

Licensing Act 2003 Premises Licence

Premises Licence Number

21/00205/PRMNEW

Version Reference

21/00205/PRMNEW

Part 1 – Premises Details

Postal address of premises including Post Town & Post Code, or if none, ordnance survey map reference or description

82 - 84 Clapham Park Road
London
SW4 7BX

Telephone number

Where the licence is time limited the dates

Licensable activities authorised by the licence

Sale by Retail of Alcohol

The times the licence authorises the carrying out of licensable activities

Sale by Retail of Alcohol

Saturday	12:00 - 23:00
Sunday	12:00 - 23:00
Monday - Friday	17:00 - 23:00

The opening hours of the premises

Saturday	12:00 - 23:30
Sunday	12:00 - 23:30
Monday to Friday	17:00 - 23:30

Where the licence authorises supplies of alcohol whether these are on and/or off supplies

Alcohol may be supplied for consumption both on and off the premises.

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence

SW4 EVENTS LTD
82 - 84 Clapham Park Road
London
SW4 7BX

Email Address contact details [REDACTED]

Registered number of holder, for example company number, charity number (where applicable)

11740218

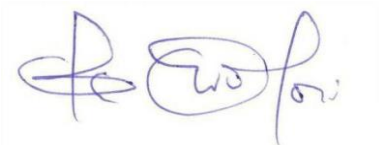
Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply or the sale by retail of alcohol

Mr Tajinder Viridi
[REDACTED]
Ruislip
HA4 8BN

Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises the supply or sale by retail of alcohol

Personal Licence No: [REDACTED]

Licensing Authority: London Borough Of Hillingdon



Signed:

On behalf of the Head of Regulatory Services

Dated: 3 December 2021

Annex 1 – Mandatory conditions

(Alcohol – on)

1. No supply of Alcohol may be made under the Premises Licence:
 - (a) At a time when there is no Designated Premises Supervisor in respect of the Premises Licence; or
 - (b) At a time when the Designated Premises Supervisor does not hold a Personal Licence or is suspended.
2. Every supply of alcohol under the Premises Licence must be made, or authorised by a person who holds a Personal Licence.
3. The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—

- (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise)
 - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
 - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;
 - (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
 - (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).
4. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
 5. The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
 - (1) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
 - (2) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and

either—

- (a) a holographic mark, or
- (b) an ultraviolet feature.

6. The responsible person must ensure that—

- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
 - (i) beer or cider: ½ pint;
 - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
 - (iii) still wine in a glass: 125 ml;
- (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
- (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

7. Additional Mandatory Licensing Conditions, Minimum Drinks Pricing:

- (i). A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
- (ii). For the purposes of the condition set out in paragraph 1
 - (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979
 - (b) "permitted" price is the price found by applying the formula - $P=D+(D \times V)$ where:
 - (i) P is the permitted price,
 - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
 - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
 - (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence
 - (i) the holder of the premises licence,
 - (ii) the designated premises supervisor (if any) in respect of such a licence, or
 - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
 - (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
 - (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.
- (iii). Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
- (iv). (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Annex 2 – Conditions consistent with the Operating Schedule

None

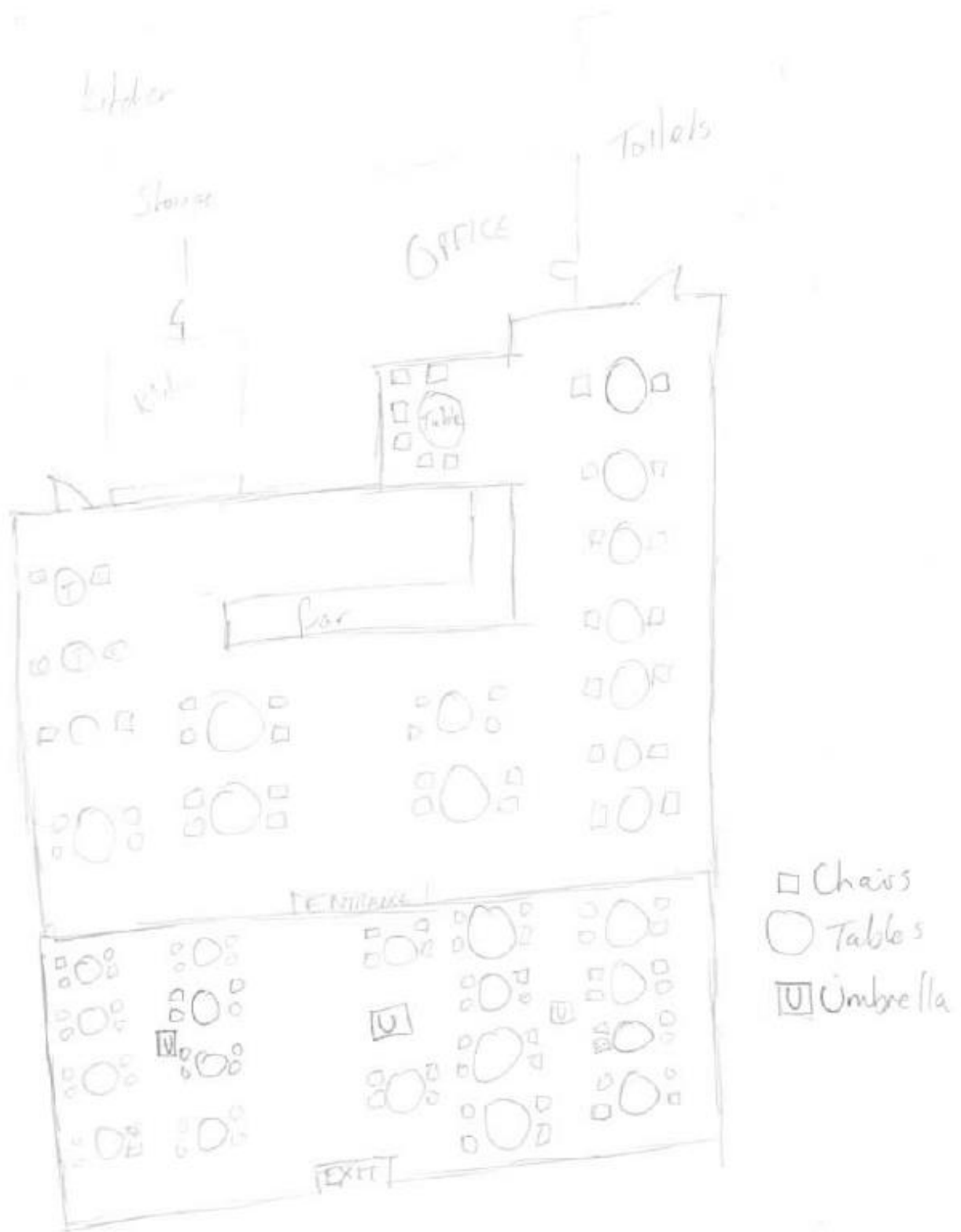
Annex 3 – Conditions attached after a hearing by the licensing authority

