

Crown copyright and database rights 2026 OS AC0000849991



I want to apply for a Club premises certificate

Are you an agent? No - I'm applying for myself

Please enter the name of the club Seven Percy

What is the address or location? 7 Percy Street
W1T 1DH
London

What is the type of premises? Private Club

Describe the area it is situated in Commercial

Describe the layout of the premises Ground Floor and Basement

Copy of the premises plans

- 7PercyStreet_Camden_Bar.pdf

Tell us about the premises business hours

Day	Start time	End time
Monday	Closed	
Tuesday	14:00	23:59
Wednesday	00:00 14:00	03:00 23:59
Thursday	00:00 14:00	03:00 23:59
Friday	00:00 14:00	03:00 23:59
Saturday	00:00 14:00	03:00 23:59
Sunday	00:00	03:00

Are there any seasonal variations for the premises opening times? No

Is the premises open to the public at times other than those listed?	No
Is the premises an open space?	No
Is the premises currently under construction?	No
What is the non-domestic rateable value (NDRV) of the premises?	73500
How many people are expected to attend the premises at any one time?	Less than 5000 people
Will the premises be exclusively or primarily used to sell alcohol?	Yes

Club secretary details

First name	Yiyang
Last name	Xu
Address	<div style="background-color: black; width: 100%; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: black; width: 80%; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: black; width: 40%; height: 15px; margin-bottom: 5px;"></div>
Email address	<div style="background-color: black; width: 100%; height: 15px;"></div>

How long do you want your premises licence for?	Permanently
When do you want your licence to start?	As soon as possible
Activity you wish to licence	f. Recorded music j. Supply of alcohol

Recorded Music

Day	Start time	End time
Monday	No recorded music	
Tuesday	14:00	23:59
Wednesday	00:00 14:00	03:00 23:59
Thursday	00:00 14:00	03:00 23:59
Friday	00:00 14:00	03:00 23:59
Saturday	00:00 14:00	03:00 23:59
Sunday	00:00	03:00

Where will performances take place?

Indoors

Tell us about the specifics of the activity

We have recorded music played during the event

Are there any seasonal variations for the activity?

Yes : The time duration of recorded music will be extended to 6am during festival like Christmas Eve and New Year Eve.

Will the activity take place at times other than those listed?

No

Alcohol supply

Day	Start time	End time
Monday	Not supplied	
Tuesday	14:00	23:59
Wednesday	00:00 14:00	03:00 23:59
Thursday	00:00 14:00	03:00 23:59
Friday	00:00 14:00	03:00 23:59
Saturday	00:00 14:00	03:00 23:59
Sunday	00:00	03:00

Where will the supplied alcohol be consumed?

On the premises

Are there any seasonal variations for the activity?

Yes : The supply of alcohol will be extended to 06:00 instead of 03:00 during festival event such as Christmas Eve and New Year Eve.

Will the activity take place at times other than those listed?

No

Will there be any activities associated with the premises which may give rise to concern in respect of children?

No

The prevention of crime and disorder

Crime and disorder will be prevented through the mandatory use of Four (4) SIA Door Supervisors (increasing to Five (5) for 03:00 closes), all trained in incident management and the Club's ASB disciplinary procedures. We enforce a zero-tolerance drug policy, supported by

Public safety

mandatory staff training and clear advisory signage posted within the restrooms. Our robust dispersal protocol requires security to actively patrol and monitor a 10-meter radius of the entrance/exit during closing, enforcing a zero-tolerance policy for loitering by directing patrons quickly and quietly via the monitored backdoor route to the main streets, while also actively facilitating immediate departure via called taxis/private hire vehicles. Furthermore, a modern CCTV system, covering all critical areas, will be maintained with footage retained for a minimum of 23 days.

Public safety is ensured by strictly adhering to the maximum occupancy limit, monitored at all times by a physical clicker counter used by door staff. Fire safety is paramount, maintained through an annual Fire Risk Assessment, mandatory staff training on evacuation, and ensuring all fire exits and routes are unobstructed and illuminated. Additionally, all electrical, gas, and ventilation systems are certified annually by a qualified professional, and at least one designated member of staff on duty at all times will hold a valid First Aid qualification.

The prevention of public nuisance

Public nuisance is prevented primarily through fixed, auditable acoustic controls: the sound system is connected to a sealed Noise Limiting Device (NLD), set to a maximum output of 88 dBA (LAeq, 5min), with the seal number logged at the start of every session. Critically, the low-frequency bass equalization must be filtered and reduced by a minimum of -10 dB for all regulated entertainment after 22:00 (10 PM). The DPS/DEM must conduct and log a compliance check at 22:00 to confirm that the music is inaudible at the nearest external residential façade, and all

windows and external doors to the entertainment room must be kept closed when music is playing. Furthermore, clear advisory signage will be prominently placed along the designated exit route reminding patrons to respect the neighbours and keep noise levels down while leaving the vicinity.

The prevention of children from harm

As a private members' club and late-night venue, the potential for children to be exposed to harm will be eliminated through strict age-restriction policies. Access to the premises will be restricted to persons 18 years of age or over at all times when licensable activities are taking place, with this being an explicit rule in the Club's written constitution. We will adopt and enforce a strict Challenge 25 policy, requiring anyone who appears under 25 to provide acceptable photographic identification (e.g., Passport, UK Driving Licence, or PASS-accredited card) before being admitted or served alcohol. All staff responsible for checking ID and serving alcohol will receive specific, mandatory training on the Challenge 25 policy and the detection of fraudulent identification.

About this form**Issued by**

Camden Town Hall
Judd Street
London
WC1H 9JE

Contact phone

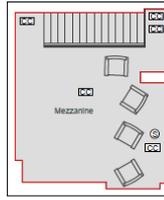
020 7974 4444

Form reference

Ref. no. 133278

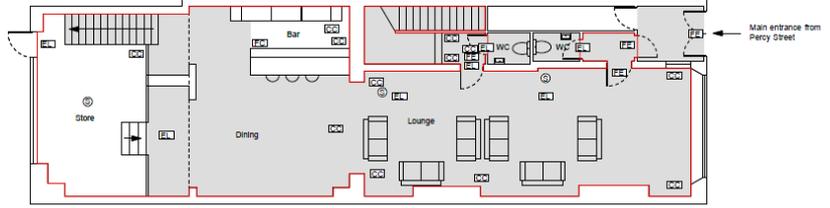
Data protection

No personal information you have given us will be passed on to third parties for commercial purposes. The Council's policy is that all information will be shared among officers and other agencies where the legal framework allows it, if this will help to improve the service you receive and to develop other services. If you do not wish certain information about you to be exchanged within the Council, you can request that this does not happen.



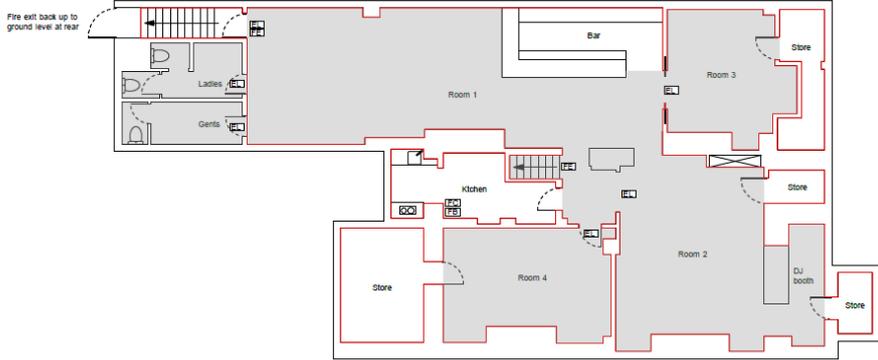
Upper Grpuff Floor

Anything shown on this plan which is not required by the Plan Regulations for illustrative purposes only, and does not form part of the premises licence.
The areas shaded grey illustrates the public areas.
The area within the red line shows the area where licensable activities will take place



