

31/01/2019

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

Ref No. 1172574

## Name of Applicant

Please enter the name(s) who is applying for a premises licence under section 17 of the Licensing Act 2003 and am making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

	Dulwich Picture Gallery
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## Premises Details

Non-domestic rateable value of premises in order to see your rateable value click here (opens in new window)

£	33,001
	Band D and E only applies to premises which uses exclusively or primarily for the supply of alcohol for consumption on the premises
	No

## Premises trading name

	Dulwich Picture Gallery
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Postal address of premises or, if none, ordnance survey map reference or description

Address Line 1	DULWICH PICTURE GALLERY GALLERY ROAD
Address Line 2	
Town	LONDON
County	
Post code	SE21 7AD
Ordnance survey map reference	
Description of the location	
Telephone number	██████████

## Applicant Details

Please select whether you are applying for a premises licence as

	a person other than an individual (limited company, partnership etc)
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If you are applying as an individual or non-individual please select one of the following:-

	I am carrying on or proposing to carry on a business which involves the use of the  premises for licensable activities
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Other Applicants

Personal Details - First Entry

Name	Dulwich Picture Gallery
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Address - First Entry

Street number or building name	Dulwich Picture Gallery
Street Description	Gallery Road
Town	London
County	
Post code	SE21 7AD
Registered number ( where applicable )	10445344
Description of applicant ( for example, partnership, company, unincorporated association etc )	Limited Company

Contact Details - First Entry

Telephone number	██████████
Email address	████████████████████

Operating Schedule

When do you want the premises licence to start?

	01/03/2019
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If you wish the licence to be valid only for a limited period, when do you want it to end?

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General description of premises ( see guidance note 1 )

	<p>Dulwich Picture Gallery - a public art gallery with a shop, café and gardens.</p> <p>Dulwich Picture Gallery has consulted with its local 'neighbourhood group' (local residents who have opted into receiving communications from the Gallery and to be updated on upcoming events or activities which may have an impact on them) about this licensing application.</p> <p>Dulwich Picture Gallery held meetings on 19 September 2018, 5 December 2018 and 9 January 2019 where the 'neighbourhood group' were invited to feedback on the application. The Gallery has made amendments to the application and incorporated limitations within the conditions based on this feedback.</p>
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If 5,000 or more people are expected to attend the premises at any one time please use the drop down below to select the number.

	Less than 5000
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Operating Schedule part 2

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

	(Please see sections 1 and 14 of the Licensing Act 2003 and schedule 1 and 2 of the Licensing Act 2003)
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Provision of regulated entertainment (Please read guidance note 2)

	a) plays
	b) films
	e) live music
	f) recorded music
	g) performance of dance

Provision of late night refreshment

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Supply of alcohol

	j) Supply of alcohol
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A - Plays

Will the performance of a play take place indoors or outdoors or both? (Please read guidance note 3)

	Both
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Please give further details here (Please read guidance note 4)

	Use of indoor and outdoor areas for public programmes, learning events and private hire.
--	--

Standard days and timings for Plays (Please read guidance note 7)

Day	Start	Finish
Mon	09:00	23:00
Tues	09:00	23:00
Wed	09:00	23:00
Thur	09:00	23:00
Fri	09:00	00:00
Sat	09:00	00:00
Sun	09:00	23:00

State any seasonal variations for performing plays ( Please read guidance note 5 )

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Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed. ( Please read guidance note 6 )

	The outdoor performance of plays will finish no later than 22:00 and will only go past 18:00 a maximum of 50 times per calendar year and will only go past 20:00 a maximum of 10 times per calendar year.
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**B- Films**

Will the exhibition of films take place indoors or outdoors or both? ( Please read guidance note 3)

	Both
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Please give further details here ( Please read guidance note 4)

	Use of indoor and outdoor areas for public programmes, learning events and private hire.
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Standard days and timings for Films ( Please read guidance note 7)

Day	Start	Finish
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Mon	09:00	23:00
Tues	09:00	23:00
Wed	09:00	23:00
Thur	09:00	23:00
Fri	09:00	00:00
Sat	09:00	00:00
Sun	09:00	23:00

State any seasonal variations for the exhibition of films ( Please read guidance note 5)

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Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed. ( Please read guidance note 6 )

	The outdoor performance of Films will finish no later than 23:00 and will only go past 18:00 a maximum of 50 occasions per calendar year and will only go past 20:00 a maximum of 25 occasions per calendar year.
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E - Live Music

Will the performance of live music take place indoors or outdoors or both? ( Please read guidance note 3)

	Both
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Please give further details here ( Please read guidance note 4)

	Use of the indoor and outdoor areas for public programmes, learning events and private hire. Some playing of music will be amplified.
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Standard days and timings for Live Music ( Please read guidance note 7)

Day	Start	Finish
Mon	09:00	23:00
Tues	09:00	23:00
Wed	09:00	23:00
Thur	09:00	23:00
Fri	09:00	00:00
Sat	09:00	00:00
Sun	09:00	23:00

State any seasonal variations for the performance of live music ( Please read guidance note 5)

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Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed. ( Please read guidance note 6 )

