry slams Debates .Low
- Supper Clubs Drinks Brands launches. Medium
- Intimate Film Screenings (Ground Floor) Larger Screenings (Basement). Low
- Album launches Low
- Press conferences Low
- Late Night Events Electronic DJ Club events High Typically late night - Alcohol & Drug consumption
- Private Hires Exclusive events not open to the public. Medium
- 3rd party hires Ticketed events High Despite rigorous vetting there is high alert to new audience.

A number of factors are considered when risk assessing events

- Co-host self assessment provided by us for them to complete prior to contract exchange.
- Event Type, predicted alcohol consumption, duration of event.
- Attendee Demographic Are they very young? Are they very old?
- Layout configuration is it a one-off? What does it look like? Are there stages, exhibitions that eat up space?
- Value of assets and equipment, exhibition value.
- Day or Night of the week in relation to the neighbourhood and local environment.
- Past incidents and complaints relating to the event in other venues.
- Management and security assessments.

- References from previous events elsewhere.
- Professional guidance if trying something novel

11. Body Worn Cameras (Optional)

The Magical Mystery Ltd will always have a minimum of 2 persons wearing body worn cameras (BWC) capable of recording sound and images.

11.1 Purpose

The purpose of the use of body worn cameras is to promote the Four Licensing Objectives and to capture evidence and a clear account of situations. It is also a tool to moderate the language of the operator and to review usage to improve the service we provide to the public, the police and the authorities.

11.2 Deployment

Every event will have a minimum of 2 guards with BWC for the duration of the event

11.3 Procedures

- All security will be trained in BWC protocol before using
- All BWC will be signed out in and in at the beginning and end of each shift. At this point, the camera will be charged, any faults will be identified and a repair or service will be booked if required.
- Before shift the head of security will ensure the device is charged, free of obstruction and prominently positioned on their uniform.
- In line with our conditions all data will be held for a continuous period of 31 days.
- Data will be shared with police and authorities when requested.
- Where possible the BWC will be at incidents of confrontation, accusation or ejection from the premises
- All events where incidents occur and the BWC is present the use of BWC will be referred to in the incident report log.

11.4 Compliance

The Magical Mystery Ltd will adhere to the Data Protection Act and UK GDPR regulations at all times. The conditions outlined in our application will also apply to BWC. Magical Mystery recognises the specialist nature of BWC use and appropriate training will be given to ensure the highest standards.

Magical Mystery Ltd will always manage with care and respect individual privacy rights. Misuse of the camera will result in review of the wearer and stiff penalties for anyone using the device inappropriately.

Any event where BWC images are used for police investigations will result in a review of policy and consultation with police on usage and quality of evidence will feedback into the policy.

12. Refuse Management - Deliveries & Collections

Magical Mystery benefits from having a designated bin room and has a weekly collection of general waste, recycling and food waste bins in accordance with the new Simpler Recycling policy. The New Compton Street facing bin room allows us to have less frequent collections with the generous space dedicated to bins.

Magical Mystery Ltd have a contract with Grundon for commercial waste collections

Magical Mystery Ltd is committed to environmentally sustainable practice and will aim for 80% recyclable materials being used in its business by year 1 of operation.

Storage and Removals

Monday - Friday 08:00-20:30 Saturday & Sunday 10:00 -18:00

13. Dispersal Policy A Structured Process Delivers Successful Outcomes

Magical Mystery Ltd has identified dispersal as a key component of potential conflict with residents, police and neighbouring businesses. Factors including poor dispersal policies, poorly motivated team members nearing shift end and insensitivity to the importance of an orderly egress from the event, the building and the neighbouring areas can all contribute towards this issue. Detailed policies and training will be in place to prevent these or any similar problems arising around dispersal from the premises.

15.1 Departure Lounge: A Novel Innovation

As discussed in section 4.1 Magical Mystery Ltd will adopt a pioneering approach to subscriber welfare by introducing a dedicated decompression area. Each event we produce in which we operate beyond 01:00 we will use the area which operates as the foyer as our 'Departure Lounge'. After 01:00 this area will provide quiet, light, space, calm with non alcoholic refreshments until close, thus providing a safe and comfortable space for subscribers to gather, relax, and seek assistance or respite. This extended availability surpasses industry standards and demonstrates the establishment's dedication to the well being of its subscribers

The implementation of a subscriber model allows Magical Mystery to curate its own audience uniquely as opposed to a typical late-night venue weight door open to the general public at later times of the night. Allowing for an hour "kicking out time" Thursday-Saturday as opposed to the traditional 30 minutes Magical Mystery Ltd keeps people safe inside the premises at late times of the night. The Departure Lounge reflects Magical Mystery Ltd's prioritisation of culture and safety over profit motive, this is a CORE value. By creating a supportive and secure environment, the establishment fosters a sense of community and minimises any potential disturbances to the surrounding neighbourhood, as well as a demonstrable commitment to the safety of women and vulnerable groups. This approach sets it apart from other venues that prioritise immediate revenue over the long-term well being of subscribers and the community. This ethic and belief in community building is the ethos with which Magical Mystery Ltd will build profitability and business resilience. Our belief is that we are not happy until you are safely on your way home, not outside our door.

The Departure Lounge concept directly addresses the concerns of local residents regarding the noise issues generally attached to dispersal of subscribers from an entertainment space. The argument is that while the premises can be responsible within the curtilage of their business they have no control of what people do once outside. Not any longer.

By providing a designated space for subscribers to decompress, gather their friends, gather their new friends, belongings, calm down, plan their journey safely and without pressure before exiting, the establishment minimises the risk of loitering, disorderly conduct, and noise disturbances in the vicinity.

This policy keeps people inside safe, until *they* are ready to leave and this reduces incidents of crime on the streets surrounding the premises caused by mass dispersal into the streets. Prey to the kind of criminals who have nothing but bad intentions ranging to phone theft, robbery of valuables, assault , or sexual assault against vulnerable people

This area will host our welfare officer who, working with the security and floor team will encourage subscribers to stay here and wait for friends, charge their phones, watch our screens linked to TFL live status for trains and buses leaving from Tottenham Court Road station and bus stops nearby (Oxford St, New Oxford St, Charing Cross Road, Tottenham Court road) Staff will also be trained to identify and assist vulnerable people in this area, especially lone women and vulnerable groups.

By directly addressing residential anxieties in this fashion Magical Mystery Ltd will reduce noise, nuisance Crime & Disorder associated with dispersal like no other premises.

This innovative approach demonstrates Magical Mystery Ltd commitment to maintaining harmonious relations with the local community.

In addition, Magical Mystery Ltd have agreed with local residents that there will be no dispersal after 22:00hrs from the New Compton Street exit.

15.2 Dispersal (also please see appendix 1)

Objective

The aim of our Arrival and Dispersal Policy is to ensure a calm, managed, and efficient movement of our customers as they enter and leave the premises. A key focus is to minimize any disturbance to residents in the immediate neighborhood. Specifically, we will encourage customers to disperse southward, towards Cambridge Circus, for their onward journeys.

We anticipate that customers will leave the premises gradually in the period leading up to closing time, rather than all at once. This natural staggered departure occurs as patrons finish enjoying their show, collect their belongings, unlock their phones from the pouches and pay individually. We expect a gradual dispersal following both the first and last performances, particularly in the 15 to 30 minutes before closing.

To further support our objective:

-We will discourage customers from using Stacey Street and New Compton Street. -We aim to ensure all customers leave the premises quietly and in an orderly fashion.

-Door supervisors and other staff will provide clear and responsible directions and communication to customers at the point of departure.

-Customers will be directed to the closest preferred transport options.

-Staff will politely encourage any customers who may be loitering to move on promptly and quietly.

-Street teams will ensure as best they can that the area remains calm and quiet at dispersal

Dispersal begins the moment Magical Mystery Ltd stops admitting the public. Time will vary but for the purpose of demonstration the illustration below will highlight how a typical Saturday Night would evolve.

- A guard will use traffic cones to block any unlicensed cabs and cars from double parking on Stacey Street. They will maintain the integrity of the set down area for cabs.
- Guards adopt fixed positions along exit routes to allow subscribers into waiting cabs and Charing Cross Road.
- The Departure Lounge which until now was shared with a reception function becomes exclusive to the Welfare officer who will be located here until the last subscriber has left.
- An area free of licensable activities will create a space for calm and conversation and preparation to leave at a time convenient to the subscriber(s).

- Spare staff will go into positions in the cloakrooms to facilitate swift exchange of coats and bags, unlock phones from their protective pouches
- Internal security will assist in cloakroom queue management to prevent flashpoints occurring.
- 22:00 no exit via New Compton Street doors from 22:00hrs
- 02:45 Wind down begins, lights go up, air conditioning raises a few degrees.
- 03:00 all music is off, house lights up, because of the hour "kick out" time requested no longer must security push subscribers towards the door, no. We can allow them time to talk, get their things, use the loos, collect their friends and leave at a time convenient to all of them.
- Street security will be urging subscribers to move along to Charing Cross promptly to avoid loitering.
- The Magical Mystery Ltd will work tirelessly to keep people moving along to Charing Cross Road.
- By 03:30 (because of a staggered events programme) it is anticipated the venue will be 90% unoccupied by this time and security will begin gently moving people to the foyer. The welfare officer will by now have worked the room several times, ensuring people are together who want to be together, travel plans are made and cars are booked in good time to leave on time.
- 03:45 a wind down operation begins with all subscribers and staff dispersed and a conventional dispersal with small manageable numbers of thoughtfully relaxed and decompressed with travel plans, charged phones and an escort out onto Shaftesbury Ave towards Charing Cross Road. Security continues to scour the area outside for potential threat to our subscribers and will highlight for security areas that should move resources in to keep the peace.
- Clean of the areas immediately outside the exit onto Shaftesbury Avenue
- 03:55 All remaining team members lift barriers into the reception area.
- 04:00 End

15.3 Public Transportation options 5-10 minutes from venue

The venue is 5 minutes walk from Tottenham Court Road Underground Station and Leicester Square, 15 minutes from Charing Cross mainline train station. The premises is also a major bus and night bus hub. There is almost always an abundance of Hackney Carriages. Extended hours at times where demand surges are likely, allow guests to wait inside the premises until their cabs or buses are nearby.

The location benefits from a PTAL Rating of 6B (Best). There is no higher score in the country for public transport (and private hire) accessibility.

Buses North

1 (Holborn - Archway) 14 (Oxford Circus - Pinner) 18 (Camden Town - Russell Square) 25 (Oxford Circus - Finsbury Park) 46 (King's Cross - West Hampstead) 73 (Oxford Circus - Stoke Newington) 176 (Holborn - Hampstead Heath) 390 (Oxford Circus - Archway) N1 (Tottenham Court Road - Crouch End) N8 (Tottenham Court Road - Tottenham) N20 (Tottenham Court Road - Wood Green) N29 (Tottenham Court Road - Wood Green) N41 (Tottenham Court Road - Highbury & Islington) N73 (Tottenham Court Road - Stoke Newington)

South:

14 (Oxford Circus - Old Street) 19 (Holborn - Clapham Junction) 24 (Pimlico) 38 (Victoria - Clapton) 55 (Oxford Circus - Oxford Street) 73 (Oxford Circus - Stoke Newington) 134 (Oxford Circus - Peckham) 171 (Pentonville Road - Islington) 176 (Penge) N7 (Tottenham Court Road - Islington) N8 (Tottenham Court Road - Tottenham) N19 (Tottenham Court Road - Battersea Bridge) N25 (Tottenham Court Road - Finsbury Park) N38 (Victoria - Clapton) N41 (Tottenham Court Road - Highbury & Islington) N55 (Tottenham Court Road - Oxford Street) 279 (Waterloo)

East:

14 (Oxford Circus - Shoreditch)
38 (Victoria - Clapton)
55 (Oxford Circus - Oxford Street)
63 (Oxford Circus - King George's Park)
73 (Oxford Circus - Stoke Newington)
149 (Finsbury Park - Old Street)
242 (Holborn - Hackney Wick)
N8 (Tottenham Court Road - Tottenham)
N25 (Tottenham Court Road - Finsbury Park)
N38 (Victoria - Clapton)
N41 (Tottenham Court Road - Highbury & Islington)
N55 (Tottenham Court Road - Oxford Street)

West:

14 (Oxford Circus - Paddington)
18 (Camden Town - Russell Square)
30 (Tottenham Court Road - Marble Arch)
73 (Oxford Circus - Stoke Newington)
176 (Holborn - Hampstead Heath)
N7 (Tottenham Court Road - Islington)
N18 (Tottenham Court Road - Euston)
N20 (Tottenham Court Road - Wood Green)
N25 (Tottenham Court Road - Finsbury Park)
N98 (Tottenham Court Road - Stanmore)

Underground

Central Line (24 Hour at weekend) Northern Line (24 Hour at Weekend) Elizabeth Line 5 Minutes to Leicester Sq 5 Minutes to Tottenham Court Road 10 Minutes to Holborn In addition to these primary lines, visitors can also access other lines indirectly through interchange stations:

Piccadilly Line: Change at Holborn or Leicester Square. Bakerloo Line: Change at Oxford Circus. Victoria Line: Change at Oxford Circus.

The area benefits from a Public Transport Accessibility Level(PTAL) score of 6B "excellent access by public transport"

Ingress and Dispersal plans are at the end of this report.

This policy will be reviewed monthly and improved upon within this living document. Feedback from residents and interested parties will be encouraged to further mitigate any impact the business has on the public realm.

16. Adverse Weather Plan

To ensure safety and minimise disruption during adverse weather events for staff, patrons, and the surrounding community Magical Mystery Ltd will enact the following policy

- Monitor weather forecasts and stay informed about official warnings.
- Establish clear communication protocols to notify staff, patrons, and authorities as needed.
- Define criteria for closure based on severity, potential risks and official instructions.
- Plan and practice staff-led evacuation procedures for emergencies.
- Regularly review and update the plan based on lessons learned and changes in regulations.
- Consider Public transport disruptions and impact on subscriber safety in severe weather conditions.
- Construct a severe weather cancellation communication strategy for swift information sharing with subscribers, artists, staff and security teams to avoid travelling in the event of a cancellation due to severe weather. This can be sent to our ticket holders instead of an information bulletin

Where weather is severe but the event will proceed additional equipment and supplies will be brought in to make the ingress and egress to the venue safe and the time spent in the premises comfortable at all times.

18. Accessibility for Disabled Visit

We are not DDA compliant and are unable to make changes to the building

19. Security Arrangements

A security team will be appointed pending grant of licence.

20. CCTV System

Camera locations in appx 2 - Condition volunteers at top of report on application summary.

The Magical Mystery Ltd will adhere to the conditions agreed with police licensing on top of what is volunteered.

21. External Liaisons

Magical Mystery Ltd will engage with local residents throughout the duration of the limited premises licence.

- Telephone number for residents to duty manager
- Contact number on premises for public enquiries
- Quarterly Meeting

21.1 Responsible Authorities

Magical Mystery Ltd will be an active participant in any Pubwatch initiative, Best Bar None scheme or proposed licensing initiatives.

21.2 Residential Outreach and Comms

In order to build enduring relationships with our neighbours. The Magical Mystery Ltd proposes a multi pronged approach.

Public Realm Improvement Plan – Having occupied the premises since February Magical Mystery Ltd can see that the public realm in the area leaves a lot to be desired. From City Halo's previous overnight assessments and recent social visits we can also attest to the street scene and how it develops when it goes dark. The public realm area around New Compton St is not good and hasn't been for a long time. Scenes across the evening are Dickensian in their squalor, lakes of urine and human faeces in several locations. Persons suffering from drug addiction are reduced to injecting into their groins in the dark corners of Stacey Street. A daily tale of misery for residents who no doubt see this daily when going to church, taking their dogs for walks or their children to school.

If allowed to open Magical Mystery Ltd will provide a new supervisory presence and deterrent, as well as a street cleansing plan during hours of operation and beyond to attend to these problems; which will be no more appealing to our subscribers and visitors than they are to our neighbours.

The strategic placement of a managed queue system and the natural surveillance it affords will make these areas unattractive to criminals. This may lead to issues of displacement but Magical Mystery Limited cannot be criticised for creating the environment around them better to live in and to visit, this is a wider societal problem which concerns the applicant equally.

The cleansing program will take place up to and including after the premises close which will mitigate any impact the business has on the public realm as well as what is being created already by the street community and careless revellers with no access to public amenities. Magical Mystery Ltd will also, only with permissions and in collaboration with locals, design and install movement activated lighting and other improvements in spots identified as problematic, as well as around our buildings.

In the proposed tenure of the time limited licence, The Magical Mystery Ltd will look to work with our landlord, other major tenants and the BID to use jet washing around the immediate area as well as out of hours litter picking supporting the council to return the public realm to a better condition before morning, every morning.

21.3 Complaints

Magical Mystery Ltd will dedicate itself to addressing complaints swiftly, honestly and with integrity. All our immediate neighbours will have a dedicated phone number, which will be held by a manager or head of security each evening of operation. By day, the phone line will be managed by the community hubmanager. Callers will be asked for details of the complaint, location of the complaint and contact details to get back to them with any findings.

All calls will be logged onto our system and all complaints will be investigated in real time. In instances where the complaint is our responsibility we will react and the action will be logged. Where the complaint is not our fault evidence will be gathered to support our innocence including images and film. All complaints will be highlighted on the manager's report for the attention of senior management.

The log will be used to look for patterns of behaviours and will inform what solutions we take to address complaints that are our fault and prepare stout defence for those complaints that are not of our creation and could be viewed as frivolous or vexatious when repeatedly directed our way.

22.4 Meetings & Gatherings

Magical Mystery Ltd will host regular community forums to reach out to local residents.

Quarterly Licensing Meetings – Magical Mystery Ltd proposes to volunteer a structured quarterly meeting specifically addressed to licensing issues such as Crime & Disorder, Public Nuisance, Public Safety and the Protection of Children from harm. This meeting will be open to neighbours concerned about licensing in particular and will have a structured agenda with an "Any other Business" section for any matters relating to licensing can be raised. A senior manager will host these meetings and minutes of the meeting will be created and circulated to all in

attendance. These minutes will of course be made available to the authorities upon request.