Ground Floor

- ⊙ Heat detector and alarm
- ⊙ Smoke detector and alarm
- ☒ Fire Blanket
- ☒ Fire Extinguisher Water
- ☒ Fire Extinguisher Carbon Dioxide
- ☒ Fire Extinguisher Foam
- ☒ Electric ceiling sign
- ☒ Thermostat
- ☒ Consumer unit
- ☒ Security Alarm
- ☒ CCTV cameras
- ☒ Door Bell Push
- ☒ Door Bell Chime
- ☒ Fire Exit Sign
- ☒ Emergency Lighting
- ☒ Single switch wall socket (+450mm)
- ☒ Double switch wall socket (+450mm)
- ☒ Single switch wall socket (+1200mm)
- ☒ Double switch wall socket (+1200mm)
- ☒ Single switch wall socket (below worktop)
- ☒ Fuse spur for lower radiator
- ☒ Single switched fuse spur at high level for extract fan
- Recessed downlight
- ⊕ Pendant light
- ⊕ Wall light
- ⊕ Audio speaker
- ⊕ Extractor fan



Basement

Address	7 Percy Street, Camden W1T 1DH
Title	Proposed floor plan
Drawing No 1	Revision
Date	20/11/2025 Scale 1:100 (BA)
Drawn by	PremPlan.co.uk 07574 035 035

Suggested Conditions and hours from Responsible Authorities.

The applicant has not agreed to the proposals below.

Metropolitan Police

Supply of Alcohol

Tuesday – Sunday: 14:00-01:00 (two hours earlier than proposal)

Recorded Music

Tuesday – Sunday: 14:00-01:00 (two hours earlier than proposal)

Licensing Authority

1. The licence shall only be used by the licence holder whilst the premises operates as a private members club.
2. CCTV shall be installed, operated, and maintained, to function all times that the premises is open for licensable activities. Said CCTV will comply with the following criteria:
 - a. The licensee will ensure that the system is checked every two weeks to ensure that the system is working properly and that the date and time are correct;
 - b. A record of these checks, showing the date and name of the person checking, will be kept and made available to the police or other authorised officer on request;
 - c. The Police will be informed if the system will not be operating for longer than one day of business for any reason;
 - d. The system will record in real time and recordings will be date and time stamped;
 - e. Recordings will be kept for a minimum of 31 days and downloaded footage will be provided free of charge to the police or other authorised officers on request (subject to the Data Protection Act requirements) within 24 hours of any request.
 - f. CCTV to cover at least all entry and exit points of the building and also the area the delivery drivers park their vehicles. G. g. CCTV will also cover areas to which members of the public have access (excluding toilets) to the extent agreed with the Police/Council Licensing.
 - h. will be of good quality to a standard approved by the Police/Council Licensing officers.
3. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents in the vicinity.
4. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and leave the area quietly.
5. The premises will have a Dispersal Policy. The Policy shall be made available for inspection by a police officer and/or an authorised officer of the Council on request. The Policy will be reviewed if the licence holder becomes aware of repeated issues related to dispersal.

6. All front of house staff shall be trained in Welfare and Vulnerability Engagement (WAVE), “Ask for Angela”, drink spiking. Records of staff training shall be provided to an authorised officer upon request.

Environmental Health (Noise/Nuisance)

7.The licence shall only be used by the licence holder whilst the premises operates as a private members club.

8. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents in the vicinity.

9.Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and leave the area quietly.

10 .The premises will have a Dispersal Policy. The Policy shall be made available for inspection by a police officer and/or an authorised officer of the Council on request. The Policy will be reviewed if the licence holder becomes aware of repeated issues related to dispersal.

11.Percy Mews exit shall not be used in the evenings from 21.00hrs onwards except in the event of emergency evacuation from the premises.

12.Deliveries to the premises shall not take place between 07.00 and 20.00 Monday to Saturday. 10.00 – 20.00 Sunday.

13.Collections of waste or recyclable materials from the premises shall not take place between 08.00 and 20.00hrs

14.No waste or recyclable materials shall be moved, removed from or placed in outside areas between 23.00 and 08.00 on the following day.

15.Patrons permitted to temporarily use smoking area then re-enter the premises shall be limited to 5 persons at any one time. Patrons to be monitored by staff / SIA whilst in the smoking area.

16.No customers shall be permitted to consume alcohol at any external area surrounding the premises.

17.Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.

18.All windows and external doors shall be kept closed at any time when regulated entertainment takes place or amplified PA system in use, except for the immediate access and egress of persons. Doors to public spaces shall have effective self-closers.

19.Music amplification systems shall not be located in the entrance lobby or outside the premises building. Music amplification systems must not be directed outwards towards any street or installed externally to the Premises. Music amplification shall be installed and isolated from the structure so as not to give rise to structure borne noise.

20.The licence holder or duty manager shall make regular patrols at no less than hourly intervals around the perimeter of the premises when regulated entertainment/amplification sound is

taking place. Noise levels shall be adjusted to ensure local residents are not disturbed by noise breakout.

21. A noise limiter must be fitted to the musical amplification system and maintained in accordance with the following criteria:

a) the limiter must be set at a level determined by and to the satisfaction of an Acoustician who is a member of the Institute of Acoustics so as to ensure that no noise nuisance is caused to local residents or businesses;

b) The operational panel of the noise limiter shall then be secured by key or password to the satisfaction of an Acoustician who is a member of the Institute of Acoustics and access shall only be by persons authorised by the Premises Licence holder;

c) The limiter shall not be altered without prior written agreement from Licensing Authority;

d) No alteration or modification to any existing sound system(s) should be affected without prior knowledge of the Licensing Authority, and

e) No additional sound generating equipment shall be used on the premises without being routed through the sound limiter device.

Certification to be presented to the Local Authority on final settings, levels

f) The sound limiting device must be recalibrated annually to ensure that the music is not an audible nuisance in nearby residential premises prior to the anniversary (of the grant of licence/variation/review).

22. No noise, fumes, steam or odours generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.

23. The extract system shall be maintained and cleaned every 6 months to prevent associated cooking odours emanating from the system.

24. External lighting of external areas shall be directed and maintained in working order so as not to cause a public nuisance to surrounding residential premises.

Camden Licensing Authority

Town Hall Extension
Argyle St
London

WC1H 8EQ

Joel Francis PC 2601CN
CN – Central North BCU

Licensing Unit
Room 1.22
Kentish Town Police Station
12a Holmes Rd
London
NW5 3AE

Telephone: [REDACTED]

Email: [REDACTED]

Your ref: **NEW\133278**

Friday 16th January 2026

Dear Sir/Madam,

RE: Application NEW\133278
Seven Percy, 7 Percy Street, W1T 1DH

With reference to the above Application, the Metropolitan Police Service (MPS) wishes to make a Representation.

I certify that I have considered this application on its own merit, and the Representation is based on the likely indirect impact the grant may have on the locality. I provide a basis for my concerns within this document in the hope the Applicant and I can facilitate a compromise, as it is not the intention of the MPS to restrict any commercial ambition. As contained within the notes of guidance for the Licensing Act 2003, it is the responsibility of the Police and Local Authority to promote the Prevention of Crime and Disorder, Promote Public Safety, Prevent Public Nuisance and Protect Children from Harm.

Policing Camden

Police in Camden value our diverse and vibrant night time economy and seek to provide a safer environment for our residents, workers and visitors. The London Borough of Camden attracts a high number of visitors and has a high concentration of valued licensed venues.

Key Policing Challenges

Gender violence

Women have told us they feel unsafe being alone in Camden's streets during later hours and that they suffer from verbal harassment, unwanted staring and some are even followed. These incidents are especially more prevalent where there are higher concentrations of late night venues. The Camden Safety Hub has been launched as a new safe space initiative for anyone in Camden Town in need of assistance, support or someone to talk to when on a night out.