	<p>The outdoor performance of live music will take place only between the hours of 12:00 - 22:00 Monday to Sunday and will only go past 18:00 a maximum of 50 occasions per calendar year and a maximum of 25 occasions past 20:00 over each calendar year, subject to the following:                  The licensee may hold up to 12 events per calendar year on which dates licensable activities in the outdoor areas may go past 22:00, on these occasions any live music will finish no later than 23:00 and will not be held on consecutive days. Of these 12 events, up to 4 may be held in the Meadow Space.</p>
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F - Recorded Music

Will the playing of recorded music take place indoors or outdoors or both? ( Please read guidance note 3 )

	Both
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Please give further details here ( Please read guidance note 4)

	Use of the indoor and outdoor areas for public programmes, learning events and private hire.
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Standard days and timings for Recorded Music ( Please read guidance note 7 )

Day	Start	Finish
Mon	09:00	23:00
Tues	09:00	23:00
Wed	09:00	23:00
Thur	09:00	23:00
Fri	09:00	00:00
Sat	09:00	00:00
Sun	09:00	23:00

State any seasonal variations for playing recorded music ( Please read guidance note 5)

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Non standard timings. Where you intend to use the premises for the playing of recorded music entertainment at different times to those listed. ( Please read guidance note 6 )

	<p>The outdoor playing of recorded music will only take place between the hours of 12:00 - 22:00 Monday to Sunday up to a maximum of 50 occasions past 18:00 and of those only 25 occasions past 20:00 over each calendar year, subject to the following:                  The licensee may hold up to 12 events per calendar year on which dates licensable</p>
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	activities in the outdoor areas can go on past 22:00 and may finish no later than 00:00, these will not be held on consecutive days. Of these 12 events, up to 4 may be held in the Meadow Space. Of these 12 events, no more than 8 will have recorded music playing beyond 23:00.
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G - Performances of Dance

Will the performances of dance take place indoors or outdoors or both? ( Please read guidance note 3 )

	Both
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Please give further details here ( Please read guidance note 4 )

	Use of the indoor and outdoor areas for public programmes, learning events and private hire.
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Standard days and timings for Performance of dance ( Please read guidance note 7 )

Day	Start	Finish
Mon	09:00	23:00
Tues	09:00	23:00
Wed	09:00	23:00
Thur	09:00	23:00
Fri	09:00	00:00
Sat	09:00	00:00
Sun	09:00	23:00

State any seasonal variations for the performance of dance ( Please read guidance note 5 )

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Non standard timings. Where you intend to use the premises for the performance of dance entertainment at different times to those listed. ( Please read guidance note 6)

	The outdoor performance of dance will finish no later than 22:00 and will only go past 18:00 a maximum of 50 times per calendar year and of those a maximum of 10 times per calendar year could go past 20:00.
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J - Supply of Alcohol

Will the supply of alcohol be for consumption ( Please read guidance note 8)

	On the premises
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Standard days and timings for Supply of alcohol ( Please read guidance note 7)

Day	Start	Finish
Mon	11:00	23:00
Tues	11:00	23:00
Wed	11:00	23:00
Thur	11:00	23:00
Fri	11:00	00:00
Sat	11:00	00:00
Sun	11:00	23:00

State any seasonal variations for the supply of alcohol ( Please read guidance 5)

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Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed. Please list, ( Please read guidance note 6 )

	<p>The outdoor supply of alcohol for events (i.e. separate to normal café opening hours) will take place on the following hours: Monday, Tuesday, Sunday: 12:00 - 22:00                  Wednesday - Saturday: 12:00 - 23:00                  The licensee may hold up to 12 events per calendar year on which dates licensable activities in the outdoor areas may go past 22:00, on these occasions supply of alcohol will finish no later than 00:00, these will not be held on consecutive days. Of these 12 events, up to 4 may be held in the Meadow Space.</p>
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Please download and then upload the consent form completed by the designated proposed premises supervisor

	<a href="#">DPS-Consent-Form-Dulwich-Picture-Gallery.pdf</a>
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Premises Supervisor

Full name of proposed designated premises supervisor

First names	David
Surname	Michel

DOB

Date Of Birth	██████████
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Address of proposed designated premises supervisor

Street number or	██████
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Building name	
Street Description	██████████
Town	██████
County	
Post code	██████████

Personal licence number of proposed designated premises supervisor, if any,

Personal licence number ( if known )	██████████
Issuing authority ( if known )	██████████

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children ( Please read guidance note 9)

	None.
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L - Hours premises are open to public

Hours premises are open to the public ( standard timings Please read guidance note 7 )

Day	Start	Finish
Mon	08:00	23:45
Tues	08:00	23:45
Wed	08:00	23:45
Thur	08:00	23:45
Fri	08:00	00:45
Sat	08:00	00:45
Sun	08:00	23:45

State any seasonal variations ( Please read guidance note 5 )

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Non standard timings. Where you intend to use the premises to be open to the public at different times from those listed. Please list, ( Please read guidance note 6 )

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M - Steps to promote four licencing objectives

a) General - all four licensing objectives (b,c,d,e) ( Please read guidance note 10 )

	See conditions at Annex A.
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b) the prevention of crime and disorder