Bi-monthly Social Events – Magical Mystery Ltd will host these events to all the community of all generations with the express intention of seeking a diversity of opinion about what we are doing, how we represent the area, what more we can do and what local groups can we reach out to. We will use these social events, which will alternate between daytime and evening time to accommodate everyone across the year(s). It is hoped that these events will have a crossover appeal to those who would normally only attend licensing meetings as well.

22.5 Fundraisers

Magical Mystery Ltd will identify two local charities that will be the beneficiaries of fundraiser events at our community hub in our first year of operation. These events will have the obvious benefits of funds raised but with our promotions team involved will highlight the work these charities do to other residents and beyond.

Open door – As an arts led community hub by day Magical Mystery Ltd will have an open door policy to our neighbours. There will always be a friendly face that will be able to take enquiries about work, hosting an exhibition performing, learning or complaints.

Complimentary tickets – early doors access – Magical Mystery Ltd will always have a community fund to accommodate neighbour's subscriptions to attend our exhibitions and events – or indeed to exhibit their own work. We want to build enthusiastic and robust support with our neighbours and a space they can be proud of and happy to support.

22. Crisis Communication Plan

The purpose of this policy is to pre-establish effective communication strategies with identified stakeholders.

Magical Mystery will create clear guidelines for senior management to give accurate messaging designed to inform but not alarm. Messaging that delivers enough information regarding the crisis that is in clear english and unambiguous to all. To do this scenarios will be gamed and from this work a message will be created for each crisis identified and single place in which the messages reside for swift and easy access for managers to disseminate to stakeholders. The main but not exclusive list of stakeholders are as follows:

- Local Businesses
- St Giles Church
- Local residents

- Landlord
- Estate Security
- Local Licensed premises
- Police
- Local Council

Scenarios where a crisis plan must be considered:

- Build Fit out- waste collections
- Power Outages
- Floods
- Adverse weather conditions
- Alcohol related incidents
- Fire Safety
- Medical Emergencies
- Noise issues emanating from the venue
- Surges in street dealing local homelessness activity.
- Delivery Days

Key Messages

Transparency: Inform neighbours of the situation and potential impact.

Reassurance: Emphasise steps being taken to address the crisis and minimise disruption.

A dedicated phone line will be provided giving information for updates and inquiries.

Communication Channels

Magical Mystery will Identify preferred communication methods for neighbours (e.g., email list, phone calls, in-person meetings).

Pre-Crisis Communication

Magical Mystery will establish a communication channel with neighbours before a crisis and share the venue's crisis management plan (general details, not confidential specifics).

Post-Crisis Communication

A manager will update neighbours as the situation resolves and offer apologies for any inconvenience and express appreciation for their understanding.

Review and Revision

Magical Mystery will hold all crisis occurrences in a dedicated file and regularly review the plan based on mapping the areas where crises occur, repetition of type of crisis, feedback from neighbours and lessons learned. By focusing on clear and consistent communication before, during, and after a crisis, the Magical Mystery Crisis Comms plan has the stated aim of building trust and fostering positive relationships with residents and neighbouring businesses in St Giles.

23. Arrangements for Vulnerable People and Underage

All Staff will be trained at induction for Welfare and Vulnerability Engagement Training (W.A.V.E). This training is designed to give everyone working at the premises the confidence to manage situations where people appear to be under the influence of alcohol, illicit substance or hidden disabilities.

Front of house/Security/ CCTV Spotters are specifically trained to identify persons in the queues in an inebriated state, in which case admission will be refused.

All Bar Staff will be trained in the responsible retailing of alcohol. This included modules such as age verification, Challenge 25 and recording of challenges, refusal of service and identifying vulnerable people early pro-actively intervene and refuse services, politely but firmly as individuals and as a team.

Floor Staff, Technical team etc. will all be trained to identify Vulnerable people and be trained to have the confidence to intervene and act with kindness and sensitivity.

The Welfare Officer referenced throughout this document will supervise all Vulnerability interventions and develop a culture of non-judgemental care package and communication strategy for all staff to feed into.

Challenge 25 is our age verification Policy and will be trained at induction with update every 6 months details of which will be held on everyone's HR files.

Appendices (follow)

1.0 Dispersal and Ingress plans

2.0 CCTV Location plans

Application for a new Premises Licence

MAGICAL MYSTERY 135 – 149 SHAFTESBURY AVENUE LONDON WC2H 8AH

Applicant Submissions - June 2025

TAB 4



135-149 Shaftesbury Avenue, London WC2H 8AH Noise Impact Assessment

> Prepared by: Richard Vivian, Big Sky Acoustics Ltd On behalf of: Magical Mystery Ltd Document Ref: 25041266

Big Sky Acoustics document control sheet	
Project title:	135-149 Shaftesbury Avenue, London WC2H 8AH Noise Impact Assessment
Technical report number:	25041266
Site visit and inspection:	19 th March 2025
Submitted to:	Liam O'Hare City Halo Limited 48 Pretoria Avenue London E17 7DE acting on behalf of Magical Mystery Ltd
Submitted by:	Richard Vivian Big Sky Acoustics Ltd 60 Frenze Road Diss IP22 4PB 020 7617 7069 info@bigskyacoustics.co.uk
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Big Sky Acoustics document control sheet

Document status and approval schedule

Revision	Description	Date	Approved
0	Approved for issue	27/05/2025	RV

DISCLAIMER

This report was completed by Big Sky Acoustics Ltd based on a defined programme of work and terms and conditions agreed with the Client. The report has been prepared with all reasonable skill, care and diligence within the terms of the contract with the Client and taking into account the project objectives, the agreed scope of works, prevailing site conditions and the degree of manpower and resources allocated to the project. Big Sky Acoustics Ltd accepts no responsibility whatsoever, following the issue of the report, for any matters arising outside the agreed scope of the works. This report is issued in confidence to the Client and Big Sky Acoustics Ltd has no responsibility of whatsoever nature to third parties to whom this report or any part thereof is made known. Any such party relies upon the report at their own risk. Unless specifically assigned or transferred within the terms of the agreement, Big Sky Acoustics Ltd retains all copyright and other intellectual property rights, on and over the report and its contents.

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1.0 Qualifications and experience

- 1.1 My name is Richard Vivian. I am the founder and director of Big Sky Acoustics Ltd. Big Sky Acoustics is an independent acoustic consultancy that is engaged by local authorities, private companies, public companies, residents' groups and individuals to provide advice on the assessment and control of noise.
- 1.2 I have a Bachelor of Engineering Degree with Honours from Kingston University, I am a Member of the Institution of Engineering & Technology, the Institute of Acoustics and the Institute of Licensing.
- 1.3 I have over thirty years of experience in the acoustics industry and have been involved in acoustic measurement and assessment throughout my career. My professional experience has included the assessment of noise in connection with planning, licensing and environmental protection relating to sites throughout the UK. I have given expert evidence in the courts, in licensing hearings, in planning hearings and in inquiries on many occasions.

2.0 Introduction

- 2.1 Big Sky Acoustics Ltd was instructed by Liam O'Hare of City Halo Limited, acting on behalf of Magical Mystery Ltd, to carry out an assessment of the building, proposed sound system controls and proposed operational procedures for noise management at the application site which is the former Odeon Cinema at 135-149 Shaftesbury Avenue, London WC2H 8AH.
- 2.2 The proposal is to operate this former cinema as a community arts, music and cultural events venue with licensable activities between 09:00-03:00hrs Monday to Saturday and 12:00-00:30hrs on Sundays.
- 2.3 A time-limited (two year) premises licence application is in progress.
- 2.4 This report was prepared following discussions with the client team, examination of the planning and licensing history for the site, and a visit to the application site and an inspection of the building. I was already familiar with the location of the Odeon Cinema on Shaftesbury Avenue, and of the wider area.
- 2.5 A glossary of acoustical terms used in this report is provided in Appendix A.
- 2.6 All sound pressure levels in this report are given in dB re: 20µPa.

3.0 Application site and surrounding area

3.1 The application site is on Shaftsbury Avenue in theatreland close to the border with the borough of Westminster. The Phoenix Theatre, Palace Theatre, the Ambassadors Theatre, and the Cambridge Theatre are nearby. The site is located centrally in London's West End, with St Giles Street to the north, Soho to the west, Leicester Square and Covent Garden to the south and Holborn to the east.

- 3.2 Most recently the building has operated as The Odeon Covent Garden, but was formerly the Saville Theatre which opened in 1931. Brian Epstein leased the theatre in the late sixties and ran it both as a theatre and a live music venue hosting acts including Jimi Hendrix, The Who, The Move, Procol Harum, Chuck Berry, The Beatles, Pink Floyd, Elton John, Nirvana, Cream, Fairport Convention, the Incredible String Band and The Bee Gees. It became a cinema in 1970.
- 3.3 The site is destined to be redeveloped to include a new 622-seat theatre with a 220-bed hotel above. This application is for a two-year use in the interim period before the major redevelopment of the site begins.



Figure 1: Front of the site on Shaftesbury Avenue



Figure 2: View of the rear facade from Stacey Street looking north-east along New Compton Street



Figure 3: View along Stacey Street looking towards Shaftesbury Avenue (cinema on left of image)



Figure 4: View from Shaftsbury Avenue down St Giles Passage (cinema on left of image)

3.4 The application site has excellent access to public transport and the highest PTAL¹ rating of 6b. Tottenham Court Road underground station is 200m to the north and Leicester Square 300m to the south. Camden Road rail station is 540m to the east. The site is served by many bus routes, including routes 1, 8, 10, 14, 19, 24, 25, 29, 38, 55, 73, 98, 134, 171, 176, 242, and 390 all serving the area.

¹ The public transport accessibility level (PTAL) is a method used to assess the access level of geographical areas to public transport. The result is a grade from 1–6 (including sub-divisions 1a, 1b, 6a and 6b), where a PTAL of 1a indicates extremely poor access to the location by public transport, and a PTAL of 6b indicates excellent access by public transport.

3.5 During my recent site visit I walked around the area, which I already knew well. I have carried out many noise measurement surveys and observations in the area and am familiar with the location of existing noise sources and general activity during the day and the night.



Figure 5: Internal view looking towards the original stage location

- 3.6 The site is subject to relatively high sound levels along Shaftesbury Avenue, which are attributed to road traffic vehicles and people noise. Noise sensitive receptors to the rear of the site along New Compton Street and at Phoenix Gardens experience relatively lower sound levels, although it is noted that distant sound from Shaftesbury Avenue and Charing Cross Road is noticeable at these locations. There is activity in the evening and at night associated with theatreland and the numerous restaurants, bars and other leisure uses in the area.
- 3.7 The nearest residential receptors are to the north on New Compton Street and to the north-west on Stacey Street and Phoenix Street.
- 3.8 It is important when assessing the impact of noise from an individual premises in an area that the concept of *additional* noise associated with the specific activity of that premises is considered. The incremental change to noise levels caused by the controlled operation of this site in an area where there is already established noise and activity could be so small as to be undetectable when it is masked by the existing noise in the area. It is also of note that the operation as a cinema, and before that live music venue and theatre, will have generated footfall of a similar scale to the proposed use.
- 3.9 It is also a consideration that a bona-fide commercial premises that is open at night can reduce street drinkers, rough sleeping, squatting, vandalism, arson, littering and other anti-social behaviour as the commercial operation seeks to eliminate this type of activity from the public realm around the premises for the

benefit and safety of their own patrons and employees. This is achieved through good lighting, CCTV coverage, and litter removal, as well as the presence of premises staff and trained security personnel at the premises and in the surrounding streets. This can discourage anti-social behaviour and therefore enhance pedestrian amenity, safety and usability, as well as reduce the perception and fear of crime to passers-by.

4.0 Criteria

Town & Country Planning Act 1990

- 4.1 Planning consent has very recently been granted for the restoration and refurbishment of the building, roof extension, and excavation of basement space, to provide a theatre, ancillary restaurant/bar space and hotel with a substantial floorspace uplift.
- 4.2 During the planning process the use of the site with various leisure and hospitality offerings, and the 24-hour operation of a hotel, was thoroughly scrutinised and it was considered there would not be an unacceptable level of harm to the amenity of existing and future residents by this use, which is a significantly more intense use of the site requiring constant servicing and operation 24 hours a day, seven days a week.

Licensing Act 2003

- 4.3 The Licensing Act 2003 requires the London Borough of Camden, in its role as Licensing Authority, to carry out its various licensing functions to promote the following four licensing objectives:
 - The prevention of crime and disorder
 - Public safety
 - The prevention of public nuisance
 - The protection of children from harm
- 4.4 Each objective is of equal importance. It is important to note that there are no other licensing objectives, therefore these four are always of paramount importance. The Licensing Authority must base its decisions about determining applications and attaching any conditions to licences, on the promotion of these four licensing objectives.
- 4.5 The Licensing Act 2003 further requires the Licensing Authority to publish a Statement of Licensing Policy (SLP) that sets out the policies the Licensing Authority will apply to promote the licensing objectives when making decisions on applications made under the Act. The current SLP covers the period from 31 January 2022 to 30 January 2027 and recognises that licensed premises provide a valuable service to people living in, working in, and visiting the borough. The role of the Licensing Authority is to exercise its statutory powers to promote the licensing objectives, and it must not impose restrictions on existing or proposed activities except where it is deemed appropriate and proportionate to do so.

- 4.6 Public Nuisance is addressed in paragraph 4.39-4.44 of the SLP. Paragraph 4.39 states: "We expect the operation of licensed premises not to unreasonably interfere with the personal comfort or amenity of immediate neighbours of the nearby community".
- 4.7 When it comes to the evaluation of noise under the Licensing Act an understanding of the concept of *public nuisance* is essential. Public nuisance is not narrowly defined in the Licensing Act and retains its broad common law meaning. It may include the reduction of the living and working amenity and environment of other persons living and working around the licensed premises.
- 4.8 Once those involved in making licensing decisions are satisfied of the existence of a public nuisance, or its potential to exist, the question is how to address it. Home Office Guidance² is useful in this regard and explains that, in the context of noise nuisance, conditions might be a simple measure such as ensuring that doors and windows are kept closed after a particular time, or persons are not permitted in garden areas of the premises after a certain time, noting that conditions in relation to live or recorded music may not be enforceable in circumstances where the entertainment activity itself is not licensable.
- 4.9 The guidance is clear that any conditions appropriate to promote the prevention of public nuisance should be tailored to the type, nature and characteristics of the specific premises and its licensable activities. Licensing authorities should avoid inappropriate or disproportionate measures that could deter events that are valuable to the community.
- 4.10 The guidance also states that any appropriate conditions should normally focus on the most sensitive periods. For example, the most sensitive period for people being disturbed by unreasonably loud music is at night and into the early morning when residents in adjacent properties may be attempting to go to sleep or are sleeping. This is why there is still a need for a licence for performances of live music between 23:00 and 08:00hrs even though it is deregulated at other times.
- 4.11 As with all premises licence conditions, those relating to noise nuisance may not be appropriate in circumstances where provisions in other legislation adequately protect those living around the premises.

Other relevant legislation

- 4.12 In addition to the protection afforded under planning controls and the Licensing Act 2003, members of the public are protected from noise that is a nuisance.
- 4.13 The Environmental Protection Act 1990 part III deals with statutory nuisance which includes noise. This Act allows steps to be taken to investigate any complaints which may then result in the issuing of an abatement notice and a subsequent prosecution of any breach of the notice. A statutory nuisance is a material interference that is prejudicial to health or a nuisance.

² Revised Guidance issued under section 182 of the Licensing Act 2003, February 2025

- 4.14 The Clean Neighbourhoods and Environment Act 2005 deals with many of the problems affecting the quality of the local environment and provides local authorities with powers to tackle poor environmental quality and anti-social behaviour in relation to litter, graffiti, waste and noise. A fixed penalty notice can be issued when noise exceeds the permitted level at night as prescribed under the Noise Act 1996 as amended by the Clean Neighbourhoods and Environment Act. The permitted noise level using A-weighted decibels (the unit environmental noise is usually measured in) is 34dBA if the underlying level of noise is no more than 24dBA, or 10dBA above the underlying level of noise if this is more than 24dBA.
- 4.15 The Anti-Social Behaviour, Crime and Policing Act 2014 defines anti-social behaviour as "conduct that has caused, or is likely to cause, harassment, alarm or distress to any person"; "conduct capable of causing nuisance or annoyance to a person in relation to that person's occupation of residential premises"; or "conduct capable of causing housing-related nuisance or annoyance to a person". The Act contains a range of powers intended to support the Local Authority and partner bodies dealing with anti-social behaviour. These powers include injunctions, criminal behaviour orders, public spaces protection orders, community protection notices, dispersal powers, and closure orders.

British Standard 8233

4.16 BS8233:2014 states that for steady external noise sources, it is desirable that the internal ambient noise level in dwellings does not exceed the guideline values in the table shown below.

Activity	Location	07:00 to 23:00	23:00 to 07:00
Resting	Living room	35 dB L _{Aeq,16hour}	-
Dining	Dining room/area	40 dB LAeq,16hour	-
Sleeping (daytime resting)	Bedroom	35 dB L _{Aeq,16hour}	30dB LAeq,8hour

Figure 6: Indoor ambient noise levels for dwellings (from BS8233 Table 4)

4.17 Annex G of BS8233 informs that windows, and any trickle ventilators, are normally the weakest part of a brick and block façade. Insulating glass units have a sound insulation of approximately 33 dB R_w and, assuming suitable sound-attenuating trickle ventilators are used, the resulting internal noise level ought to be determined by the windows. If partially open windows are relied upon for background ventilation, the insulation would be reduced to approximately 15 dB.

5.0 Balancing planning and licensing noise conditions

5.1 The guidance issued under Section 182 of the Licensing Act 2003 is clear in its general principles (Para 1.16) that *"[licence conditions] should not duplicate other statutory requirements or other duties or responsibilities placed on the employer by other legislation"*. Therefore, if the objective of the prevention of public

nuisance is satisfactorily upheld because there already exist controls of public nuisance through The Environmental Protection Act 1990; The Noise Act 1996; and The Clean Neighbourhoods and Environment Act 2005, then additional conditions on a premises licence that merely duplicates these statutory requirements should not be necessary according to Home Office guidance.

