


APPLICATION FOR A NEW PREMISES LICENCE UNDER SECTION 17 OF THE LICENSING ACT 2003

LONDON BOROUGH OF CAMDEN	<u>FOR SUBMISSION TO:</u> Licensing Panel	<u>DATE:</u> 3 rd July 2025
<u>REPORT OF:</u> Director of Recreation	<u>CONTACT OFFICER:</u> Steven Dormer, Licensing Officer, Licensing Team, 5 Pancras Square, London, N1C 4AG. 020 7974 8016 steven.dormer@camden.gov.uk	
<u>PREMISES:</u> Magical Mystery, 135-149 Shaftesbury Avenue WC2H 8AH	<u>WARD:</u> Holborn and Covent Garden	
Local Government Act 1972 – Access to Information - Documents used in the preparation of this report	1) The Licensing Act 2003 (“the Act”) 2) Camden Statement of Licensing Policy 2022-2027 (“the Policy”) 3) Amended Guidance issued under section 182 of the Licensing Act 2003 (April 2025) (“the Guidance”)	
Appendices	Appendix 1) Location map of premises Appendix 2) Application form Appendix 3) Relevant representations Appendix 4) Conditions consistent with the operating schedule Appendix 5) Legal and finance comments	
Signed by: Oliver Jones, Director of Recreation  Date: 25th June 2025		

1. Application

- 1.1 This is an application for a new premises licence under section 17 of the Licensing Act 2003. **Appendix 2**
- 1.2 The application is for:

Regulated entertainment in the form of Plays, Films, Live Music, Recorded Music

09:00 – 01:00 Monday to Wednesday
09:00 – 03:00 Thursday to Saturday
09:00 – 00:30 Sunday

Late Night Refreshment

23:00 – 01:00 Monday to Wednesday
23:00 – 03:00 Thursday to Saturday
23:00 – 00:30 Sunday

Supply of Alcohol (on the premises)

10:00 – 01:00 Monday to Wednesday
10:00 – 03:00 Thursday to Saturday
10:00 – 00:30 Sunday

Opening hours

09:00 – 01:00 Monday to Wednesday
09:00 – 04:00 Thursday to Saturday
09:00 – 00:30 Sunday

2. Representations

- 2.1 Fifty-Two relevant representations have been received in relation to the application.
- 2.2 Fifteen Representations oppose the application. These include one representation from a Responsible Authority for Licensing. One from a Resident Association and Fourteen from residents.
- 2.3 Thirty-four representations support the application. These representations are from Residents and professionals.

Appendix 3

3. Policy

Licensing objectives (Chapter Four Page 20 to 35 of the Policy)

- 3.1 The licensing objectives engaged by this application are:
 - a) The Prevention of Public Nuisance
 - b) Public Safety
 - c) Prevention of Crime and Disorder
 - d) Prevention of Childre from Harm

Cumulative Impact Policy Area (Chapter Six- Page 39 to 44 of the Policy)

- 3.2 The premises are situated in the Seven Dials cumulative impact policy area where there is a presumption to refuse all new or variation applications. The presumption is rebuttable.

Hours policy (Chapter Five- Page 36 to 38 of the Policy)

- 3.3 The hours policy is engaged by this application in relation to the proposed times for the framework hours are given in the policy as:

For licences including the sale or supply of alcohol for consumption on the premises only:

Monday to Thursday 10:00 am until 11:30 pm

Friday and Saturday 10:00 am until midnight

Sunday 11:00 am until 10:30 pm

- 3.4 The times for the framework hours on any given day are not (and should not be regarded as) the “usual” or “normal” working hours for licensable activities in the Borough. Instead, the framework hours serve to identify those cases where the Licensing Authority will pay particular regard to the likely effect on the local neighbourhood of carrying out the proposed licensable activities.

Women’s Safety (Appendix One – Page 88 to 89 of the Policy)

- 3.5 The Council has adopted a set of principles that commit our licensed premises to act in a responsible manner, taking all forms of female harassment seriously and set out the practical steps licensed premises can take to support this.

The principles encourage all licensed premises to consider and implement them in the day to day operation of their premises and include:

- a. Let’s Communicate
- b. Supporting Each Other
- c. Training for All

The application does include these principles.

Premises Policy (Chapter Seven – Page 46 to 67 of the Policy)

- 3.6 The premises policies currently engaged by this application are:

- a) Premises providing music, dance and similar entertainment#
- b) Theatres, cinemas

4. Secretary of State's Guidance

4.1 The relevant parts of the Secretary of State's Guidance ("the Guidance") for this application are:

- c) Chapter 2 - The Licensing Objectives
- d) Chapter 3 - Licensable Activities
- e) Chapter 8 - Applications for Premises Licences
- f) Chapter 9 - Determining Applications
- g) Chapter 10 - Conditions Attached to Premises Licences and Club Premises Certificates.

5. Recommendations

5.1 To determine the application for a new premises licence under section 18 of the Licensing Act 2003.

5.2 Having considered the application, the representation(s) submitted in relation to this application, the legislative provisions, the Statement of Licensing Policy, and the Guidance issued by the Secretary of State, Members have the following options:

- a) Grant the application in full with such conditions on the licence that are consistent with the operating schedule.
- b) Grant the application subject to revised conditions that they consider appropriate to promote the licensing objectives.
- c) Reject the whole or part of the application.

5.3 Members may attach additional conditions if they consider it appropriate for the promotion of the licensing objectives raised in the representations.

5.4 Members are reminded that all applications must be considered on their own merits, and that findings on any issues of fact should be on the balance of probability.

6. Conclusion

6.1 Members are required to consider the application in light of all the relevant information, and if approval is given, may attach such conditions appropriate to promote the licensing objectives.