

<b>For Consideration By</b>	Licensing Sub-Committee
<b>Meeting Date</b>	6 June 2023
<b>Type of Application</b>	Premises Licence
<b>Address of Premises</b>	Immersive Group Gaming Ltd, 1 Principal Place - Unit 2A/2B, Worship Street, EC2A 2BA
<b>Classification</b>	Decision
<b>Ward(s) Affected</b>	Hoxton East and Shoreditch
<b>Group Director</b>	Rickardo Hyatt

1. **Summary**

- 1.1. Immersive Group Gaming Ltd have made an application for a premises licence under section 17 of the Licensing Act 2003.

2. **Application**

- 2.1. The application seeks to authorise the supply of alcohol for consumption on the premises from Monday to Sunday.
- 2.2. The premises are located within a Special Policy Area (Shoreditch SPA).
- 2.3. The applicant is seeking authorisation for the following licensable activities and times:

<b>Supply of Alcohol On Premises</b>	<b>Standard Hours:</b> Mon 11:00 - 00:00 Tue 11:00 - 00:00 Wed 11:00 - 00:00 Thu 11:00 - 01:00 Fri 11:00 - 01:00 Sat 11:00 - 01:00 Sun 11:00 - 00:00
<b>The opening hours of the premises</b>	<b>Standard Hours:</b> Mon 09:00 - 00:30 Tue 09:00 - 00:30 Wed 09:00 - 00:30 Thu 09:00 - 01:30 Fri 09:00 - 01:30 Sat 09:00 - 01:30 Sun 09:00 - 00:30

2.4. The application is attached as Appendix A. The hours for supply of alcohol have been amended to those stated above and late night refreshments have been removed from the application as agreed with police authority.

3. **Current Status/History**

3.1. The premises are not licensed for any activity.

3.2. No Temporary Event Notices were submitted for the current calendar year..

4. **Representations: Responsible Authorities**

<b>From</b>	<b>Details</b>
Environmental Health Authority (Environmental Protection)	No representation received
Environmental Health Authority (Environmental Enforcement)	Representations have been withdrawn following agreed conditions. See Para 8.1 below
Environmental Health Authority (Health & Safety)	No representation received
Weights and Measures (Trading Standards)	Have confirmed no representation on this application
Planning Authority <b>Appendix B</b>	No representation with informative
Area Child Protection Officer	No representation received
Fire Authority	Have confirmed no representation on this application
Police	Representation withdrawn following agreed conditions. See Para 8.1 below
Licensing Authority	No representation received
Health Authority	Have confirmed no representation on this application

5. **Representations: Other Persons**

<b>From</b>	<b>Details</b>
1 Representation has been received from and on behalf of the Other Persons <b>Appendix C</b>	Representations received on the grounds of The Prevention of Crime and Disorder , Public Safety and The Prevention of Public Nuisance

6. **Guidance Considerations**

6.1. The Licensing Authority is required to have regard to any guidance issued by the Secretary of State under the Licensing Act 2003.

## 7. **Policy Considerations**

- 7.1. Licensing Sub-Committee is required to have regard to the London Borough of Hackney's Statement of Licensing Policy ("the Policy) adopted by the Licensing Authority.
- 7.2. The Policy applies to applications where relevant representations have been made. With regard to this application, policies, LP1 (General Principles) , LP2 (Licensing Objectives), LP3 (Core Hours) , LP10 (Special Policy Areas – Dalston and Shoreditch) are relevant.

## 8. **Officer Observations**

- 8.1. If the Sub-Committee is minded to approve the application, the following conditions should be applied the licence:

### **Mandatory Conditions - Door Supervision:**

1. Each individual who is to carry out a security activity at the premises must be licensed by the Security Industry Authority.

### **Conditions derived from Responsible Authorities representations:**

2. The premises shall maintain a comprehensive CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer. All public areas, entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of the Police or authorised officer.

3. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises are open to the public. This staff member shall be able to show Police or an authorised officer of Hackney Borough Council recent data or footage with the absolute minimum of delay when requested.

4. An incident log shall be kept at the premises, and made available immediately to an authorised officer of the Hackney Borough Council or the Police, which will record the following:

- all crimes reported to the venue
- any complaints received
- any incidents of disorder
- any faults in the CCTV system
- any refusal of the sale of alcohol
- any visit by a relevant authority or emergency service.

5. There shall be clear and prominent signage asking all customers to leave quietly and respect local residents.

6. All instances of crime or disorder to be reported by the designated premises supervisor or responsible member of staff to an agreed Police contact point, as agreed with the Police.

7. Where the sale or supply of alcohol is taking place employees of the premises must request sight of evidence of the age of any person appearing to be under 25 years of age (Challenge 25). Such evidence may include a driving licence or passport.

8. The premises will display and maintain appropriate signage advising customers of the contact details of the Designated Premises Supervisor.