- 5.2 Similarly planning guidance has, for a long time, stated that additional planning conditions which duplicate the effect of other legislation should not be imposed, and current planning practice guidance is clear that conditions requiring compliance with other regulatory requirements will not meet the test of necessity and may not be relevant to planning.
- 5.3 The House of Lords Select Committee in its 2017 post-legislative scrutiny of the Licensing Act³ found that "*it is not only permissible but logical to look at licensing as an extension of the planning process*". In its follow-up report⁴ of 2022, the Committee concluded that it "*is disappointed that no practical progress has been made to address the lack of coordination between the licensing and planning systems. It is clear that issues between the two systems remain and we regret that there has been no initiative from Government to take forward the work undertaken to explore solutions*" (paragraph 31), and adds "*The Government must consider the coordination between the licensing and planning systems in its ongoing planning reforms in the Levelling-up and Regeneration Bill to ensure new proposals do not further exacerbate tensions between the two systems*" (paragraph 34).
- 5.4 The Local Government Association Licensing Act 2003 Councillor's handbook⁵ states that "Whilst there is a clear distinction and separation between licensing and planning in terms of their remit, councillors have a key role in ensuring that these two different services are fully joined-up and aligned. Where this doesn't happen councils can struggle to shape their areas as they would like them to be."

Operational objectives

- 5.5 Magical Mystery Ltd is committed to promoting good relationships with their commercial and residential neighbours and therefore, in addition to all statutory obligations, it will be a primary operational objective that noise from the proposed licensable activities will not have a detrimental impact on the neighbourhood.
- 5.6 To support this commitment a suite of conditions to promote the licensing objective for the prevention of public nuisance have been proposed and these can be found in Appendix C of this report. In addition, best-practice noise management and dispersal procedures have been developed for the site and these can be found in the separate Premises Management Plan document.

³ Select Committee on the Licensing Act 2003, The Licensing Act 2003: post-legislative scrutiny (Report of Session 016–17, HL Paper 146)

⁴ Liaison Committee on the Licensing Act 2003, The Licensing Act 2003: post-legislative scrutiny follow-up report (2nd Report of Session 2022–23, HL Paper 39)

⁵ Local Government Association, Licensing Act 2003 – Councillor's handbook (England and Wales) (July 2021)

6.0 Predicted noise of patrons leaving the premises

- 6.1 To assist in the understanding of actual noise levels produced by people outside and leaving the premises it is important to understand the effects of the noise source (i.e. people talking) and how that noise level increases as the number of people talking increases.
- 6.2 Referring to relevant international standards⁶ for human speech sound level, and data held in our library, normal conversation is typically in the range of 54-60dBA when measured at 1 metre.
- 6.3 In assessing for typical conditions then I have considered a group of 25 people talking together outside either in the smoking area or in the process of leaving and dispersing from the area.
- 6.4 In normal conversation no more than 50% of them would be talking (there will be at least one listener for each talker). If we now consider people to be talking at the upper end of the normal speaking range and look at the worst-case scenario of half of the people talking concurrently at 60dBA, then to calculate the total noise level we logarithmically sum 12.5 sources of 60dB as follows:

$$\Sigma = 10 \log \left(n \times 10^{\binom{60}{10}} \right)$$

where n is the number of people talking

- 6.5 The formula above gives a value for the total sound pressure level for a group of 25 people talking loudly to be 71dBA⁷.
- 6.6 It is important to remember that this is a worst-case value when 50% of the people are talking simultaneously and loudly. In reality, general lulls in the conversation, smoking, or conversations where there is more than one listener to each talker mean that less than 50% of an average group will be talking simultaneously.
- 6.7 Sound is attenuated in air and this effect is noticeable as the listener moves away from the source. In a free field for every doubling of distance from a noise source, the sound pressure level L_p will be reduced by 6 decibels:

```
\begin{split} L_{p2} - L_{p1} &= 10 \log (R_2 / R_1)^2 \\ &= 20 \log (R_2 / R_1) \\ where \\ L_{p1} &= \text{sound pressure level at location 1 (dB)} \\ L_{p2} &= \text{sound pressure level at location 2 (dB)} \\ R_1 &= \text{distance from source to location 1} \\ R_2 &= \text{distance from source to location 2} \\ A "free field" is defined as a flat surface without obstructions. \end{split}
```

A "free field" is defined as a flat surface without obstructions.

 $^{^6}$ ISO 9921:2003 Ergonomics - Assessment of speech communication, Annex A, Table A1 shows the vocal effort of a male speaker and related A-weighted speech level (dB re 20 μ Pa) at 1 m in front of the mouth. The table indicates that relaxed vocal effort is 54dB, and normal vocal effort is 60dB.

⁷ Alternative calculation method according to Growcott, D (Consideration of Patron Noise from Entertainment Venues, Australian Association of Acoustical Consultants Guideline, Australia, 2009) using $L_{Aeq} = 21*\log(N)+43$ gives 72.4dB showing a close correlation between the two calculation methods.

- 6.8 Attenuation due to distance means that a separation distance of 22m from the noise source to the receiver position will reduce the noise to below the lowest measured background noise level⁸ at rooftop level at night.
- 6.9 A further, and substantial, attenuation of the noise source is achieved by the insertion of any physical barrier that obscures line-of-sight to the receptor position. An effective physical barrier will provide typically around 12dB of additional sound attenuation in the mid-band.
- 6.10 Inside a residential property all external noise sources are attenuated by the glazing, by the distance from the noise source to the window, and by any physical obstruction of clear line of sight to the noise source.
- 6.11 In planning terms alone, the noise from a group of people leaving the premises is predicted to be below the Lowest Observed Adverse Effect Level (LOAEL) according to the criteria given in Appendix D, Table 3 of Camden Local Plan 2017 and therefore no specific measures are required.
- 6.12 Calculations indicate that the resultant noise level will be significantly below the background noise level at all residential properties, comfortably in compliance with the relevant standards and guidance for internal noise levels, and subjectively inaudible.
- 6.13 Another consideration for patrons leaving the premises at night is the use of cars or taxis. Only a significant increase in traffic flow (i.e. doubling the rate of vehicle passes per hour) would give rise to a noticeable increase in road traffic noise level above that already established for the area.
- 6.14 When assessing noise from cars or taxis collecting people maximum noise levels may arise from a car door being closed. Data from similar sites (measured by ourselves and held at our office) indicates that values from 65dB L_{Amax} (normal closing) to 70dB L_{Amax} (slam closing) as measured at 5 metres are typical.
- 6.15 The predicted internal noise level from a car door being closed when extrapolated to a first-floor window immediately above the car would be approximately 59dB L_{Amax}. This value is below the highly stringent WHO guidance⁹ value of 60dB L_{Amax} outside a bedroom window.
- 6.16 To summarise, the noise arising from car doors being closed is not likely to generate any loss of amenity even at a first-floor flat window directly above the car door being slammed, assuming clear line-of-sight, and with a window partially open in an urban environment.
- 6.17 New residential developments in the area are required to consider the existing noise climate and will therefore have to provide suitable internal noise levels for

⁸ Noise survey carried out in January 2024 reported background sound levels at rooftop level of 48-55dB L_{A90} during the day, 48-54dB L_{A90} during the evening and 44-48dB L_{A90} at night. Source: Document reference: 1013313-HLE-RP-AC-Noise impact assessment-Rev3.docx by Hoare Lea LLP in support of Planning Application No: 2024/0993/P

⁹ World Health Organisation. Guidelines for Community Noise, 2000.

normal living. This is typically achieved with modern glazing and ventilation systems.

7.0 Mitigation strategy - remedial works to building

- 7.1 All high-sound activity is contained by the building envelope which is a substantial brick construction designed to keep noise out to provide a suitable environment for the previous cinema operation.
- 7.2 This former use, as a cinema since 1970, would have only been viable if the building envelope was able to effectively attenuate noise from the hustle and bustle of Shaftesbury Avenue outside so that films could be enjoyed by audiences.
- 7.3 It is also of relevance that this was a multi-screen cinema and so individual screening spaces will have been substantially soundproofed so that one screening of a very loud film would not impact on quiet passages of another screening in different part of the building.

Room acoustics - design considerations

- 7.4 Where the internal space has flat walls, flat hard surfaced floors, and parallel walls the acoustic space can be problematic for high-quality sound reproduction and for the comfort of patrons. Interior designs that favour soft furnishings, upholstered seating and carpeted areas will increase the acoustic absorption in the space and enhance the quality of sound reproduction. This will also create a more comfortable environment for conversation.
- 7.5 As a rule of thumb soft furnishings, irregularity of room shape, and clutter will improve the acoustics of any space. Tables and chairs will help to break up the space and the room acoustics will improve as the space fills up with patrons. However discreet use of acoustic absorption (hidden in wall and ceiling linings or three-dimensional artworks) can also be used, as can the use of (fire-rated) drapes.
- 7.6 In summary the desirable acoustic objectives in an interior design scheme for good sound reproduction and comfortable conversation are:
 - ✓ To increase absorption by using soft wall coverings, soft furnishings and carpets or where this is not appropriate to introduce discreet dedicated acoustic absorption panels.
 - ✓ To break up large expanses of flat hard surfaces by the introduction of furniture and decorative features.
- 7.7 Improving the acoustic qualities of the room gives an improvement, not just in the quality of the sound system, but also in the perceived loudness as amplified music will be subjectively assessed as more dynamic and more exciting.
- 7.8 Reducing reverberation also reduces noise in staff work areas and therefore assists with controlling staff noise exposure levels.

8.0 Mitigation strategy - sound system configuration

- 8.1 A high-quality sound system that is optimally configured will sound dynamic and more involving to customers than a low-quality system that is poorly set up. Low-grade music systems tend to be operated at a higher level in an attempt by operators to make the system sound more involving. The result is poor-quality sound and a higher risk of music noise breakout.
- 8.2 Consideration should be given to the directivity of loudspeakers. Location and directivity characteristics of loudspeakers should be selected to achieve even dispersion in customer areas only without overlapping from multiple sources.
- 8.3 Crossover points to wall-mounted mid-high loudspeakers should be >100Hz.
- 8.4 Multiple locations of bass speakers should be avoided, ideally placing bass loudspeakers in one central location in smaller rooms. Bass loudspeakers should be fed with a mono signal.
- 8.5 All permanently installed signal processing equipment should be secured in a locked room/rack to restrict unauthorised adjustment of controls. It is good practice when setting up a system that amplifier gains should either be set to maximum, with the gain controlled upstream in system processing equipment or if signal quality issues dictate using the maximum dynamic range of the signal processing equipment (a common design approach when using DSP controllers) then amplifier gain controls will be reduced and so should be secured behind tamper-proof panels. All other positive gain controls should be behind tamper-proof covers or, in the case of a DSP-based system controller, protected by a security password.
- 8.6 All sound systems, including temporary systems, should be configured so that a defined maximum operating level cannot be exceeded regardless of the input level.
- 8.7 In summary, sound systems must be installed and operated to efficiently reproduce sound in the internal customer areas without causing excessive noise elsewhere. Correct speaker locations, fixing methods and system configuration (crossover points, limiter settings, and system equalisation) can achieve high-quality sound without causing noise breakout. A dedicated limiter device may not be required if a suitable digital system controller is programmed with compression/limiting/gain functions to accurately control maximum sound level and then locked so that it cannot be adjusted, or in the case of systems with a dedicated engineer/sound-tech, the system is permanently monitored and controlled.

9.0 Mitigation strategy - operational controls

- 9.1 Proposed premises licence conditions have been prepared and these can be found in Appendix C. These may evolve further as the application progresses.
- 9.2 Noise management and dispersal procedures have been developed for the site and these can be found in the separate Premises Management Plan document.

9.3 All noise management procedures will be an integral part of employee training and will be regularly reviewed.

10.0 Conclusions

- 10.1 Big Sky Acoustics Ltd was instructed by Liam O'Hare of City Halo Limited, acting on behalf of Magical Mystery Ltd, to carry out an assessment of the building, proposed sound system controls and proposed operational procedures for noise management at the application site which is the former Odeon Cinema at 135-149 Shaftesbury Avenue, London WC2H 8AH.
- 10.2 This assessment refers to the Licensing Act 2003, Camden's Statement of Licensing Policy, the Environmental Protection Act 1990, the Clean Neighbourhoods and Environment Act 2005, the Noise Act 1996, the Anti-Social Behaviour, Crime and Policing Act 2014, BS 8233, relevant industry guidance and best practice, and the operational objectives of the applicant. Reference is also made to the planning history and current consent for the future development of an hotel at the site.
- 10.3 The public nuisance guidance in Camden's SLP has been considered and addressed in the preparation of this application.
- 10.4 A suite of relevant noise management conditions has been proposed for inclusion on the premises licence.
- 10.5 All noise from activity inside the building is contained by the building envelope and additionally sound systems will use high-quality professional products and will be set so that a maximum sound level is not be exceeded.
- 10.6 Given this location, the former use, the style of operation, and the comprehensive noise and dispersal management procedures proposed, it is my professional opinion that the operation of a community arts, music and cultural events venue at this location would not result in an increase to average noise levels in the area around the application site.

Richard Vivian BEng(Hons) MIET MIOA MIOL Principal Acoustic Consultant, Big Sky Acoustics Ltd

Appendix A - Terminology

Sound Pressure Level and the decibel (dB)

A sound wave is a small fluctuation of atmospheric pressure. The human ear responds to these variations in pressure, producing the sensation of hearing. The ear can detect a very wide range of pressure variations. To cope with this wide range of pressure variations, a logarithmic scale is used to convert the values into manageable numbers. Although it might seem unusual to use a logarithmic scale to measure a physical phenomenon, it has been found that human hearing also responds to sound in an approximately logarithmic fashion. The dB (decibel) is the logarithmic unit used to describe sound (or noise) levels. The usual range of sound pressure levels is from 0 dB (threshold of hearing) to 140 dB (threshold of pain).

Frequency and Hertz (Hz)

As well as the loudness of a sound, the frequency content of a sound is also very important. Frequency is a measure of the rate of fluctuation of a sound wave. The unit used is cycles per second, or hertz (Hz). Sometimes large frequency values are written as kilohertz (kHz), where 1 kHz = 1000 Hz. Young people with normal hearing can hear frequencies in the range of 20 Hz to 20,000 Hz. However, the upper frequency limit gradually reduces as a person gets older.

A-weighting

The ear does not respond equally to sound at all frequencies. It is less sensitive to sound at low and very high frequencies, compared with the frequencies in between. Therefore, when measuring a sound made up of different frequencies, it is often useful to 'weight' each frequency appropriately, so that the measurement correlates better with what a person would hear. This is usually achieved by using an electronic filter called the 'A' weighting, which is built into sound level meters. Noise levels measured using the 'A' weighting are denoted dBA. A change of 3dBA is the minimum perceptible under normal conditions, and a change of 10dBA corresponds roughly to doubling or halving the loudness of sound.

C-weighting

The C-weighting curve has a broader spectrum than the A-weighting curve and includes low frequencies (bass) and so it can be a more useful indicator of changes to bass levels in amplified music systems.

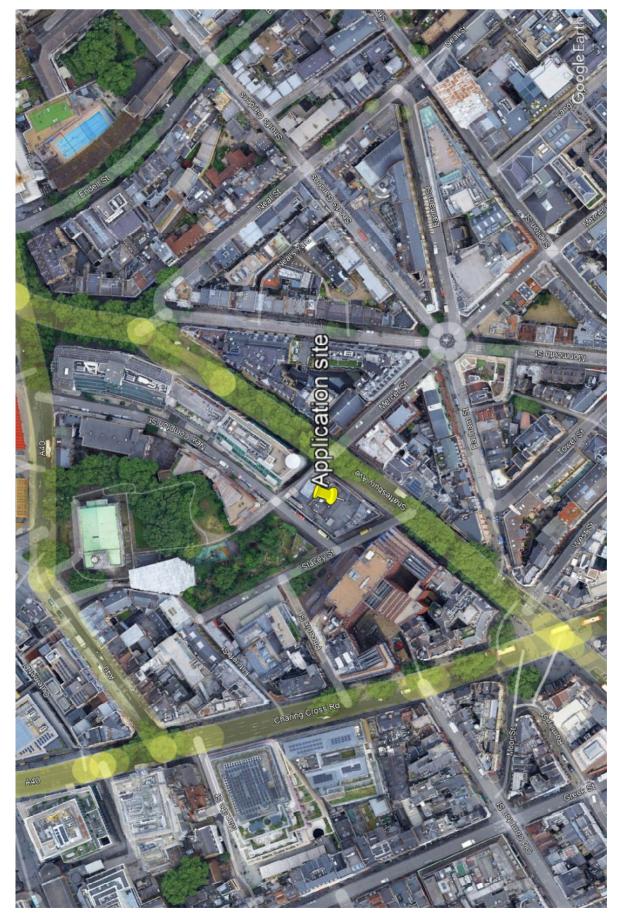
Noise Indices

When a noise level is constant and does not fluctuate over time, it can be described adequately by measuring the dB level. However, when the noise level varies with time, the measured dB level will vary as well. In this case, it is therefore not possible to represent the noise level with a simple dB value. To describe noise where the level is continuously varying, several other indices are used. The indices used in this report are described below.

- L_{eq} The equivalent continuous sound pressure level which is normally used to measure intermittent noise. It is defined as the equivalent steady noise level that would contain the same acoustic energy as the varying noise. Because the averaging process used is logarithmic the L_{eq} is dominated by the higher noise levels measured.
- L_{Aeq} The A-weighted equivalent continuous sound pressure level. This is increasingly being used as the preferred parameter for all forms of environmental noise.
- L_{Ceq} The C-weighted equivalent continuous sound pressure level includes low frequencies and is used for the assessment of amplified music systems.
- L_{Amax} is the maximum A-weighted sound pressure level during the monitoring period. If fast-weighted it is averaged over 125 ms, and if slow-weighted it is averaged over 1 second. Fast-weighted measurements are therefore higher for typical time-varying sources than slow-weighted measurements.
- L_{A90} is the A-weighted sound pressure level exceeded for 90% of the time-period. The L_{A90} is used as a measure of background noise.