**Drink spiking**

Defined as applying a noxious substance to a drink with intent to cause harm. Such incidents in Camden have averaged one per week and are more likely to happen inside late night vertical drinking venues. Women are more likely to be targeted and these incidents are difficult for Police evidentially. Police provide Welfare and Vulnerability Engagement (WAVE) training to licensed venues and provide advice on spotting the signs of vulnerability and suggestions on how to make venues more hostile to perpetrators.

Street violence

The main issues the emergency services encounter are on the street once the alcohol purchased has been consumed. Late night refreshment venues, off licences, public spaces can become flash points of violence when groups from different venues congregate together. Indeed, alcohol related violence with injury inside pubs, bars and clubs is now overshadowed by what occurs in the street. Street robbery where intoxicated customers leaving night clubs and other late night venues are a regular occurrence. Camden has two Police Tasking teams patrolling hot spot areas for violence. Regrettably, during the weekends the tasking teams are quickly diminished due to high demand and the high concentration of late night venues

Drug dealing

Drug dealing is pervasive in town centres such as Camden Town, Kings Cross and St Giles. The anti-social behaviour and crime linked to the drug trade impacts innocent people and creates a permissible environment for other anti-social behaviour. The suspects who offer to supply people drugs often target customers of late night venues and the streets nearby, especially as venues have improved search regimes making it harder to deal drugs inside venues.

Public nuisance

Camden Council Licensing Officers and the Environmental Noise Teams usually handle complaints arising from public nuisance. However, quite often the Police also have to respond to such complaints and we regularly provide assistance to Council teams. Public nuisance such as litter, urination, vomit, noise, vehicle traffic, unauthorised sound systems in open spaces are regular complaints linked to the night time economy. Areas with high levels of public nuisance have a tendency to suffer from higher levels of criminal behaviour.

Unique Application Issues

The Applicant has applied for a Club Premises Certificate. These can be more problematic for Police to enforce and therefore impact the promotion of the licensing objectives.

Unlike premises operating under a standard premises licence, private members' clubs benefit from restricted police access. Club premises are considered private, not generally open to the public. This significantly restricts proactive policing and surprise inspections — especially useful tools for tackling crime, ASB, or licensing breaches in standard venues.

Club Premises do not require a DPS or personal licence holder. This means there is no single accountable individual for daily compliance.

With restricted public access there are fewer public complaints about noise, crime, or nuisance so reduced early-warning indicators. Issues often surface later, when incidents become serious.

The combination of restricted access, lack of DPS accountability, and private membership models means fewer opportunities to intervene, inspect, and enforce compliance compared to standard premises licences.

Police licensing have been engaging with the Applicant to work thorough the plans and formally agree to a reduction in the proposed times. Police are not opposed to the Applicant conducting licensable activities at this venue, but further discussion is necessary before a position can be finalised.

Police Recommended Times:

Police would like to propose reducing the terminal hour for licensable activities to the following:

Supply of Alcohol

Tuesday – Sunday: 14:00-01:00 (two hours earlier than proposal)

Recorded Music

Tuesday – Sunday: 14:00-01:00 (two hours earlier than proposal)

Mediation & Discussion

We are committed to maintaining an open dialogue in response to this representation and will seek opportunities to reach common ground wherever possible

Conclusion

In conclusion, the Metropolitan Police Service recommends that this application be refused in its current form until there is agreement on reducing termination times and discussion of the Club Premises Certificate have concluded.

Yours sincerely,
Joel



Joel Francis, Police Constable 2601CN
Camden Police Licensing Team, Central North BCU
Kentish Town Police Station, 12A Holmes Road, NW5 3AE



Date: 16th January 2025
Application Ref: APP\PREMISES-NEW133278
Direct Phone Number: 020 7974 5507
Contact: Peter Agbley
E-mail: [REDACTED]



Regulatory Services

Licensing Team

London Borough of Camden
 Town Hall
 Argyle Street
 London WC1H 8EQ

Tel: 020 7974 4444 (switchboard)

London Borough of Camden
 Fax: 020 7974 6955 / 6940
 Textphone: 020 7974 6866

Town Hall
 DX: 2106 Euston

www.camden.gov.uk

Please quote our reference in any correspondence

Licensing (Contact Camden)
 Town Hall Extension
 Argyle Street
 London
 WC1H 8EQ

Licensing Act 2003

Re: Seven Percy, 7 Percy Street, London, W1T 1DH
LICENSING AUTHORITY REPRESENTATION

This representation is made by the Licensing Authority and it relates to the following Licensing Objectives:

- The prevention of public nuisance

The Premises and Summary of Application

This is an application for a Club Premises Certificate. A club premises certificate (CPC) can be obtained by qualifying clubs. It allows members clubs to supply and sell alcohol to members and guests without the need for a member or employee to hold a personal licence.

The premises are described as a ground and basement floor on Percy Street. Percy Street is a mixed-use street characterised by commercial premises with residential accommodation in the vicinity. The premises benefit from good public transport links including Goadge Street Underground Station, Tottenham Court Road Underground Station. In addition, the area is well served by multiple bus routes operating along Tottenham Court Road and surrounding streets.

The application is for a premises licence to permit the following licensable activity:

- Sale of alcohol (off sales)
- Recorded Music

The times being applied for the above licensable activities are as:

Tuesday to Sunday: 14:00 - 03:00

non-standard timings –

- The time duration of recorded music and the supply of alcohol will be extended to 6am during festival like Christmas Eve and New Year Eve.
- The opening hours of the premises
Monday to Sunday 14:00 - 03:00

Framework Hours Policy

The hours being applied for are outside the framework hours, the framework hours are:

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

Monday to Thursday: 10:00 am until midnight

Friday and Saturday: 10:00 am until 00:30 am

Sunday: 10:00 am until 11:00 pm

Complaint History and Actions

- A complaint was received by the Licensing Authority in 2024 in relation to alleged unlicensed activities under the Licensing Act 2003 and the Gambling Act 2005. Following this, the police visited the premises in April 2024. During the visit, facilities for gambling were observed; however, there were no members of the public present at the venue, and no unlicensed activities were taking place at the time of the inspection.
- A further complaint was received 2025 from the public regarding this venue operating unlicensed gambling and alcohol venue at 7 Percy Street.
- A meeting was held with the Gambling Commission in May of 2025. The purpose of the meeting was to establish some facts about Gambling Legislation and to obtain support from this professional body. The Police were also present at the meeting.
- In November Temporary Event Notices were applied for by the premises. A joint meeting Licensing Authority, Environmental Health (Noise Team) and the police licensing team. The outcome was both noise and the police would work with the applicant to ensure that what was granted would have minimal impact on residents.
- On the 31st December 2025 a visit was conducted with the Met Police. The premises was operating under a Temporary Event Notice. There was a bar with alcohol being offered to the guests. There was a poker table situated on the 1st floor. No guests were using the table.

TENS (Temporary Event Notices)

From November 2025, the premises have been applied for TENS to cover licensable activities. Most of these were submitted for private parties. These notices indicate the premises' ongoing use for temporary licensable events/activities.