	See conditions at Annex A.
--	----------------------------

c) public safety

	See conditions at Annex A.
--	----------------------------

d) the prevention of public nuisance

	See conditions at Annex A.
--	----------------------------

e) the protection of children from harm

	See conditions at Annex A.
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Please upload a plan of the premises

	<a href="#">Plans.pdf</a>
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Please upload any additional information i.e. risk assessments

	<a href="#">Annex-A-DPG-Overview.1.pdf</a>
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Checklist

	I have enclosed the plan of the premises. I understand that if I do not comply with the above requirements my application  will be rejected. I understand that I must now advertise my application (In the local paper within 14 days of applying
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Home Office Declaration

Please tick to indicate agreement

	I am a company or limited liability partnership
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Declaration

I agree to the above statement

	Yes
PaymentDescription	200003435462, ,
AuthCode	050411
LicenceReference	ks102 94212
PaymentContactEmail	

Please provide name of applicant (the current premises licence holder) or applicant's solicitor or other duly authorised agent (please read guidance note 12). If completing on behalf of the applicant, please state in what capacity.

Full name	Marilyn Gayle, Joelson Solicitors
Date (DD/MM/YYYY)	31/01/2019
Capacity	Solicitors for and on behalf of the applicant

Where the premises licence is jointly held, enter the 2nd applicant (the current premises licence holder) or 2nd applicant's solicitor or other authorised agent (guidance note 13). If completing on behalf of the applicant state in what capacity

Full name	
Date (DD/MM/YYYY)	31/01/2019
Capacity	LONDON

Contact name (where not previously given) an address for correspondence associated with this application (please read guidance note 14)

Contact name and address for correspondence	Mrs Marilyn Gayle Joelson JD LLP Solicitors [REDACTED]
Telephone No.	[REDACTED]
If you prefer us to correspond with you by e-mail, your email address (optional)	[REDACTED]

The information you provide will be used fairly and lawfully and Southwark Council will not knowingly do anything which may lead to a breach of the Data Protection Act 1998.

**ANNEX A**  
**THE DULWICH PICTURE GALLERY, GALLERY ROAD, LONDON SE21 7AD**

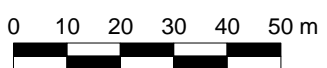
**Conditions to apply at all times:**

1. An age identification scheme shall be established and maintained. The scheme shall require the production of evidence of age (comprising any PASS accredited card or passport or driving license) from any person appearing to staff engaged in selling or supplying alcohol to be under the age of 18 and who is attempting to buy alcohol.
2. All appropriate staff shall be trained in the age identification scheme required at the premises and records of training shall be kept and made available for inspection by authorised officers of the Council.
3. An SIA trained guard will monitor the whole of the site from 17:00 to 09:00 the following morning.
4. Fire extinguishers and equipment shall be efficiently maintained in satisfactory working order and kept available for instant use.
5. All staff members are to be trained in fire and emergency procedures.
6. A first aider shall be on site at all times.
7. Staff, café and restaurant managers are made aware of licensing laws.
8. A Neighbours Group (who opt to receive communication) of residents living within 250m of the Gallery Building will be informed by regular emails of events taking place outside normal Gallery opening hours and ensure members of the group have the means to register any issues with the Gallery. A direct telephone number for the Duty Manager at the Gallery will be made available to residents who are members of the Neighbours Group.
9. The Gallery will be responsive to neighbours' feedback and ensure there are always ways for neighbours to provide feedback and concerns to the Gallery.
10. The College Road entrance/exit shall be closed at 21:30 each day with the exception of emergency access and egress or disabled access or egress.
11. There shall be no promotional DJ events.
12. The Gallery's PA system will be set with noise limiters. Any additional sounds systems brought in by event organisers will also be required to have noise levels set by the Gallery at sound check in line with the Gallery's levels. Speakers shall be directed away from the nearest residents for outdoor events. The positioning of amplified sound should take account of the direction of noise travel in order to minimise the noise pollution for surrounding neighbours. This includes set up for events as well.
13. Sound levels will be closely monitored throughout any event by the Duty Manager and sound will be managed down for events continuing past 21:00. This includes set up for events as well.
14. The premises shall advertise parking on Gallery Road only.
15. Taxis shall be encouraged to collect from Gallery Road, (not College Road) and guests will be told to wait quietly. All pickups post 21:30 will be via Gallery Road.
16. Sound levels outside will always be kept at a reasonable level and will take account of ongoing feedback from local residents.
17. Events outdoors past 22:00 will not happen on consecutive nights
18. Events outdoors past 21:00 will not happen more than two times in any seven day period (except as part of an organised series of non-commercial arts or community events).
19. Venue hire events for 150+ people will require adequate toilet provision.
20. The Dulwich Picture Gallery site can have a maximum of 500 visitors at any time.

