



# London Borough of Hounslow

## 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 MERLIN MCCORMACK

*(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 1, DUKE OF LONDON, 3 CORSON YARD  |           |  |          |
| Post town  | BRENTFORD |  | Postcode |
| TW8 8GS  |           |  |          |

|   |                 |  |
|---|-----------------|--|
| Telephone number at premises (if any)   | [REDACTED]      |  |
| Non-domestic rateable value of premises | £ NOT RATED YET |  |

### Part 2 - Applicant details

Please state whether you are applying for a premises licence as appropriate      Please tick as

|    |                                     |  |   |                             |
|----|-------------------------------------|--|---|-----------------------------|
| a) | an individual or individuals *      |  |   | please complete section (A) |
| b) | a person other than an individual * |  |   |                             |
|    | i                                   | as a limited company/limited liability partnership | Y | 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 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 (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) |  |
| Surname  |     |                           | First names |                                |  |
| Date of birth  |     | I am 18 years old or over |             | Please tick yes                |  |
| Nationality  |     |                           |             |                                |  |
| Current residential address if different from premises address |     |                           |             |                                |  |
| Post town  |     |                           |             | Postcode                       |  |
| Daytime contact telephone number                               |     |                           |             |                                |  |

|  |  |  |  |
|--|--|--|--|
| <b>E-mail address<br/>(optional)</b>   |  |  |  |
| Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the '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<br>(for example,<br>Rev) |  |
| Surname   |     |                   | First names |                                      |  |
| Date of birth<br>or over  |     | I am 18 years old |             | Please tick yes                      |  |
| Nationality   |     |                   |             |                                      |  |
| Current residential<br>address if different<br>from premises<br>address   |     |                   |             |                                      |  |
| Post town   |     |                   |             | Postcode                             |  |
| Daytime contact telephone<br>number   |     |                   |             |                                      |  |
| E-mail address<br>(optional)  |     |                   |             |                                      |  |
| Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the '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 | ESMERALDA'S OF BRENTFORD LIMITED |
|------|----------------------------------|

|   |
|---|
| Address   |
| ESMERALDA'S OF BRENTFORD LIMITED,<br>80 HIGH STREET, BRENTFORD TW8 8AE                        |
| Registered number (where applicable)  |
| 11977975  |
| 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 |
| 010 | 32 | 026  |

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)

A bar, cafe, restaurant and event space on the ground and first floor of a privately owned multi-storey car park on a private road in Brentford, with an existing and trading commercial space. The space is made up of an internal seating and kitchen area as well as an outdoor courtyard with seating for customers to consume food and alcohol on site.

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)   | Yes |
| 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)  | Yes |
| f) | recorded music (if ticking yes, fill in box F)  | Yes |
| 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)<br>(if ticking yes, fill in box H) |     |

|   |     |
|---|-----|
| <b><u>Provision of late night refreshment</u></b> (if ticking yes, fill in box I) | Yes |
| <b><u>Supply of alcohol</u></b> (if ticking yes, fill in box J)                   | Yes |

**In all cases complete boxes K, L and M**

**B**

|  |       |        |   |     |
|--|-------|--------|---|-----|
| Films<br>Standard days and<br>timings (please read<br>guidance note 7) |       |        | <u>Will the exhibition of films take place<br/>indoors or outdoors or both – please<br/>tick (please read guidance note 3)</u>  |     |
| Day  | Start | Finish | Indoors   |     |
| Mon  | 09:00 | 23:00  | Outdoors  |     |
| Tue  | 09:00 | 23:00  | Both  | Yes |
| Wed  | 09:00 | 23:00  | <u>Please give further details here (please read guidance note 4)</u>   |     |
| Thur   | 09:00 | 23:00  | <u>State any seasonal variations for the exhibition of films<br/>(please read guidance note 5)</u>  |     |
| Fri  | 09:00 | 23:00  | <u>Non standard timings. Where you intend to use the<br/>premises for the exhibition of films at different times to<br/>those listed in the column on the left, please list (please<br/>read guidance note 6)</u> |     |
| Sat  | 09:00 | 23:00  |   |     |
| Sun  | 09:00 | 22:30  |   |     |

