

New Premises Licence

Premises Details

Premises Address *

28 GEORGE STREET CROYDON CROYDON CR0 1PB

Telephone number at premises (if any)

Non-domestic value of premises. *

£ 53500

Applicant Details

I/We 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.

Please state whether you are applying for a premises licence as:

a person other than an individual -as a limited company/
limited liability partnership

Applicant Details

If you are applying as a person described in one of the above please confirm: *

I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or

Other Applicant (Non Individual)

Name *

Hoggs Hospitality Ltd

Registered Address *

28 George Street

Town/City *

Croydon

Other Applicant (Non Individual)

A1

County

Postcode *

CR0 5PG

Registered Number (where applicable)

13955954

Description of applicant (for example partnership, company, unincorporated association, etc) *

Limited Company

Telephone Number

Email *

Operating Schedule

When do you want the premises licence to start? *

22/08/2022

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

Please give a general description of the premises. *

Coffee shop and late night bar selling mainly coffee, alcohol, soft drinks and a selection of snacks. Bar and seating on the ground floor, with toilets, staff areas and function room in the basement. There will also be provision for off premises alcohol sales with some outdoor seating out the front of the venue.

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

Operating Schedule

What licensable activities do you intend to carry on from the premises? * (Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2) *

Plays

Films

Indoor Sporting Events

Operating Schedule

A 1

Boxing or Wrestling

Live Music

Recorded Music

Performances of Dance

Anything of a similar description falling under Music or Dance

Provision of late night refreshment

Supply of Alcohol

Film Standard Times

Standard days and timings, where you intend to use the premises for the exhibition of films. (please read guidance note 7) *
Please enter times in 24hr format (HH:MM)

Day *

Film Standard Times

Standard days and timings, where you intend to use the premises for the exhibition of films. (please read guidance note 7) *
Please enter times in 24hr format (HH:MM)

Day *

Film Standard Times

A1

Standard days and timings, where you intend to use the premises for the exhibition of films. (please read guidance note 7) *
Please enter times in 24hr format (HH:MM)

Day *

Friday to Saturday

10:00

02:00

Film Standard Times

Standard days and timings, where you intend to use the premises for the exhibition of films. (please read guidance note 7) *
Please enter times in 24hr format (HH:MM)

Day *

Sunday

10:00

22:00

Films

Will the exhibition of films take place indoors or outdoors or both? (please read guidance note 3) *

Indoors

Please provide further details. (please read guidance note 4)

Mainly for film nights to be held in the basement area

State any seasonal variations for the exhibition of films. (please read guidance note 5)

none

Please state any non-standard timings, where you intend to use the premises for the exhibition of films at different times from the Standard days and times listed? (please read guidance note 6)

none

Live Music Standard Times

Standard days and timings, where you intend to use the premises for the performance of live music. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Monday to Wednesday

10:00

Live Music Standard Times

A1

23:00

Live Music Standard Times

Standard days and timings, where you intend to use the premises for the performance of live music. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Thursday

10:00

02:00

Live Music Standard Times

Standard days and timings, where you intend to use the premises for the performance of live music. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Friday to Saturday

10:00

02:00

Live Music Standard Times

Standard days and timings, where you intend to use the premises for the performance of live music. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Sunday

10:00

22:00

Live Music

Live Music

A1

Will the Performance of Live Music take place indoors or outdoors or both? (please read guidance note 3) *

Please provide further details. (please read guidance note 4)

State any seasonal variations for the Performance of Live Music. (please read guidance note 5)

Please state any non-standard timings, where you intend to use the premises for the performance of live music at different times from the Standard days and times listed? (please read guidance note 6)

Recorded Music Standard Times

Standard days and timings, where you intend to use the premises for the performance of recorded music. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Recorded Music Standard Times

Standard days and timings, where you intend to use the premises for the performance of recorded music. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Recorded Music Standard Times

Standard days and timings, where you intend to use the premises for the performance of recorded music. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Recorded Music Standard Times

A1

02:00

Recorded Music Standard Times

Standard days and timings, where you intend to use the premises for the performance of recorded music. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Sunday

10:00

22:00

Recorded Music

Will the playing of recorded music take place indoors or outdoors or both? (please read guidance note 3) *

Indoors

Please provide further details.(please read guidance note 4)

Recorded music to be played throughout the venue during all opening times

State any seasonal variations for the playing of recorded music. (please read guidance note 5)

none

Please state any non-standard timings, where you intend to use the premises for the performance of recorded music at different times from the Standard days and times listed? (please read guidance note 6)

none

Late Night Refreshment Standard Times

Standard days and timings, where you intend to use the premises for late night refreshment.(please read guidance note 7)* Please enter times in 24hr format (HH:MM)