- 2025: 9 TENS
- 2026: 2 TENS

Conditions

In addition to the club rules, the applicant has included references to a number of conditions within the operating schedule. These conditions are intended to outline the

proposed measures for managing the premises and promoting the licensing objectives; however. Appendix 5 of the Statement of Licensing Policy provides example conditions in regard to the four licensing objectives. The following premises policies in appendix 5 are relevant for this application and have been used as a basis for recommending conditions that may be appropriate to promote the licensing objectives:

- **Club Premises Certificate**

If Members are minded to grant the application, the following conditions are considered to be appropriate for the promotion of the licensing objectives, and are based on example conditions in the Licensing Policy:

1. The licence shall only be used by the licence holder whilst the premises operates as a private members club.
2. CCTV shall be installed, operated, and maintained, to function all times that the premises is open for licensable activities. Said CCTV will comply with the following criteria:
 - a. The licensee will ensure that the system is checked every two weeks to ensure that the system is working properly and that the date and time are correct;
 - b. A record of these checks, showing the date and name of the person checking, will be kept and made available to the police or other authorised officer on request;
 - c. The Police will be informed if the system will not be operating for longer than one day of business for any reason;
 - d. The system will record in real time and recordings will be date and time stamped;
 - e. Recordings will be kept for a minimum of 31 days and downloaded footage will be provided free of charge to the police or other authorised officers on request (subject to the Data Protection Act requirements) within 24 hours of any request.
 - f. CCTV to cover at least all entry and exit points of the building and also the area the delivery drivers park their vehicles.
 - g. CCTV will also cover areas to which members of the public have access (excluding toilets) to the extent agreed with the Police/Council Licensing.
 - h. will be of good quality to a standard approved by the Police/Council Licensing officers.
3. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents in the vicinity.
4. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and leave the area quietly.
5. The premises will have a Dispersal Policy. The Policy shall be made available for inspection by a police officer and/or an authorised officer of the Council on request. The Policy will be reviewed if the licence holder becomes aware of repeated issues related to dispersal.
6. All front of house staff shall be trained in Welfare and Vulnerability Engagement (WAVE), "Ask for Angela", drink spiking. Records of staff training shall be provided to an authorised officer upon request.

Conclusion

The application seeks authorisation for a Club Premises Certificate. A Club Premises Certificate may be granted to qualifying clubs and permits a members' club to supply and sell alcohol to its members and their guests without the requirement for a member or employee to hold a personal licence.

The application seeks to authorise licensable activities outside the framework hours. However, the measures set out in the operating schedule to promote the licensing objectives are considered insufficient to adequately address the potential risks associated with the extended hours and proposed activities.

If Members are minded to grant the application, it is recommended that the conditions outlined above be imposed as appropriate and proportionate steps to promote the licensing objectives. These conditions are intended to mitigate the identified risks and support effective management and compliance.

Any recommendations made within this representation should not be regarded as the sole course of action available to Members. In determining the application, Members must have regard to all relevant representations and submissions made to the panel and reach a decision based on a full consideration of all the evidence presented.

Yours sincerely

A black rectangular redaction box covering the signature of Peter Agbley.

Peter Agbley
Licensing Team Leader (Acting Up)

Date: 16/1/2026
Application
Reference: APP\PREM-/NEW133278
Contact:
E-mail: Officer Lee Perella [REDACTED]



Public Protection
 Supporting Communities
 London Borough of Camden
 5 Pancras Square
 LONDON
 N1C 1AG

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lee www.camden.gov.uk

Please quote our reference in any correspondence

Licensing (Contact Camden)
 Crowndale Centre
 218 Eversholt Street
 London
 NW1 1BD

Licensing Act 2003 – SECTION 17
Re: SEVEN PERCY 7 Percy Street W1T 1DH.

ENVIRONMENTAL HEALTH AUTHORITY REPRESENTATION

This representation is made by the Environmental Health Authority, and it relates to the following licensing objectives:

- Prevention of public nuisance

The Premises and Summary of Application

The licence variation application is for the licensing of a Private Members Club premises. The licenced activities are supply of alcohol and recorded music from 14.00hrs till 03.00hrs the next day Tuesday to Sunday.

Activities to take place on and inside the premises.

The accompanying plan show the premises on 3 floor areas.

Upper ground floor mezzanine – seating
 Ground floor – lounge, dining, toilets and bar
 Basement – shows 4 rooms, DJ booth, bar, kitchen and toilets.

The licensable hours and these appear to fall outside the Camden Policy for framework hours. The applicant should make it clear on proposals for all entertainment

on the premises. The application does state for “networking and celebrations”, which is likely to host more lively occasions in the open spaces of the indoor premises.

Entertainment inside a premises poses a risk of public nuisance.

Club members coming and going or loitering outside pose a risk of public nuisance especially during the hours sought.

The applicant did offer conditions across all licensing objectives. Recommendations are made on this representation.

The kitchen is noted on the plan and there is no request for late night refreshment bearing in mind the club hours. Applicant could advise further on kitchen operations and offer to club members. If hot food or drinks are expected to be served after 23.00, the applicant should apply for late night refreshment.

Current Licence

Premises is unlicensed. There was some temporary licence applications (TEN) late last year 2025, which were amended on advice / objection, in terms reducing the duration of the TEN periods.

Location and noise sensitive premises

Premises was previously Charles Worthington hairdresser’s premises. The premises is located on a street off Tottenham Court Road. Noise sensitive premises are located to the rear on Percy Mews. Mixed commercial residential uses of property in this street.

Environmental Health are aware of these noise sensitive premises due to complaints received about an unlicensed club premises operating here. See complaint history.

GOGGLE EARTH IMAGE



SEVEN PERCY. 7 Percy Street. Tottenham Court Road in far background.



Percy Mews. Cobbled cul de sac street with residents to the rear of club Seven Percy. Arrow is direction of club members if they exit towards Rathbone Place.



Percy Mews entrance from Rathbone Place, leads to rear exit of Seven Percy at far end of mews.

Patrons outside premises on Rathbone Place do pose a risk to causing a public nuisance to local neighbours, from mainly talking, raised voices, phone calls and use of smoking areas. Complaint raised on club attendees noise on Percy Mews.

Club mentioned using a rear exit route in its application so may have to reconsider dispersal protocols. Any late-night departures is likely to reverberate around the mews and cause complaint.

Comment on application

Comment on hours and activities

The application is seeking licensable activities until the early hours which pose a greater risk of causing public nuisance up until the terminal hour.

It is likely but unclear if the club provides mechanical thermal comfort cooling/ heating, but licence holders should ensure all mechanical plant is in good working order to not create public nuisance including air conditioning, and kitchen plant.

Should the panel wish to grant the application, I would suggest that more robust conditions are placed on the licence to support the application going forward.

Complaint History

The premises is known to Environmental Health Pollution Team due to complaints.

The two main areas of complaint relate to

1. Patron noise outside disturbance.
2. Music noise disturbance.
3. Construction noise disturbance.

312004 –

12.7.23 18.30hrs “loud drilling and hammering”. Affecting Percy Mews residents.

23.3.24 00.16hrs club noise. Unlicensed club. Visit by night noise team. Activity of persons coming and going 01.30hrs including a food delivery on Percy Street. Security obstructive to Noise Team. Number of persons seen drinking and shisha. Sale receipt of alcohol noted on bar for £500 23 March 2024 00.14hrs. Persons arriving and leaving at 02.10hrs. Noise Team spoke to Sonny the leaseholder who suggested a private event took place.

316876 –

Environmental Health are aware Camden Licensing Team received complaint.

14.11.23 licensing team led complaint – unlicensed premises, music complaint and waste from premises.

332188

9/2/25 15.04 electric saw, hammering construction. (SBU) warning letter sent. 10.2.25.

342259

31/10/25 06.50 Noise associated with people coming and going from a nightclub. "Shouting". "Have been coming and going from **Percy Mews** throughout the night". (LPA). Complaint Logged only.

Unlicensed premises being led by police/ licensing.

Liaison with local interested parties

It is unknown if the applicant conducted any liaison with neighbours prior to the application.

Comments on conditions offered

The current licence and operating schedule would **not** suffice for this application to promote the licensing objective prevention of public nuisance.

It is also pointed out that the application seeks quiet activities in the quiet hours posing a higher risk of public nuisance.

Other considerations/ conditions (in addition to comments above).

Should the panel determine to grant the licence, Environmental Health recommend the following:

Premises should satisfy Environmental Health that the undertaking of activities will not undermine the public nuisance licensing objective. There is complaint regarding sound breakout and patron activity.

Premises to explain the location and use of the outside smoking area.

Percy Mews highlighted as sensitive location and therefore should be avoided for any business activities in the later / early hours.

Applicant to provide

- expected capacity levels for each floor area.
- written dispersal protocol
- assessment made on sound levels settings and suitability for entertainment
- documentation/ acoustic report on assessment made and equipment installed. Calibration certificates. Loud speaker location / installation will not give rise to complaint.
- confirmation of club members only and not a private hire space

- confirmation of daily guest allowance for members.
- Confirmation that late night refreshment is not required or sought and the hot food and drinks offer available to its club members.
- Confirmation of mechanical comfort heating cooling for its club members.