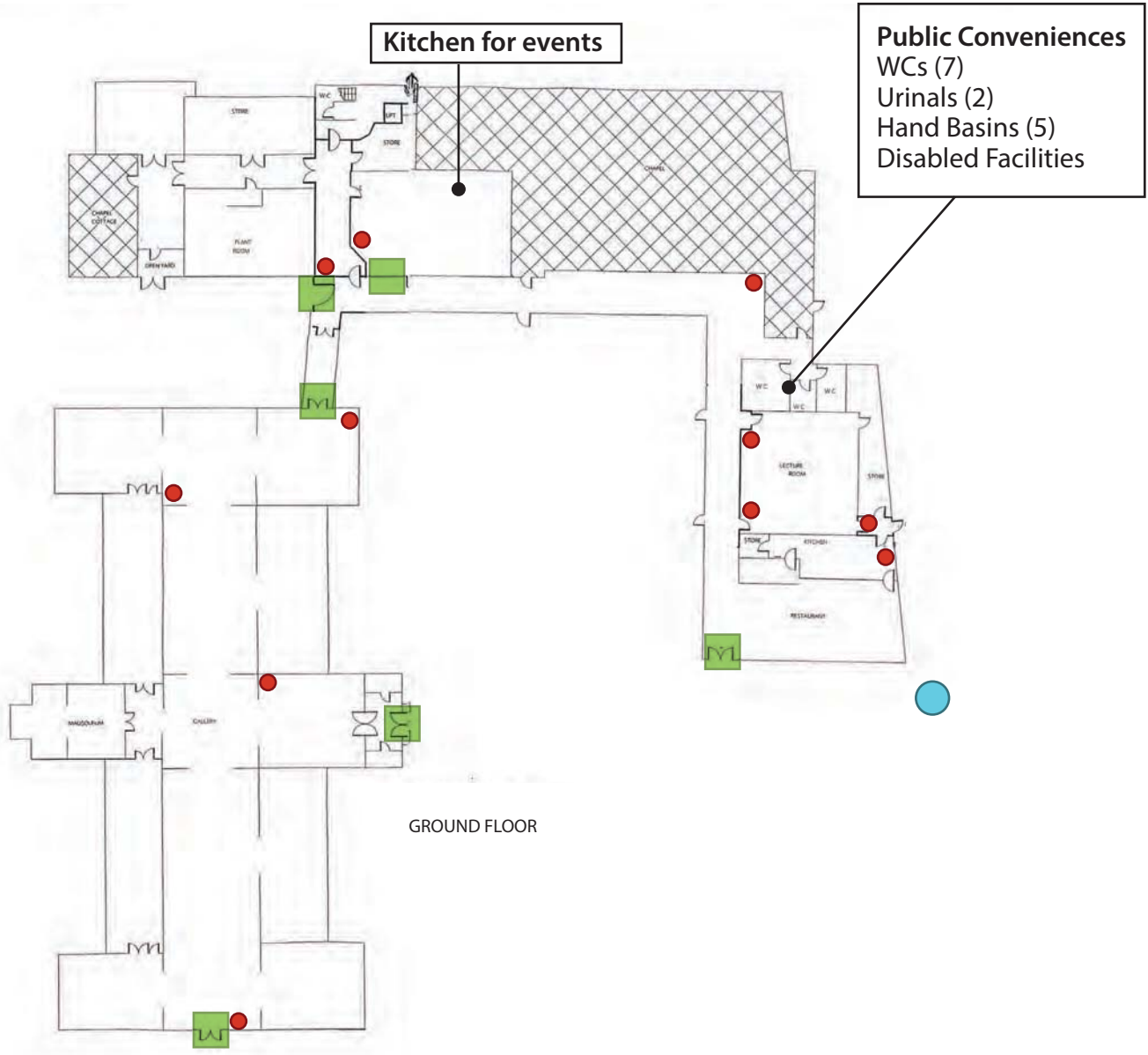


Key:

- Areas in which temporary structures may be erected
- Premises Boundary
- Denotes area to be used for licensable activities



**Scale:** 1:1000 @ A3  
**Date:** 23/08/18  
**Description:** Dulwich Picture Gallery - Areas Plan  
**Drawing no:** LA01



Key:

-  Entrance/Exit
-  Fire Hydrant
-  Fire Extinguisher

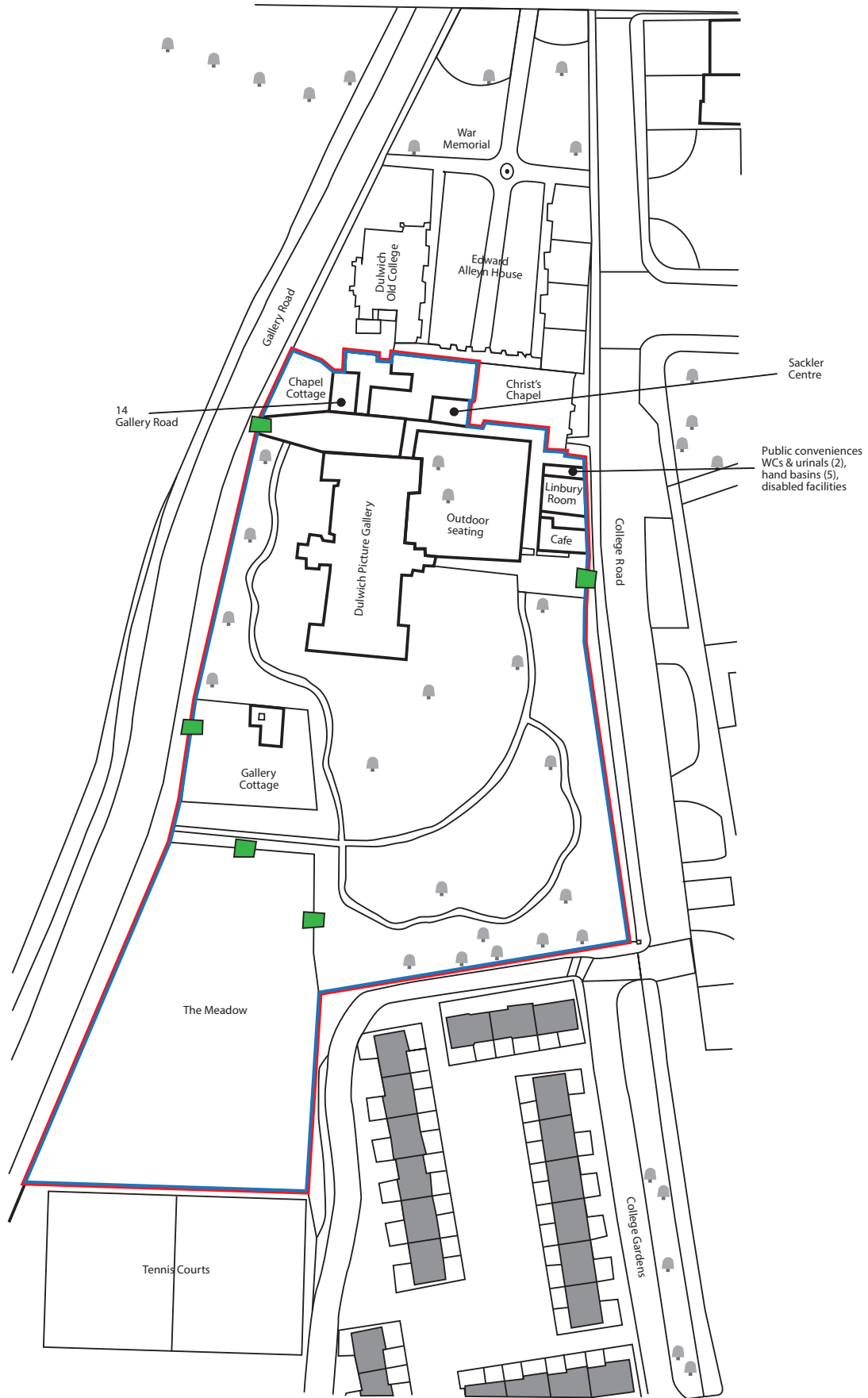


Scale: 1:500 @ A4


Date: 23/08/18

Description: Dulwich Picture Gallery - Internal Plan

Drawing no: LA02



- Entrance/Exit
- Premises Boundary
- Denotes area to be used for licensable activities

	<p>Scale: 1:1000 at A3          Date: 01/08/17          Description: Dulwich Picture Gallery - Location Site Plan</p>
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21. Across regulated entertainment (Plays, Films, Live music, Recorded music & Dance) the combined maximum occurrences of these activities outdoors in each calendar year is as follows:

Maximum number of Occurrences	Timing
50	After 18:00
25 (no more than 8 in any 4 week period, except as part of an organised series of non-commercial arts or community events)	After 20:00
12 (Plays must finish before 22:00, Live Music and Film must finish before 23:00 and Recorded Music must finish before 00:00 and is only allowed beyond 23:00 on 8 occurrences)	After 22:00

22. Sale and/or consumption of alcohol outside will only take place when the café/restaurant is open or as part of an organised or private hire event.
23. For the avoidance of any doubt 'outdoor' and 'outside' encompasses activities taking place in marquees and in the Summer Pavilion.
24. The Gallery will not apply for Temporary Event Notices.

#### **Additional conditions for Summer Pavilion**

For the avoidance of any doubt the conditions 24-29 are in ADDITION to the conditions 1-22 for any Summer Pavilions the Gallery may have.

25. A layout plan showing the location of the Summer Pavilion shall be sent to Southwark Council Licensing Team at least 28 days prior to its erection.
26. The Summer Pavilion shall be erected only between the months of May and October.
27. The premises licence in respect of the Summer Pavilion shall only be in operation for a maximum of 6 days per week.
28. The Summer Pavilion shall have a capacity of a maximum of 150 people. This 150 capacity will form part of the overall maximum capacity of the 500 for the Dulwich Picture Gallery site.
29. A Summer Pavilion dispersal plan will be prepared and made available with the premises license for inspection by the responsible authorities.
30. If the Summer Pavilion has no sound mitigation there will be no amplified music allowed in there.



# ABOUT DULWICH PICTURE GALLERY

DULWICH  
PICTURE  
GALLERY

## WHO WE ARE:

Dulwich Picture Gallery, founded in 1811, is the world's first purpose-built public art gallery. We care for and display our outstanding collection of Old Master paintings within Sir John Soane's pioneering architecture. As an independent Gallery, we remain true to our founders' purpose of presenting art 'for the inspection of the public' while engaging as many people as possible, of all ages and backgrounds, through our exciting programme.