**E**

|  |                       |                        |  |   |
|--|-----------------------|------------------------|--|---|
| <b>Live music</b><br>Standard days and timings (please read guidance note 7) |                       |                        | <u>Will the performance of live music take place indoors or outdoors or both – please tick</u> (please read guidance note 3)   |   |
| <b>Day</b><br>Mon  | <b>Start</b><br>09:00 | <b>Finish</b><br>00:00 | Indoors  |   |
|  |                       |                        | Outdoors   |   |
|  |                       |                        | Both   | Y |
|  |                       |                        | <u>Please give further details here</u> (please read guidance note 4)  |   |
| Tue  | 09:00                 | 00:00                  | Any outdoor performance of live music to finish by 22:00   |   |
| Wed  | 09:00                 | 00:00                  | <u>State any seasonal variations for the performance of live music</u> (please read guidance note 5)   |   |
| Thur   | 09:00                 | 00:00                  |  |   |
| Fri  | 09:00                 | 00:30                  | <u>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</u> (please read guidance note 6)<br>NEW YEAR'S EVE LICENSABLE ACTIVITIES TO TERMINATE AT 02:00. |   |
| Sat  | 09:00                 | 00:30                  |  |   |
| Sun  | 09:00                 | 23:30                  | Any outdoor performance of live music to finish by 22:00   |   |

F

|  |       |        |   |   |
|--|-------|--------|---|---|
| <b>Recorded music</b><br>Standard days and timings (please read guidance note 7) |       |        | <b>Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 3)</b>  |   |
| Day  | Start | Finish | Indoors   |   |
| Mon  | 09:00 | 00:00  | Outdoors  |   |
|  |       |        | Both  | Y |
| Mon  | 09:00 | 00:00  | <u>Please give further details here</u> (please read guidance note 4)<br>Any outdoor playing of recorded music to finish by 22:00   |   |
| Tue  | 09:00 | 00:00  |   |   |
| Wed  | 09:00 | 00:00  | <u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 5)  |   |
| Thur   | 09:00 | 00:00  |   |   |
| Fri  | 09:00 | 00:30  | <u>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</u><br>(please read guidance note 6)<br>NEW YEAR'S EVE LICENSABLE ACTIVITIES TO TERMINATE AT 02:00.<br>Any outdoor playing of recorded music to finish by 22:00 |   |
| Sat  | 09:00 | 00:30  |   |   |
| Sun  | 09:00 | 23:30  |   |   |

|  |       |        |   |   |
|--|-------|--------|---|---|
| <b>Late night refreshment</b><br>Standard days and timings (please read guidance note 7) |       |        | <b>Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 3)</b>  |   |
| Day  | Start | Finish | Indoors   | Y |
| Mon  | 23:00 | 00:00  | Outdoors  |   |
| Tue  | 23:00 | 00:00  | Both  |   |
| Wed  | 23:00 | 00:00  | <b><u>Please give further details here</u> (please read guidance note 4)</b>  |   |
| Thur   | 23:00 | 00:00  | <b><u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 5)</b>   |   |
| Fri  | 23:00 | 00:30  | <b><u>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</u> (please read guidance note 6)</b> |   |
| Sat  | 23:00 | 00:30  | <b>NEW YEAR'S EVE LICENSABLE ACTIVITIES TO TERMINATE AT 02:00</b>   |   |
| Sun  | 23:00 | 23:30  |   |   |