For this reason the licence should not be granted based on the application made.

Should the panel still wish to grant the licence.

The following conditions to be considered addressed by the applicant and licence panel should one be required.

1. The licence shall only be used by the licence holder whilst the premises operates as a private members club.
2. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents in the vicinity.
3. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and leave the area quietly.
4. The premises will have a Dispersal Policy. The Policy shall be made available for inspection by a police officer and/or an authorised officer of the Council on request. The Policy will be reviewed if the licence holder becomes aware of repeated issues related to dispersal.
5. Percy Mews exit shall not be used in the evenings from 21.00hrs onwards except in the event of emergency evacuation from the premises.
6. Deliveries to the premises shall not take place between 07.00 and 20.00 Monday to Saturday. 10.00 – 20.00 Sunday.
7. Collections of waste or recyclable materials from the premises shall not take place between 08.00 and 20.00hrs
8. No waste or recyclable materials shall be moved, removed from or placed in outside areas between 23.00 and 08.00 on the following day.
9. Patrons permitted to temporarily use smoking area then re-enter the premises shall be limited to 5 persons at any one time. Patrons to be monitored by staff / SIA whilst in the smoking area.
10. No customers shall be permitted to consume alcohol at any external area surrounding the premises.
11. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.

12. All windows and external doors shall be kept closed at any time when regulated entertainment takes place or amplified PA system in use, except for the immediate access and egress of persons. Doors to public spaces shall have effective self-closers.
13. Music amplification systems shall not be located in the entrance lobby or outside the premises building. Music amplification systems must not be directed outwards towards any street or installed externally to the Premises. Music amplification shall be installed and isolated from the structure so as not to give rise to structure borne noise.
14. The licence holder or duty manager shall make regular patrols at no less than hourly intervals around the perimeter of the premises when regulated entertainment/ amplification sound is taking place. Noise levels shall be adjusted to ensure local residents are not disturbed by noise breakout.
15. A noise limiter must be fitted to the musical amplification system and maintained in accordance with the following criteria:
 - a) the limiter must be set at a level determined by and to the satisfaction of an Acoustician who is a member of the Institute of Acoustics so as to ensure that no noise nuisance is caused to local residents or businesses;
 - b) The operational panel of the noise limiter shall then be secured by key or password to the satisfaction of an Acoustician who is a member of the Institute of Acoustics and access shall only be by persons authorised by the Premises Licence holder;
 - c) The limiter shall not be altered without prior written agreement from Licensing Authority;
 - d) No alteration or modification to any existing sound system(s) should be affected without prior knowledge of the Licensing Authority, and
 - e) No additional sound generating equipment shall be used on the premises without being routed through the sound limiter device.
Certification to be presented to the Local Authority on final settings, levels
 - f) The sound limiting device must be recalibrated annually to ensure that the music is not an audible nuisance in nearby residential premises prior to the anniversary (of the grant of licence/variation/review).
16. No noise, fumes, steam or odours generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
17. The extract system shall be maintained and cleaned every 6 months to prevent associated cooking odours emanating from the system.
18. External lighting of external areas shall be directed and maintained in working order so as not to cause a public nuisance to surrounding residential premises.

Regards
Lee Perella - EH Responsible Authority
London Borough of Camden.

Charlotte Street Association

39 Tottenham Street

London W1T 4RX

email: [REDACTED]

Licensing Team,
Licensing Authority,
London Borough of Camden,
5 Pancras Square,
London N1C 4AG.

19th January 2026

By email to: licensing@camden.gov.uk

Dear Sir/Madam,

**Re: Licensing Act 2003: Application for New Club Premises Certificate/Licence:
Seven Percy Club, 7 Percy Street, W1T 1DH**

Reference: APP\PREMISES-NEW\133278

I am writing on behalf of the Charlotte Street Association.

The Charlotte Street Association was formed in 1970. Its area of interest is bounded by the Euston Road on the North, Gower Street on the East; Oxford Street on the South, and Wells Street/Cleveland Street on the West.

Percy Street comes within the Association's area of interest.

Among the objectives of the Association are to represent the interests of the residents of the area, with particular regard to its essential character, and scale; and to initiate and publicise positive proposals for the improvement and extension of the area's environment & amenity.

The Association is consulted by both Camden Borough Council and Westminster City Council on planning applications and other matters affecting the area, including licensing matters. It gives evidence in support of its objectives at planning and other inquiries. It took part in the consultation on, and commented upon, the original proposed Statements of Licensing Policy for both Camden and Westminster; and in later years commented on the subsequent Reviews of Camden's Statement of Licensing Policy.

The Association was also actively involved in the preparation of the Area Action Plan for Camden's part of Fitzrovia, and participated in the public consultation & Public Examination in 2013. The Fitzrovia Area Action Plan was adopted by Camden Council in March 2014.

The Association wishes to object to this new licensing application for the reasons given below, on the grounds of Public Nuisance, because of the likely detrimental affect this will have on the residential amenity of those living nearby.

Continued to page 2

Re: Licensing Act 2003: Application for New Club Premises Certificate/Licence:
Seven Percy Club, 7 Percy Street, W1T 1DH - *continued*:

Reference: APP\PREMISES-NEW\133278

PROPOSED NEW PREMISES LICENCE:

The proposal is for a New Club Premises Certificate/Licence for these new Club premises (previously a hairdressing salon) as a new club, with the following hours:

The Applicant has set out the Hours (in the Form) in a particular way, which we have interpreted as follows:

Closed on Monday

For Tuesday to Saturday:

- (a). **Supply of Alcohol (ON the Premises): 2.00pm to 3.00am** (i.e. after midnight)
 (c). **Recorded Music: 2.00pm to 3.00am** (i.e. after midnight)
and Premises Business Hours/Open: 2.00am to 3.00am (i.e. after midnight)

For Sunday: the application shows:

the Business Hours/Open as: 00:00 to 03:00, i.e. midnight to 3.00am, following on
from the Saturday.

This presumably means that the Club will **not be open on Sundays during the daytime from 3.00am/early hours onwards.**

Wewould be grateful for clarification.

Re: Late Night Refreshment:

Although the application is for Hours after 11.00pm, it would appear that Late Night Refreshment has not been applied for. We would be grateful for clarification as to Whether or not Late Night Refreshments needs to be included in the application.

Seasonal variations:

- (a). The Application says that there will be Seasonal Variations with regard to the Sale of Alcohol, and with regard to Recorded Music; but under the Premises Business Hours, says "no" to any Seasonal Variations. Presumably, there will be extended hours of opening; we would be grateful for clarification.
- (b). Also, under Seasonal Variations, the applicant says "... *Yes, the time will be extended to 6am during festival like Christmas Eve and New Year Eve*". This would seem to imply that the applicant is asking for other Festival days/periods, other than Christmas Eve and New Years Eve.
Is the applicant asking for Seasonal Variation hours with regard to other festival days/ periods ?

THE MAIN ISSUES:

The main issues are as follows:

1. Residential Context:

- (a). As will be seen from our enclosed "**Map Showing Buildings With Residential**", there is much residential in Percy Street itself, as well as in the immediate vicinity. This includes residential on both sides of the street; as well as at the rear of the terrace in Percy Mews behind.

Continued to page 3

Re: Licensing Act 2003: Application for New Club Premises Certificate/Licence:
Seven Percy Club, 7 Percy Street, W1T 1DH - *continued*:

Reference: APP\PREMISES-NEW\133278

- (b). Our understanding is that some of the residential at the rear in the Mews is on the party wall with these; and thus there are concerns about the transference of noise, especially structural-borne noise from Club.