Day *

Thursday

23:00

02:00

Late Night Refreshment Standard Times

AI

Late Night Refreshment Standard Times

Standard days and timings, where you intend to use the premises for late night refreshment.(please read guidance note 7)*
Please enter times in 24hr format (HH:MM)

Day *

Friday to Saturday

23:00

02:00

Late Night Refreshment

Will the provision of late night refreshment take place indoors or outdoors or both? (please read guidance note 3)*

Indoors

Please provide further details.(please read guidance note 4)

Provision of late night hot drinks and snacks dependant on capacity to ensure public safety

State any seasonal variations for the provision of late night refreshment.(please read guidance note 5)

none

Please state any non-standard timings, where you intend to use the premises for late night refreshmentat different times from the Standard days and times listed?(please read guidance note 6)

none

Supply of Alcohol Standard Times

Standard days and timings, where you intend to use the premises for the supply of alcohol. (please read guidance note 7)*
Please enter times in 24hr format (HH:MM)

Day *

Monday to Wednesday

10:00

23:00

Supply of Alcohol Standard Times

Standard days and timings, where you intend to use the premises for the supply of alcohol. (please read guidance note 7)*
Please enter times in 24hr format (HH:MM)

Day *

Thursday

10:00

Supply of Alcohol Standard Times

A1

02:00

Supply of Alcohol Standard Times

Standard days and timings, where you intend to use the premises for the supply of alcohol. (please read guidance note 7)*
Please enter times in 24hr format (HH:MM)

Day *

Friday to Saturday

10:00

02:00

Supply of Alcohol Standard Times

Standard days and timings, where you intend to use the premises for the supply of alcohol. (please read guidance note 7)*
Please enter times in 24hr format (HH:MM)

Day *

Sunday

10:00

22:00

Supply of Alcohol

Will the supply of alcohol be for consumption on premises or off premises or both? (please read guidance note 8) *

Both

State any seasonal variations for the supply of alcohol. (please read guidance note 5)

none

Please state any non-standard timings, where you intend to use the premises for the supply of alcohol at different times from the Standard days and times listed? (please read guidance note 6)

Potential extensions may be requested on special events and bank holidays. This will be done through the correct channels.

Designated Premises Supervisor

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)

Designated Premises Supervisor

AI

Title *	Miss
First name *	Claire
Surname *	Hogg
Street address *	
Town/City *	
Personal Licence Number (if known)	11/00487/LIPERS
Issuing Licensing Authority (if known)	Croydon

Adult Entertainment

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).

none

Opening Hours Standard Times

Standard days and timings, where the premises are open to the public. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *	Monday to Wednesday
	10:00
	23:00

Opening Hours Standard Times

A1

Standard days and timings, where the premises are open to the public. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Thursday

10:00

02:00

Opening Hours Standard Times

Standard days and timings, where the premises are open to the public. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Friday to Saturday

10:00

02:00

Opening Hours Standard Times

Standard days and timings, where the premises are open to the public. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Sunday

10:00

22:00

Opening Hours

State any seasonal variations. (please read guidance note 5)

none

Please state any Non-standard timings, where you intend the premises to be open to the public at different times from the Standard days and times listed? (please read guidance note 6)

Potential extensions maybe requested on special events and bank holidays. This will be done through the correct channels.

Licensing Objectives

A1

Describe any additional steps you intend to take to promote the four licensing objectives as a result of the proposed variation:

a) General - all four licensing objectives (b, c, d and e)
(please read guidance note 10)

Liaising with local authorities and licensing to make the venue a fun and safe space for everyone is of utmost importance. Implementing good systems, policies, risk assessments and training will all help to achieve this. All legal requirements will be met and everything done to protect customers and the surrounding community.

b) The prevention of crime and disorder

Customers will not be allowed to consume their own alcohol in the venue SIA credited door staff will be present at weekends to monitor entry and behaviour of customers Staff will be vigilant to any suspicious behaviour and trained in the dealing with and reporting of this 24 hour monitored security systems installed Internal CCTV covering all public space

c) Public safety

Staff training records in hygiene and safe food practices Full risk assessments Incident reports First aid and fire training Fully installed fire alarm system Daily procedures implemented including cleaning, housekeeping, inspections of building and equipment SIA credited door staff will be present at weekends for public safety All equipment is installed by trained and accredited professionals Training in keeping thorough fares and fire exits clear Internal CCTV covering all public space

d) The prevention of public nuisance

Challenge 25 in place. Including staff training around this Staff training in intoxication and refusal of service procedures Signs present requesting customers leave the venue quietly Internal CCTV covering all public space No drinking outside after 10pm Noise report already submitted and approved

e) The protection of children from harm

Challenge 25 in place SIA door staff at weekends ID on door as required Training and awareness on serving groups/drinks for people not present at the bar Under 18s not permitted in venue after certain times Awareness during daytimes if children are present. Suitable baby change facilities available