1. 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 Hologram.
2. Signage advertising the aforementioned proof of age scheme shall be prominently displayed throughout the premises with a particular emphasis on the alcohol display area and service area.
3. All staff members engaged, or to be engaged, in selling alcohol on the premises shall receive full training pertinent to the Licensing Act, specifically in regard to age-restricted sales, and the refusal of sales to persons believed to be under the influence of alcohol or drugs. This shall take place every 6 months
4. All such training is to be fully documented and signed by not only the employee but the person delivering the training. Training records shall be kept at the premises and made available upon request to either Police Officers or an authorised officer of Lambeth Council.
5. All children under the age of 18 shall be accompanied by a responsible adult at all times whilst on the premises after 19:00
6. The premises shall install and maintain a comprehensive CCTV system. All entry and exit points must be covered enabling frontal identification of every person entering in a light condition. The CCTV system shall continually record whilst the premises are open. 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 officer of Lambeth Council
7. A staff member from the premises who is conversant with the operation of the CCTV system shall be in the premises at all times when the premises is 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 and within a maximum of 24 hours of the initial request.
8. Subject to Data Protection guidance and legislation, the management of the premises will ensure that key staff are fully trained in the operation of the CCTV, and will be able to download selected footage onto a disk/USB Stick for the Police or authorised officers of the Local Authority or UK Border Agency without difficulty, delay or charge.
9. Any CCTV breakdown or system failure will be notified to the Police and Local Authority immediately & remedied as soon as practicable. Repair records / invoices shall be kept on site for at least 12 months and be readily available to be viewed by all authorised persons upon request.
10. There shall be no vertical drinking at the premises.
11. The supply of alcohol shall only be to persons seated taking a table meal there and for consumption by such persons as ancillary to their meal
12. The supply of alcohol shall be by waiter or waitress service only.
13. The sale and supply of alcohol for consumption off the premises shall be restricted to persons who are seated in the outside area identified on the plan attached to this licence and who are taking a table meal there and where the consumption of alcohol is ancillary to their meal and where the sale and supply of alcohol is by waiter or waitress service.
14. No person shall be allowed to leave the premises whilst in the possession of any drinking vessel or open glass bottle, whether empty or containing any beverage (except within outside area defined on the plans attached to the licence)
15. Management/staff shall proactively monitor the conduct and behaviour of patrons on the public highway to ensure no noisy, rowdy or anti-social behaviour (this includes loud talking/shouting and people congregating in large groups on pavement obstructing the public highway). Those patrons deemed to

be engaging in such behaviour shall be asked to cease this activity and/or disperse from the premises quietly.

16. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
17. Loudspeakers shall not be located in any entrance lobbies or outside the premises building entrances
18. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.
19. There shall be no deliveries to the premises between (22.00) and (08.00) hours on the following day
20. 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
21. The maximum number of persons accommodated at the premises (excluding staff) shall not exceed:
 - (a) 40 persons inside the premises
 - (b) 40 persons outside the front premises
22. The outside area at the front of the premises shall be rendered unusable from 21:00 hours Monday to Sunday.

Annex 4 – Plans



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SW4 EVENTS LTD
82 - 84 Clapham Park Road

London
SW4 7BX

Registered number of holder, for example company number, charity number (where applicable)

11740218

Name of designated premises supervisor where the premises licence authorises the supply or sale by retail of alcohol

Mr Tajinder Viridi

State whether access to the premises by children is restricted or prohibited

Restricted