2. The Premises:

- (a). The premises were previously an upmarket well known hair dressing salon; but now has planning permission for the Change of Use to a members club.
- (b). The premises are large and stretch back to Percy Mews at the rear; and consists of Ground Floor, a Mezzanine Floor and Basement.
The **Basement** also includes the Basement of the next door building at No. 6 Percy Street. Thus the Basement has approximately twice the footprint of the Ground Floor.
- (c). In addition to the entrance at the front/Ground Floor level in Percy Street, there is an exit at the rear lower level into Percy Mews.
- (d). There is a small External "Private" Forecourt area at the front Ground Floor, but this is not shown on the plans – we would be grateful for clarification as to whether this external area is going to be used by club members for, say, tables and chairs.
- (e). **The plan layout drawings:**
The applicant's Plan layout drawings show Lounge and Dining, and a Bar, as well as toilets, at Ground Floor level.
The Basement Plan layout shows a further Bar, a DJ Booth; and a series of four rooms, but there is no indication as to the use of these rooms.

4. Various issues:

- (a). We appreciate that this is going to be Members Club. But we do have concerns about the potential for large Bar-type, alcohol only activities, and thus potentially noisy and disruptive. Because this will be a members club, there will not be the usual "restaurant" condition.
- (b). The application says that there will be 4 SIA Door Supervisors, which would seem to indicate a high capacity/numbers of people, as well as much activity.
- (c). We would be grateful for clarification as to the maximum capacity of the premises, and the numbers of people there will be at any one time.
- (d). Also, the DJ Booth would seem to indicate that there might be much activities and events.
- (e). Is there the intention to hold events? If so, what type of events would these be; and what numbers of people would be attending; and would this include non-members?
- (f). Club Rules and Constitution:
We are concerned about the number of Guests (and thus the numbers of people) that a Member might be permitted to have. Under "4: Guest", the Rules say that members are permitted to introduce Guests "... in accordance with the daily guest allowance set by the Committee ..."; but no number is stated, which concerns us.
- (g). The applicant does not mention **the issue of smokers**. We would wish to ask that there is a Condition as to the number of smokers outside at any one time (say limited to 3 people); at an agreed designated area; and that smokers cannot take their alcoholic drink to outside, in order to discourage groups chatting outside and causing disturbance to nearby residents.

Continued to page 4

Re: Licensing Act 2003: Application for New Club Premises Certificate/Licence:
Seven Percy Club, 7 Percy Street, W1T 1DH - *continued*:

Reference: APP\PREMISES-NEW\133278

4. Various issues - continued:

(h). The application refers to patrons being directed to the "... monitored back-door route to the main streets ...". We would particularly ask that the back door (which is into Percy Mews) is not used by members and patrons, because there are residential flats immediately into Percy Mews. We would also ask that the back entrance and the Mews is not used by staff to congregate and/or to smoke, for the same reasons. Our suggestion is that this rear entrance is only used for, say, daytime service deliveries and as a fire exit.

5. The Proposed Hours:

We wish to strongly object to the proposed Hours, which are well beyond Camden's Framework Hours. The proposed Hours are to 3.00am for five days of the week, well beyond midnight, and well beyond the time when residents expect peaceful time to sleep.

We appreciate that Planning and Licensing are separate regimes. But, **the Planning Permission Permissions in 2024** (Camden ref. 2023/3999/P and 2023/5008/L) for Change of Use to Private Members' Club (Sui Generis), states (in Condition 7) that says that the permitted use is **not allowed to operate outside the hours of 10.00 - 23.30 Monday to Saturday; and 11.00 - 23.30 Sundays and Bank Holidays.**

The permitted use being a private Members Club.

The Planning Permission gives the reason for this Condition as being to safeguard the amenities of the adjoining premises and the area generally in accordance with Camden's various policies.

Thus, we would ask that the Hours for the proposed Licensing activities, and the Hours of opening and closing are aligned with the hours in the Planning Permission; so that: the **closing times are 23.30 Monday to Saturday; Sundays and Bank Holidays;** and the **terminal hours for the Supply of Alcohol is 23.00.**

5. Conditions:

We strongly object to the Proposed Hours. In the circumstances, we wish to ask that the following Conditions are considered regarding the issues raised above, and to help protect residential amenity of those living nearby.

The above Planning Permission also sets down certain hours for removal of refuse and bottles.

The suggested Conditions below are generally based on model Conditions concerning restaurants in Camden's Statement of Licensing Policy.

(a). Smokers from inside will not be allowed to take out to outside their alcoholic drink; and no more than four patrons shall be permitted to smoke outside the premises at any one time.

(Note: this is in addition to any customers who may already be sitting at tables on the external "private" forecourt area.

(b). Customers smoking on the public highway (public pavements) shall not be permitted to cause obstruction of the highway (pavements) to passers by/members of public.

Continued to page 5

Re: Licensing Act 2003: Application for New Club Premises Certificate/Licence:
Seven Percy Club, 7 Percy Street, W1T 1DH - *continued*:

Reference: APP\PREMISES-NEW\133278

- (c). Notices shall be prominently displayed stating that this is also a residential area, and asking patrons to respect to be quiet and considerate to residents and neighbours when leaving.
- (d). The door(s) and any windows on the street frontages (and also any at the rear) to be kept closed at all times, to prevent noise break-out to residents.
- (e). External "Private" Forecourt Area:
If this is to be used, then the number of Tables and Chairs to be stated.
The terminal hour for the use of Chairs and Tables on the external area by patrons shall be 9.00pm Monday to Sunday; when the Chairs and Tables shall be brought in off the External Areas.
- (f). Camden's "Ask For Angela" condition:
There shall be a condition to adopt Camden's "Ask For Angela" initiative.

CUMULATIVE IMPACT:

Camden's Statement of Licensing Policy 2017-2022 (para 6.23) states that *"The absence of a cumulative impact policy for an area does not prevent a responsible authority or any other persons making representations on the grounds that the premises may give rise to a negative cumulative impact on the area in question."*

There are some 25 Public Houses within the Camden side of Fitzrovia and a further 20 in Westminster. In addition, there are many licensed Restaurants and other licensed premises. This is a relatively small area in which there is a stable residential community. Fitzrovia is a case in point, where it is essential to take account of this cumulative negative impact of such further licensed activities and recognise the detrimental effect this would have on this residential community.

Many people live in Percy Street and the immediate vicinity, (and with an expanding residential population in the vicinity) which accords with central Government policy to encourage people to live in central urban areas. Thus, it is very important that the amenity of the residential community here is protected.

Yours sincerely,

Clive Henderson,
On behalf of Charlotte Street Association.

Enclosed: MAP Showing Residential.
Photographs

Copy: CSA Committee

Application ref: APP\PREMISES-NEW\133278

Licence ref: PREM-LIC\133277

I wish to log my representation below in relation to the above Premises Licence Application. Please can you confirm receipt of this email.

My name and address is: Daniel Dicker, Flat 2, 8 Percy Mews, W1T 1EZ



Prevention of Crime and Disorder

On 31st Oct, 1st and 2nd November 2025, residents in Percy Mews were woken up between 4am and 8am by shouting, arguing and fighting between members and staff of 6 and 7 Percy Mews (this is a rear entrance to 7 Percy Street/Club Percy). The club at 7 Percy Street had held 3 club nights blaring out loud music and hiring a 'security' team for the events. A number of vehicles belonging to staff had been parked illegally in Percy Mews blocking residents access. There was fighting on all 3 dates, a female could be heard screaming that her bag and passport had been stolen and a man aggressively kicked and damaged a wooden door at 6 Percy Mews after arguing with a member of staff of the venue. These details were reported to the police and the council. Residents of Percy Mews were not made aware of the events beforehand, nor was any public licence applied for or authorised for these events. Percy Mews was made to feel very unsafe and unpleasant due to these events and the disorder caused by their patrons.

Public Safety

In August 2024, residents and staff of 7 Percy Street lit fires in two frying pans at the rear of their building in Percy Mews. This was at 3am in the morning. The fires and pans were left lit and unattended when they had finished and returned inside their building. This was reported to the LFB.