9. All staff engaged in the sale of alcohol shall be fully trained and made aware of the legal requirements relating to underage sales and other legal requirements relating to the sale and supply of alcohol. Such training must take place on a 12 monthly basis and written records of the training must be maintained on the premises for inspection by the Police or Authorities. This training is to include the WAVE (Welfare And Vulnerability Engagement) training

10. There shall be no open containers or drinks taken outside the premises at any time.

11. SIA door supervisors shall be employed on an operational risk assessment basis. All door supervisors shall enter their full details in the premises daily register at the commencement of their work. They shall record their full name, home address and contact telephone number, their SIA registration number and the times they commence and conclude working. If the door supervisor is provided by an agency, the name, registered business address and contact telephone number will also be recorded. This register will be made available to police or other authorised officer upon request.

12. The Licensee shall ensure that all relevant staff are fully trained and made aware of the legal requirement of businesses to comply with their responsibility as regards the disposal of waste produced from the business premises. The procedure for handling and preparing for disposal of the waste shall be in writing and displayed in a prominent place where it can be referred to at all times by staff.

13. The Licensee shall ensure that any contract for general and recyclable waste disposal shall be appropriate in size to the amount of waste produced by the business. The Licensee shall maintain an adequate supply of waste receptacles provided by his registered waste carrier (refuse sacks or commercial waste bins) in order to ensure all refuse emanating from the business is always presented for collection by his waste carrier and shall not use any plain black or unidentifiable refuse sacks or any other unidentifiable or unmarked waste receptacles.

14. In order to minimise the amount of time any waste remains on the public highway in readiness for collection, the Licensee will ensure the timeframe within which it may expect its waste carrier to collect is adhered to.

15. The Licensee shall instruct members of staff to make regular checks of the area immediately outside the premises and remove any litter, bottles and glasses emanating from the premises. A final check should be made at close of business.

16. The Licensee shall provide a safe receptacle for cigarette ends to be placed outside for the use of customers, such receptacles being carefully placed so as not to cause an obstruction or trip.

9. **Reasons for Officer Observations**

8.1. Conditions 2 to 11 have been suggested by the Police Authority and agreed by the applicant. Conditions 12 to 16 have been suggested by the Environmental Enforcement Authority and agreed by the applicant.

10. **Legal Comments**

10.1. The Council has a duty as a Licensing Authority under the Licensing Act 2003 to carry out its functions with a view to promoting the following licensing objectives;

- The Prevention of Crime and Disorder
- Public Safety
- Prevention of Public Nuisance
- The Protection of Children from Harm

10.2. It should be noted that each of the licensing objectives have equal importance and are the only grounds upon which a relevant representation can be made and for which an application can be refused or terms and conditions attached to a licence.

11. **Human Rights Act 1998 Implications**

11.1. There are implications to;

- **Article 6** – Right to a fair hearing
- **Article 14** – Not to discriminate
- Balancing: **Article 1**- Peaceful enjoyment of their possession (i.e. a licence is defined as being a possession) with **Article 8** – Right of Privacy (i.e. respect private & family life) to achieve a proportionate decision having regard to the protection of an individuals rights against the interests of the community at large.

12. **Members Decision Making**

12.1. **Option 1**

**That the application be refused**

12.2. **Option 2**

**That the application be approved, together with any conditions or restrictions which Members consider necessary for the promotion of the Licensing objectives.**

13. **Conclusion**

13.1. That Members decide on the application under the Licensing Act 2003.

**Appendices:**

Appendix A: Application for a premises licence and supporting documents

Appendix B: Informative from responsible authorities

Appendix C: Representations from other persons

Appendix D: Location map

**Background documents**

Licensing Act 2003

LBH Statement of Licensing Policy

<b>Report Author</b>	Name: Sanaria Hussain Title: Senior Licensing Officer Email: sanaria.hussain@hackney.gov.uk Tel: 020 8356 4972
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# Appendix A

↳ Hackney

LA01

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/  
W  
e

IMMERSIVE GROUP GAMING

(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			
UNIT 2A+2B 1 PRINCIPAL PLACE WORSHIP ST.			
Post town	LONDON	Postcode	EC2A 2BA

Telephone number at premises (if any)	N/A
Non-domestic rateable value of premises	£ 71,000

### Part 2 - Applicant details

Please state whether you are applying for a premises licence as **appropriate** 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/limited liability partnership please complete section (B)
- ii as a partnership (other than limited liability) please complete section (B)



- iii as an unincorporated association or please complete section (B)
- iv other (for example a statutory please complete section (B)  
corporation)
- c) a recognised club please complete section (B)
- d) a charity please complete section (B)
- e) the proprietor of an educational please complete section (B)  
establishment
- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of please complete section (B)  
the Care Standards Act 2000 (c14) in  
respect of an independent hospital in  
Wales
- ga) please complete section (B)  
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
- h) the chief officer of police of a police force please complete section (B)  
in England and Wales

\* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

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	Mrs	Miss	Ms	Other Title (for example, Rev)	
<b>Surname</b>			<b>First names</b>		
<b>Date of birth</b>		I am 18 years old or over		Please tick yes	
<b>Nationality</b>					



Current residential address if different from premises address			
Post town		Postcode	
Daytime contact telephone number			
E-mail address (optional)			
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service (please see note 15 for information)			

