

**Port Health and Public Protection**  
**Department of Markets and Consumer Protection**  
David A H McG Smith CBE  
Director of Markets and Consumer Protection



Mr Peter Davenport, Licensing Team Manager  
City of London Corporation  
Department of Markets & Consumer Protection

Date 10 December 2013

Dear Peter,

**The Dollhouse, 7-8 Bishopsgate Churchyard, London EC2M 3TJ**

I write with reference to the summary review application for the above premises submitted by the Police Responsible Authority on 2 December 2013. In my opinion, the operator of the Dollhouse has failed to promote the Licensing Objectives of the Licensing Act 2003 with respect to the prevention of crime and disorder. This representation, supporting the Police review application, is made on behalf of the City of London Corporation's Trading Standards Service, being the local Weights and Measures Authority for the City of London and Responsible Authority under the Licensing Act 2003,

**Background Information**

On Friday 14<sup>th</sup> June 2013 Environmental Health Officers (EHOs) from the City of London Corporation's Food Safety Team visited The Dollhouse at 7-8 Bishopsgate Churchyard, London EC2M 3TJ, and took formal samples of Grey Goose and Belvedere vodka from near empty bottles that they found in the kitchen. Subsequent analysis of the samples by a Public Analyst indicated that they were not the brands stated on the bottles.

This, together with the fact that adjacent to the premium branded bottles, the EHOs reported that they had found funnels and full bottles of a cheap branded vodka not sold by The Dollhouse, caused me to suspect that cheap vodka was being decanted into premium quality Grey Goose and Belvedere branded vodka bottles and being sold to unsuspecting customers as such.

This would be contrary to:-

- Section 92(1)(a) and (b) of the Trade Marks Act 1994; and
- Section 1(1) of the Fraud Act 2006.

In order to establish that the "supply" of substituted vodka was actually taking place, I arranged a covert test purchasing operation in conjunction with licensing officers from the

City of London Police. This operation was due to take place overnight on Sunday 10<sup>th</sup> / Monday 11<sup>th</sup> November 2013.

However despite me making a telephone booking, and The Dollhouse debiting my credit card account for £500 as payment for a table, the venue did not open on Sunday 10<sup>th</sup> / Monday 11<sup>th</sup> November 2013 and therefore no test purchases were made.

### **Conclusion**

In my opinion there have been clear and serious crime and disorder issues as a result of the licensable activities occurring at these premises. Having reviewed all of the information available, the Weights and Measures Responsible Authority is of the view that the prevention of crime and disorder licensing objective is being undermined and therefore supports the Police review application.

Yours sincerely



**Ian Dobson**  
**Trading Standards Officer**