Example noise levels:

Source/Activity	Indicative noise level dBA
Threshold of pain	140
Police siren at 1m	130
Chainsaw at 1m	110
Live music	96-108
Symphony orchestra, 3m	102
Nightclub	94-104
Lawnmower	90
Heavy traffic	82
Vacuum cleaner	75
Ordinary conversation	60
Car at 40 mph at 100m	55
Rural ambient	35
Quiet bedroom	30
Watch ticking	20



Appendix B - Site location

Appendix C - Proposed conditions

The following conditions that promote the prevention of public nuisance licensing objective are proposed for inclusion on the premises licence:

Where rooms at the premises are let to individuals or groups for private hire, a hire agreement shall be in place that includes an outline of the conditions on the premises licence (or club premises certificate) and clearly states the responsibilities of the hirer in respect of upholding such conditions.

Deliveries to the premises shall not take place between 20:00 and 08:00.

Collections of waste from the premises shall not take place between 20:00 and 08:00.

Collections of waste from the premises which include glass shall not take place between 20:00 and 08:00.

The pavement from the building line to the kerb edge immediately outside the premises shall be swept or washed regularly to keep it free from business-related litter and deposits.

1:100 SIA licensed door C&D supervisors shall be on duty at the premises in hours of operation.

All door supervisors will wear high-visibility jackets, vests, or high-visibility armbands whilst working at entry/exit points and around the exterior of the building.

The premises licence holder or designated premises supervisor shall ensure that any queue to enter the premises which forms outside the premises is orderly and supervised by licensed door supervisors so as to ensure that there is no public nuisance or obstruction to the public highway.

No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.

The licence holder or duty manager shall make regular patrols at no less than hourly intervals around the perimeter of the premises when regulated entertainment is taking place. Noise levels shall be adjusted to ensure local residents are not disturbed by noise breakout.

Notices shall be prominently displayed at any area PN used for smoking requesting patrons to respect the needs of local residents and use the area quietly.

No more than (25) subscribers are permitted in the outside [smoking] area at any one time.

16th May 2025 <u>APP\PREMISE</u>S-NEW\128104

Date: Application Reference: Direct Phone Number: Contact: E-mail:

Peter Agbley

Please quote our reference in any correspondence

Licensing (Contact Camden) Town Hall Extension Argyle Street London WC1H 8EQ



Regulatory Services Environmental Health, Business and Consumer Service London Borough of Camden Town Hall Judd St London WC1H 9JE

Tel: 020 7974 4444 (switchboard) London Borough of Camden Fax: 020 7974 6955 / 6940 Textphone: 020 7974 6866 Town Hall DX: 2106 Euston

www.camden.gov.uk

Licensing Act 2003 - Re: 135 149 Shaftesbury Avenue, London, WC2H 8AH

LICENSING AUTHORITY REPRESENTATION

This representation is made by the Licensing Authority and it relates to the following Licensing Objectives:

• The prevention of public nuisance

The Premises and Summary of Application

The application is submitted by Magical Mystery Ltd. The premises are a traditional theatre-cinema spread across four floors with four rooms located on Shaftesbury Avenue. The area can be described as a vibrant area that mixes commercial and residential spaces. This venue is part of a lively cultural district, popular with both licensed premises, tourists and theatres.

The applicant has utilised the council's pre-application advice route, seeking guidance and clarification on the licensing process prior to submitting their formal application.

The application is a time limited licence for Saturday 7 June 2025 to Monday 7 June 2027

The application is for a new premises licence to permit the following licensable activity:

 Sale of Alcohol (For consumption on the premises only) Monday – Saturday: 10:00 – 03:00 Sunday: 10:00 – 00:30

Easter Sunday & Bank Holiday and Sundays until 03:00. NYE until 05:00.

- Plays
- Films,
- Live Music,
- Recorded Music,
- Performance of Dance and

• Anything of a similar description to that falling within live music, recorded music and performance of dance.

Monday – Saturday: 09:00 – 03:00 Sunday: 09:00 – 00:30

Easter Sunday & bank holiday Sundays until 03:00. NYE until 05:00

 Late Night refreshment Monday – Saturday: 23:00 – 03:00 Sunday: 23:00 – 00:30

Easter Sunday & Bank Holiday and Sundays until 03:00 NYE until 05:00.

The hours being applied for are as follows:

Monday:	09:00 - 03:00
Tuesday – Wednesday:	09:00 - 03:30
Thursday to Saturday:	09:00 - 04:00
Sunday:	09.00 - 00:30

Easter Sunday & Bank Holiday until 03:00 and NYE until 06:00.

Framework Hours Policy

The hours being applied for are outside the framework hours, the framework hours are:

For licences including	the sale or supply of alcohol for consumption on the premises only:
Monday to Thursday	10:00 am until 11:30 pm
Friday and Saturday	10:00 am until midnight
Sunday	11:00 am until 10:30 pm

For licences not including the sale or supply of alcohol:Monday to Thursday09:00 am until 11:30 pmFriday and Saturday09:00 am until midnightSunday09:00 am until 10:30 pm

Cumulative Impact Areas

The premises are situated in the Seven Dials Cumulative Impact Policy area where there is a presumption to refuse all new and variation applications, as set out in Chapter Six of the Licensing Policy (Cumulative Impact Policies). While this presumption is rebuttable, this is only in exceptional circumstances and where the applicant has successfully demonstrated that the granting of their application would not contribute to the existing impact of licensed premises in that area.

Complaint History

There is no history of complaints at this premises within the past two years.

Summary of Action Taken

N/A

Conditions

Chapter Seven of the Licensing Policy provides example conditions for different types of premises and licensable activity. In line with this, the applicant has submitted a significant number of proposed conditions. These included conditions as such CCTV, all staff shall be trained in the implementation of the venue drugs and psychoactive substances policy. 1:100 SIA licensed door supervisors shall be on duty at the premises in hours of operation A door supervisor's register shall be updated on occasions when supervisors are employed. These conditions have been assessed and are deemed adequate to support the relevant licensing objectives, particularly in relation to the business model and the sale of alcohol.

Conclusion

The application is seeking to permit licensable activity outside the framework hours within the Seven Dials Cumulative Impact Policy Area. This area has been designated as having a higher concentration of licensed premises, hence specific restrictions on the hours during which licensable activities can take place. However, theatres, cinemas, and similar venues often operate beyond the usual framework hours due to the nature of their business, which can include late performances, screenings, or events that extend beyond typical trading hours.

In recognition of this, these types of venues are expected to provide a detailed operating schedule as part of their application. This schedule should clearly outline how the venue will mitigate the potential impact of operating outside standard hours, particularly regarding the licensing objectives of preventing crime and disorder and preventing public nuisance.

For example, the applicant may need to demonstrate how they will manage customer behaviour, ensure safe dispersal of patrons at closing time, and minimise noise or disturbances to surrounding residential areas. They may also need to highlight security measures, staff training, or any additional staps designed to prevent alcohol-related incidents or disruptions

The provision of such an operating schedule helps to ensure that the venue's activities do not undermine the overall aims of the Cumulative Impact Policy Area, while still allowing the premises to operate effectively in the area.

Members may also find after hearing all relevant representations, that there are issues with potential cumulative impact, and that the special policy does apply. In such instance the application should be refused. While this presumption is rebuttable, this is only in exceptional circumstances and where the applicant has successfully demonstrated there will be no negative cumulative impact on any of the licensing objectives.

Yours sincerely

Representation	
Premises name	No Name
Application reference number	APP\PREMISES-NEW\128104
Last date for representation	29/05/2025
Making a representation as	As an individual
Your details	
First name	Michiko
Last name	Harris
Telephone number (optional)	
Email address	
Address Remain anonymous	Flat 15 45 New Compton Street London WC2H 8DF No
Grounds of representation	 prevention of crime and disorder
	 ensuring public safety
	 prevention of public nuisance
	 protection of children from harm
Details of representation	I am a local resident and would like to lodg my opposition on the proposed operating hours of the Saville Theatre. We are already faced with severe level of public nuisance and I am very concerned with sleep deprivation that this permit would

inevitably bring. My daughter is taking GCSEs next year, the noise from people

leaving the venue would most definitely have negative impact on her academic success and general well being. We do not need any more disorder on this street.

About this form

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Camden Town Hall Judd Street London WC1H 9JE

Contact phone

020 7974 4444

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Representation	
Premises name	No Name
Application reference number	APP\PREMISES-NEW\128104
Last date for representation	29/05/2025

Making a representation as

- Your details
- First name
- Last name
- Telephone number (optional)
- Email address
- Address
- Remain anonymous
- Detail the exceptional circumstances
- **Grounds of representation**
- Details of representation

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As an individual



I wish to reject this late licence for this premises. As we live next door

- prevention of crime and disorder
- prevention of public nuisance

I wish to object this late license as it will be nuisance to our street

Camden Town Hall Judd Street London Appen Contact Camden Representation for application reference no. APP\PREMISES-NEW\128104

WC1H 9JE

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each day. Meaning that the closing time of

the venue is 4am six days per week. I

object on the following grounds: 1)The venue is open way too late and our block is 40ft from the back of the venue. The two basement areas that face (where the old screens were) St Giles Passage, have no sound proofing whatsoever. These would be used for clubs and gigs until, the small hours of the night and we would definitely be kept awake by noise escape from inside the building. 2) People would be arriving to the venue and leaving it very late into the night - and the increase in traffic down our street by people seeking to park/or leave in their vehicles would be extremely disruptive to life here, let alone us trying to sleep. 3) The queuing at the back of the venue on New Compton Street late at night will cause disruption, noise and anti-social behaviour. 4) When leaving the venue in the small hours of the night, people will look to the phones to find the quickest route to Tottenham Court Road tube or the Elizabeth Line - the churchyard is closed at night but phones will direct people down our street (New Compton Street or Stacey Street) and along it, disturbing all residents at Pendrell House, the Glasshouse, Lyndsey House and No.45 New Compton Street. If directed down Stacey Street they will be disturbing and keeping awake all residents at the Alcazar and Phoenix Street flats. The old Saville Theatre and Odeon never had these closing times - they closed much earlier. I cannot support this licensing application with these proposed closing times - we all have busy lives here and need our sleep. I do however support the idea in principal - we need our arts spaces.

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Depresentation	
Representation	
Premises name	No Name
Application reference number	APP\PREMISES-NEW\128104
Last date for representation	29/05/2025
Making a representation as	As an individual
Your details	
First name	Ryan
Last name	Heng
Telephone number (optional)	
Email address	
Address	Flat 21 45 New Compton Street London WC2H 8DF
Remain anonymous	No
Grounds of representation	 prevention of crime and disorder
	 prevention of public nuisance
Details of representation	I strongly OBJECT to the propsoal to until 3am for 6 nights a week, includin week nights. The proposal is a disturb to resident's sleep and to their peacef enjoyment of their homes. Clients who

depart at 3am will disturb residents, leave litter and create a nuisance for council in general. I have children aged 5 and 7 - and this proposal risk interruption to their sleep.

This is totally unacceptable proposal, in CONTRAVENTION of the Camden's Local Plan and should be rejected outright.

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Rigby

London

No

WC2H 9QR

21 Mercer Street

Representation		
Premises name	No Name	
Application reference number	APP\PREMISES-NEW\128104	
Last date for representation	29/05/2025	
Making a representation as	As an individual	
Your details		
First name	Amanda	

Last name

Telephone number (optional)

Email address

Address

Remain anonymous

Grounds of representation

Details of representation

prevention of public nuisance

• protection of children from harm

As a resident living a block way from the application site, I wish to object to the hours that have been applied for. --- 3am is ridiculously late so close to people's flats. There are families living on the ground floor only a few feet away from the back entrance. These people need to get to work next day and to get their children to school. It's impossible to keep a queue quiet. --- I was there for one of the trial evenings that was held by the promoters of this application, and we were all noisy in the

queue without intending to be. If it had been 10 or 11 at night, when the back streets are almost silent, this noise of us talking and laughing would have been very disturbing to the neighbours. There is no way that people should be allowed to queue at the back after 8pm during the week or 9pm at the weekend, when children need to be getting to sleep and even adults need a bit of peace at home in the evening. --- There is also no way that people should be leaving the front of the building in large numbers after 11pm during the week or Midnight at the weekend. The background noise at the front of the building on Shaftesbury Avenue is louder until later than at the back, but it's still pretty quiet after these times and people living there need peace too. Also, because so many people will leaving at the end of an event, a good number will cross the road and come down into small residential streets like Mercer Street. Monmouth Street and Earlham Street where everything quietens down after the theatre shows end, by about 10.30pm on weekdays and 11.30pm at the weekends. This will cause 'noise peaks' which really disturb people like me. We can't cope with more than one or two peaks like that each night, but such a late terminal hour would lead to many more. --- I also wanted to mention that I was sent a very strange email by the promoters of this venue. I am on their mailing list because of the trial event that I attended, and it's evident that they have written to their whole mailing list. The email doesn't give any details of the licence application, or any links to Camden' s website. It just asks people to email

licensing@camden.gov.uk to say that you should "grant this licence in its entirety". The people who receive the message won't know anything about the area or the issues, so please do not take account of any mass comments made as a result. I am really disappointed, because the promoters seemed friendly and seemed as if they wanted to be straight with us residents. But this mailshot shows them in a very different light and I now don't trust them to be honest or run anything properly. ---

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Representation		
Premises name	No Name	
Application reference number	APP\PREMISES-NEW\128104	
Last date for representation	29/05/2025	

As an organisation Making a representation as Your details **Covent Garden Community Association Organisation name** First name David Last name Kaner **Telephone number (optional)** Email address Offices And Premises At Ground And Address Mezzanine Floors Seven Dials Warehouse 42 Earlham Street London WC2H 9LA **Remain anonymous** No **Grounds of representation** prevention of public nuisance

Details of representation

Supporting documents (optional)

 CGCARepAPP.PREMISES-NEW128104MagicalMystery.pdf

See detailed Rep attached

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Licensing Representation from the Covent Garden Community Association

Application No.: APP\PREMISES-NEW\128104

Premises: Magical Mystery (formerly Saville Theatre/Odeon)

Address: 135-149 Shaftesbury Avenue, London WC2H 8AH

This is an application for a time-limited premises licence for the former Saville Theatre/Odeon building. Planning permission has been granted for its redevelopment and this licence is for a meanwhile use on the site. The licence applied for is for a period of 2 years.

We would like to acknowledge the considerable efforts the applicant has made to engage with the CGCA and local residents before and during the application process.

This may not be an application for a bar or nightclub operation (although the application conditions could allow it to operate in a similar way). However it <u>is</u> an application is for a **large building** (capacity of 853) to operate licensable activities until 03:00 Monday to Saturday and to remain open until as late as 04:00 Thursday to Saturday. The CGCA, on behalf of local residents, is concerned that such a late, large licence is likely to give rise to harm to the Licensing Objectives, especially related to public nuisance.

We note that the existing licence for the premises allowed certain activities until 03:00. However the sale of alcohol on the current licence ends at 23:00. The premises typically did not operate later than 00:00.

A map showing the premises in relation to nearby residents is included as Attachment 1.

The Licensee has prepared a comprehensive Premises Management Plan in order to try to mitigate the likely impacts. We wish to acknowledge the effort that has been made in this. However, even with this in place and the premises being well managed we believe there is still a significant risk that the Licensing Objectives will be harmed, especially related to public nuisance. We believe that the licensed hours should be curtailed and additional restrictions placed on the licence.

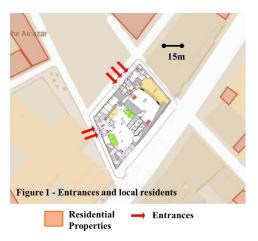
Our main concerns are:

Arrival

Customers will enter the premises using doors at the rear of the building (New Compton Street) and on Stacey Street. The applicant proposes to keep these doors in use until 23:00. There doors are close to residents in Pendrell House (New Compton Street) and Phoenix Street/Stacey Street. These streets are quiet back streets and the addition of people queuing for entry for up to 30 minutes will give rise to significant noise impacts. This impact of noise during queuing can be seen during ingress for HERE (in the Denmark Street area) where, despite well-managed queues, local residents are impacted until queues end.

Figure 1 is a plan showing the locations of the entrances in relation to nearby residents.

We acknowledge that the premises will take steps to minimise the noise from these queues and that they are offering condition 25 to ensure that no nuisance will arise. However we continue to believe that public nuisance will be caused, as it is difficult to ensure that any large group of people does not give rise to significant noise. We ask that the New Compton Street entrances are not used for customers after 21:00 rather than the 23:00 currently foreseen by the applicant. After this time the Stacey Street entrances can still be used, as these are further from residents.



Noise Escape

The premises was originally built as a theatre and then converted into a cinema. As it is a meanwhile use, only limited soundproofing work will be carried out. There have already been events held there that have caused disturbance to residents. Conditions have been offered that noise escape will not give rise to a nuisance and that regular patrols will be undertaken. However we ask that a noise limiter condition be added, with levels set by the Councils EH team, to reduce further the risk of noise escape and transmission from the structure of the building.

Dispersal

As with most late licenses the risk of noise nuisance is greatest at dispersal. Significant thought has gone into the dispersal policy included in the premises management plan that has been shared with us. It is clear that we are all agreed that dispersal along Shaftesbury Avenue is the preferred route and that it is necessary that customers are prevented from dispersing using Stacey Street or New Compton Street as ways of reaching the Tottenham Court Road Tube station and the bus stops on New Oxford Street. The dispersal policy clearly states that "We will discourage customers from using Stacey Street and New Compton Street."

Our concern is that, no matter the good intentions, a few people will not be "discouraged" from taking this route, which will look shorter on a map (see Dispersal Routes in Attachment 2). Even if 95% follow the guidance there may well still be 40 people (<5%) taking a route that is very likely to disturb residents.

We acknowledge the desire for the premises to have the flexibility to be open late but believe that the number of days when it is permitted to stay open after 00:00 should be restricted on the face of the licence. The risk of noise from dispersal is also greater on Monday to Thursday when there is no night tube available. The risk for residents of granting a licence that would allow late operation 6 days a week is too great. It should also be noted that the night tube only operates on Friday and Saturday night. We would propose that opening after 00:00 should be restricted to Friday and Saturday, or similar. We would welcome a discussion with the applicant on this point. There may be options such as capacity restrictions after 00:00 or other steps that can mitigate these risks.