J

|   |       |        |   |  |   |
|---|-------|--------|---|--|---|
| <b>Supply of alcohol</b><br>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)  |  |   |
| Day   | Start | Finish | On the premises   |  |   |
| Mon   | 09:00 | 00:00  | Off the premises  |  |   |
| Tue   | 09:00 | 00:00  | Both  |  | Y |
| Wed   | 09:00 | 00:00  |   |  |   |
| Thur  | 09:00 | 00:00  |   |  |   |
| Fri   | 09:00 | 00:30  |   |  |   |
| Sat   | 09:00 | 00:30  |   |  |   |
| Sun   | 09:00 | 23:30  |   |  |   |
|   |       |        | <b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 5)  |  |   |
|   |       |        | <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) |  |   |
|   |       |        | ALCOHOL ONLY TO BE CONSUMED<br>IN OUTDOOR COURTYARD UNTIL 22:00.<br>NEW YEAR'S EVE LICENSABLE<br>ACTIVITIES TO TERMINATE AT<br>02:00  |  |   |

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):

|  |  |          |
|--|--|----------|
|  |  |          |
|  |  |          |
|  |  |          |
|  |  |          |
| Personal licence number (if known)     |  | 19/02434 |
| Issuing licensing authority (if known) |  | WYCOMBE  |

**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 **NONE**

**L**

| <b>Hours premises are open to the public Standard days and timings (please read guidance note 7)</b> |       |            | <b><u>State any seasonal variations</u> (please read guidance note 5)</b>  |
|--|-------|------------|--|
| Day  | Start | Finis<br>h |  |
| Mon  | 08:00 | 00:30      |  |
| Tue  | 08:00 | 00:30      |  |
| Wed  | 08:00 | 00:30      |  |
| Thur   | 08:00 | 00:30      | <b><u>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</u> (please read guidance note 6)</b> |
| Fri  | 08:00 | 01:00      | <b>NEW YEAR'S EVE LICENSABLE ACTIVITIES TO TERMINATE AT 02:00</b>  |
| Sat  | 08:00 | 01:00      |  |
| Sun  | 08:00 | 00:00      |  |

**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)

PLEASE SEE ATTACHED SUMMARY WHICH ADDRESSES THE FOUR LICENSING OBJECTIVES

b) The prevention of crime and disorder

PLEASE SEE ABOVE AND ATTACHED

c) Public safety

PLEASE SEE ABOVE AND ATTACHED

d) The prevention of public nuisance

PLEASE SEE ABOVE AND ATTACHED

e) The protection of children from harm

PLEASE SEE ABOVE AND ATTACHED

Checklist:

Please tick to indicate agreement

|  |                                     |
|--|-------------------------------------|
| • I have made or enclosed payment of the fee.  | <input checked="" type="checkbox"/> |
| • I have enclosed the plan of the premises.  | <input checked="" type="checkbox"/> |
| • I have sent copies of this application and the plan to responsible authorities and others where applicable.  | <input checked="" type="checkbox"/> |
| • I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.   | <input checked="" type="checkbox"/> |
| • I understand that I must now advertise my application.   | <input checked="" type="checkbox"/> |
| • I understand that if I do not comply with the above requirements my application will be rejected.  | <input checked="" type="checkbox"/> |
| • [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). | <input checked="" type="checkbox"/> |

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.

**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.**

|             |   |
|-------------|---|
| Declaration | <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</li></ul> |
|-------------|---|

|           |   |
|-----------|---|
|           | the UK (please read guidance note 15).  |
|           | <ul style="list-style-type: none"> <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 online right to work checking service which confirmed their right to work (please see note 15)</li> </ul> |
| Signature | [Redacted]  |
| Date      | 23.01.26  |
| Capacity  | DIRECTOR  |

**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)**

MERLIN MCCORMACK  
 ESMERALDA'S OF BRENTFORD LIMITED  
 DUKE OF LONDON  
 80 HIGH STREET

|           |           |          |         |
|-----------|-----------|----------|---------|
| Post town | BRENTFORD | Postcode | TW8 8AE |
|-----------|-----------|----------|---------|

|                           |            |
|---------------------------|------------|
| Telephone number (if any) | [Redacted] |
|---------------------------|------------|

