

APPENDIX A

London Borough of Southwark

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

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We Green and Fortune Associates Limited

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description Ogilvy & Mather Group Sea Containers House Upper Ground			
Post town	London	Postcode	SE1 9PD

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£

Part 2 - Applicant Details

Please state whether you are applying for a premises licence as

Please tick as appropriate

- a) an individual or individuals * please complete section (A)
- b) a person other than an individual *
 - i. as a limited company please complete section (B)
 - ii. as a partnership please complete section (B)
 - iii. as an unincorporated association or please complete section (B)
 - iv. other (for example a statutory corporation) please complete section (B)
- c) a recognised club please complete section (B)
- d) a charity please complete section (B)

- e) the proprietor of an educational establishment please complete section (B)
- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm:

Please tick yes

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

I am making the application pursuant to a statutory function or
 a function discharged by virtue of Her Majesty's prerogative

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over				<input type="checkbox"/>	Please tick yes
Current postal address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over				<input type="checkbox"/> Please tick yes	
Current postal address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name Green and Fortune Associates Limited
Kings Place 90 York Way London N1 9AG
Registered number (where applicable) 09882286
Description of applicant (for example, partnership, company, unincorporated association etc.) Limited Company
Telephone number (if any)
E-mail address (optional)

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY					
0	4	0	1	2	0	1	6

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

DD	MM	YYYY					
1	1	1	1	1	1	1	1

Please give a general description of the premises (please read guidance note 1)

Sea Containers House is a prominent purpose built office and hotel building on the banks of the Thames. The Ogilvy & Mather Group, a communications, advertising and marketing agency, will occupy part of the ground floor, floors 1 to 3 and floors 6 to 14 of Sea Containers House, as its new corporate headquarters.

The Ogilvy & Mather Group will be moving to these premises from their existing offices in Canary Wharf (in Cabot Square). The relocation will take place in phases through early 2016. Ogilvy's current office has the benefit of a Premises Licence issued by Tower Hamlets permitting the sale of alcohol from 10.00 to 23.00 Monday to Saturday and 12.00 to 22.30 on Sundays. The existing office has been licensed for around 25 years and there have never been any complaints in relation to the provision of licensable activities at the existing office premises or any actual or threatened enforcement action or licence review.

At all times, access to the premises will be controlled by a swipe card system and 24 hour manned security/reception at ground floor level. There is no access to the upper floors by the general public unless the lift is programmed by security or another member of staff to travel to the relevant floor. Access to office floors will also be controlled by security passes. All public areas are covered by CCTV and there is also external CCTV covering the perimeter of the building.

Access to the office during working hours will typically be by employees and officers of the organisations in occupation (part of the Ogilvy and Mather Group), guests of the organisations or their employees/officers; and persons attending any bona fide pre-booked event at the property. As such, it is anticipated that the premises will not add to the cumulative impact of licensed premises within the Borough and Bankside saturation area as the persons using the licensed facilities would typically be at the office for business purposes and the supply of alcohol will be ancillary to the business of the Ogilvy & Mather Group. Outside of normal working hours, including in the evening and at weekends, food, drink and/or entertainment may be made available to members of the public for occasions such as Sunday lunches and other events such as wine tasting, brunches or dinners; but on a pre-booked basis only, with the exception of the ground floor café area, where members of the public may be permitted in the future without pre-booking. As set out above, there is no access to the upper floors by the general public unless a member of staff or security programmes the lift to access the relevant floor.

The areas to be licensed are shown on the plans lodged with this application. The layout of the building consists of general office space, with meeting rooms and breakout areas, over a number of floors. In addition, on the ground floor will be a café area; on the 12th floor, there will be 4 conference and event rooms, which can be opened up into one larger area, with an adjacent terrace; on the 13th floor there will be an amphitheatre, which may be used for seminars or other events from time to time, a bistro bar and lounge with adjacent terrace and a staff restaurant which will also be a café bar in the evening, with adjacent terrace; and on the 14th floor will be a terrace area which may be used for the service of drinks and food and events from time to time.