## OUR MISSION:

To unlock the Gallery's unique potential: our location, building, grounds, art and people.

## OUR VISION:

Remastering the old: Dulwich Picture Gallery is an inspirational retreat creating equal opportunities for discovering a fresh understanding of humanity through the art of the past. Our indoor and outdoor creative experiences provide time-out from a chaotic and unpredictable world, enabling visitors to forge personal connections with historic paintings that were contemporary then and are contemporary now.

## OUR VISION IN ACTION:

***Within London's most unique historic indoor and outdoor art destination***

Find Yourself **surprised** by 'oh-wow' visual encounters

Find Yourself **at home** in a space where you feel welcome

Find Yourself **connected** with paintings and people

Find Yourself **transported** by history and imagination

Find Yourself **nourished** by creativity and contemplation

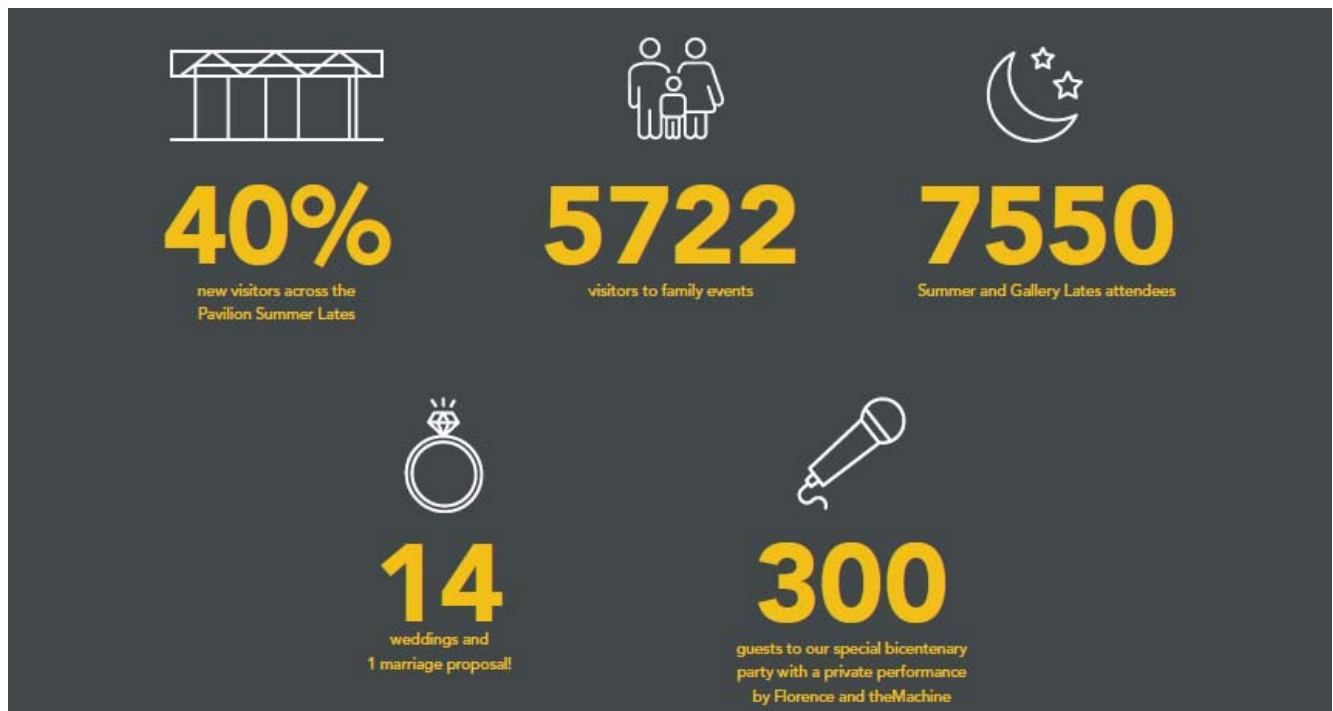
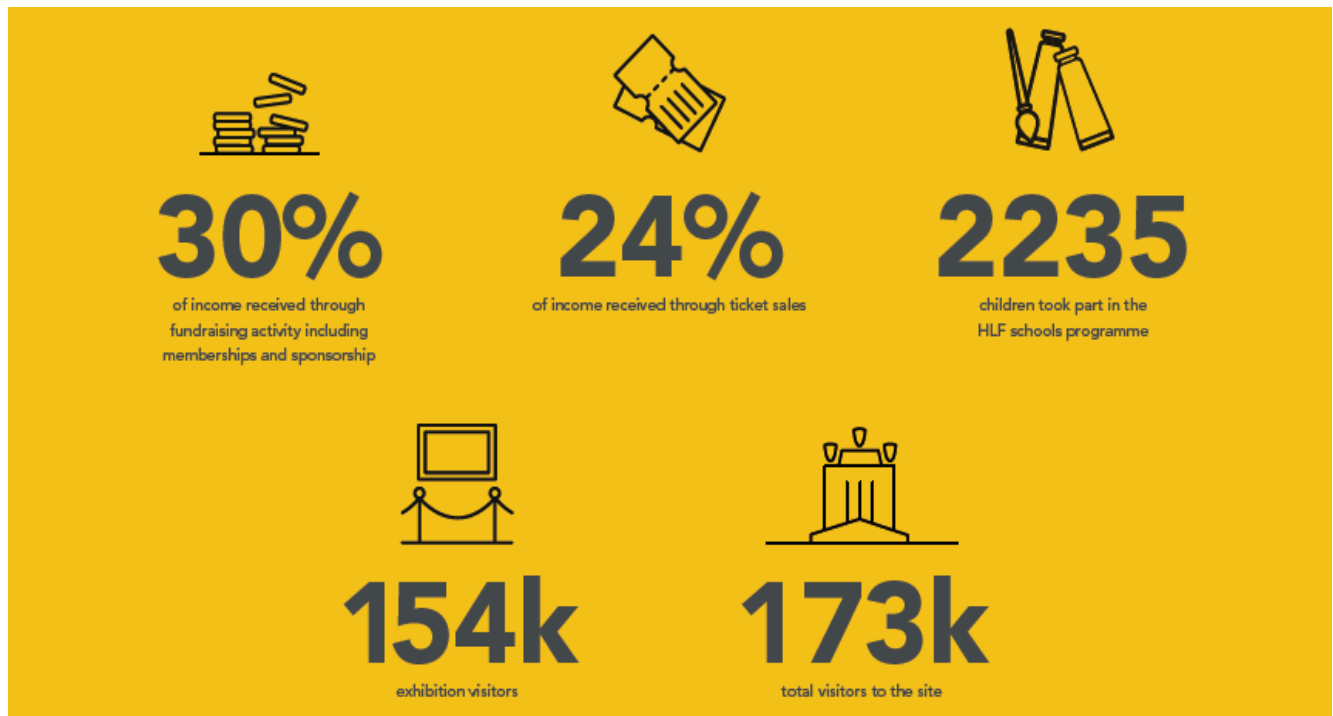
***Find Yourself in Art.***