If you would prefer us to correspond with you by e-mail, your e-mail address (optional)

**PREMISES LICENCE APPLICATION**

**Esmeralda's of Brentford Limited, 80 High Street, Brentford TW8 8AE**

**Company Number: 11977975**

**Premises: Unit 1, Duke of London, 3 Corson Yard, Brentford TW8 8GS**

**DPS: Merlin McCormack**

**SUMMARY IN RELATION TO SECTION M:**

- 1) The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the London Borough of Hounslow Police Licensing Team. There will be dozens of CCTV cameras throughout the premises which will also be remotely monitored. All 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. Viewing of recordings shall be made available immediately upon the request of Police or authorised officers throughout the entire 31-day period.
- 2) 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. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
- 3) An incident log shall be kept at the premises and made available on request to an authorised officer of the London Borough of Hounslow or the Police. It must be completed within 24 hours of the incident and will record the following:
  - (a) all crimes reported to the venue
  - (b) all ejections of patrons
  - (c) any complaints received concerning crime and disorder
  - (d) any incidents of disorder
  - (e) all seizures of drugs or offensive weapons
  - (f) any faults in the CCTV system, searching equipment or scanning equipment
  - (g) any refusal of the sale of alcohol

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

4) A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS (Proof of Age Standards Scheme) Hologram.

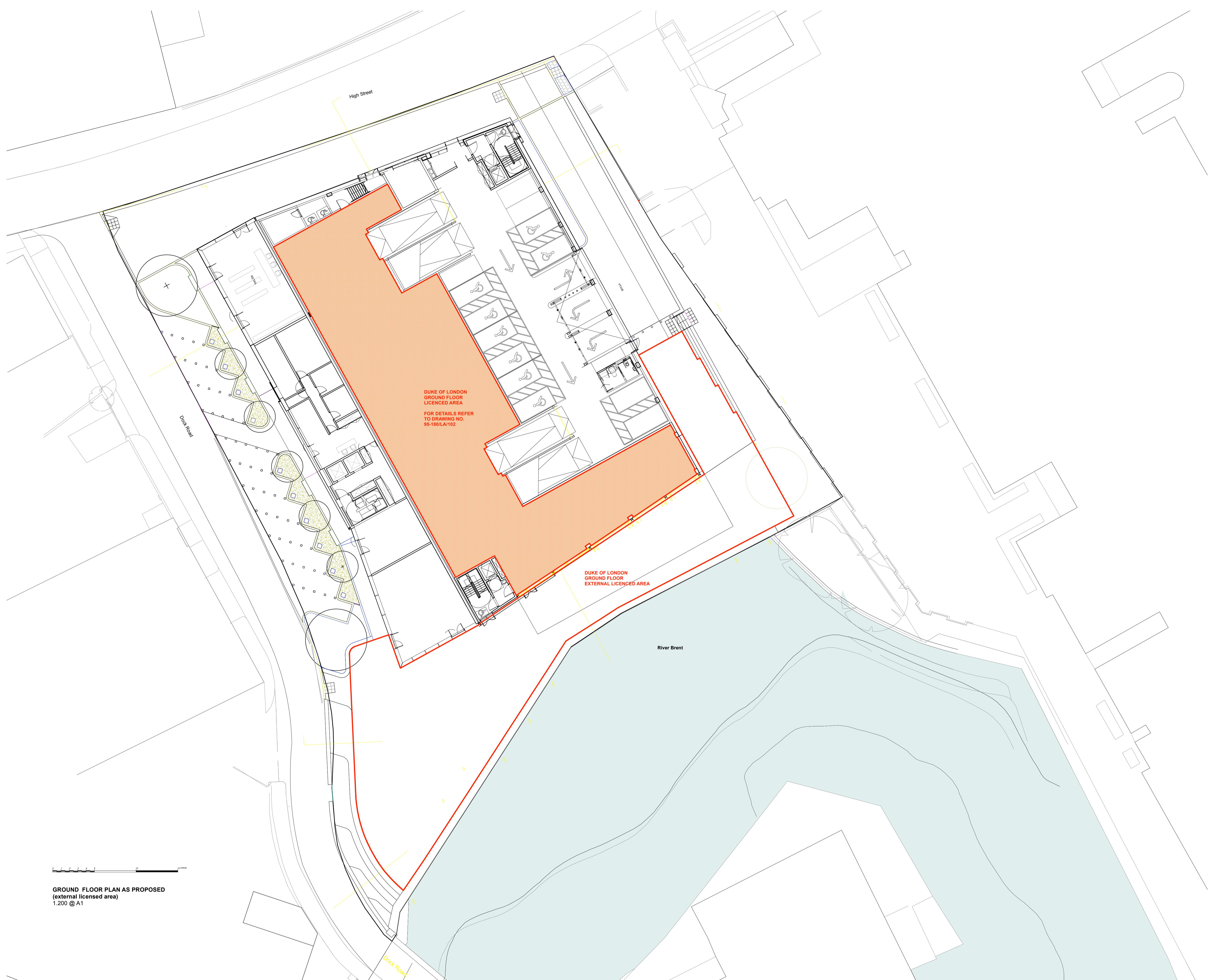
7) All tables and chairs shall be removed (or rendered unusable) from the outside area by 22:30 Monday to Saturday and 22:00 on Sundays.