The remaining areas of the office (floors 1 to 3 and floors 6 to 10) may be used for the supply to and consumption of alcohol or other licensable activities from time to time by the employees, officers and

invited guests of the Ogilvy and Mather Group only, for example for client hospitality or meetings, or ad hoc staff celebrations, such as promotions or birthdays. Further details of all areas can be seen on the plans deposited with this application. For the avoidance of doubt, floors 4 and 5 do not form part of the Group's headquarters and are currently occupied by a hotel.

Green and Fortune Associates Limited (the applicant) is a hospitality specialist who will provide the catering and event management within the headquarters. Green and Fortune operate catering facilities and events in Kings Place and it is therefore an experienced operator of licensable activities, with no history of actual or threatened enforcement, licence reviews, or complaints in respect of the provision of licensable activities. Its Kings Place operation sits in the bustling Kings Cross area which itself is in a special policy area, adjacent to a densely populated residential area. The operator understands the sensitivities that these challenges bring and has successfully instigated operating procedures to allow for harmonious co-existence with all local stakeholders.

The application submitted is for authorisation to provide licensable activities during the times specified. The office itself will have 24 hour security and staff will have access to the office 24 hours per day, but all café, restaurant, bar and other dining facilities will be closed no later than 01.30 daily. Actual opening times are likely to vary from day to day depending on staff requirements from time to time.

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

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

(Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment

Please tick any that apply

- | | |
|---|-------------------------------------|
| a) plays (if ticking yes, fill in box A) | <input checked="" type="checkbox"/> |
| b) films (if ticking yes, fill in box B) | <input checked="" type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C) | <input type="checkbox"/> |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D) | <input type="checkbox"/> |
| e) live music (if ticking yes, fill in box E) | <input checked="" type="checkbox"/> |
| f) recorded music (if ticking yes, fill in box F) | <input checked="" type="checkbox"/> |
| g) performances of dance (if ticking yes, fill in box G) | <input checked="" type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H) | <input checked="" type="checkbox"/> |

Provision of late night refreshment (if ticking yes, fill in box I)

Supply of alcohol (if ticking yes, fill in box J)

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 6)			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
Mon	08.00	00.30	Please give further details here (please read guidance note 3) The performance of plays from time to time	Both	<input type="checkbox"/>
Tue	08.00	00.30			
Wed	08.00	00.30	State any seasonal variations for performing plays (please read guidance note 4)		
Thur	08.00	00.30			
Fri	08.00	00.30	Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list (please read guidance note 5) From the end of permitted hours on New Year's Eve to the start of permitted hours on New Year's Day annually.		
Sat	08.00	00.30			
Sun	08.00	00.30			

B

Films Standard days and timings (please read guidance note 6)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3) The exhibition of films from time to time		
Mon	08.00	00.30			
Tue	08.00	00.30			
			State any seasonal variations for the exhibition of films (please read guidance note 4)		
Wed	08.00	00.30			
Thur	08.00	00.30			
			Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list (please read guidance note 5) From the end of permitted hours on New Year's Eve to the start of permitted hours on New Year's Day annually.		
Fri	08.00	00.30			
Sat	08.00	00.30			
Sun	08.00	00.30			

C

Indoor sporting events Standard days and timings (please read guidance note 6)			<u>Please give further details</u> (please read guidance note 3)
Day	Start	Finish	
Mon			
Tue			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 4)
Wed			<u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u> (please read guidance note 5)
Thur			
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 6)			Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Mon			Please give further details here (please read guidance note 3)		
Tue					
Wed			State any seasonal variations for boxing or wrestling entertainment (please read guidance note 4)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list (please read guidance note 5)		
Sat					
Sun					

E

Live music Standard days and timings (please read guidance note 6)			Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3) The playing of amplified or unamplified live music		
Mon	08.00	00.30			
Tue	08.00	00.30			
Wed	08.00	00.30			
Thur	08.00	00.30			
Fri	08.00	00.30			
Sat	08.00	00.30			
Sun	08.00	00.30	State any seasonal variations for the performance of live music (please read guidance note 4)		
			Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list (please read guidance note 5) From the end of permitted hours on New Year's Eve to the start of permitted hours on New Year's Day annually.		