**SECOND INDIVIDUAL APPLICANT (if applicable)**

Mr	Mrs	Miss	Ms	Other Title (for example, Rev)	
Surname			First names		
Date of birth		I am 18 years old or over		Please tick yes	
Nationality					
Current postal address if different from premises address					
Post town		Postcode			
Daytime contact telephone number					
E-mail address (optional)					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service (please see note 15 for information)					

**(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	IMMERSIVE GROUP GAMING
Address	<del>WATERLOO</del> 63/66 HATTON GARDEN FIFTH FLOOR, SUITE 23 LONDON, ENGLAND, EC1N 8LE
Registered number (where applicable)	11241058
Description of applicant (for example, partnership, company, unincorporated association etc.)	COMPANY
Telephone number (if any)	[REDACTED]
E-mail address (optional)	[REDACTED]

**Part 3 Operating Schedule**

When do you want the premises licence to start? DD MM YYYY

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

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



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 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2) Please tick all that apply

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

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 7)			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
				Outdoors	
Day	Start	Finish		Both	
Mon			<b>Please give further details here</b> (please read guidance note 4)		
Tue					
Wed			<b>State any seasonal variations for performing plays</b> (please read guidance note 5)		
Thur					
Fri			<b>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</b> (please read guidance note 6)		
Sat					
Sun					



**B**

Films Standard days and timings (please read guidance note 7)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
				Outdoors	
Day	Start	Finish		Both	
Mon			Please give further details here (please read guidance note 4)		
Tue					
Wed			State any seasonal variations for the exhibition of films (please read guidance note 5)		
Thur					
Fri			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 6)		
Sat					
Sun					



C

Indoor sporting events Standard days and timings (please read guidance note 7)			Please give further details (please read guidance note 4)
Day	Start	Finish	
Mon			
Tue			State any seasonal variations for indoor sporting events (please read guidance note 5)
Wed			
Thur			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 (please read guidance note 6)
Fri			
Sat			
Sun			

**D**

<b>Boxing or wrestling entertainments</b> Standard days and timings (please read guidance note 7)			<b>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	
				Outdoors	
Day	Start	Finish		Both	
Mon			<b>Please give further details here</b> (please read guidance note 4)		
Tue			<b>State any seasonal variations for boxing or wrestling entertainment</b> (please read guidance note 5)		
Wed					
Thur			<b>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</b> (please read guidance note 6)		
Fri					
Sat					
Sun					



**E**

<b>Live music</b> Standard days and timings (please read guidance note 7)			<b>Will the performance of live music take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	
				Outdoors	
Day	Start	Finish		Both	
Mon			<b>Please give further details here</b> (please read guidance note 4)		
Tue					
Wed			<b>State any seasonal variations for the performance of live music</b> (please read guidance note 5)		
Thur					
Fri			<b>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</b> (please read guidance note 6)		
Sat					
Sun					

F

Recorded music Standard days and timings (please read guidance note 7)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
				Outdoors	
Day	Start	Finish		Both	
Mon			Please give further details here (please read guidance note 4)		
Tue					
Wed			State any seasonal variations for the playing of recorded music (please read guidance note 5)		
Thur					
Fri			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 6)		
Sat					
Sun					



**G**

Performances of dance Standard days and timings (please read guidance note 7)			Will the performance of dance take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
				Outdoors	
Day	Start	Finish		Both	
Mon			<b>Please give further details here</b> (please read guidance note 4)		
Tue					
Wed			<b>State any seasonal variations for the performance of dance</b> (please read guidance note 5)		
Thur					
Fri			<b>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</b> (please read guidance note 6)		
Sat					
Sun					



H

<b>Anything of a similar description to that falling within (e), (f) or (g)</b> Standard days and timings (please read guidance note 7)			<b>Please give a description of the type of entertainment you will be providing</b>		
<b>Day</b>	<b>Start</b>	<b>Finish</b>	<b>Will this entertainment take place indoors or outdoors or both – please tick (please read guidance note 3)</b>	<b>Indoors</b>	
Mon				<b>Outdoors</b>	
				<b>Both</b>	
Tue			<b>Please give further details here (please read guidance note 4)</b>		
Wed					
Thur			<b>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 5)</b>		
Fri					
Sat			<b>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 6)</b>		
Sun					



1

Late night refreshment Standard days and timings (please read guidance note 7)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	✓
				Outdoors	
Day	Start	Finish		Both	
Mon	23:00	02:00	Please give further details here (please read guidance note 4)		
Tue	23:00	02:00			N/A
Wed	23:00	02:00			
Thur	23:00	02:00	State any seasonal variations for the provision of late night refreshment (please read guidance note 5)		
Fri	23:00	02:00			N/A
Sat	23:00	02:00			
Sun	23:00	02:00	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 6)		
					N/A

J

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 7)			<b>Will the supply of alcohol be for consumption – please tick</b> (please read guidance note 8)	On the premises	X
				Off the premises	
				Both	
Day	Start	Finish	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 5)  <p style="text-align: center;">N/A</p>		
Mon	09:00	01:00			
Tue	09:00	01:00			
Wed	09:00	01:00			
Thur	09:00	01:00			
Fri	09:00	01:00			
Sat	09:00	01:00			
Sun	09:00	01:00			
			<b>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</b> (please read guidance note 6)  <p style="text-align: center;">N/A</p>		

**State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):**

Name	Alexandra Butler
Date of birth	[REDACTED]
Address	[REDACTED]
Postcode	[REDACTED]
Personal licence number (if known)	[REDACTED]
Issuing licensing authority (if known)	[REDACTED]



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).