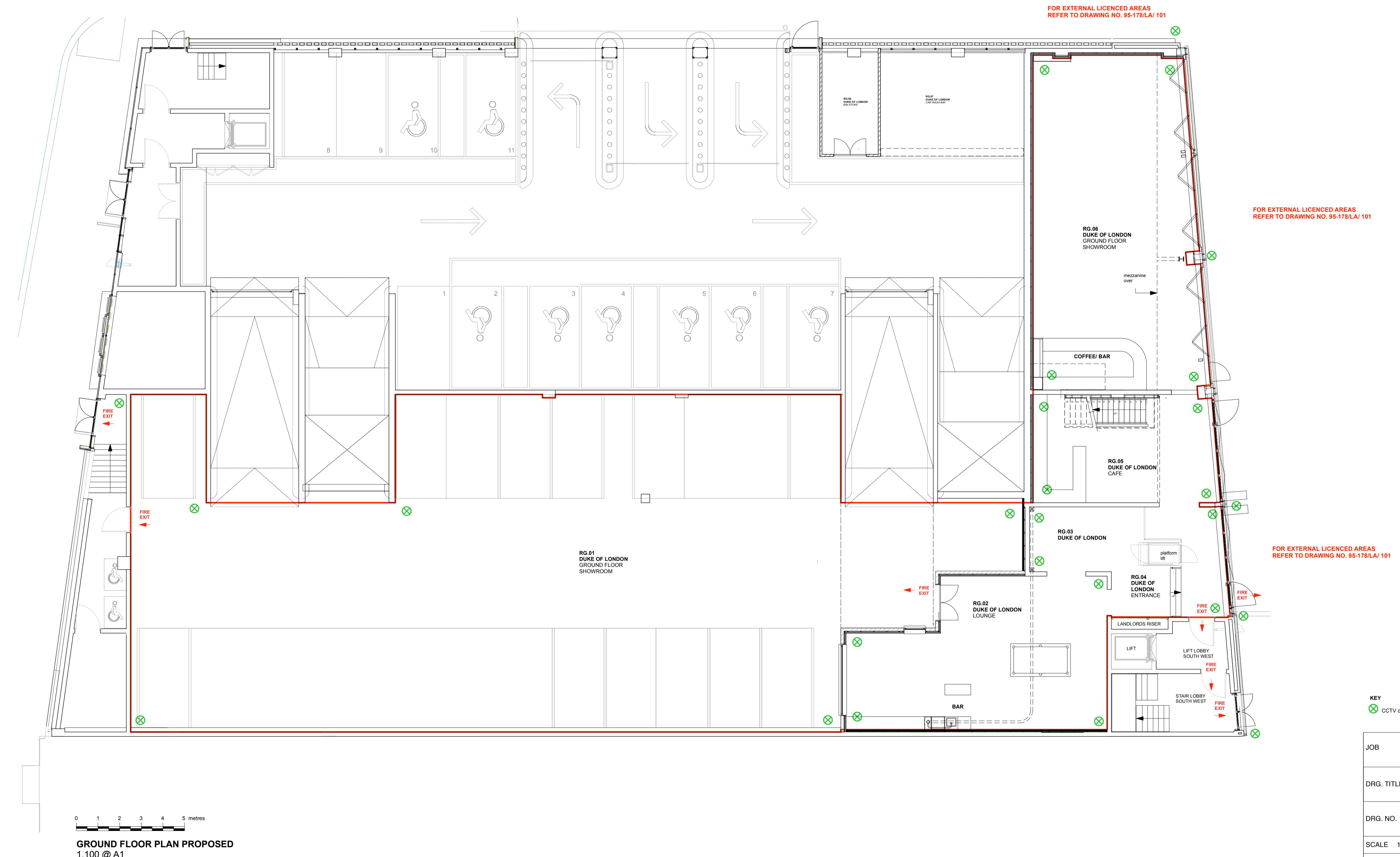
8) The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.