Style of Operation

The impact on the Licensing Objectives from any premises varies significantly depending on the style of operation. It is clear that these premises are <u>not intended</u> to be a typical nightclub or bar operation

but what they actually are is unclear. There are various different descriptions of the premises in different documents associated with the application.

The description in the Premises Management Plan is:

Magical Mystery Ltd proposes an extraordinary theatre, film, immersive music & dance, event and music space in the heart of London's Theatreland

The description in the application form is:

Traditional Theatre-Cinema

The description in the pre-app report is:

Immersive Theatre, Exhibition of Films and to offer creative space to local arts groups. New spaces are to be created to allow for a Jazz Club, Theatre and Comedy acts to be able to perform.

The applicant has made clear that there will be a wide range of events held at the premises. Some of these will be theatre, jazz, spoken word. Some will be live or recorded music and dancing. Many will include the consumption of alcohol, proposed to be up until as late as 03:00.

We accept that the operation will be very varied but we are concerned that some types of activities that might take place may have a greater impact on the Licensing Objectives than others and we are concerned that local residents are protected if these high impact activities become the predominant use over time. However the applicant is asking that we, and the Licensing Authority, rely on the fact that the use is varied to assure it that it will not operate mainly as a bar or nightclub or similar high impact premises.

In order to reduce the risk that this happens we believe that it is appropriate to add a condition that prevents it evolving into a use that is likely to give rise to harm to the Licensing Objectives at a later date but does not inhibit the varied use as proposed by the application.

We ask that a condition is added as follows

After 00:00 licensable activities must be ancillary to the overall use of the premises as a cultural space with a mixture of immersive theatre, film, music, dance, art exhibitions and daytime activities.

This is the description used in describing the use of the building to residents during the consultation process. This condition would reduce any risk that the premises evolves into a more traditional nightclub/bar style use during the 2 years of the licence but would not prevent a nightclub style event being held at the premises as part of a varied event programme. We believe that a condition of this type will support the licensing objectives.

Premises Management Plan Condition

As mentioned above the applicant has prepared a Premises Management Plan which is described as a living document. Although it is not a document that has been submitted with the application, this has been shared with the CGCA and we expect will be published in advance of any hearing. This Premises Management Plan includes proposals for managing dispersal, in accordance with the requirements of Camden's SoLP.

We welcome the inclusion of a detailed Premises Management Plan and accept that this should not be a static document. The way the premises is managed is critical to ensure that the Licensing Objectives are supported by the application. We would therefore ask that a condition is adde to the licence as follows:

A copy of the current premises' Management Plan, including its approach to customer arrival and dispersal, shall be made readily available at the premises for inspection by a police officer and/or an authorised officer of Camden. The Management Plan will be reviewed regularly and whenever the licence holder becomes aware of issues with arrival or dispersal. The Policy shall be amended to address any adverse findings of these reviews.

The purpose of the condition is to ensure that:

- There is a plan
- It can be inspected by the Responsible Authorities
- If any issues arise the plan will be reviewed (by the Licence Holder)
- That the policy is then changed to address issues that are found during that review.

We believe that this condition is needed to ensure that the Premises Management Plan is able to address issues and concerns as they evolve.

Communication with Local Residents

The Premises Management Plan proposes to make a contact number available to residents and also to host a quarterly meeting to discuss concerns, both of which we welcome. We would also request that Magical Mystery keep residents informed of the events planned to be held my sending a monthly communication which list in advance the events being held with the following details:

Date Event name and description Start time, last entrance time and event end time

Maximum number of people attending

This will ensure residents are aware of any late night events taking place.

We would like to see this requirement included in the Premises Management Plan. We would also like to see a condition included on the face of the licence:

A planned events list and premises contact details will be provided to residents, and a quarterly residents meeting arranged, as set out in the Premises Management Plan.

Appendix 3

These concerns are based on discussions with residents and have already been the subject of discussions with the applicant. Many other concerns about which residents are concerned have already been addressed by the applicant and we thank them for their willingness to address these.

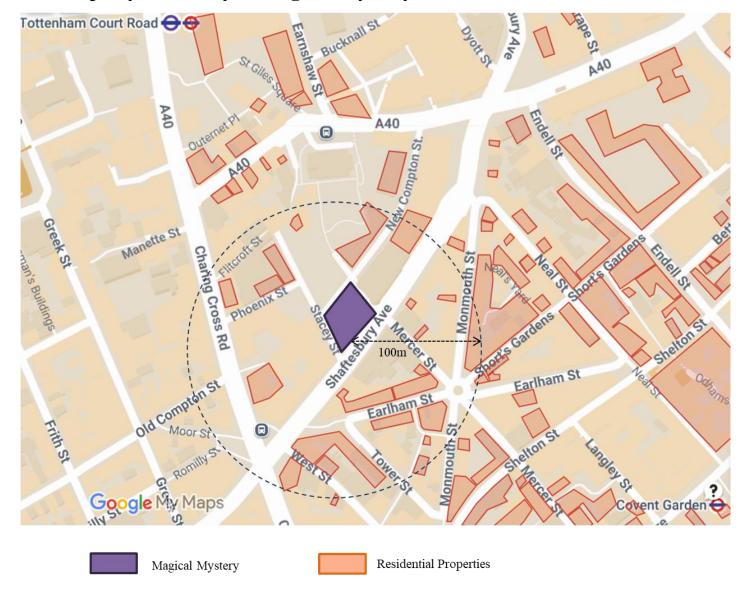
We hope that this representation is clear and ask that you advise us well in advance of any meeting at which this application will be discussed.

Yours faithfully,

David Kaner CGCA Licensing Sub-Committee

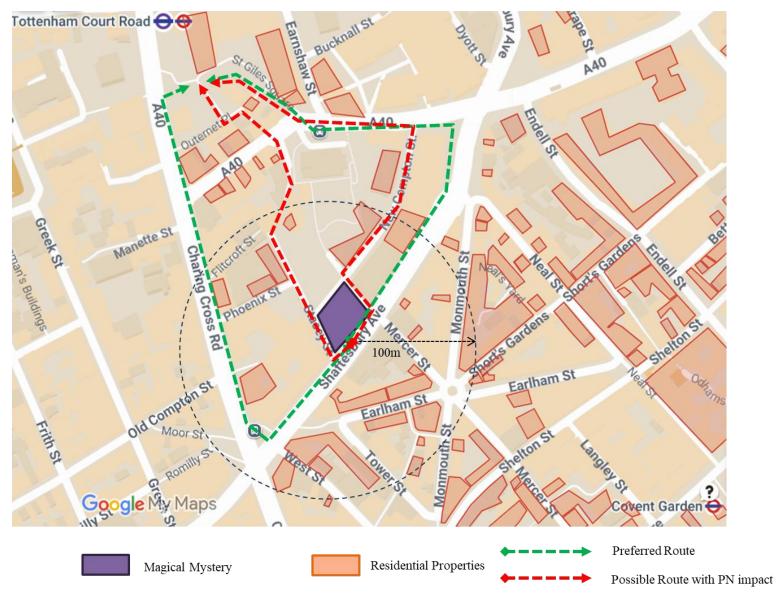
The CGCA is recognised by both Camden and Westminster as the Amenity Society for the Covent Garden area (defined as the area bounded by High Holborn, New Oxford Street, Charing Cross Road, St. Martin's Place, Northumberland Avenue, Victoria Embankment, Lancaster Place, Aldwych and Kingsway) and so represents the interests of those who live and work in this area. The CGCA's Licensing Subcommittee is authorised by the Association to make Representations on any Licensing Applications which the Subcommittee believes may have an effect on local residents or other members of the community through likely impact on one or more of the Licensing Objectives. This authorisation was last renewed at a meeting of the Executive Committee of the CGCA on 18th September 2023.

Attachment 1



Residential Property in vicinity of Magical Mystery

Dispersal Routes from Magical Mystery



Representation	
Premises name	No Name
Application reference number	APP\PREMISES-NEW\128104
Last date for representation	29/05/2025
Making a representation as	As an individual
Your details	
First name	Daniel
Last name	Salbaing
Telephone number (optional)	
Email address	
Address	Flat 4 Cambridge House 148 Shaftesbury Avenue London WC2H 8JA
Remain anonymous	No
Grounds of representation	 prevention of crime and disorder
	 ensuring public safety
	 prevention of public nuisance
Details of representation	Shaftesbury Avenue east of Cambridge Circus has been a hot spot for drug dealin and antisocial behaviour for 1 year now wi the police doing little to nothing about it. Permitting this temporary application for a 3am closing will only serve to exacerbate this problem beyond the noise and antisocial behaviour of people leaving the

premises at 3am nightly to the hardworking local residents who have to wake up at 7am the next day

About this form

Issued by

Camden Town Hall Judd Street London WC1H 9JE

Contact phone

020 7974 4444

Data protection

No Name	
APP\PREMISES-NEW\128104	
29/05/2025	
As an individual	
Nicola	
Barker	
Flat 3 45 New Compton London WC2H 8DF No	Street
 prevention of cri 	me and disorder
 prevention of put 	blic nuisance
so the impact of pe late at night. Nois the venue and que quiet streets at the leaving the venue residents in the vic people leaving will short cuts to the tu	ars on 6 days a week eople arriving and lea se from people arrivin euing for entry on the rear - Noise from pe up until 04:00 on cinity The risk that use the quiet streets be and buses, distur-
	APP\PREMISES-NEW\128104 29/05/2025 As an individual Nicola Barker Flat 3 45 New Compton 5 London WC2H 8DF No • prevention of crist • prevention of put • The very late hou so the impact of per late at night. • Noise the venue and que quiet streets at the leaving the venue residents in the vic people leaving will short cuts to the tu

venue, or noise transmission to

neighbouring buildings. - There is already a known issue with drug dealing and taking in the street and late night antisocial behaviour, there is a concern of increased risk of these illegal activities increasing

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020 7974 4444

Data protection

45 New Compton Street

ensuring public safety

prevention of public nuisance

• protection of children from harm

London

No

WC2H 8DF

Representation		
Premises name	No Name	
Application reference number	APP\PREMISES-NEW\128104	
Last date for representation	29/05/2025	
Making a representation as	As an individual	
Your details		
First name	Lebinh	
Last name	Tu	
Telephone number (optional)		
Email address		
Address	Flat 21	

Remain anonymous

Grounds of representation

Details of representation

I am concerned that the very late licensing hours (which continue until 3am from Monday to Saturday and until past midnight on Sunday) will cause a huge amount of noise and nuisance for people that are sleeping in the buildings along New Compton Street. The bedroom windows for all of the flats in 45 New Compton Street face the street and therefore any noise at night would disturb the residents,

particularly in the warmer months when most windows would be left open to cool down the rooms. New Compton Street is currently a fairly quiet street and I am concerned about the impact of people arriving and leaving late at night (up until 3am.) I have two young kids who are in bed by 8:30pm and would not appreciate additional noise in the night. Given the serving of alcohol until 3am during the proposed hours, I believe that the residential street that we currently live on will be left each morning with considerable rubbish (glass bottles etc). Already we have had to report on numerous occasions to the council all the rubbish that is often left on the street. Broken glass on the street poses a particular hazard to my children.

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Camden Town Hall Judd Street London WC1H 9JE

Contact phone

020 7974 4444

Data protection

Representation		
Premises name	No Name	
Application reference number	APP\PREMISES-NEW\128104	
Last date for representation	29/05/2025	

Making a representation as

- Your details
- First name
- Last name
- **Telephone number (optional)**
- **Email address**
- Address
- **Remain anonymous**
- Grounds of representation
- **Details of representation**

Leonhart Flat 1 1 A Phoenix Street London WC2H 8BU No

As an individual

Jonathan

• prevention of public nuisance

1A Phoenix Street is directly opposite the 'public square' behind 120 Shaftesbury Avenue and the former Saville Theatre (Odeon). This is currently a gathering spot for late night drug use and other anti-social behaviour. This behaviour spills directly into our building entryway, where drug users and drinkers frequently gather till early hours. The late-night use and extended hours proposed for this venue are not acceptable to local residents – nothing beyond 11 pm or 12 am seems reasonable on such residential streets. In case liquor

licensing is part of the application, we strongly object to the creep of drinking establishments across Charing Cross Road from Soho (Westminster) into our far more residential area (Camden).

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020 7974 4444

Data protection

drinking venues

Representation		
Premises name	No Name	
Application reference number	APP\PREMISE	ES-NEW\128104
Last date for representation	29/05/2025	
Making a representation as		As an individual
Your details		
First name		Brian
Last name		McArthur Muscroft
Telephone number (optional)		
Email address		
Address		Flat 9 1 A Phoenix Stree London WC2H 8BU
Remain anonymous		No
Grounds of representation		 prevention of cri
		• ensuring public
		 prevention of pu
Details of representation		3am licensing here residents in the qu behind the cinema enough problems without encouragir

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Camden Town Hall Judd Street London WC1H 9JE

Contact phone

020 7974 4444

Data protection

Representation		
Premises name	No Name	
Application reference number	APP\PREMISES-NEW\128104	
Last date for representation	29/05/2025	

As an individual Making a representation as Your details Patricia First name Maxwell Last name **Telephone number (optional)** Email address Address Flat 2 30 New Compton Street London WC2H 8DN No **Remain anonymous Grounds of representation** prevention of public nuisance **Details of representation**

I believe that the very late hours on 6 days a week and the impact of people arriving and leaving the premises late at night/early in the morning will disturb residents and thus be a public nuisance. I believe that noise from people arriving at the venue and queuing for entry on the quiet streets at the rear will further disturb residents and cause a nuisance. As will noise from people leaving the venue up until 04:00 disturbing residents in the vicinity. There is also the risk that people leaving will use the quiet streets as short cuts to the tube and buses,

disturbing residents and being a public nuisance, · Noise is likely to escape from inside the venue, and transmit to neighbouring buildings.

About this form

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Contact phone

020 7974 4444

Data protection

Representation			
Premises name	No Name		
Application reference number	APP\PREMISE	S-NEW\128104	
Last date for representation	29/05/2025		
Making a representation as		As an individual	
Your details			
First name		Luke	
Last name		Peppard	
Telephone number (optional)			
Email address			
Address		10 Stacey Street London WC2H 8DG	
Remain anonymous		No	
Grounds of representation		• prevention of cri	me and disorder
		 prevention of pu 	blic nuisance
Details of representation		in area and/or drug noise in residentia	ad to intoxicated people gs leading to increased I area public urination in in area are already ce and distress to
About this form			

Issued by

Camden Town Hall Judd Street

London WC1H 9JE

Contact phone

020 7974 4444

Data protection

Representation	
Premises name	No Name
Application reference number	APP\PREMISES-NEW\128104
Last date for representation	29/05/2025
Making a representation as	As an individual
Your details	
First name	David
Last name	Ferris
Telephone number (optional)	
Email address	
Address Remain anonymous	Flat 11 45 New Compton Street London WC2H 8DF No
Grounds of representation	 prevention of public nuisance
Details of representation	Late night noise from people leaving the venue up, it may interrupt sleep
About this form	
Issued by	Camden Town Hall Judd Street London WC1H 9JE

Contact phone	020 7974 4444
e e maer priene	

Data protection

Representation		
Premises name	No Name	
Application reference number	APP\PREMISES-NEW\128104	
Last date for representation	29/05/2025	

As an individual Making a representation as Your details Howard First name Last name Jameson **Telephone number (optional)** Email address Address Flat 22 45 New Compton Street London WC2H 8DF No **Remain anonymous Grounds of representation** prevention of public nuisance **Details of representation** This is a complete residential area and no such license should or be allowed other then normal hours until 11 pm such as theatres no music venues in camden insight of residents noise anti social behaviour conditions are not right or the building which is a theatre in the past and as such should

About this form

have same license as others theatres

Contact Camden Representation for application reference no. APP\PREMISES-NEW\128104

Issued by

Camden Town Hall Judd Street London WC1H 9JE

Contact phone

020 7974 4444

Data protection

From: To: Cc: Subject: Date: Attachments:

Re: Magic Mystery 22 June 2025 18:40:00 image001.png image002.png image006.png image006.png Letter to Objectors re Magical Mystery 18.06.25 CGCA.pdf

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Subject: Noise Disturbance Concerns

Dear Mr. Dormer,

I am writing to express my concerns regarding the loud noise coming from the building at 6:30 PM on Sunday, June 22nd. The sound of music was resonating up New Compton Street, and it appears this was part of a supposed experiment for an event taking place. This situation is unacceptable, especially considering the building's history as a theatre and later as the Ocean Cinema. The fact that it is set to become a mixed-use space with a license to operate until 3 AM on some occasions is troubling.

I stand firm in my objection to the refusal of their license application and ask that you present my email comments to the committee regarding this matter.

This is a residential area surrounded by apartments, and the residents, including myself, are firmly against this being allowed. It is unreasonable for such disturbances to occur at 6:30 PM, let alone later in the evening or through the night.

Please confirm that my comments will be shared. I have also copied Sue Vincent, my local councillor, who I trust is taking this matter into account.

Regards,

Howard Jameson Flat 22 45 New Compton Street WC2H 8DF



Web: camden.gov.uk

5 Pancras Square London N1C 4AG

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FYI...

Gina Demetriou Licensing Officer

Telephone: 020 7974 5194 -----Original Message-----From: Bella Rigg Sent: Wednesday, May 28, 2025 1:16 PM To: licensing inbox <licensing@camden.gov.uk> Cc: Subject: magical mystery limited – app\premises-new\128104 – support

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

To whom it may concern,

I am emailing in regards to the premises license as referenced in the subject line.

Having recently attended the premises for an event I was truly in awe of its unique celebration of music, theatre and art. The space felt safe and the staff were well trained and looked after attendees suitably. Customers queues up quietly and sensibly on arrival and we were carefully greeted into the venue in organised groups. I didn't notice any disorder or crime that would make this space deemed unsafe or unsuitable.

The space wasn't as such a space for heavy drinking or to add to nightlife, more like a celebration of the arts in London.

On leaving I didn't notice any crowds or people gathering around the exit, and couldn't hear any noise from inside the venue.

I believe this would be a wonderful addition to an already thriving arts community in London. Please grant this license in its entirety.