## REGISTERED CHARITY:

We are a Registered Charity, number 1171287.



## In 2017 - 2018:

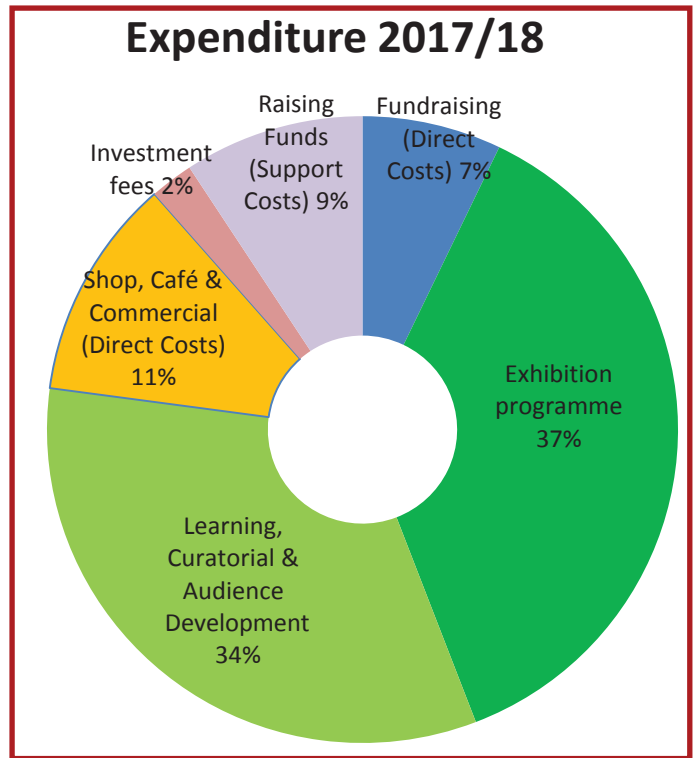
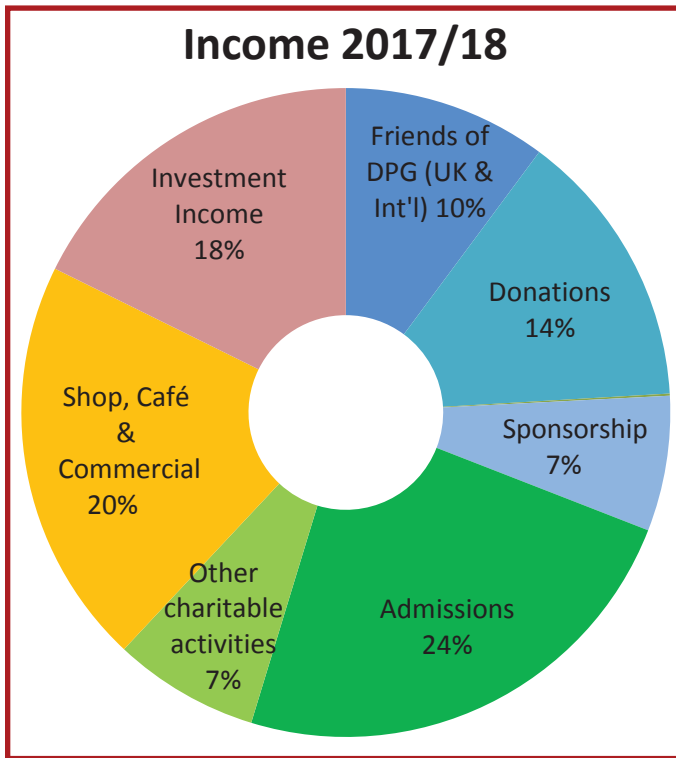


## FINANCIAL POSITION:

Our admissions income only covers around a quarter of our income each year. We need to work incredibly hard to secure the rest of the money needed from fundraising, investments and commercial activities. We care for an historic building of architectural significance and a Designated Collection of International Importance, which we have a duty to protect for future generations; this is costly to maintain.