9) No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises. Nor shall any vibration be transmitted through the structure of the premises which gives rise to a nuisance. Owing to feedback from the enforcement and licensing team, the new premises have been designed with noise pollution in mind and the rear event space now already has acoustic panels and louvres in situ where ventilation is required. Other noise absorbing building materials have also been used throughout the construction and fit out of the venue. The new facade is double glazed. The internal walls have been sound insulated using insulated plasterboard and also kingspan. Speakers will not be directed at the facade. A bespoke and advanced AV system has been run throughout the building that all runs back to one central rack. Max volume levels will be hard set by the AV engineer to ensure external dB readings are satisfactory. Only the AV engineer or DPS will be able to adjust these levels, ensuring that any staff member and any entertainer is unable to break past these dB levels. The inside of the facade bi-fold doors will have full height fire-rated, triple-lined acoustic curtains running the full length of the facade. The bi-fold doors will be closed by 22:30 each evening and the curtains drawn by 23:00 if the premises remains open. The unit is fully air conditioned. The ventilation system is fitted with cross-talk attenuators throughout.

10) Notices shall be prominently displayed throughout the premises and at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.

- 11) No smells generated from the cooking processes at the premises shall give rise to nuisance to occupiers of neighbouring properties.
- 12) No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 22:00 hours and 08:00 hours on the following day.





JOB Duke of London

Proposed ground floor plan  
(Licence application)

