



**213-215 Tottenham Court Road  
London  
W1T 7PS**

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**SUMMARY OF PROPOSALS**

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WC2H 9EP**

**Reference: AT/SEL.3.1  
Solicitors for the Applicant**

## Monopoly Lifesized

1. Licensed from global play and entertainment company, Hasbro Inc., 'MONOPOLY Lifesized' opened in 2021 to provide a unique and immersive experience, featuring four MONOPOLY 'boards' which challenges teams to complete together to move along and buy property in the spirit of the classic boardgame. In addition, the premises houses a ground floor restaurant and bar entitled 'The Top Hat' as well as an event space contained within the basement. The nature of the premises is to remain unchanged from that which has operated for the last four years.
2. The premises are located in the commercial centre of Tottenham Court Road, a busy throughfare for both pedestrians' and vehicles day and night including TfL Night buses. Goodge Street (100 metres) and Tottenham Court Road Underground Stations (0.3 mile) are respectively short walks away, with both stations providing 24/7 Night Tube on Friday and Saturday evenings.

## The Application

3. The application for variation of the existing Premises Licence, is to extend the permitted hours to terminate at 01:00 Monday to Wednesday and 02:00 Thursday to Saturday. Importantly, two limitations have been proposed, as follows:-
  - a) Limited to the Basement and Ground Floors only; and
  - b) Limited to pre-booked private events only.
4. Conditions have been agreed to reflect those limitations, as outlined below. In respect of a), we say by limiting the use of the extended hours to those two floors allows for a better gradual dispersal than the entire premises closing at the same hour. In respect of b), by restricting the use for pre-booked private events naturally limits the frequency when the later hours may be utilised for when such events are held.
5. There are no changes sought in respect of the first and second floors, nor the permitted hours on Sundays which are to remain unchanged.

## Licence Conditions

6. A comprehensive list of additional conditions have been agreed as set out below to reflect the limitations as outlined above and address the four licensing objectives:-
  - X. *When the premises is open beyond 23:30 Monday to Thursday or 00:00 Friday to Saturday, for pre booked private events in the basement and ground floor, the need for door staff shall be assessed by the licence holder or designated premises supervisor on a regular basis and door staff shall be employed when and where the risk assessment deems this appropriate or at the written request of the police. The number of door staff employed at the premises when licensable activities are taking place, their location within the premises and the times they will be employed will be decided in consultation with the Police. When employed, a log shall be kept of the door staff working on any night to include their full name, date of birth, Security Industry Authority licence number, company and booking on-off times. It shall be made available on request from the Licensing Authority or Responsible Authorities.*

- X. *When the premises is open beyond 23:30 Monday to Thursday or 00:00 Friday to Saturday, licensable activities shall only be provided to persons attending a pre-booked and bona fide private function or event to which members of the public are not admitted.*
- X. *A register of persons attending the event shall be kept for a minimum period of 31 days at the premises and made available for immediate inspection by police or an authorised officer of the Council throughout the entire 31-day period.*
- X. *All front of house staff shall be trained in Welfare and Vulnerability Engagement (WAVE), "Ask for Angela", drink spiking. Records of staff training shall be provided to an authorised officer upon request.*

## **Representations**

- 7. Representation has been received from the Ridgmount Gardens RA who have been contacted and their concerns discussed. There are also representations from the Fitzrovia Association and the Licensing Authority.
- 8. No representations have been received by the Police Licensing, as chief Authority concerning crime and disorder, or Environmental Health concerning public nuisance.

## **Statement of Licensing Policy 2025-2030**

- 9. The premises are not, nor were ever, located within a Special Policy Area. Indeed, there are no 'Premises Policies' presumptions that apply directing to the nature of the unique operations although parts of the policy provide a positive outlook to similar type uses:-
  - '8.25 *Premises that provide live music, dance and similar entertainment are of cultural importance in the borough. We encourage diverse forms of entertainment throughout the borough...*
  - '8.40 *We welcome the contribution that theatres, cinemas and community premises make in providing diverse entertainment for people of all ages in borough.'*

## **Conclusion**

- 10. 'Monopoly Lifesized' hopes to continue providing a unique entertainment experience, albeit with greater flexibility to offer pre-booked events during the extended hours. Conditions have been agreed to address concerns and there are no policy presumptions arising.