N/A

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			State any seasonal variations (please read guidance note 5)
Day	Start	Finish	
Mon	09:00	01:30	N/A
Tue	09:00	01:30	
Wed	09:00	01:30	
Thur	09:00	01:30	
Fri	09:00	01:30	
Sat	09:00	01:30	
Sun	09:00	01:30	

**Non-standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 6)**

N/A

**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.

[Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom or my share code issued by the Home Office online right to work checking service (please read note 15).

**IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.**

**IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.**



**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 10)**

**b) The prevention of crime and disorder**

**c) Public safety**

**d) The prevention of public nuisance**

**e) The protection of children from harm**

**Part 4 – Signatures** (please read guidance note 11)

**Signature of applicant or applicant's solicitor or other duly authorised agent** (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

<b>Declaration</b>	<ul style="list-style-type: none"> <li>[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).</li> <li>The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an online right to work check using the Home Office right to work checking service which confirmed their right to work (please see note 15)</li> </ul>
Signature	S. [Signature]
Date	06.02.23
Capacity	Ops Manager

**For joint applications, signature of 2<sup>nd</sup> applicant or 2<sup>nd</sup> applicant's solicitor or other authorised agent** (please read guidance note 13). **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 14)			
Post town		Postcode	
Telephone number (if any)			
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			

### 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. In terms of specific regulated entertainments please note that:
  - Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
  - Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
  - Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
  - Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
  - Live music: no licence permission is required for:
    - a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
    - a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
    - a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
    - a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience



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New staircase to replace existing removed

Existing customer toilet altered to form staff toilet (with sliding pocket door) and larger locker space

Existing staff toilet and locker space altered to form single unisex customer toilet. Remove partition, all surfaces and sanitary ware. Allow to reposition sanitary ware in new configuration with localised drainage connections. New floor vinyl and skirting. New painted walls with localised tiling to splashback

Existing toilet altered to form single unisex staff toilet. Remove all surfaces and sanitary ware. Allow to reposition sanitary ware in new configuration with localised drainage connections. New partition with pocket sliding door. New floor vinyl and skirting. New painted walls with localised tiling to splashback

Existing accessible toilet retained. Remove south wall. Position full height stud partition with plasterboard either side to splashback

Existing accessible toilet retained. Remove south wall. Position full height stud partition with plasterboard either side to splashback

3no. landscape marketing screens to wall

All areas to be replastered and painted

New reception desk with drop down serving hatch access door.

Retail Unit 2a

Retail Unit 2b

**PARTITION NOTES:**

**TYPE A:**  
Metal studs 92 °C stud @ 600mm centres. Insulation: Isover AFR 1200 glass mineral wool thickness 75mm.

**TYPE B:**  
Metal studs 92 °C stud @ 600mm centres. Insulation: Isover AFR 1200 glass mineral wool thickness 75mm.

**TYPE C:**  
No stud, 25mm battens on wall to support 12.5mm plasterboard.

**TYPE D:**  
Metal studs 72 °C stud @ 600mm centres. Insulation: Isover AFR 1200 glass mineral wool thickness 50mm.

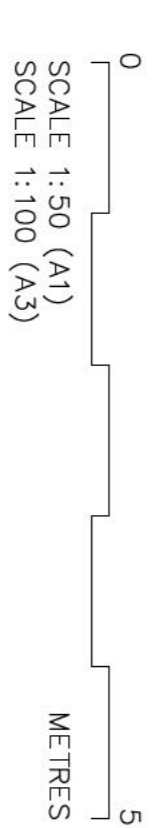
**TYPE E:**  
Metal studs 72 °C stud @ 600mm centres. Insulation: Isover AFR 1200 glass mineral wool thickness 50mm.