Kind regards, Bella Grace Rigg 13C Gauden Road SW4 6LR From:licensing inboxTo:Image: Subject:Subject:FW: APP\PREMISES-NEW\128104 -SUPPORTDate:29 May 2025 09:12:14

FYI

Gina Demetriou Licensing Officer

Telephone: 020 7974 5194

From:

Sent: 29 May 2025 08:34

To:

Subject: APP\PREMISES-NEW\128104 -SUPPORT

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Hi,

I am writing in full support of the above proposal. I have witnessed their first rate work and can see they will be a great asset to the local community in an area almost entirely dedicated to tourism and consumption, they are supplying an artistic cultural resource that we need so dearly.

Please accept their licensing and proposal so they can move forward. Thank you! Christian Mock

Camden resident

 From:
 Image: Comparison of the state of the

FYI....

Gina Demetriou Licensing Officer

Telephone: 020 7974 5194 -----Original Message-----From: Sent: 28 May 2025 18:43 To: licensing inbox <licensing@camden.gov.uk> Cc: Subject: Application 128104

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

EMMA VYE 10 CHAMBERS AVENUE SIDCUP KENT DA14 5JS

TEL

RE APPLICATION 128104 MAGICAL MYSTERY LTD SHAFTESBURY AVENUE, LONDON

I write in support of the above application.

This is an arts and theatre project - not a nightclub. I'm imagining all events will be ticketed so it's highly unlikely to be a magnet for people wishing to get drunk and cause trouble.

I'm lucky to have attended many events of this nature over the last 10 years and can hand on heart say I have NEVER seen any trouble or bad behaviour- it just isn't that kind of event. I can almost guarantee there will be no public nuisance or crime.

There's many pubs and nightclubs in the local area and THIS is a completely different machine! It will breathe new life into this part of London!

I'm imagining the building is soundproofed and I don't need to tell you that it provides excellent public transportation.

Please grant this License in its entirety.

Thank you

Emma Vye

Appendix 3

 From:
 licensing inbox

 To:
 Image: Subject:

 Date:
 28 May 2025 09:15:09

FYI...

Gina Demetriou Licensing Officer

Telephone: -----Original Message-----From: Sent: Tuesday, May 27, 2025 9:23 PM To: licensing inbox <licensing@camden.gov.uk> Cc: Subject: Magical Mystery Limited – APP\Premises-New\128104 – Support

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Camden Council Licensing Team,

As someone who works in Camden and has attended events at Lost City (including their recent Duran Duran Paradise show), I'm writing to wholeheartedly support their new premises licence application.

Lost City is a beautifully run venue with carefully curated shows and a respectful, engaged audience. Their unique policies - like the no mobile phone rule - create an immersive experience, while their professional security team and well-managed bar ensure safety and responsibility. The venue's focus on performance and the arts and its membership model creates a genuine community experience, with easy connections to local public transport before and after each performance.

The team has clearly focused on making sure they meet clear licensing rules with no public nuisance, good soundproofing and crowd management, no crime or disorder with evident security measures and real concern for public safety. I've seen it firsthand and support you in granting the licence in its entirety.

Dan Phillips, FRSA Design Science Workplace Co-operative 115 115 Bartholomew Road London NW5 2BJ

From:	
То:	Steven Dormer
Subject:	FW: Magical Mystery Limited - APP\PREMISES-NEW\128104 -SUPPORT
Date:	28 May 2025 12:01:45

Gina Demetriou Licensing Officer Telephone: -----Original Message-----From: Sent: Wednesday, May 28, 2025 11:42 AM To: licensing inbox <licensing@camden.gov.uk> Cc: Subject: Magical Mystery Limited - APP\PREMISES-NEW\128104 -SUPPORT

https://aka.ms/LearnAboutSenderIdentification

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Sir/Madam,

I'm writing in reference to the application for a new premises licence and to offer my support in granting this licence in its entirety.

I am a member, customer and recent visitor to the premises and have been very impressed by the management, governance and administration of this wonderful new live cultural and entertainment space for London. I'm impressed not only by the care with which the facility is run (a clearly visible emphasis on safety in and around the premises and an obvious consideration of the neighbouring buildings, residents and streets), but also by the distinctive nature of the business itself. An enterprise that is bringing an imaginative, inclusive, vibrant creative and theatre experience to a London locale that needs to maintain a continued focus on the arts rather than introduce yet another frivolous and inconsiderate nightlife venue.

It seems obvious from the application that the team submitting it have addressed many potential areas to maximise public safety and minimise nuisance, crime and disorder: the subscription model generates a community-based loyal customer base, rather than it being a random unreserved open drinking venue; the licence being applied for is in keeping with the existing permissions, merely extending those permissions through a planned programme schedule; the building is soundproofed and the consultation with neighbours has been thoroughly sought and the proposed conditions support all four licensing objectives; and the flow of exit traffic has been thoughtfully designed towards Shaftesbury Avenue with it's strong transport links.

This is a comprehensive and carefully-considered application. As a recent attendee of the venue, I could sense an overwhelming support and advocacy for this new venture in my fellow attendees and I very much hope this enthusiasm will extend to the Council too, in granting this licence in its entirety.

Thank you,

Justine Vaughan 117 Clarendon Drive London SW15 1AN From:Image: Comparison of the system of the sys

FYI...

Gina Demetriou Licensing Officer

Telephone:

From:

Sent: 29 May 2025 13:59

To: licensing inbox <licensing@camden.gov.uk>

Subject: Magical Mystery Limited - 135-149 Shaftesbury Ave - APP\PREMISES-NEW\128104 - SUPPORT

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Camden,

I fully support this application – so many night time cultural spots have been lost in the last 15 years, Camden is almost unrecognisable.

I used to run The End nightclub and AKA bar from 1995 to 2009 and have since branched into restaurants, running The Barbary from 2016 until present day. All in LBC.

I visited the premises, apart from being a brilliant historic institution, all the mitigation protocols are set to a very high standard.

The proposed use is theatrical and arts not drinking establishments.

The Dispersal is all out towards Shaftesbury Ave and its fine public transportation links.

Subscription model stops walk-up west-end revellers coming into the area.

Magical Mystery wants to be a local community hub, supporting the arts.

The hours requested are already granted in the previous license, this is just extended alcohol sales to match regulated entertainment

The building is very well designed to withstand noise ... it was a cinema!

Please grant this licence in its entirety.

Thank you.

Layo Paskin

Appendix 3



Layo Paskin Creative Director

website | instagram | linkedin

From:	
То:	
Subject:	FW: magical mystery limited – app\premises-new\128104 – support
Date:	29 May 2025 15:18:02

Gina Demetriou Licensing Officer

Telephone:

From:

Sent: 29 May 2025 14:49

To: licensing inbox <licensing@camden.gov.uk>

Cc:

Subject: magical mystery limited – app\premises-new\128104 – support

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Hi,

I recently attended an event run by Magical Mystery Ltd at the New Compton Street location. It was very professionally run with a well managed queue outside the venue & visible security teams throughout the premises.

It was great to be part of a new initiative focused on grassroots/emerging arts and music. I was impressed by both the way the event was promoted through specific, exclusive channels to discerning audiences (vs general advertising to the broad public) and its "anti-phone" policy, making it the experience less like a party, but something more unique & thought-provoking, which I feel is severely lacking in central London.

Please grant this licence in its entirety. Many thanks,

Marc Baylis Flat 13, Merlin Heights, Waterside Way London N17 9GD

From:	
То:	
Subject:	FW: magical mystery limited – app\premises-new\128104 – support
Date:	28 May 2025 09:14:07

Gina Demetriou Licensing Officer

Telephone:

From: Mat

Sent: Tuesday, May 27, 2025 9:16 PM

To: licensing inbox <licensing@camden.gov.uk>

Cc:

Subject: magical mystery limited app\premises-new\128104 - support

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Camden Council Licensing Committee,

I am writing to express my support for the premises licence application for *Lost City* and its ongoing contribution to London's cultural landscape. As a recent visitor, I strongly believe that *Lost City* plays an important role in fostering creativity, community engagement, and public safety.

Having attended events at *Lost City*, I can confidently say that the venue is exceptionally well-managed and creates a safe and welcoming environment for its visitors. It is focused on arts, theatre, and cultural events, rather than nightlife, which ensures that it maintains a positive and engaging atmosphere for all attendees. The venue is soundproofed, and I understand that the consultation process for this premises licence has been thorough, ensuring it aligns with the needs of the community.

The planned programming aligns with the values of public safety and community, with no concerns around crime, disorder, or public nuisance. The venue's dispersal policy directs attendees towards Shaftesbury Avenue, with excellent transport links, and its subscription-based model helps to keep it community-oriented rather than a walk-up drinking spot.

I believe this premises licence is crucial for *Lost City* to continue providing valuable cultural experiences, and it extends existing permissions that support its programming in a responsible manner.

Please grant this licence in its entirety.

Thank you for your consideration.

MATTHEW J BENNETT

Freelance Senior Creative Director



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APP\PREMISES-NEW\128104 -SUPPORT

fyi

Gina Demetriou Licensing Officer

Telephone: 020 7974 5194

From:

Sent: 29 May 2025 15:48

To: licensing inbox <licensing@camden.gov.uk>

Cc:

Subject: Magical Mystery Limited - APP\PREMISES-NEW\128104 -SUPPORT

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Licensing Team,

My name is Oliwia Bienkowska and I am writing to support the licence application for Magical Mystery Limited. I recently attended one of the experiences at the venue and was genuinely impressed, not just by the performance itself but by the overall feel of the place. It struck me as something quite special and a really valuable addition to London's theatre scene.

It feels like a fresh and creative space that offers something different. The environment was welcoming, well managed and completely safe throughout. It is exciting to see something that brings a new kind of energy to theatre in London, especially something that clearly values quality and thoughtful planning.

In terms of how it is run, I noticed that people were leaving calmly at the end of the event, heading toward main roads and public transport without causing any disturbance. The whole setup seemed very carefully considered, both in terms of the building itself and how it fits into the surrounding area.

From my experience, this is a responsible and imaginative project that adds real cultural value. I fully support the application and have no concerns from a public safety or nuisance perspective.

Please grant this licence in its entirety. Thank you.

Best regards,

Oliwia Bienkowska

33 Busbridge House, Brabazon Street, London, E14 6LA

 From:
 From:

 To:
 FW: Magical Mystery Limited - 135-149 Shaftesbury Ave - APP\PREMISES-NEW\128104 - SUPPORT

 Date:
 30 May 2025 10:30:23

@Steven Dormer FYA

Sarah Fearon-Hales Licensing Officer

Telephone:

From:

Sent: 29 May 2025 18:38

To: licensing inbox <licensing@camden.gov.uk>

Cc:

Subject: Magical Mystery Limited - 135-149 Shaftesbury Ave - APP\PREMISES-NEW\128104 - SUPPORT

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Ladies and Gentleman

As a cultural stakeholder in Camden for over 20 years with MTV and Paramount I wish to support this application. I strongly believe the best of culture needs to exist in Camden and every effort need to be made to keep it's uniquely creative heart alive.

I visited the premises and saw the mitigation protocols which are to a very high standard. It will no doubt become a true community hub with the subscription model discouraging west end revellers from walking up.Noise will not be an issue with the design being purpose built for this use and in existence for over 50 years.Since the hours are already granted in the previous license it's just extended alcohol sales to match regulated entertainment.

Please grant this license in its entirety.

Many thanks Albert Schilcher 69 Ulverston road, London E174BN



Gina Demetriou Licensing Officer

Telephone: 020 7974 5194 From:

Sent: 28 May 2025 21:37

To: licensing inbox <licensing@camden.gov.uk>

Cc:

limited – app\premises-new\128104 – support

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Good evening,

I attended an event by lost city last week as a member of the group. I'm excited by their ambitions to transform the former Odeon cinema into a unique arts and theatre space and hope to be involved and working with them in some capacity in the near future as I work in a similar field. Sadly there is a lack of this scene in London with the recent closure of the VAULTS festival and many community-based arts and theatre organisations being priced out of the city centre so it's crucial that there is a space for creatives like myself to be able to express new work.

I'm writing to you to please consider granting their application for a new premises licenses and I strongly support their vision. At last weeks event, the building felt very well run and safe, we had security on the premises. I know lost city will have paid extra attention to detail in ensuring a safe and fun environment, especially with a community-based subscription model. The event was well managed and I can guarantee that there will be no public nuisance, crime or any disorder on the premises.

I appreciated the excellent transport links by being in the centre of London. I travelled from Ealing Broadway and was able to get to and from the event very easily.

Thank you for reading this email, and I look forward to hearing the outcome of their application.

Best wishes, **Ben Glover** Video Designer

From:	
То:	
Subject:	FW: magical mystery limited – app\premises-new\128104 – support
Date:	29 May 2025 09:10:03

Gina Demetriou Licensing Officer

Telephone:

From:

Sent: 28 May 2025 23:10

To: licensing inbox <licensing@camden.gov.uk>

Cc:

Subject: magical mystery limited – app\premises-new\128104 – support

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Danny Whybrow 29 Parkside, Vanbrugh Fields, London SE3 7QG

To whom it may concern,

I recently attended an event staged at the premises and was impressed with the inventiveness and creativity of those involved. There was a warm, magical inclusivity to the production, and I felt that those responsible for staging the event had left no stone unturned in their efforts to create both an amazing experience and a safe environment for all those who attended. Local residents (who I was lucky enough to meet and engage in conversation) were very happy to have been invited and included. Once the event finished, I was struck by the family atmosphere amongst those involved. All were thanked by the management team, from the performers to the production crew and security - it seemed to be a real team effort and a real pleasure to have experienced. I would very much like to continue to attend events put on in such a space and hosted by a truly creative, considerate and artistic team.

Please grant this licence in its entirety. Thank you

Kind Regards

Danny Whybrow



Gina Demetriou Licensing Officer Telephone: -----Original Message-----From: Sent: Wednesday, May 28, 2025 8:04 AM To: licensing inbox <licensing@camden.gov.uk> Cc: Subject: magical mystery imited – app\premises-new\128104 – support

https://aka.ms/LearnAboutSenderIdentification

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Good morning

I'm writing to express my support for the new premises licence for Magical Mystery Limited.

As a customer I can vouch that the venue is well run and feels safe and inclusive. Events are focused on arts and theatre, as opposed to nightlife, and the subscription model keeps it communitybased. It's not a walk-up drinking spot and is unlikely to be mistaken for one or attract that clientele.

Dispersal is towards Shaftesbury Avenue and there are strong transport links. The building itself is soundproofed and consultation has been thorough. I believe the venue will pose no public nuisance and no threat to public safety, nor any increased risk of crime or disorder.

The licence extends existing permissions and supports planned programming.

The proposed conditions support all four licensing objectives. Please grant this licence in its entirety.

Thank you. Emma

Emma Vincent 219 Lichfield Road Sutton Coldfield B74 2XB

Sent from my iPhone

 From:
 State

 To:
 State

 Subject:
 FW: Magical Mystery Limited - 135-149 Shaftesbury Ave - APP\PREMISES-NEW\128104 -SUPPORT

 Date:
 28 May 2025 16:58:26

FYI...

Gina Demetriou Licensing Officer

Telephone:

From:

Sent: Wednesday, May 28, 2025 2:50 PM

To: licensing inbox <licensing@camden.gov.uk>

Cc:

Subject: Magical Mystery Limited - 135-149 Shaftesbury Ave - APP\PREMISES-NEW\128104 - SUPPORT

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Good afternoon

My name is Greg Smith, I have lived and now work in Camden for the last 20 years and I'm always on the search for the next great "thing" and always will be.

Having visited the site and spoken to the operators I am satisfied the protocols are in place to support the licensing objectives.

Please grant this license in its entirety

Kind regards

Greg Smith

6 Maple Road Rochester ME2 2HZ

From:	
То:	
Subject:	FW: magical mystery limited – app\premises-new\128104 – support
Date:	28 May 2025 10:06:30

Gina Demetriou Licensing Officer

Telephone: 020 7974 5194

From:

Sent: Wednesday, May 28, 2025 9:57 AM
To: licensing inbox <licensing@camden.gov.uk>
Subject: magical mystery limited – app\premises-new\128104 – support

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Sir/Madam

I'm writing to express my support for the application of a new premises licence for the old Saville Theatre.

Having run a gallery on Neal Street for some time, I'm aware of the massive contribution to late afternoon / early evening trade that the influx of different communities of cultural visitors can bring.

However, given that the applicant is someone with such extraordinary pedigree, it's difficult to see where the objection could come from. They have an internationally-recognised 20 year track-record in managing hugely successful and complex events of a scale vastly greater than the suggested use of this building.

Given the existent acoustic insulation; the suggested membership (subscription community not transient); the focus of programming (eclectic arts – as opposed to bassheavy nightclub); the central location (with transport links able to distribute patrons efficiently to the four winds); the egress points (onto already-busy Shaftesbury Avenue); and not forgetting the dire need for the continuation of well-run, conscientious cultural venues in central London – I would like to underline my vigorous support for this application.

Finally, having sat on a steering group for the Mayor of London's grassroots music initiative (*London Creates*) for the past year, I am can also provide additional context as to how this venue is exactly the sort of venture that our own Mayor is actively advocating for.

Please feel free to contact me to discuss further.

Yours sincerely

Appendix 3

Hector Proud Flat 30, Hythe House London SE16 4LG

Hector Proud Co-Founder



Idea Generation Ltd www.ideageneration.co.uk

please don't print this e-mail unless you really need to.

 From:
 Image: Construction

 To:
 FW: magical mystery limited – app\premises-new\128104 – support

 Subject:
 28 May 2025 08:41:51

 Attachments:
 image001.png

FYI...

Gina Demetriou Licensing Officer

Telephone:
From:
Sent: Wednesday, May 28, 2025 4:42 AM
To: licensing inbox <licensing@camden.gov.uk></licensing@camden.gov.uk>
Co:

Subject: magical mystery limited – app\premises-new\128104 – support

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

To whom it may concern,

I am writing in support of the premise license application for magical mystery limited - app\premises-new\128104

I have been a recent visitor to an art/theatre inspired ticketed event ran by the company and can whole heartedly say that the event was well run and managed.