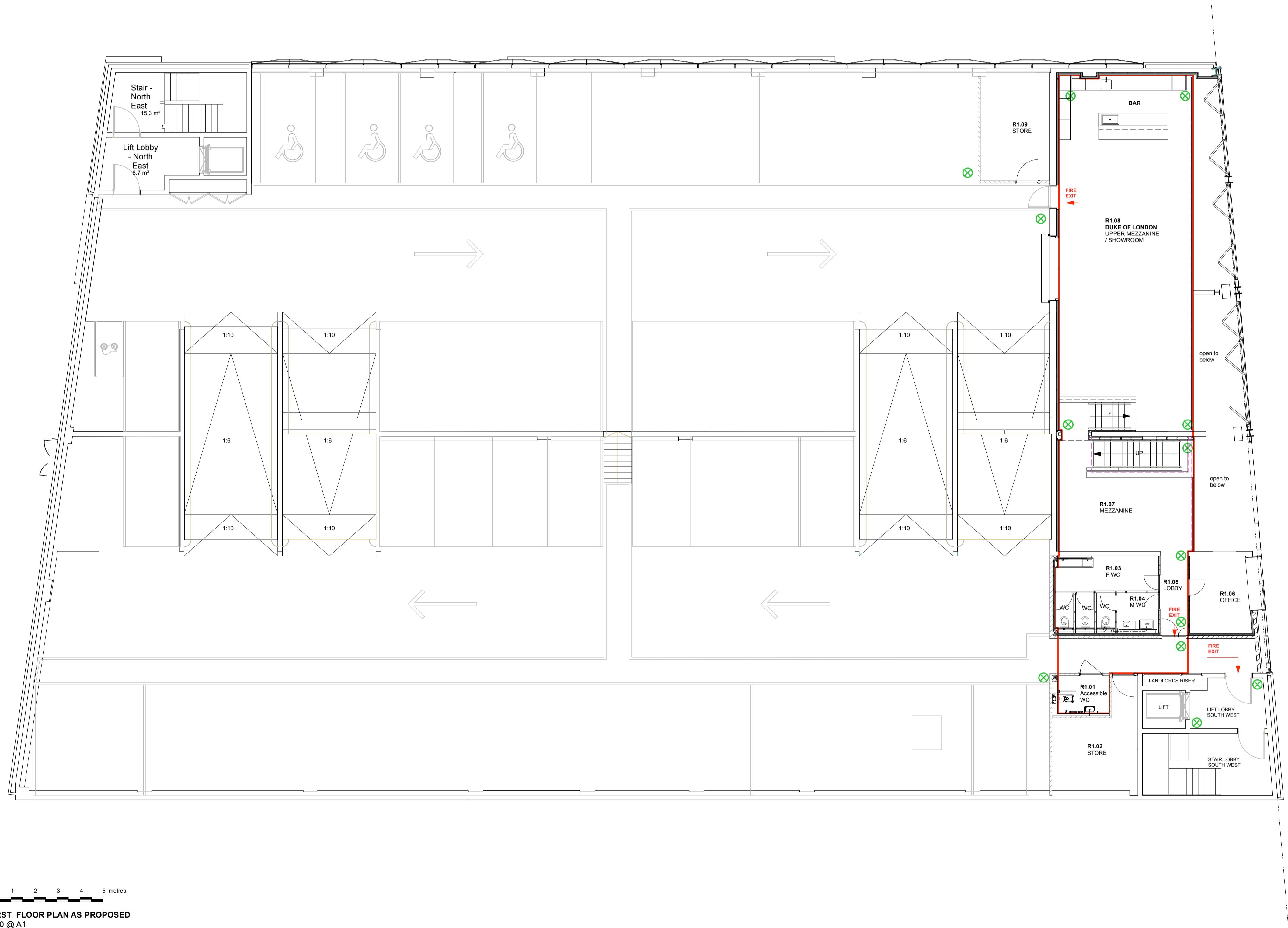
DRG. NO. 95-180/LA/ 102

SCALE 1:100 @ A1 DATE Oct 2024

REVISION

READING + WEST ARCHITECTS LLP  
THE STUDIO  
CAMBRIDGE ROAD  
KEW TW9 3JB

TEL: 020 8940 0700  
ian@readingandwest.co.uk  
www.readingandwestarchitects.co.uk



|            |  |               |
|------------|--|---------------|
| JOB        | Duke of London   |               |
| DRG. TITLE | Proposed mezzanine / first floor plan<br>Licence application |               |
| DRG. NO.   | 95-180/LA/103  |               |
| SCALE      | 1.100 @ A1   | DATE Oct 2024 |
| REVISION   |  |               |

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