Declarations

Declaration Type *

Sole Applicant - Individual or Other

Declarations

I have uploaded a copy of the plan of the premises. I have uploaded a copy of the consent form completed by the individual I wish to be designated premises supervisor, if applicable. I understand 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 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 (please read note 15)

Declarations

AI

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.

Signature/Declaration of applicant or applicant's solicitor or other duly authorised agent (see Guidance Note 11 & 12). If signing/applying on behalf of the applicant, please state your name and in what capacity you are authorised to sign/apply. When submitting an on-line application form the 'Declaration made' checkbox must be selected.

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).

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, if appropriate (please see note 15).

Full Name *

Claire Hogg

Date *

15/07/2022

Capacity *

Applicant

Declaration made

Do you wish to provide alternative correspondence details? *

No

Email confirmation

On submission an email confirmation will be sent using the details below

Forename

Surname /Company Name

Hoggs Hospitality Ltd

Email *

Telephone

- ⊙ MANUAL CALL POINT
- S SMOKE DETECTOR
- △ SOUNDER
- ∧ BEACON
- ∟ FIRE DOOR
- ∞ EXTINGUISHERS
- E EXIT SIGN



Basement Floor Plan
 Location - 28 George Street Croydon CR0 1PB

scale 1:100

Proposed Conditions for 28 George Street, Croydon CR01PB

1. Staff shall be given training by the DPS in relation to Licensing Act 2003, conflict management and the protection of children from harm. Refresher training shall be given every 6 months and records shall be kept at the premises and made available for inspection by the police or authorised official from the local authority
2. All staff shall undertake, yearly, Welfare and Vulnerability Training and in addition to Counter Terrorism Training ACTE.
3. Staff will assist customers by providing a license taxi number or have a license taxi called to the venue if so required.
4. The venue must provide its own written policy in relation to searching, drugs, weapons and theft. Signage shall be displayed at the entrance of the premises and in toilets explaining a zero tolerance to drugs
5. A CCTV system shall be installed at the premises covering the entrance, the external area and all internal areas. A head and shoulders image to identification standard shall be captured of every person entering the premises. Images shall be kept for 31 days and supplied to the police or local authority on request.
6. The premises shall have a written dispersal policy.
7. Ensure appropriate signage requesting customers to leave quietly is correctly displayed.
8. Staff will assist customers by providing a license taxi number or have a license taxi called to the venue if so required.
9. Ensure that a comprehensive incident register is maintained, at the premises. The DPS shall ensure that details of incidents shall be added to the register within 24hrs of any incident. CCTV images of any incident will be recorded and kept at the premises along with a copy of the incident report and written reports from all members of staff involved

The following details shall be recorded: -
Date of the incident
Time of the incident
Location of the incident
Persons concerned
Summary of incident
Identification of any Emergency Services Personnel who attended
10. No open containers of alcohol or glass ware shall be permitted to leave the premises.

11. Any Promoted events held at the premises must be risk assessed; this risk assessment should be written and available to Police upon request.
 12. All promoted events must have a written risk assessment (RA), this must include SIA numbers and search regime for the event. This RA must be submitted to Croydon Police Licensing Team 14 days before the event takes place
 13. A minimum of two SIA door supervisors shall be deployed at the venue every Friday, Saturday, Christmas Eve, New Year's Eve, bank holidays and Sundays before a bank holiday from 21:00hrs until the premises closes
 14. When door staff are used at the premises ensure that records are kept at the premises, of the following details of any door-supervisor employed at the premises:
 - Name and date of birth
 - Full 16 digit SIA badge number
 - Dates and times employed
 - Signature of the door-supervisor
- These records shall be made available, in useable form, to the Metropolitan Police or authorised officers of the Security Industry Authority upon request.
15. A challenge 25 policy shall be in operation at the premises with operate signage on display throughout the premises.
 16. Ensure that a refusal book or electronic system to record all refusals of sales of alcohol shall be maintained on the premises and made available to the police and local authority officers upon reasonable request.

Rep 1.

I am writing to object to the application I have just seen for a premises licence in respect of 28 George Street, CR0 1PB.

I have lived in a flat at [redacted] for over 30 years. My home is about 50 metres from the site under consideration.