**TYPE F:**  
Metal studs 72 °C stud @ 600mm centres. Insulation: Isover AFR 1200 glass mineral wool thickness 50mm.

**TYPE G:**  
Metal studs 72 °C stud @ 600mm centres. Insulation: Isover AFR 1200 glass mineral wool thickness 50mm.

**TYPE H:**  
Metal studs 72 °C stud @ 600mm centres. Insulation: Isover AFR 1200 glass mineral wool thickness 50mm.

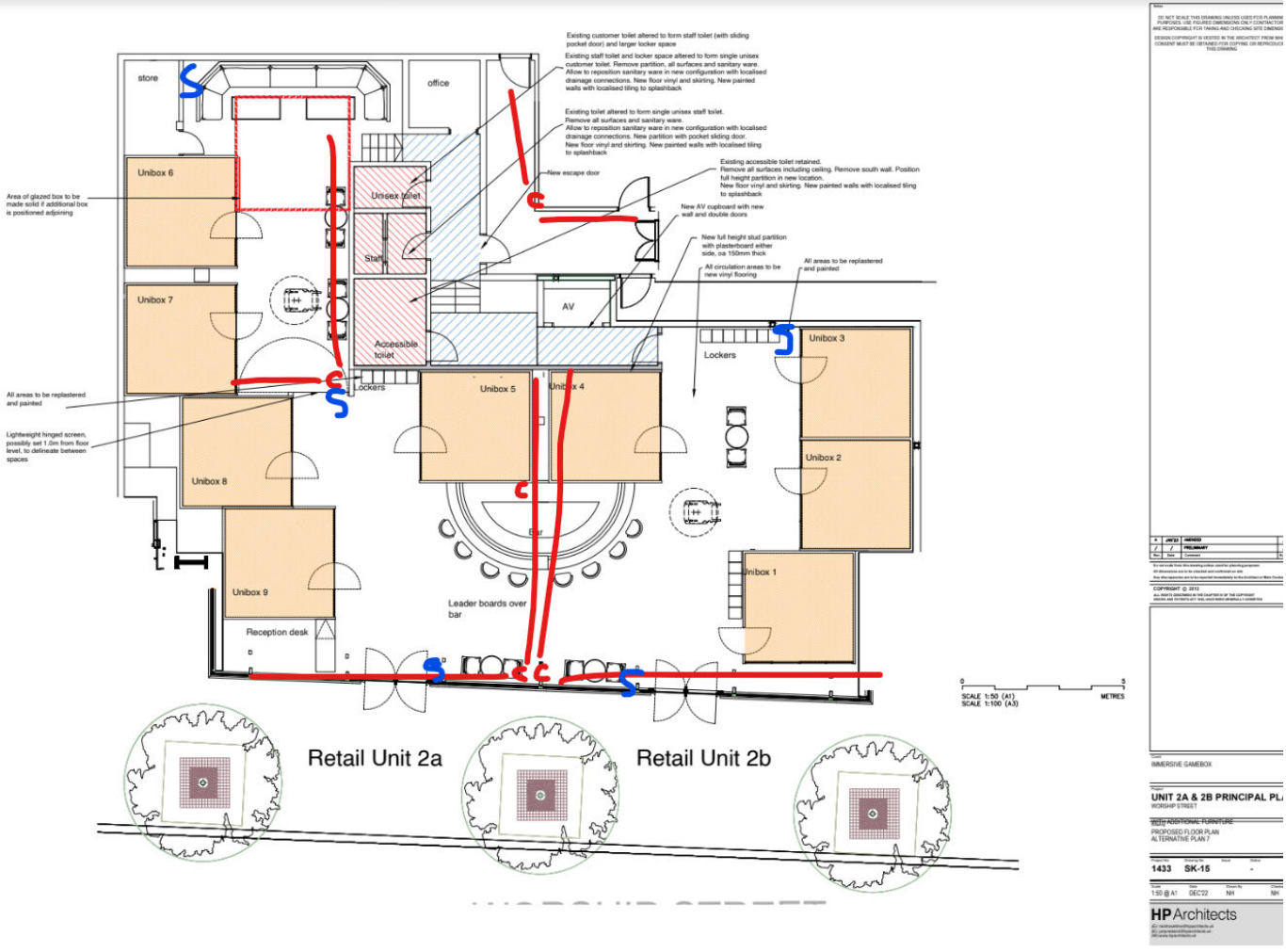
**TYPE I:**  
Metal studs 72 °C stud @ 600mm centres. Insulation: Isover AFR 1200 glass mineral wool thickness 50mm.



Rev.	Date	Comment	By
1	FEB 23	APPROVED FOR COSTING	
2	FEB 23	APPROVED FOR COSTING	
3	FEB 23	PRELIMINARY	
4	FEB 23	PRELIMINARY	

Client: IMMERSIVE GAMEBOX  
 Project: UNIT 2A & 2B PRINCIPAL PLAC  
 Drawing: PROPOSED FLOOR PLAN  
 Project No: 1433  
 Drawing No: GA-10  
 Issue: B  
 Scale: -  
 Date: JAN 23  
 Drawn By: NH  
 Checked By: NH





DO NOT SCALE THIS DRAWING UNLESS USED FOR PLANNING PURPOSES. ALL DIMENSIONS SHOWN ON THIS DRAWING ARE RESPONSIBLE FOR THE ARCHITECT'S DESIGN. DESIGN CONFLICTS IN DETAIL IN THE DRAWING SHALL BE RESOLVED IN FAVOR OF THE ARCHITECT'S DESIGN.

NO.	DATE	DESCRIPTION
1	20/05/23	ISSUED FOR PERMIT
2	27/05/23	REVISED

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IMMERSE GAMEROX

**UNIT 2A & 2B PRINCIPAL PL**  
WIGGANS STREET

PROPOSED FLOOR PLAN  
ALTERNATIVE PLAN 1

1433 SK-15

150 @ A1 DEC22 NN NN

**HP Architects**  
150 WIGGANS STREET, LONDON, E16 1JH



## **IMMERSIVE GAMEBOX DISPERSAL POLICY**

*Last updated 9th May 2023*

### **PURPOSE**

This policy provides guidance for the management, employees and contracted service providers on the control of customers of **Immersive Gamebox**, both inside and outside the premises. This policy sets out the reasonable steps to be undertaken to prevent unnecessary and avoidable disturbance to residents, services and other businesses operating in the vicinity of the premises.