Throughout the event and post the event I felt safe within the premises and travelling to and from the event using local public transport methods. There appeared to be no impact on local residents during or post the event as the building is sufficiently sound-proofed and security measures in place were well organised and attendees who were invited or subscribed to the event were orderly and respectful of the location and local community. Throughout the event, as a participant, I can say that I did not witness any crime, disorder nor did I have any concerns relating to public safety.

I understand that the company wishes to amend its license to extend existing permissions and that it supports planned programming, additionally the proposed conditions support all four licencing objectives and for this reason I would please ask that you grant this licence in its entirety. Thank you.

Best wishes

Julia Houghton 25 Roding View Buckhurst Hill IG9 6AF

Julia Houghton



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Fyi...

Gina Demetriou Licensing Officer

Telephone:

From:

Sent: 29 May 2025 09:08

To: licensing inbox <licensing@camden.gov.uk>

Cc:

Subject: Magical Mystery Limited – app\premises-new\128104 -support

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Council,

my name is Kai Markuske living at 164 Dickens House Nw65yr. i have enjoyed visiting this new venue in the old cinema quite a lot and felt like this is exactly what London needs, a arts focused driven venue. due to the layout and checking process i felt way safer, they really have some great ideas there! It was nice since it's so close to everything yet you wouldn't guess from the outside since i guess it's so deep underground you can't hear or see anything from the outside - very cool! like a secret venue. i am excited to see if they can do their daytime kids film program and what other amazing emerging arts they will present across the building. this should be a staple in london, like in the old days, arts run for emerging arts.

Please grant this licence in its entirety. Thank you.

Kai Marks // London

From:	
To:	
Subject:	FW: Magical Mystery Limited – app\premises-new\128104 – support
Date:	30 May 2025 10:39:30

@Steven Dormer FYA

Sarah Fearon-Hales Licensing Officer	
Telephone:	
From:	
Sent: 29 May 2025 22:42	
То:	
Cc:	Limited – app\premises-new 128104 – support
•	This email originated outside Camden Council and may be ra care with any links, attachments, requests to take action or for you to verify

To Whom It May Concern,

I'm writing in support of the licence application for Lost, a project led by Fabien Riggall.

While I haven't been to the venue myself, I know Fabien through our work together on Secret Cinema and U.S.-based community initiatives. He doesn't just produce experiences he creates spaces where art and community meet in meaningful ways. That kind of intention matters, especially in a city where creative spaces are shrinking and nightlife often overshadows cultural programming.

Lost isn't about nightlife. It's an arts and theatre venue designed with care. The environment prioritizes safety, creativity, and connection. With patrons dispersing toward Shaftesbury Avenue, the venue benefits from strong transport links that make for a responsible and smooth exit after events.

What stands out most to me is the subscription model. It's not a drop-in bar it's a curated community. That approach makes a big difference in shaping the kind of energy and respect a space holds. This license simply extends what's already been permitted and supports a clear, community driven vision.

The building has been soundproofed, and Fabien and his team have taken the time to consult thoroughly. They've worked to ensure this venue aligns with the local community and meets all the standards around safety, noise, and impact.

In short, the proposed conditions fully support the four licensing objectives, and more importantly, they reflect a deeper commitment to doing things the right way.

Please grant this licence in its entirety. Thank you.

Sincerely,

Kwame Rose

Kwame Rose

Co-Founder and Managing Director The Foundation for Fathers

From:	
То:	
Subject:	FW: Magical Mystery Limited – app\premises-new\128104 – support
Date:	29 May 2025 09:08:08

Gina Demetriou Licensing Officer
Telephone: 020 7974 5194
Original Message
From:
Sent: 28 May 2025 20:14
To:
Subject: Magical Mystery Limited – app\premises-new\128104 – support
[You don't often get email from the second s
[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may h

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

To whom it may concern,

I am writing to support the late license application of Magical Mystery Limited. Me and my wife went to the venue twice already, in March for a theatre performance and last weekend for a jazz concert. It was wonderful to have a new central London hub for theatre and the arts in such a fantastic historical building.

The venue was very well organised and well run and was very well connected with transport.

We do feel that it should be open later than the current 11pm and with the membership model it will remain a community based endeavour rather than an ad hoc nightlife hub attracting noise. Having been a cinema lately all the rooms are sound proofed so even with a later license it will not affect the local residents.

Please grant this licence in its entirety.

Thank you.

Louis Tisné 92 Rushmore Road London E5 0EX



FYI

Gina Demetriou Licensing Officer

Telephone: 020 7974 5194

From: Sent: 29 May 2025 09:29 To:

Cc:

Subject: Magical Mystery Limited – app\premises-new\128104 – support

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

To whom it may concern,

I'm writing in relation to the licence application submitted above from Magical Mystery LTD to Camden council regarding 135 Shaftesbury Avenue.

As a visitor to a previous event, the venue was an incredible space to visit. It was well run, tight on security and felt safe throughout. It's a place that's focusing on arts culture and theatre over purely clubbing/anything encouraging antisocial behaviour.

The central location meant it was so easy to find public transport to and from, with many options of underground and buses that would ensure crowd control on the streets pre and post any show.

After having a lovely chat with Fabien, he told me how the entry model would be via subscription, fostering a community spirit and not another bar or club. The building itself used to be a theatre and cinema, so soundproofing has already been made and the events will always be very self contained.

I wholly support the current licence to be extended and support future programming. In a world where the cost of living is so high and venues have been taken away (particularly in central London) a new cultural venue has the potential to reinvigorate this more forgotten area of Covent Garden. It was truly an honour to experience the building in its moment of rest before redevelopment. It would be incredible to extend this opportunity to wider audiences and arts practitioners to see the beauty in these monumental spaces.

Their proposed conditions support any concerns, and they always work closely with local residents and businesses to ensure smooth operation throughout.

Thank you very much for your time. Please grant this licence in its entirety.

With warm regards

Lucy Cooper

165 Ground Floor Bounds Green Road London N11 2ED

From:	
То:	
Subject:	FW: Magical Mystery Limited – APP\PREMISES-NEW\128104 – Support
Date:	29 May 2025 12:04:26

Gina Demetriou Licensing Officer

Telephone:

From:

Sent: 29 May 2025 11:31

To: licensing inbox <licensing@camden.gov.uk>

Cc:

Subject: Magical Mystery Limited – APP\PREMISES-NEW\128104 – Support

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Licensing Team,

I'm writing to express our support for the premises licence application by Magical Mystery Limited for Lost City.

I recently attended the Lost City venue for the Lost Night event with my wife, and we were both impressed by how well organised and managed the event was.

The venue was heavily focused on the arts, performance, and the community rather than night-life with Lost attempting to create something unique and noticeably absent from London's cultural landscape.

From the staggered controlled entry, audience management and public safety was clearly a priority from the start, with friendly, professional staff and clear communication throughout. Likewise, our departure from the venue was also well handled, and we were directed toward Shaftesbury Avenue, to take advantage of nearby transport links (Elizabeth Line in our case) to minimize any disruption to the local area.

It's also notable that this event operated on a subscription basis, which kept the environment controlled and community-based rather than encouraging walk-up drinking. The building itself is soundproofed, and I understand the team have engaged in a thorough and thoughtful consultation process with neighbours and stakeholders.

The licence they are applying for is reasonable and essential to the success of their programming while fulfilling the licensing objectives of preventing disorder, ensuring public safety, preventing public nuisance, and protecting children from harm.

Please grant this licence in its entirety. Thank you.

Kind regards, Mahesh

Mahesh Patil 534 Willoughby House Barbican London EC2Y 8BN



@Steven Dormer FYA

Sarah Fearon-Hales Licensing Officer

Telephone:

From:

Sent: 29 May 2025 20:38

To: licensing inbox <licensing@camden.gov.uk>

Cc:

Subject: Magical Mystery Limited – app\premises-new\128104 – support

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

To whom it may concern,

My name is Malou Coindreau, and I'm writing to express my full support for the premises licence application by Magical Mystery Limited for Lost City.

As an artist and collaborator who recently had the opportunity to be part of a project within the Lost City space, I can confidently say this venue is something special. It's rare to find places in London that not only prioritise safety and community but that also nurture live performance, creativity, and cultural experimentation so wholeheartedly.

Lost City isn't a typical nightlife venue — it feels intentional, artist-led, and safe. The atmosphere during my visit was welcoming, well-managed, and inspiring. The team behind it have been thoughtful in their planning, especially around how audiences enter and leave the space (towards Shaftesbury Avenue with plenty of transport options), and how sound and disruption are carefully managed within the building.

What they're building here has the potential to become a vital part of London's live arts ecology — and I believe the new licence would allow them to support the kind of meaningful programming that gives this city its edge. The community-driven, subscription-based model also ensures that it doesn't become just another walk-in drinking venue.

Please grant this licence in its entirety. Thank you for your consideration.

Warm regards,

Malou Coindreau 20 Winslade Road SW2 5JJ London

UK-		

	From:	
Data: 20 May 202E 12:49:40	Subject:	FW: Magical Mystery Limited - APP\PREMISES - NEW\128104 -SUPPORT
Date: 29 May 2025 12.46.40	Date:	29 May 2025 12:48:40

FYI

Gina Demetriou Licensing Officer

Τe	elephone:
Fro	bm:
Se	nt: 29 May 2025 12:43
То	: licensing inbox <licensing@camden.gov.uk></licensing@camden.gov.uk>
Cc	Limited - APP\PREMISES - NEW\128104 -SUPPORT
	You don't often get email from
	[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Camden Council,

I wish to support this application as a member.

The establishment is run to a very high standard regarding its use as a theatrical arts space, of which is its primary focus.

The dispersal of the venue is all towards Shaftesbury Avenue upon venue closure with plenty of transport links and easily accessible public transport.

The use of the subscription model for the space stops the risk of foot traffic and walk ups becoming an issue regarding the exterior of the venue. Due to the type of venue being an old cinema structure it's very well built to stop any risk of noise pollution so the venue is an ideal building for this type of installation.

This space was designed to be a community style hub for local artists and creatives to connect and the hours requested have already been granted with the previous licence. The only extension would be granted to the sale of alcohol to match the venues operations and the regulated entertainment within the space.

Please grant this license in its entirety.

Appendix 3

Kind Regards, Michael Dennison

From:	
To:	
Subject:	FW:
Date:	29 May 2025 09:09:29

Gina Demetriou Licensing Officer

Telephone:

From: Sent: 27 May 2025 12:34 To: licensing inbox <licensing@camden.gov.uk> Subject:

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

I wish to support the licensing Magical Mystery Limited on Shaftesbury avenue as a resident who has grown up on this street since I was a baby. I am infact still here on new Compton street attending fashion College in Moorgate.

Firstly I have spoken to those proposing this, and attended the open days. Of the bat I was told the Ideas and concepts, and I was thoroughly impressed with the aesthetic of the whole concept. An inclusion of art, film, and culture. I myself am a very creative person and I can see that the ideas proposed are going to encourage creativity through theatrical arts in Shaftesbury.

I think it's absolutely crucial to have establishments like these, as everyday I'm seeing more Cafe Neros and Costa coffees everywhere and less establishments for people to come together and actually mingle. You may argue this statement but Central London has seen a steady decline in community inclusion, particularly affecting young people. As property prices rise and the city prioritises luxury developments and corporate interests, many grassroots spaces — including youth centres, independent art studios, and creative hangouts — have been forced to shut down. These closures strip away accessible, supportive environments where young people like myself once found inspiration, mentorship, and a sense of belonging (I could list examples but I won't get into that). Along with many Funding Cuts: The local authority expenditure on youth services in England has fallen by 73% since 2010-11, equating to a real-term cut of £1.2 billion between 2010-11 and 2023-24. And a survey by the National Youth Agency found that 24% of young respondents reported not having a safe space to go to where they feel they belong. And I can fully support this statement.

This highlights the need for renewed investment and support to foster inclusive and vibrant communities for the youth. And Magical Mystery wants to do exactly that by being a part of our Community Hub, and potentially running youth or film clubs. We've all agreed to

give them a warm welcome.

Moreover The establishment will help me feel more safe, and I'll explain why.

I've always felt unsafe walking down my street and I barley been able to walk down my own street when it's late without a friend to accompany me home or my mum meeting me at the end of new Compton this is because my street has always faced a visible presence of drug addicts and homelessness locally referred to as "nitties" they have definitely impacted my quality of life if I do walk home nearing dusk I will most definitely get shouted at or a snide comment from them which makes me feel very uncomfortable and I wonder if one day it'll be an attack or being chased next time.

Local authorities and charities have been working to address these problems through outreach programs. However, the concentration of vulnerable individuals on streets is consistent and honestly I think the best way this would be solved is by simply having more normal people around on the street. And this is where Magical Mystery comes in it will not only provide a hub for creativity but will create a safer space on the street. I believe the People will enter through the back door on new Compton street and to exit they will be dispersed onto shaftsbury avenue which is honestly perfect. And from that point there are different transport options, so many buses and night buses, and 3 different walkable tube stations.

Please grant this license entirely.

Thankyou, kind regards saffora.



Fyi

Gina Demetriou Licensing Officer

Telephone:
From:
Sent: 29 May 2025 14:01
Fo: licensing inbox <licensing@camden.gov.uk></licensing@camden.gov.uk>
Subject: Magical Mystery Limited – app\premises-new\128104 – support
You don't often get email from

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Camden Council Licensing Team,

I am writing to express my support for the application for a new premises licence for Lost City, reference number app\premises-new\128104.

As a member of Lost City, I have attended several events, including Duran Duran's Paradise show and a recent Lost Night event. I have always found the venue to be well-run, with a strong focus on creating a safe, artistic, and cultural environment. The venue is committed to public safety, and I have never witnessed any issues of crime or disorder during my visits. It is clear that the venue is designed with the goal of not causing any public nuisance to the local community.

The building has been soundproofed to ensure minimal noise disruption, and I believe that the proposed conditions of the licence support all four licensing objectives. The venue's focus on arts and theatre, rather than nightlife, makes it an asset to the area, and the dispersal of guests towards Shaftesbury Avenue ensures a smooth and safe exit with strong transport links.

Additionally, the subscription model fosters a sense of community, ensuring that the venue remains focused on cultural programming rather than becoming a walk-up drinking spot.

I fully support the granting of this licence, as it will allow Lost City to continue its valuable contribution to London's cultural scene and its well-curated programming.

Please grant this licence in its entirety. Thank you for your consideration.

Sincerely, Sophia Amoruso Flat 1, 6 Monmouth Place, London, W2 5SA

Sophia Amoruso

Founder & Managing Partner, <u>Trust Fund</u> Founder, <u>Business Class</u>

LinkedIn | Instagram | Twitter | Newsletter

Trust Fund's Companies: <u>Carry</u>, <u>Agree</u>, <u>Fincent</u>, <u>Browse</u> <u>AI</u>, <u>Plot</u>, <u>Packsmith</u>, <u>Toothio</u>, <u>Baton</u>, <u>Dynasty</u>, <u>Nectar AI</u>, <u>GiftShop</u>, <u>Howie AI</u>

From:	
То:	
Subject:	FW: Magical Mystery Limited – app\premises-new\128104 – support
Date:	30 May 2025 10:30:06

@Steven Dormer FYA

Sarah Fearon-Hales Licensing Officer

Telephone:

From:

Sent: 29 May 2025 19:37

To: licensing inbox <licensing@camden.gov.uk>

Cc:

Subject: Magical Mystery Limited – app\premises-new\128104 – support

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Sir/Madam

I am writing in support for the above.

Having recently attending an event given by the company. I found that it was a well run, safe and enjoyable. The security on site was present at everyone stage in the venue. Plus staff were one on hand if there were any questions.

The building in and an of itself has a history of arts, entertainment and Cinema. Located in an area of execellent transport links via Tottenham court Road or Shafesbury avenue. It is both easy to reach and accessible.

Outside of its historical history with the arts and having been used as a cinema in recent years, its sound proofing ensures no noise pollution in the surrounding streets. The company have been thorough in their consultation in this area.

It very much feels like a community based ticketed event space and not a casual venue that can be walked into from off the street.

The exention of the licence will support the planned programming which will expand their offering to guests and patrons. Please grant this licence in its entirety.

Thank you.

Sue Patterson 13 Rosea Apartments 13 Danvers Avenue London SW11 1AH
 From:
 From:

 To:
 FW: Magical Mystery Limited - 135-149 Shaftesbury Ave - APP\PREMISES-NEW\128104 - SUPPORT

 Date:
 27 May 2025 09:56:13

FYI...

Gina Demetriou Licensing Officer

Telephone: From:

Sent: Monday, May 26, 2025 3:19 PM

To: licensing inbox <licensing@camden.gov.uk>

Cc:

Subject: Magical Mystery Limited - 135-149 Shaftesbury Ave - APP\PREMISES-NEW\128104 - SUPPORT

You don't often get email from

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

To whom it may concern:

I own and operate a hospitality business in WC1 and support this application, not only as a local business owner but as a visitor to the area and someone who takes advantage of the culturally diverse nature of this great City.

I have no hesitation in backing this application due to the nature of the extensive and professional public consultation. Those who are making this application have a proven track record of running excellent London establishments and events that take great care in engaging local residents, their customers and neighboring businesses. Both during the consultation and during business operations when they are open.

The application ensures that licensing conditions and key licensing objectives will be met at all times. Please grant this license in its entirety.

Yours sincerely, Tyvian Vigrass

Appendix 3





FYI...

Gina Demetriou Licensing Officer

Telephone:

From:

Sent: Tuesday, May 27, 2025 9:19 PM

To: licensing inbox <licensing@camden.gov.uk>;

Subject: Fwd: Magical Mystery Ltd - app\premises-new\128104 - support

You don't often get email from

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Team,

My name is Vicky O'Hare, resident of 48 Pretoria Avenue, London E17 7DE. My letter of support is below.

Many thanks

Vicky O'Hare Sent from my iPhone

Begin forwarded message:

From: Vicky O'Hare < Date: 27 May 2025 at 21:08:07 BST To: licensing@camden.gov.uk Cc: Liam O'Hare Subject: Magical Mystery Ltd - app\premises-new\128104 - support

To the Licencing Team at Camden

I visited Magical Mystery for a recent event. The event was well attended and there was a clear concern throughout the experience for public safety.