We do not receive any regular funding from any statutory sources (local authority or government), so need to find other means to ensure the sustainability of the Gallery. It is vital for our financial stability that we can use the site for a range of commercial activities to support our artistic and learning work and to secure the Gallery for the future.

The fundraising landscape has dramatically changed over recent years, and it is far more challenging to raise funds for projects and to cover essential core costs. Our funders increasingly need to see how we are generating income from other sources, therefore it is vital that we maximise income from a variety of sources such as our café, shop and venue hire.



## AUDIENCE DEVELOPMENT:

We are committed to diversifying our audience and ensuring the Gallery is a vital community resource both now and for future generations. We are implementing a five-year audience development plan based on analysis of the demographics of our three priority boroughs (Southwark, Lambeth and Lewisham), which aligns our objectives to ensure that year-on-year we better reflect the identities, and better serve the needs, of our local area.

We have learnt through ambitious projects over the past few years that audience diversification needs to be led through our cultural programming, this can be seen through the success of our 'Gallery Lates' programme, which draws in a younger audience than we have previously attracted, and targeted work such as our ground-breaking 'Reframing the Muse' project which enabled refugee, migrant and asylum seekers in our local area to partner with socially isolated older women to share their stories through the shared language of art.

## LEARNING AND OUTREACH:

Our rich Learning and Outreach offer provides opportunities for people of all ages to engage with the Gallery. Our 'Mini Masterpieces' programme works with babies from six months and their carers to have a dual learning experience, following on with our 'Art Adventurers' programme for toddlers.

We work extensively with people experiencing mental health challenges by providing a variety of programmes, often in partnership with specialist organisations who are able to support us in reaching the most vulnerable members of our community.

Our schools programme has been refreshed in 2018 and works closely with the complex needs of the schools, teachers and pupils to provide a valuable enhancement to their education, using the experiences at the Gallery across different academic subjects.

In recent years we have seen huge success in growing our family audience with 'special event' weekends packed full of cultural activities. This is in response to the shifting demographic of more families within the local vicinity of the Gallery.

## OUR COLLECTION:

Dulwich Picture Gallery houses a Designated Collection of International Importance with over 600 European masterpieces by artists including Rembrandt, Gainsborough, Canaletto and Poussin.

We have embarked on an ambitious three-year interpretation project - Unlocking Paintings - to test and develop approaches of interpretation which are relevant to a contemporary audience, enabling visitors to make personal connections with our paintings.

Our learning and curatorial teams work together to create, investigate and develop new ways to share the stories behind our artworks. We are devising new gallery interpretation – ranging from introductory panels that bring exciting themes to life, to creative materials for children and families. We are studying how our visitors interact with the paintings and building by conducting audience research and working with a group of young volunteers to obtain their valuable input into our future.

## EXHIBITIONS:

Dulwich Picture Gallery has an international reputation for mounting revelatory exhibitions where visitors can discover an artist they may not be familiar with or discover new perspectives on established names from Rembrandt to Monet. The unique temporary exhibition spaces at the Gallery provide an exciting environment for exhibitions and innovative displays.

We have three major exhibitions each year which are often accompanied by contemporary multi-disciplinary interventions, and our programme underlines our commitment to ensuring that Dulwich Picture Gallery remains dynamic and engaging to audiences of all ages and backgrounds.

**Dulwich Picture Gallery has a wide range of programmes and activities taking place across the year, please see the Case Study below on the Dulwich Pavilion 2017. We will have another Pavilion in 2019:**

### REMEMBERING SOANE: THE DULWICH PAVILION 2017

The Dulwich Pavilion 2017, designed by local young architectural firm IF\_DO, marked the Gallery's 200th anniversary celebrations. Young and emerging architects were challenged through a public competition to design a Pavilion space to sit alongside and take inspiration from Soane's building. There were over 85 entries.

On Tuesday 13 June 2017, Florence Welch performed in the Pavilion for the Gallery's bicentenary Summer Party. The Pavilion won critical acclaim for its design and has been the seed for IF\_DO's huge success as a practice since. The space offered new and exciting possibilities to grow the Gallery's programmes across health and wellbeing, work with older people and a programme of free Summer Lates.

We held weekly Summer Lates offering access to the Collection free of charge to all along with a range of free activities from life-drawing to Baroque inspired Viola da gamba live in the mausoleum. The Lates proved hugely popular with 500 attendees across 8 summer evenings attracting 40% new audiences to the site and 20% non-white British visitors.