F

Recorded music Standard days and timings (please read guidance note 6)			Will the playing of recorded music take place <u>indoors or outdoors or both</u> – please tick (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3) The playing of amplified or unamplified recorded music.		
Mon	08.00	00.30			
Tue	08.00	00.30			
Wed	08.00	00.30	State any seasonal variations for the playing of recorded music (please read guidance note 4)		
Thur	08.00	00.30			
Fri	08.00	00.30	Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list (please read guidance note 5)		
Sat	08.00	00.30	From the end of permitted hours on New Year's Eve to the start of permitted hours on New Year's Day annually.		
Sun	08.00	00.30			

G

Performances of dance Standard days and timings (please read guidance note 6)			Will the performance of dance take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3) The performance of dance or similar		
Mon	08.00	00.30			
Tue	08.00	00.30	State any seasonal variations for the performance of dance (please read guidance note 4)		
Wed	08.00	00.30			
Thur	08.00	00.30	Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list (please read guidance note 5) From the end of permitted hours on New Year's Eve to the start of permitted hours on New Year's Day annually.		
Fri	08.00	00.30			
Sat	08.00	00.30			
Sun	08.00	00.30			

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 6)			Please give a description of the type of entertainment you will be providing Anything similar to live music, recorded music or performance of dance		
Day	Start	Finish	Will this entertainment take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
Mon	08.00	00.30		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue	08.00	00.30	Please give further details here (please read guidance note 3) Music may be amplified or unamplified		
Wed	08.00	00.30			
Thur	08.00	00.30	State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 4)		
Fri	08.00	00.30			
Sat	08.00	00.30	Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list (please read guidance note 5) From the end of permitted hours on New Year's Eve to the start of permitted hours on New Year's Day annually.		
Sun	08.00	00.30			

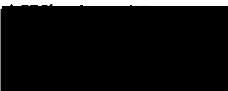

I

Late night refreshment Standard days and timings (please read guidance note 6)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3) Hot food and / or hot drink		
Mon	23.00	00.30			
Tue	23.00	00.30			
Wed	23.00	00.30	State any seasonal variations for the provision of late night refreshment (please read guidance note 4)		
Thur	23.00	00.30			
Fri	23.00	00.30	Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 5)		
Sat	23.00	00.30	From the end of permitted hours on New Year's Eve to the start of permitted hours on New Year's Day annually.		
Sun	23.00	00.30			

J

Supply of alcohol Standard days and timings (please read guidance note 6)			Will the supply of alcohol be for consumption – please tick (please read guidance note 7)	On the premises	<input type="checkbox"/>
				Off the premises	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 4)		
Mon	08.00	00.30			
Tue	08.00	00.30			
Wed	08.00	00.30			
Thur	08.00	00.30			
Fri	08.00	00.30			
Sat	08.00	00.30			
Sun	08.00	00.30	Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 5) From the end of permitted hours on New Year's Eve to the start of permitted hours on New Year's Day annually.		

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor:

Name John Nugent
Address 
Postcode 
Personal licence number (if known) 722
Issuing licensing authority (if known) Camden

M Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 9)

The premises is already required to comply with existing and future legislation to include (but not limited to) legislation on safety, health and environmental issues, fire safety, planning, building regulations, disability discrimination, trading standards and weights and measures and crime and disorder and security industry legislation. The premises is also required to comply with the provisions in the Licensing Act 2003. The measures covered by various legislation should not be repeated in the premises licence in accordance with Guidance to Licensing Authorities issued under section 182 of the 2003 Act.