I witnessed no public nuisance, no crime or disorder - in fact the street team encouraged orderly access and egress, with well managed dispersal towards Shaftesbury Avenue.

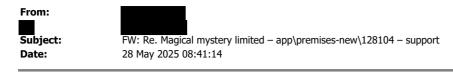
I am a London resident with a long experience of both running and attending public events and it is fantastic to see investment, creativity and care going into night time entertainment. I observed that:

- the venue is well run and feels safe
- it's focused on arts and theatre, not nightlife
- the venue is served by superb transport links
- a subscription model keeps it community-based, not a walk-up drinking spot (I am a member)
- the licence extends existing permissions and supports planned programming
- the building is soundproofed and consultation has been entered into
- the proposed conditions support all four licensing objectives

I fully support this exciting new use of an existing venue in a neglected part of the West End - please grant this licence in its entirety.

With thanks for your consideration Vicky O'Hare

Sent from my iPhone



FYI...

Gina Demetriou Licensing Officer

Telephone:

From:

Sent: Wednesday, May 28, 2025 8:25 AM

To: licensing inbox <licensing@camden.gov.uk>

Cc:

Subject: Re. Magical mystery limited – app\premises-new\128104 – support

You don't often get email from

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

As a recent visitor to an event & a local resident, I'm writing to express my strong support for the licence application.

The venue is well run and has a welcoming, safe atmosphere. Its focus is firmly on arts and theatre, not nightlife, and it plays a valuable role in the cultural life of the area.

Audiences tend to disperse via Shaftesbury Avenue, where there are excellent transport links, and the subscription-based model ensures the space remains community-focused rather than a casual drinking spot.

This licence simply extends existing permissions to support planned programming, and it's clear the team has undertaken thorough consultation throughout. The building is soundproofed, and the proposed conditions reflect a careful approach that supports all four licensing objectives.

Please grant this licence in its entirety. Thank you.

Kind regards,

Ali Matar m Ali Matar A: 12 Bray House, 4-5 Duke of York Street, London SW1Y 6JX

MAYOR OF LONDON

Date: 29 May 2025

TO: licensing@camden.gov.uk

RE: APP\PREMISES-NEW\128104. 135-149 Shaftesbury Avenue, WC2H 8AH.

I am writing to express my full support for the new premises licence application submitted by Magical Mystery Ltd in respect of premises at 135-149 Shaftesbury Avenue, WC2H 8AH.

Nightlife and cultural venues are a vital part of what makes London an inclusive, welcoming, vibrant and prosperous city. They support our diverse communities and attract visitors from near-to-home and around the world, boosting our economy and providing vital jobs. They improve the health and wellbeing of Londoners, supporting social interaction, reducing isolation and providing safe spaces for communities to come together. Supporting these venues is now more important than ever.

Magical Mystery Ltd's proposal represents a thoughtful and progressive model for cultural engagement and night-time activity in the West End – an area long regarded as the beating heart of London's nightlife. It demonstrates a clear commitment to the four licensing objectives, particularly through its detailed welfare and dispersal strategies and robust safety, security and training protocols. The applicant's introduction of a "Departure Lounge" to support vulnerable patrons and reduce disturbance to local residents is closely aligned with the values of the Mayor of London's Women's Night Safety Charter and broader efforts to ensure London remains a city where everyone feels safe, supported and welcome.

The Mayor is committed to ensuring that London remains one of the world's most vibrant, diverse and safe cities, especially after dark, which aligns closely with this proposal's ambition.

To that end, I encourage Camden Council to support this application, which I myself wholeheartedly support and believe will make a meaningful contribution to the cultural fabric and night-time safety of central London.

Yours sincerely,



Howard Dawber Deputy Mayor of London for Business and Growth

- 4 FLITCROFT STREET - ST GILES - LONDON - WC2H 8DJ -

RE Magical Mystery Limited 135-149 Shaftesbury Ave APP\PREMISES-NEW\128104 -SUPPORT

Dear Sir / Madam,

As Culture and Communications Director of Farsight Collective, who operate a Gallery space on Flitcroft Street within yards of Magical Mystery's proposed venue, l consider myself an interested local stakeholder in their licence application.

Having reviewed the application, the mitigation protocols and the stakeholder engagement, it is apparent to me that:

- This exciting project will accelerate the cultural rejuvenation of the area.
- The venue will be very well run.
- A robust suite of conditions have been volunteered showing the applicant has done their work.
- The applicants understand the area and its residents and have proposed a thoughtful and considered application.

I would like to add my personal support to this innovative temporary restoration of a cinema as a modern day theatre space.

Please grant this application in its entirety.

Yours Faithfully,

Duncan JA Dick Culture & Communications Director Farsight Collective

NTIA NIGHT TIME INDUSTRIES ASSOCIATION

London Borough of Camden, Licensing Department 5 Pancras Square, London, N1C 4AG

RE: Support for Premises Licence Application – Magical Mystery Limited (APP\PREMISES-NEW\128104) - 135–149 Shaftesbury Avenue, London

Dear Sir/Madam,

I am writing in my capacity as CEO of the Night Time Industries Association (NTIA), and as a member of the Independent London Night Time Economy Board, to express my full and unequivocal support for the premises licence application submitted by Magical Mystery Limited for the premises at 135–149 Shaftesbury Avenue.

This application represents a significant opportunity to reinvigorate a historically important building with a bold and creative new purpose. It reflects a clear vision for contributing to London's cultural and social fabric, particularly within the West End, which continues to be a vital hub for innovation, creativity, and nightlife.

Magical Mystery Limited is an operator of good standing, held in high regard across the industry for its consistent professionalism, responsible operational practices, and its unwavering commitment to upholding the licensing objectives. This includes promoting public safety, preventing public nuisance, and ensuring protection of children from harm — all of which are core principles embedded in their management and operational strategy.

The applicant has proactively engaged with the local community through a series of well-attended resident events, both formal and informal. These engagements have served to educate and inform hyperlocal residents about the nature of the venue, which — while retaining an element of artistic mystery — has been fully transparent in terms of operational intentions and standards. The result has been constructive feedback, informed support, and notably, no residential objections to date.

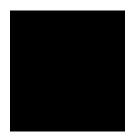
The comprehensive Premises Management Plan and the applicant's track record reflect a serious and responsible approach to operating in a densely populated and culturally sensitive area. This kind of leadership and integrity is exactly what London needs as we look to recover and strengthen the night time economy in a way that is inclusive, sustainable, and forward-looking.

As someone committed to the long-term growth and resilience of London's nightlife, I see this proposal not only as a transformative use of a dormant cultural asset, but as a benchmark for how licensing, community engagement, and creative vision can work in harmony.

The Night Time Industries Association.303, Ballards Lane, London N12 8NPEmailWeb www.ntia.co.uk

I respectfully urge the Licensing Authority to support this application and allow Magical Mystery Limited to deliver a world-class venue that will enhance the cultural and social landscape of the West End, while setting a high standard for responsible operation and community partnership.

Yours sincerely,



Michael Kill CEO, Night Time Industries Association Member, Independent London Night Time Economy Board

The Night Time Industries Association. 303, Ballards Lane, London N12 8NPEmail colspan="2">Email colspan="2">Email colspan="2">Web www.ntia.co.uk

Conditions Consistent with the operating schedule.

1. CCTV shall be installed, operated, and maintained, to function all times that the premises is open for licensable activities. Said CCTV will comply with the following criteria:

(a) The licensee will ensure that the system is checked every two weeks to ensure that the system is working properly and that the date and time are correct;

(b) A record of these checks, showing the date and name of the person checking, will be kept and made available to the police or other authorised officer on request.

(c) The Police will be informed if the system will not be operating for longer than one day of business for any reason.

(d) The system will record in real time and recordings will be date and time stamped.

(e) Recordings will be kept for a minimum of 31 days and downloaded footage will be provided free of charge to the police or other authorised officers on request

(subject to the Data Protection Act requirements) within 24 hours of any request.

(f) CCTV to cover all entry and exit points of the building and also the area the delivery drivers park their vehicles.

- (g) CCTV will be of good quality, a standard approved by the police/council licensing officers.
- 2. The premises licence holder shall ensure that all staff and licensed door supervisors receive training on checking customer identification, and in not serving those under the influence of alcohol and drugs.
- 3. Records of such training shall be maintained at the premises and made available to a Police officer or an authorised officer of the licensing authority upon request

4.An incident log shall be kept at the premises, and made available on request to an authorised officer or the Police, which shall record the following:

a) all crimes reported to the venue
b) ejections of patrons
c) any complaints received
d) any incidents of disorder and
violence
e) all 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 to include date, time, and staff member

h) any visit by a relevant authority or emergency service.

i) CAD reference numbers where Police are called.

- 5. The premises shall operate a zero-tolerance policy to drug and psychoactive substances use.
- 6. In addition to security there will be front of house staff specifically responsible for guiding and monitoring patrons.
- 7. Before all visits and shows an information email will be sent to all including the zero-tolerance policy.
- 8. All staff shall be trained in the implementation of the venue drugs and psychoactive substances policy.
- 9. Toilet cisterns shall be enclosed or provided with sloping lids to discourage drug and psychoactive substances use.
- 10. All bar servers shall be trained in how to identify drunk or drug and psychoactive substance impaired customers.

11This training shall be repeated at least biannually and written records of the training kept and made available to police and authorised

12Council officers on request 1:100 SIA licensed door supervisors shall be on duty at the premises in hours of operation

13.A door supervisor's register shall be updated on occasions when supervisors are employed.

14. The register is to be made available for inspection by the police and/or authorised officers. The register must show:

- a) full name
- b) date of birth
- c) SIA Registration Number
- d) date and hours worked.
- e) contact telephone number and email address

15All door supervisors will wear high visibility jackets, vests, or high-visibility armbands whilst working at entry/exit points and around the exterior of the building.

16A log (which may be electronically recorded) shall be kept detailing all refused sales of alcohol.

17The log should include the date and time of the refused sale and the name of the member of staff who refused the sale.

18The log shall always be available for inspection at the premises by the police or an authorised officer of the licensing authority whilst the premises is open.

19Means of escape shall be maintained unobstructed, immediately available and Clearly identifiable.

20The premises shall operate the "Ask for Angela" and display relevant signage within the premises advertising the scheme.

21The premises licence holder shall ensure all staff are trained to prevent underage sales, to maintain the refusals book, enter sales correct on the tills so the prompts show when appropriate, and monitor staff to ensure their training is put into practice.

22An evacuation policy shall be in place to the satisfaction of the fire authority, licensing authority and police.

23All staff members shall be trained in the evacuation policy.

24Written records of staff training shall be kept and produced to police and authorised Council officers on request.

25 devices shall be used by door staff to monitor the number of persons present on the premises at any one time.

26Emergency drill and lighting tests will be conducted monthly.

27Records of these tests shall be made available to authorised Council officers upon request.

28Notices shall be prominently displayed at any area PN used for smoking

29Exit doors shall be checked before opening each day to ensure they function satisfactorily.

30An evacuation policy shall be in place to the satisfaction of the fire authority, licensing authority and police.

31All staff members shall be trained in the evacuation policy.

32Written records of staff training shall be kept and produced to police and authorised Council officers on request.

33Emergency drill and lighting tests will be conducted monthly.

34Records of these tests shall be made available to authorised Council officers upon request.

35Customers shall not be permitted to sit in gangways or aisles will impede means of escape from the premises.

36Any special effects or mechanical installation shall be arranged and stored to minimise any risk to the safety of the audience, performers and staff.

37At least one First Aider trained to deal with problems associated with alcohol and drugs will be on duty when the premises are open for licensable activities.

38The premises shall be adequately ventilated in all areas to which the staff and public have access.

39Deliveries to the premises shall not take place between 20:00 and 08:00. Collections of waste from the premises shall not take place between 20:00 and 08:00

40No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.

41Collections of waste from the premises which include glass shall not take place between 20:00 and 08:00

42The licence holder or duty manager shall make regular patrols at no less than hourly intervals around the perimeter of the premises when regulated entertainment is taking place.

43Noise levels shall be adjusted to ensure local residents are not disturbed by noise breakout

44The pavement from the building line to the kerb edge immediately outside the premises shall be swept or washed regularly to keep it free from business related litter and deposits

45The premises licence holder or designated premises supervisor shall ensure that any queue to enter the premises which forms outside the premises is orderly and supervised by licensed door supervisors so as to ensure that there is no public nuisance or obstruction to the public highway.

46No customers shall be permitted to take food or drink into the smoking area

47No more than 25 customers are permitted in the outside [smoking] area at any one time.

48The premises shall operate a Challenge 25 policy.

49The Premises Licence Holder or designated premises supervisor must ensure that there is a minimum of one member of staff on duty for every fifty children in the Premises at any one time to assist in the evacuation of children in an emergency.

50Such numbers of staff may include Licensed Door Supervisors. Entry by children under the age of 18 to the premises is prohibited between 22:30 hours and 03:00 hours.

Conditions Agreed with the Metropolitan Police

- Removal of non-standard timings entirely.
- Replace challenge 21 with Challenge 25 as our age verification policy.

51 Private hire shall be non-ticketed non-promoted events only. Magical Mystery Ltd will not employ third party promoters to sell tickets or rent any space within the premises separately. Any promoters shall be collaborative only, under the management of Magical Mystery Ltd at all times.

52Magical Mystery will Operate as a membership scheme except for daytime where the foyer will be open to the public. Members will be allowed to bring in 3 bonafide guests until 1 hour before terminal hour.

Section 1: Background comments of the Borough Solicitor

- 1.1 The purpose of Camden's Statement of Licensing Policy is to make it clear to applicants that wider considerations will be taken into account when determining applications. It is intended to guide the Licensing Panel when considering licence applications. However, the Licensing Panel must always consider each application on its own merits and allow exceptions to the normal policy where the circumstances of the application justify allowing an exception. The burden is on the applicant to show that they comply with the policy.
- 1.2 Members should only address those matters that have formed the subject matter of relevant representations. Matters that arise that are not the subject of relevant representations fall outside the function that the Panel is exercising when it holds a hearing
- 1.3 Members must determine, having regard for the evidence, whether granting the application for a premises licence will impact adversely on the policy criteria listed in paragraph 3 of this report.
- 1.4 In accordance with the provisions of Part 1 of Schedule 5 of the Act, where a Licensing Authority rejects in whole or in part, an application for a new premises licence, the applicant may appeal against the decision, to a magistrate's court within 21 days of being notified of the decision.
- 1.5 Similarly, where a person who made relevant representations in relation to the application contends that the licence ought not to have been granted, or that different or additional conditions should have been imposed on the licence, he may appeal against the decision to a magistrate's court within 21 days of being notified of the decision.
- 1.6 **The Human Rights Act 1998** incorporates the key articles of the European Convention on Human Rights into domestic law. Decisions on licensing matters are actions of a public authority and must be compatible with Convention rights. Consequently, Members of the Panel must be aware of the rights contained in the Convention (particularly those set out below) when making licensing decisions.

(a) Article 6: Right to a fair trial

In the determination of his civil rights and obligations, everyone is entitled to a fair and public hearing within a reasonable time by an independent and impartial tribunal established by law.

(b) Article 8: Right to respect for private and family life

Everyone has a right to respect for his or her private life, his home and correspondence.

(c) Article 1 of the First Protocol: Protection of property

Every natural or legal person is entitled to the peaceful enjoyment of his possessions, including a licence. No one shall be deprived of his possession except in the public interest and subject to the conditions provided for by law and by the general principles of international law.

(d) Article 10: Freedom of Expression

Everyone has the right to freedom of expression. This right shall include freedom to hold opinions and to receive and impart information and ideas without interference by public authority and regardless of frontiers. This Article shall not prevent States from requiring the licensing of broadcasting, television or cinema enterprises.

The exercise of these freedoms since it carries with it duties and responsibilities may be subject to such formalities, conditions, restrictions or penalties as are prescribed by law and are necessary in a democratic society, in the interests of national security, territorial integrity or public safety, for the prevention of disorder or crime, for the protection of health and morals, for the protection of the reputation or rights of others, for preventing the disclosure of information received in confidence, or for maintaining the authority and impartiality of the judiciary.

(e) Article 14: Prohibition of discrimination

The enjoyment of the rights and freedoms set forth in this Convention shall be secured without discrimination on any ground such as sex, race, colour, language, religion, political or other opinion, national or social origin, association with a national minority, property, birth, or other status.

1.7 When formulating policy local authorities must have regard to the **Equality Act 2010**. The Act provides protection from discrimination in respect of certain protected characteristics, namely: age, disability, gender reassignment, pregnancy and maternity, race, religion or beliefs and sex and sexual orientation. It places the Council under a legal duty to have due regard to the advancement of equality in the exercise of its powers including licensing powers. Members of the panel must be mindful of this duty when determining all licensing applications.

The section 149 Public Sector Equality Duty

(1)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;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

(2) A person who is not a public authority but who exercises public functions must, in the exercise of those functions, have due regard to the matters mentioned in subsection (1).

(3) Having due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to—

(a) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;
(b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;
(c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

(4) The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.

(5) Having due regard to the need to foster good relations between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to—

- (a) tackle prejudice, and
- (b) promote understanding.

(6)Compliance with the duties in this section may involve treating some persons more favourably than others; but that is not to be taken as permitting conduct that would otherwise be prohibited by or under this Act.

- 1.8 In determining any application, the Council must comply with the public sector equality duty in s.149 of the 2010 Act. This is a duty to have regard to the need to achieve the statutory goals of s.149, rather than to achieve a particular result. The s149 duty sits alongside and does not override statutory requirements in relation to determining licensing applications, including the duty to consider all evidence on its merits and the legislative criteria listed at paragraphs 3 & 4.
- 1.9 When members have before them representations or other material on issues relevant to s149, even outside the scope of "standard" licensing considerations such material must still be specifically assessed in the context of s149. However, because s149 creates a requirement to "have regard" the fact a matter raised is relevant to s149 will not automatically translate into a reason for refusing an application that would be sustainable in any subsequent appeal, given the legal requirement to determine applications in compliance with licensing legislation.

Section 2: Financial Comments

2.1 Following consideration there are no financial implications concerning this application. The Executive Director Corporate Services has been consulted in the preparation of this report and has no further comments to add.