An art gallery at 6 Percy Street has regularly reported the strong smell of cigarette/cigar smoke from below their art gallery to their landlords. There is understanding that the basement of the members club at 7 Percy Street is smoking/cigar room. Has the club been fire risk assessed. It's worth pointing out here that vehicular access to Percy Mews is regularly blocked by patrons of The Wheatsheaf pub drinking in the street without the pub having a licence to do so. Emergency vehicles could be delayed or blocked access to Percy Mews should one be required causing potential danger to life.

Public Nuisance

Loud music can regularly be heard coming from 7 Percy Street late into the night until 2 and 3am. The rear of the venue and mezzanine area are directly next to residents flats at 8 Percy Mews where master bedrooms are situated. Work and construction noise from the venue is regularly heard outside of Camden's allowed hours. Most recently on Monday 22nd December 2025, electric sawing and drilling was taking place at 7.30pm in and outside the rear of 7 Percy Street.

Staff at 7 Percy Street have been seen urinating in Percy Mews. They also allow their dog to urinate and defecate in Percy Mews outside of residents homes and do not collect or discard it.

Rachel Mackellar [REDACTED]
licensing inbox

You don't often get email from concerned.neighbour58@hotmail.com. [Learn why this is important](#)

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Licensing Team,

I am writing to make a representation regarding the application by Percy Holding Group Limited for a Club Premises Certificate at Seven Percy, 7 Percy Street, London W1T 1DH.

I am a local business owner in the surrounding area, which is predominantly residential in character. I am concerned that the proposed operating hours (Tuesday to Saturday, up to 03:30) and regulated entertainment until 03:00 are likely to cause significant disturbance to nearby residents, particularly through late-night noise, patrons congregating outside, and increased anti-social behaviour.

There have already been issues in the area with loud and disruptive behaviour late at night. I am worried that granting this license in its current form will worsen these problems and negatively impact residents' ability to sleep and enjoy their homes peacefully.

Additionally, there have been recurring strong odours of cannabis in the vicinity, and I am concerned about the possibility of illegal activity associated with the premises if not properly managed and monitored. I request that the Licensing Authority give careful consideration to enforcement, security, and prevention of crime and disorder should the application be granted.

I respectfully ask that the application be reviewed with these concerns in mind, and that appropriate conditions be imposed, or that the application be refused, in order to protect local residents and uphold the licensing objectives.

Please confirm receipt of this representation.

Yours faithfully,

Concerned Community Member

Conditions Consistent with Operating Schedule/General Qualifying Premises/ Club Rules and Constitution

1. Crime and disorder will be prevented through the mandatory use of Four (4) SIA Door Supervisors (increasing to Five (5) for 03:00 closes), all trained in incident management and the Club's ASB disciplinary procedures.
2. We enforce a zero-tolerance drug policy, supported by mandatory staff training and clear advisory signage posted within the restrooms.
3. Our robust dispersal protocol requires security to actively patrol and monitor a 10-meter radius of the entrance/exit during closing, enforcing a zero-tolerance policy for loitering by directing patrons quickly and quietly via the monitored backdoor route to the main streets, while also actively facilitating immediate departure via called taxis/private hire vehicles.
4. Furthermore, a modern CCTV system, covering all critical areas, will be maintained with footage retained for a minimum of 23 days.
5. Public safety is ensured by strictly adhering to the maximum occupancy limit, monitored at all times by a physical clicker counter used by door staff
6. an annual Fire Risk Assessment, mandatory staff training on evacuation, and ensuring all fire exits and routes are unobstructed and illuminated. Additionally, all electrical, gas, and ventilation systems are certified annually by a qualified professional.
7. At least one designated member of staff on duty at all times will hold a valid First Aid qualification.
8. Noise Limiting Device (NLD), set to a maximum output of 88 dBA (LAeq, 5min), with the seal number logged at the start of every session. Critically, the low frequency bass equalization must be filtered and reduced by a minimum of -10 dB for all regulated entertainment after 22:00 (10 PM). The DPS/DEM must conduct and log a compliance check at 22:00 to confirm that the music is inaudible at the nearest external residential façade, and all
9. Windows and external doors to the entertainment room must be kept closed when music is playing
10. Access to the premises will be restricted to persons 18 years of age or over at all times when licensable activities are taking place, with this being an explicit rule in the Club's written constitution.

11. We will adopt and enforce a strict Challenge 25 policy, requiring anyone who appears under 25 to provide acceptable photographic identification (e.g., Passport, UK Driving Licence, or PASS-accredited card) before being admitted or served alcohol. All staff responsible for checking ID and serving alcohol will receive specific, mandatory training on the Challenge 25 policy and the detection of fraudulent identification.
12. The Committee shall have the power to expel any member who:
- Breaches the zero-tolerance drug policy.
 - Engages in fighting, physical aggression, or harassment.
 - Repeatedly ignores staff requests to keep noise levels down outside the premises.
 - Engages in loitering or anti-social behaviour within the immediate 10-meter radius of the Club.
13. Any member whose membership is terminated for breach of licensing-related rules will be permanently banned from the premises and all future Club activities
14. The Club shall be managed by a Committee of no less than three persons.
15. A copy of these rules shall be prominently displayed within the Club premises (including the restroom areas where applicable) and provided to all members upon admission.
16. The Committee may alter these rules at any time to ensure ongoing compliance with the Licensing Act 2003 and local authority requirements.

General Conditions for a Qualifying Club Premises:

Section 62 The general conditions

- (1) The general conditions which a club must satisfy if it is to be a qualifying club in relation to a qualifying club activity are the following.
- (2) Condition 1 is that under the rules of the club persons may not—
- (a) be admitted to membership, or
 - (b) be admitted, as candidates for membership, to any of the privileges of membership, without an interval of at least two days between their nomination or application for membership and their admission.
- (3) Condition 2 is that under the rules of the club persons becoming members without prior nomination or application may not be admitted to the privileges of membership without an interval of at least two days between their becoming members and their admission.
- (4) Condition 3 is that the club is established and conducted in good faith as a club.
- (5) Condition 4 is that the club has at least 25 members.
- (6) Condition 5 is that alcohol is not supplied, or intended to be supplied, to members on the premises otherwise than by or on behalf of the club.

Section 63 Determining whether a club is established and conducted in good faith

(1) In determining for whether a club is established and conducted in good faith as a club, the matters to be taken into account are those specified in subsection (2).

(2) Those matters are—

- (a) any arrangements restricting the club's freedom of purchase of alcohol;
- (b) any provision in the rules, or arrangements, under which—
 - (i) money or property of the club, or
 - (ii) any gain arising from the carrying on of the club, is or may be applied otherwise than for the benefit of the club as a whole or for charitable, benevolent or political purposes;
- (c) the arrangements for giving members information about the finances of the club;
- (d) the books of account and other records kept to ensure the accuracy of that information;
- (e) the nature of the premises occupied by the club.

Section 64 The additional conditions for the supply of alcohol

(2) Additional Condition 1 is that (so far as not managed by the club in general meeting or otherwise by the general body of members) the purchase of alcohol for the club, and the supply of alcohol by the club, are managed by a committee whose members—

- (a) are members of the club;
- (b) have attained the age of 18 years; and
- (c) are elected by the members of the club.

(3) Additional Condition 2 is that no arrangements are, or are intended to be, made for any person to receive at the expense of the club any commission, percentage or similar payment on, or with reference to, purchases of alcohol by the club.

(4) Additional Condition 3 is that no arrangements are, or are intended to be, made for any person directly or indirectly to derive any pecuniary benefit from the supply of alcohol by or on behalf of the club to members or guests, apart from—

- (a) any benefit accruing to the club as a whole, or
- (b) any benefit which a person derives indirectly by reason of the supply giving rise or contributing to a general gain from the carrying on of the club.

Club Rules and Constitution: Seven Percy

Address: 7 Percy Street, London, W1T 1DH

Date of Adoption: 01 December 2025

1. Name and Objective

- 1.1 The name of the Club is **Seven Percy**.
- 1.2 The objective of the Club is to provide a private space for social interaction, festival celebrations, and corporate networking for its members and their guests.