The following conditions are proposed to be included within the Operating Schedule:

1. The café, restaurant, bar and other dining facilities will be closed no later than 01.30 daily.
2. The terraces shall not be used for the provision of licensable activities or the consumption of alcohol after 23.00 daily.
3. Off sales shall be in sealed containers only for consumption away from the premises.
4. There will be manned reception and/ or security at ground floor level at all times.
5. Access to the premises shall be restricted to employees and officers of the organisations in occupation, guests of the organisations or their employees/ officers; and persons who have pre-booked to attend for food, drink and/or entertainment, with the exception of the ground floor café area, where other persons may be permitted from time to time.
6. No drinks in open bottles or glasses will be permitted to be taken outside of the premises.

b) The prevention of crime and disorder

A CCTV system shall be installed at the premises and shall be maintained in good working order and be continually recording at all times the premises are in use for the provision of licensable activities.

All CCTV footage shall be retained for a minimum of 30 days and shall be made available upon reasonable request by an authorised officer of the police or licensing authority. All recordings shall be of evidential quality and shall include the date and time.

An incident log shall be maintained and details of all age related refusals shall be recorded. This log shall be retained on the premises and made available for inspection by authorised officers.

A Challenge 25 age verification scheme shall be established and maintained. The scheme shall require the production of evidence of age, comprising any Proof of Age Standards Scheme (PASS) Card, or passport or photo driving licence, from any person appear to staff engaged in selling or supplying alcohol to be under the age of 25 and who is attempting to buy alcohol.

All staff involved in the sale of alcohol shall be trained in relation to the laws relating to the sale of alcohol and the age verification scheme in force. Records of such training shall be retained on the premises and made available for inspection by authorised officers.

c) Public safety

A Fire Risk Assessment, Emergency Evacuation Policy and Health and Safety Risk Assessment shall be undertaken and reviewed periodically and shall be provided to the responsible authority for public safety on request.

All staff shall be trained in emergency evacuation procedures.

The maximum number of persons accommodated at any one time in the premises shall not exceed any number agreed with the responsible authority for health and public safety.

No open bottles or glasses will be permitted to be taken outside of the licensed area.

d) The prevention of public nuisance

No rubbish, including bottles, shall be moved in or placed into any outside area between 23.00 and 07.00.

All waste is to be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection time.

Persons temporarily leaving the premises onto the public highway for the purposes of smoking shall not be permitted to take any drinks with them.

All entrance doors and windows will be kept closed except for access and egress.

Management will appoint dedicated taxi or licensed minicab companies and staff will offer to book cars on behalf of staff and guests after normal working hours. After midnight, all patrons who are waiting for taxis or minicabs will be encouraged to remain inside while the vehicle is called.

e) The protection of children from harm

As set out above under box (b) a Challenge 25 age verification scheme shall be in operation and all relevant members of staff shall be trained in relation to the scheme.

Checklist:


Please tick to indicate agreement

- I have made or enclosed payment of the fee.
- I have enclosed the plan of the premises.
- I have sent copies of this application and the plan to responsible authorities and others where applicable.
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.
- I understand that I must now advertise my application.
- I understand that if I do not comply with the above requirements my application will be rejected.

IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION.

Part 4 – Signatures (please read guidance note 10)

Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 11).
If signing on behalf of the applicant, please state in what capacity.

Signature	
Date	2 December 2015
Capacity	Solicitors on behalf of the applicants

For joint applications, signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent (please read guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 13) Nicola Smith Squire Patton Boggs (UK) LLP Rutland House 148 Edmund Street			
Post town	Birmingham	Postcode	B3 2JR
Telephone number (if any)	0121 222 3230		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) Nicola.smith@squirepb.com			

Notes for Guidance

1. Describe the premises, for example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
2. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
3. For example the type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
4. For example (but not exclusively), where the activity will occur on additional days during the summer months.
5. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
6. Please give timings in 24 hour clock (e.g. 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

7. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.
8. Please give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups or the presence of gaming machines.
9. Please list here steps you will take to promote all four licensing objectives together.
10. The application form must be signed.
11. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
12. Where there is more than one applicant, each of the applicant or their respective agent must sign the application form.
13. This is the address which we shall use to correspond with you about this application.