


**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> 15 th January 2026
<u>REPORT OF:</u> Executive Director Investment, Place and Opportunity		<u>CONTACT OFFICER:</u> Steven Dormer – Licensing Officer Tel: 020 7974 Ext 7409 Email: steven.dormer@camden.gov.uk
<u>PREMISES:</u> 77 Gloucester Avenue, London NW1 8LD		<u>WARD:</u> Primrose Hill
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 2025-2030 (“the Policy”) 3) Amended Guidance issued under section 182 of the Licensing Act 2003 (February 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	
Oliver Jones, Director of Recreation and Public Safety  Date: 10th November 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:

Supply of Alcohol (For consumption on the premises)

10:00 – 22:00 Monday to Sunday

Opening hours

10:00 – 22:00 Monday to Friday
09:00 – 22:00 Saturday to Sunday

2. Representations

- 2.1 Twenty Four relevant representations have been received in relation to the application.

- 2.2 Fifteen representations oppose the application, and these are from residents. On the grounds the application does not uphold the licensing objectives. Nine representations support the application.

Appendix 3

3. Policy

Licensing objectives (Chapter Four Page 30 to 44 of the Policy)

- 3.1 The licensing objectives engaged by this application are:

- a) The Prevention of Crime and Disorder
- b) The Prevention of Public Nuisance
- c) Public Safety
- d) The Protection of Children from Harm

Hours policy (Chapter Five- Page 47 to 49 of the Policy)

- 3.2 The hours policy is not engaged by this application.
- 3.3 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 (Chapter Four – Page 30 to 32 of the Policy)

- 3.4 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 not include these principles.

Premises Policy (Chapter Eight – Page 55 to 62 of the Policy)

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

- a) Restaurants, cafes and coffee houses

4. Secretary of State's Guidance

- 4.1 The relevant parts of the Secretary of State's Guidance ("the Guidance") for this application are:
 - a) Chapter 2 - The Licensing Objectives
 - b) Chapter 3 - Licensable Activities
 - c) Chapter 8 - Applications for Premises Licences
 - d) Chapter 9 - Determining Applications
 - e) 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.