We should always strive to operate in a manner which causes the minimum impact from noise nuisance and anti-social behavior from customers to neighbors and other members of the public.

### **TRAINING**

All staff will be trained in this policy and other appropriate skills to achieve an orderly and safe dispersal from the premises. It is the responsibility of the Designated Premises Supervisor to ensure that this policy is enforced and to regularly update the policy to meet the requirements of the business.

Training records will be kept on site, at all times, to demonstrate the completion of training of each team member of the policy, Challenge 25 and procedures in place in way of dispersal.

### **LOCAL COOPERATION**

**Immersive Gamebox** will work with other premises, taxi companies, Hackney Council and Metropolitan Police to ensure that this policy and other policies are aligned and to share information and best practice

### **DISPERSAL**

**Immersive Gamebox's** dispersal shall take place through the main entrance situated at the front of the premises onto 1 Principal Place, using the two main entrances/exits. All conditions relating to dispersal included in the Premises Licence will be enforced and relevant staff will be trained in these conditions.

Allocation of staff in the last 30 minutes prior to closing will be reviewed to ensure that the collecting of glasses and the clearing of other waste is prioritized, including within the designated smoking area, using clearly signed bins. This will provide a message to customers that the premises is in the process of closing and encourages them to finish their drinks and prepare for departure.

We will make an announcement at the end of the night to encourage customers to disperse gradually and to leave the area quietly, including the reduction of music, to help with determining when to leave. A Supervisor will be positioned at the entrance/exit to remind people to leave quietly and to prevent customers from re-entering the premises.

The remaining Team Members will be split between inside the venue and outside the venue to manage dispersal. Once the premises have been fully vacated, Team Members & Supervisors will be available to stand outside the premises, wearing high-visibility vests, to ensure a swift dispersal of customers from Principal Place, if required.

This will be achieved by encouraging use of local taxis, and encouraging customers to proceed to walk to their destination in a quiet and orderly manner, directing and guiding to nearby transport links, and ensuring guests are properly communicated with.

We will ensure that adequate signage is available at the exit asking customers to leave quietly and not to congregate outside or in the local area. Team Members & Supervisors will direct customer's

attention to these signs as they leave. Door Supervisors will remove drinks and glass from customers as they leave to ensure no glasses or alcohol leaves the premises.

## **MANAGEMENT**

Any person who appears to be drunk or intoxicated will be refused entry and asked to leave the outside vicinity of the property. The management team should remove alcohol from anyone consuming alcohol waiting to enter the premises, or if they are unwilling to give up their alcohol, should advise them they will be refused entry as a result.

Management should ask people to have their ID ready to show before their event begins and have it readily available in preparation for checking in. Management must seek to control the noise from any person waiting outside the premises in order to reduce the potential for noise to disturb people living and working in the local community. This is achieved by politely reminding customers that anyone not complying with the request will be refused entry to the premises.

Dispersal from the Premises.

Once the premises is closed, Management shall assist with the dispersal of customers from the premises and subsequently the area, especially to be mindful of the street the venue is situated on. The purpose of an effective dispersal is to ensure that customers leave the area quickly, quietly and in an orderly manner. The most effective approach to dispersal is to be friendly and helpful, understanding that one of the effects of alcohol is to inhibit the effective decision-making ability. What may seem obvious and logical to a sober person, may seem confusing and complicated to a person who has consumed alcohol.

## **CUSTOMER CARE**

Customers loitering may be doing so because they are unable to make a decision or easily access the information they require; often they will disperse when they are given this information.

Many customers will move on if they can be helped to achieve one of the following outcomes:

- How to get home?
- Where they can go next?
- Where they can get some food?

By providing this information it can encourage them to leave the immediate area more quickly. Just because someone arrived using one form of transport, we shall not assume that a transport option is still available to them or that they can remember immediately how they arrived. We will give options, and offer assistance.

Management can expedite the dispersal of customers with their actions both at closing time and throughout the night by:

- Controlling the level of intoxication of customers throughout the night and acting appropriately when people become intoxicated. Any customer who becomes too intoxicated to be served alcohol, shall be removed from the premises. This is not solely the responsibility of the Management; Team Members should also monitor levels of intoxication and refuse service as necessary.
- Prevent re-entry 30 minutes prior to closing.
- Encourage customers to leave gradually at the end of the night; try and avoid large numbers of customers all leaving at the same time.
- Provide information about the transport options from the premises.
- Remove drinks and glasses and bottles from those leaving the premises



- Remind customers who are leaving to do so quietly and direct their attention to the signs displayed
- Ask customers not to assemble or loiter outside the premises once they have left; politely reminding those who do not comply that they may be refused entrance in the future if they fail to disperse.

## **OUTSIDE THE PREMISE**

Whilst not a condition of the Premises Licence, it is important that Supervisors provide a highly visible presence, providing reassurance to residents and controlling antisocial behavior from customers.