My principal objections are as follows:

1) Late night opening and serving alcohol until 2am three nights a week will cause a considerable noise disturbance to me and my neighbours. George Street is part residential and always has been. There is little policing at night and door security simply transfers antisocial behaviour to the street.

2) Playing live/recorded music until 2am will cause a noise disturbance both directly and from departing patrons. This will make it difficult for me to sleep.

3) This area is supposed to be a conservation area. It has a healthy mix of residential, office and retail premises. This kind of development makes the area undesirable for office and residential use.

4) Tables outside. I assume a separate pavement licence application will be made in respect of this? In any case I object to this also as will many pedestrians. The experience of the George pub is that such tables become a magnet for noise from drunkenness. Also the street is becoming congested with people being forced to walk in the street to avoid the tables.

As noted above, I have been here many years and seen many businesses come and go. I am very happy that the building has a new occupant and wish them every success. However that success cannot be to the expense of other people nearby.

Rep 2.

I have read carefully the application for a premises licence to operate 28 George Street as a live music venue with late night opening. This company, [redacted], operates serviced offices and a small HMO very nearby at [redacted] George Street. I have personally [redacted] the business since 2008 and know George Street well.

We have a number of businesses here including a software business, a computer animation business, a law firm, an accountancy firm, a clinical psychologist, a firm promoting UK education overseas (principally India), a property business, a trucking company and ad-hoc market researchers.

In recent years, we have suffered considerable noise nuisance at the front of the building. I have received complaints from both businesses and residential tenants. In some cases people have moved out because of noise and anti-social behaviour. A principal source is from evening and late night uncontrolled drunkenness. **This is an existential threat to our business.**

Therefore I wish to object and otherwise comment as follows:

1) Live and recorded music. 28 George Street is ~~located~~ out building. There will be a **direct noise impact on us**. The heavy beat of many times of modern music will penetrate and disturb us. We object to this as inappropriate to the location given the **loss of amenity** to neighbours.

2) Alcohol sales. We already have too many venues selling alcohol and the street becomes rowdy at a time people are still working here. Female users of the building have complained about being intercepted by drunks asking "what's going up on up there" etc. A few years ago we had an attempted rape on the communal stair case by drunks who had followed two female residents back. It only stopped because by chance I was still working at 2.30am finishing a VAT return. I heard the screams. We also have had drunks vomit on our staircase. I have been hit by a glass during the "crossfire" of a pub fight at the tables outside the George pub. We've also had people urinate in our entrance way. Policing is insufficient. Door staff see their duty as done once they have pushed people into the street. **Our business is blighted by the antisocial behaviour that results from drinking establishments.**

3) Late night opening to 2am. People live in this building and have done since 1897. Night-time noise is a constant complaint. **People cannot get to sleep whilst there is so much noise from shouting, breaking glass etc.**

4) Pavement licence/tables outside

In the case of the George pub, this has proved a magnet for antisocial behaviour. People hang around the tables outside of the designated areas (despite the best efforts of bar staff). Beggars approach. Fights break out. It is also a "pinch-point". People often walk in the road (including in front of trams) to get past or avoid the plumes of cigarette smoke. So I would object to any "tables outside". It is a **safety issue** if there are fights or people have to walk into the road.

5) Alcohol for sale off the premises.

I can only see this as a way of causing **further antisocial behaviour** as it affords patrons the opportunity of continuing to drink as they leave the premises. There is a Public Space Protection Order (PSPO) in George Street which sees little enforcement. I cannot see that it is appropriate for a venue in a location subject to a PSPO to be selling bottles to take away.

Overall, the detrimental impact on my business, businesses that occupy my premises and the people who have made their home here outweighs, in my opinion, the value of granting the application as submitted.

At the very least, I would suggest:

- 1) All music to stop at 11pm.
- 2) All alcohol sales to stop after 11pm.
- 3) No "off" licence.
- 4) The playing of music to be confined to the basement OR proper "double doors" to be fitted to the main entrance with enough space between them so that a person passing through does not cause them both to be open at the same time. No music to be audible from outside.

Rep 3.

I have just seen the proposal for 28 George Street to become a live music venue, opening and selling alcohol until 2am, three nights a week.