2. Membership

- 2.1 Membership is strictly open to persons aged 18 and over.
- 2.2 In accordance with the Licensing Act 2003, there shall be an interval of at least **two days** between a person's nomination or application for membership and their admission to the privileges of membership.
- 2.3 Every candidate for membership must provide valid photographic identification and complete a formal application.
- 2.4 The Club Committee reserves the absolute right to refuse membership to any applicant without stating a reason.

3. Conduct of Members

- 3.1 Members must always conduct themselves in a manner that respects the Club's neighbors and the local community.
- 3.2 The Club operates a **zero-tolerance drug policy** regarding the possession, use, or distribution of illegal substances; any breach results in immediate termination of membership.
- 3.3 Members must follow all instructions from staff and security regarding dispersal and street management.
- 3.4 Upon leaving the premises, members must respect the neighbors by keeping noise to a minimum and departing the vicinity immediately via the designated exit routes.
- 3.5 Use of foul, abusive, or aggressive language toward staff or other members is strictly prohibited.

4. Guests

- 4.1 Members are permitted to introduce guests to the Club in accordance with the daily guest allowance set by the Committee.
- 4.2 Members are legally and disciplinary responsible for the conduct of their guests at all times.

- 4.3 If a guest breaches any Club Rules—specifically regarding noise, drugs, or anti-social behavior—the sponsoring member will be subject to disciplinary action.
- 4.4 All guests must be signed in by their sponsoring member upon arrival.

5. Licensing Objectives and Compliance

- 5.1 The Club operates a "Challenge 25" policy; valid photographic ID (Passport or UK Driving License) is required for entry and alcohol service.
- 5.2 Members and guests must vacate the premises by the closing times specified in the Club Premises Certificate (01:30 for standard days; 03:30 for designated festival dates).
- 5.3 Members must not interfere with any acoustic equipment, including sound-dampening panels or the Noise Limiting Device (NLD).
- 5.4 No alcohol may be taken off the premises by members or guests at any time.

6. Discipline and Termination of Membership

- 6.1 The Committee shall have the power to expel any member who:
 - Breaches the zero-tolerance drug policy.
 - Engages in fighting, physical aggression, or harassment.
 - Repeatedly ignores staff requests to keep noise levels down outside the premises.
 - Engages in loitering or anti-social behavior within the immediate 10-meter radius of the Club.
- 6.2 Any member whose membership is terminated for breach of licensing-related rules will be permanently banned from the premises and all future Club activities.
- 6.3 Suspended members shall not be entitled to a refund of any membership fees.

7. Governance

- 7.1 The Club shall be managed by a Committee of no less than three persons.
- 7.2 A copy of these rules shall be prominently displayed within the Club premises (including the restroom areas where applicable) and provided to all members upon admission.
- 7.3 The Committee may alter these rules at any time to ensure ongoing compliance with the Licensing Act 2003 and local authority requirements.

Signed: _____

Secretary, Seven Percy

Section 1: Background comments of the Borough Solicitor

- 1.1 The purpose of Camden's Statement of Licensing Policy is to make it clear to applicants that wider considerations will be taken into account when determining applications. It is intended to guide the Licensing Panel when considering licence applications. However, the Licensing Panel must always consider each application on its own merits and allow exceptions to the normal policy where the circumstances of the application justify allowing an exception. The burden is on the applicant to show that they comply with the policy.
- 1.2 Members should only address those matters that have formed the subject matter of relevant representations. Matters that arise that are not the subject of relevant representations fall outside the function that the Panel is exercising when it holds a hearing
- 1.3 Members must determine, having regard for the evidence, whether granting the application for a premises licence will impact adversely on the policy criteria listed in paragraph 3 of this report.
- 1.4 In accordance with the provisions of Part 1 of Schedule 5 of the Act, where a Licensing Authority rejects in whole or in part, an application for a new premises licence, the applicant may appeal against the decision, to a magistrate's court within 21 days of being notified of the decision.
- 1.5 Similarly, where a person who made relevant representations in relation to the application contends that the licence ought not to have been granted, or that different or additional conditions should have been imposed on the licence, he may appeal against the decision to a magistrate's court within 21 days of being notified of the decision.
- 1.6 **The Human Rights Act 1998** incorporates the key articles of the European Convention on Human Rights into domestic law. Decisions on licensing matters are actions of a public authority and must be compatible with Convention rights. Consequently, Members of the Panel must be aware of the rights contained in the Convention (particularly those set out below) when making licensing decisions.
 - (a) **Article 6: Right to a fair trial**
In the determination of his civil rights and obligations, everyone is entitled to a fair and public hearing within a reasonable time by an independent and impartial tribunal established by law.
 - (b) **Article 8: Right to respect for private and family life**
Everyone has a right to respect for his or her private life, his home and correspondence.

(c) Article 1 of the First Protocol: Protection of property

Every natural or legal person is entitled to the peaceful enjoyment of his possessions, including a licence. No one shall be deprived of his possession except in the public interest and subject to the conditions provided for by law and by the general principles of international law.

(d) Article 10: Freedom of Expression

Everyone has the right to freedom of expression. This right shall include freedom to hold opinions and to receive and impart information and ideas without interference by public authority and regardless of frontiers. This Article shall not prevent States from requiring the licensing of broadcasting, television or cinema enterprises.

The exercise of these freedoms since it carries with it duties and responsibilities may be subject to such formalities, conditions, restrictions or penalties as are prescribed by law and are necessary in a democratic society, in the interests of national security, territorial integrity or public safety, for the prevention of disorder or crime, for the protection of health and morals, for the protection of the reputation or rights of others, for preventing the disclosure of information received in confidence, or for maintaining the authority and impartiality of the judiciary.

(e) Article 14: Prohibition of discrimination

The enjoyment of the rights and freedoms set forth in this Convention shall be secured without discrimination on any ground such as sex, race, colour, language, religion, political or other opinion, national or social origin, association with a national minority, property, birth, or other status.

- 1.7 When formulating policy local authorities must have regard to the **Equality Act 2010**. The Act provides protection from discrimination in respect of certain protected characteristics, namely: age, disability, gender reassignment, pregnancy and maternity, race, religion or beliefs and sex and sexual orientation. It places the Council under a legal duty to have due regard to the advancement of equality in the exercise of its powers including licensing powers. Members of the panel must be mindful of this duty when determining all licensing applications.

The section 149 Public Sector Equality Duty

(1) A public authority must, in the exercise of its functions, have due regard to the need to—

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

(2) A person who is not a public authority but who exercises public functions must, in the exercise of those functions, have due regard to the matters mentioned in subsection (1).

(3) Having due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to—

- (a) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;
- (b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;
- (c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

(4) The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.

(5) Having due regard to the need to foster good relations between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to—

- (a) tackle prejudice, and
- (b) promote understanding.

(6) Compliance with the duties in this section may involve treating some persons more favourably than others; but that is not to be taken as permitting conduct that would otherwise be prohibited by or under this Act.

1.8 In determining any application, the Council must comply with the public sector equality duty in s.149 of the 2010 Act. This is a duty to have regard to the need to achieve the statutory goals of s.149, rather than to achieve a particular result. The s149 duty sits alongside and does not override statutory requirements in relation to determining licensing applications, including the duty to consider all evidence on its merits and the legislative criteria listed at paragraphs 3 & 4.

1.9 When members have before them representations or other material on issues relevant to s149, even outside the scope of “standard” licensing considerations such material must still be specifically assessed in the context of s149. However, because s149 creates a requirement to “have regard” the fact a matter raised is relevant to s149 will not automatically translate into a reason for refusing an application that would be sustainable in any subsequent appeal, given the legal requirement to determine applications in compliance with licensing legislation.

Section 2: Financial Comments

- 2.1 Following consideration there are no financial implications concerning this application. The Executive Director Corporate Services has been consulted in the preparation of this report and has no further comments to add.