They have two key responsibilities:

- To monitor and control organized taxi ranks.
- To patrol and monitor the Street to ensure that customers disperse effectively and do not contribute to antisocial behavior in the local area.

Supervisors will have a detailed knowledge of all transport options in the area and provide directions for customers who may be loitering in the vicinity of the premises. Supervisors will be easily identifiable by way of their uniform and/or a high visibility vest. They will have direct communication with the premises via a two-way radio.

## **SIGNAGE & LIGHTING**

The following signs will be displayed at the premises:

- Signs highlighting the Entry Requirement of the Premises
- Signs requesting customers to Leave Quietly and Respect the Neighbours
- Signs to inform customers that drinks may not leave the premises at any time.
- Signs providing guidance on travel options at the end of the night.

These signs are to be displayed prominently at the entrance and exit from the premises.

*Sound and Lighting (Internal):* The premises will reduce the sound of the regulated entertainment 30 minutes prior to closing. The premises will turn on the lights 5 minutes before closing time. Turning the music down is a clear indication to customers that the premises is in the process of closing and generally encourages customers to leave gradually over the following 30 minutes. There is a distinct advantage to customers leaving of their own free will as they are much more likely to leave and disperse, then if they are asked to do so.

*Lighting (External):* External lighting will be sufficient for customers to leave the premises safely. External lighting will be regularly reviewed to ensure it is not a cause of nuisance to neighbors. Both internal and external lighting will be regularly reviewed to ensure it does not impede the effectiveness of CCTV.

## **TRANSPORT**

In order to facilitate the dispersal of customers from the premises, customers will be provided with information on the various means of transport available from the premises: Taxi, Taxi Ranks, Bus Routes, Underground times & late night train information, as well as overground and train times. We will look to hold current local information, able to inform any of our guests at any time of asking.

The premises shall have the number(s) of a local taxi company and the location of any taxi rank located in the proximity of the premises. The local taxi company whose numbers are given to customers will be contacted to advise them of the location of the premises and informed of the appropriate collection point; they will be asked not to sound their horns on arrival, and not leave their engines running for lengthy periods of time.

Where a taxi has been called for a customer, those persons will be asked to wait inside for their taxi to arrive, whilst the premises is in operation. Supervisors will be aware of customers venturing into the street / road as they leave the premises and control this in order to promote Public Safety and prevent the potential for accidents and injuries. We also have local Transport for London modes of transport for a customer to use to travel home safely and without causing inconvenience, and will hold up to date travel information regarding line closures, disruptions, etc.

### **BOTTLES, GLASSES & LITTER**

The premises will maintain the area immediately to the front of the premises, ensuring at the end of each night that any litter and cigarette butts are removed. No glasses, bottles or other drinks are permitted to leave the premises and it is the responsibility of the Supervisor to ensure this rule is enforced.

This includes preventing such items being taken away from the premises at the end of the night. It may be the case that glass bottles and glasses are brought to the area from other premises and left in the vicinity or at the front of the premises. It is the responsibility of the Supervisor to ensure none of these items enter the premises. Despite these items not originating from the premises, it is the responsibility of staff to clear them on a regular basis and to check at the end of the night that no such items remain at the front of the premises.

Effective house-keeping of this nature reduces the chances of glasses and bottles breaking or causing potential accidents. Consideration should also be given that such litter causes a nuisance to neighbors and while much of this may not originate from the premises an effort should be made to clear such litter as is reasonable by way of being a good neighbor.

We will place signs at the exits reminding customers that drinks may not be removed from the premises or be taken into the smoking area. We will use only plastic or polycarbonate drinking vessels. Prior to closing the premises we will check that all litter to the front of the premises has been cleared. Sweeping outside the premises at the end of the session clears smaller rubbish and may assist in getting customers to move away from the premises.

### **LOST PROPERTY**

Any possessions that are found left behind at the end of an event will be held for a period of one month unless claimed by their owner. At this time they will be donated to local charities and no claim can be made against the company.

### **'SOFT CLOSURE' - MUSIC & ENTERTAINMENT**

A 'soft closure' is in place at the premises. This is designed to close the premises slowly and thus to encourage a more even dispersal rather than everyone being asked to leave at the same time. This in turn seeks to minimize the potential for noise and anti-social behavior which can occur when larger numbers of people leave a venue at the same time. The Music volume will be turned down to a level agreed with Environmental Health, and furthermore 30 minutes prior to the premises closing. The music will be turned off at closing time.

This stepped approach advises customers that the premises is closing and also allows them to finish their drinks in a quieter environment; this in turn will reduce the noise customers make when they



leave. Customers who leave a loud premises will naturally talk more loudly once they leave, thus the potential for nuisance is greater. When the music is lowered, staff cleaning and collecting glasses will start politely asking people to finish their drinks. Doing this in a polite individual manner, rather than shouting at the whole venue, is likely to have a more positive effect. When the music has been turned off and the lighting turned on, customers should be asked to leave the premises.