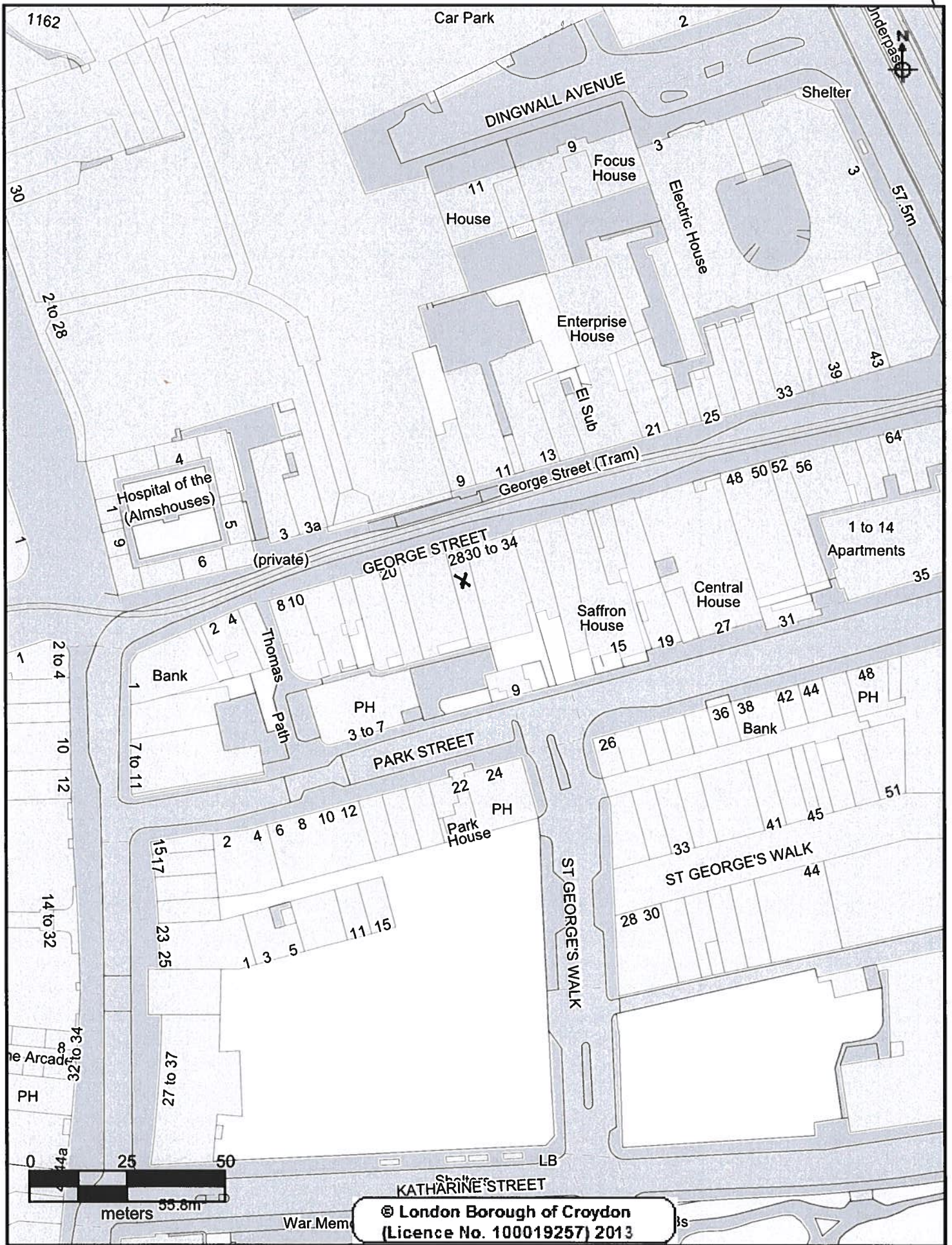
The front of 28 George Street is only a short distance from my bedroom window at .

First of all, why should I be disturbed by the "boom boom boom" of loud music late at night? Live music is always loud in Croydon. George Street is narrow and the buildings tall. Noise echoes around. No doubt doors will be propped open in warm weather. Am I supposed to keep my windows sealed closed in mitigation.

A more serious disturbance will be from drunken customers departing. I am already plagued by the noise of drunks during the evening. This will just make it so much worse. Why should I lose my sleep for someone else's profit? Rubbish collections and noise from deliveries already start up at 5am. It is rare for me to have a good night's sleep as it is. On top of this, the proposal includes selling alcohol for consumption off the premises. So we'll have more drunkenness on the street.

As a short, single woman I am already scared to return at night, feeling rather vulnerable. Drunken males often accost me. The area really is turning very nasty.

Please, NO to opening after 11pm. NO to alcohol sales for consumption off the premises (which means consumption below my window). NO to tables outside. NO to live music at all.



CROYDON
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London Borough Croydon

X = 28 GEORGE STREET
01-Sep-2022

Scale 1:1250