# Appendix B

## Planning Authority Representation: Application under the Licensing Act 2003

<b>Details of Authority</b>	<b>1 Hillman Street, Hackney, London, E8 1FB</b>
<b>Officer contact name</b>	<b>Claudette Abraham</b>
<b>Officer telephone number</b>	<b>020 8356 4870</b>
<b>Officer's email address</b>	<b>claudette.abraham@hackney.gov.uk</b>

### APPLICATION PREMISES

Name and address of premises	Unit 2A & 2B , 1 Principal Place, Worship Street London EC2A 2BA
Applicant name	Immersive Group Gaming

### COMMENTS

I make the following relevant representation in relation to the above application at the above address.

- Prevention of crime and disorder
- Public safety
- Prevention of public nuisance
- Protection of children from harm

### **Please supply any relevant evidence/information to support the above representation.**

The application proposes for a new premises licence as a gaming bar and cultural space they offer console, PC gaming as well as a menu of craft beers, cocktails and wood fired pizza under the Licensing Act 2003.

The licensable activities are:

**Late Night Refreshment** Mon-Sun 23:00-02:00

**Supply of Alcohol** Mon-Sun 09:00-01:00

**Hours of Opening** Mon- Sun 09:00-01:30

No record could be found for the approval for the use of the premises as a gaming bar. Therefore the applicant is advised that planning permission may be required for the usage of the premises. Operation of the premises without appropriate planning permission is unlawful and may result in enforcement action.

No representation with informatives

Please provide the following information (if applicable)

Area (that permission applies to)	Units 2A and 2B
-----------------------------------	-----------------



Permitted use	Unknown
Permitted hours	N/A
Specific/restrictive conditions	N/A
Recent applications	N/A
Decisions	N/A
Pending Decisions	N/A
Reasons for refusal	N/A
Relevant Conditions/discharges	N/A

**Are there any actions or measures that could be taken to allay concerns or objections? If so, please explain.**

**No representation with Informatives**

-  
The applicant is advised that these comments do not represent a formal decision of the Local Planning Authority as to the acceptability or otherwise of the proposed use and that the decision of the Licensing Authority is not prejudicial to the determination of any subsequent planning application.

Signed	Gareth Barnett
Name	
Date	06 03.2023



## Fwd: License Objection - Immersive Group Gaming Ltd Unit 2A/2B Principal Place 1 Worship Street London EC2A 2BA

1 message

Licensing (Shared Mailbox) <licensing@hackney.gov.uk>  
To: Sanaria Hussain <sanaria.hussain@hackney.gov.uk>

9 March 2023 at 10:19

Kind Regards,

Licensing Service  
London Borough of Hackney  
Tel: 020 8356 2431  
Email: [licensing@hackney.gov.uk](mailto:licensing@hackney.gov.uk)  
[www.hackney.gov.uk/licensing](http://www.hackney.gov.uk/licensing)

----- Forwarded message -----

From: [REDACTED]  
Date: Wed, 8 Mar 2023 at 18:21  
Subject: License Objection - Immersive Group Gaming Ltd Unit 2A/2B Principal Place 1 Worship Street London EC2A 2BA  
To: Licensing (Shared Mailbox) <[licensing@hackney.gov.uk](mailto:licensing@hackney.gov.uk)>

Hello

I would like to object to an alcohol licensing being granted to the following applicant.

Immersive Group Gaming Ltd  
Unit 2A/2B Principal Place 1 [Worship Street London EC2A 2BA](#)

### **the prevention of crime and disorder**

The layout of the bar and gaming area creates sound controlled areas within the bar space  
This means that bar staff may not see to who they are supplying alcohol as they could be in a separate booth from the bar area.  
The sound control booths mean that anyone could be sexually or violently attacked and staff may not hear.  
The sound control booths mean that drug taking and drug dealing could occur out of sight and hearing of the bar staff.  
The booths could also facilitate unlicensed gambling on the outcome of the games taking place.  
The Booths can also be used for a "sponsored minor" to play the game where others are betting on the outcome of the game

### **The prevention of public nuisance**

A 2am exit from the venue will add to the cumulative impact of noise and disturbance, especially for the 249 residential apartments which are above the location of this venue.

### **Public safety**

The sound controlled booths mean that a lot of different types of crime can easily occur :  
drug taking,  
excessive alcohol consumption  
alcohol consumption by minor  
Unlicensed gambling

### **the protection of children from harm**



Computer gaming is highly attractive to children and young adults.  
With good players being co-opted into teams to compete against others  
Gaming Team management can result in coercive control of minors as they are pressured to perform in the game environment.

And finally, this Bar is located within the Hackney Council Special Policy area for alcohol licensing. Adding further drinkers to an already very busy night time economy will inevitably add to the cumulative pressure on police and enforcement resources.

Therefore I would like this license application to be refused completely



Kind regards

A large black rectangular redaction box covering the signature and name of the sender.

Disclaimers apply, for full details see: <https://hackney.gov.uk/email-disclaimer>

# Appendix D



  
Scale: 1:1250 at A4  


**Unit 2A + 2B 1 Principal Place, Worship Street**

Ref:	Produced by: unspecified	please specify copyright statement
Thursday, February 9, 2023	email:	