

**APPLICATION TO VARY PREMISES LICENCE
UNDER SECTION 34 OF THE LICENSING ACT 2003**

LONDON BOROUGH OF CAMDEN	REPORT OF: Executive Director Investment, Place and Opportunity
FOR SUBMISSION TO: Licensing Panel	DATE: 16 July 2026
PREMISES: Mag One, 68 Rosslyn Hill, London, NW3 1ND	WARD: Hampstead Town
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 (February 2026) (“the Guidance”)	
APPENDICES: Appendix 1) Map of premises Appendix 2) Application form Appendix 3) Current premises licence Appendix 4) Relevant representations Appendix 5) Legal and finance comments	
CONTACT OFFICER: Samina Khan, Licensing Officer, Licensing Team, 5 Pancras Square, London, N1C 4AG. 020 7974 4504 / Samina.Khan@camden.gov.uk	
SIGNED BY:  Oliver Jones Director of Recreation and Public Safety Date: 30th June 2026	

1. Application

1.1. This is an application to vary a premises licence under section 34 of the Licensing Act 2003.

1.2. The premises are licensed for:

a) Supply of alcohol (For consumption off the premises)

Monday to Saturday 08:00 – 23:00
Sunday 10:00 – 22:30

b) Opening Hours

Monday to Saturday 06:00 – 23:00
Sunday 10:00 – 22:30

1.3. The variation is for:

a) The removal of the following conditions:

(31) No sale of super-strength beer, lager or cider above 5.5% ABV (with limited exceptions for premium products).

(32) Wine and spirits not to be sold in bottles under 180ml.

(33) Alcohol must be kept in display units with metal shutters.

(34) Alcohol must be secured behind shutters outside permitted hours.

1.4. The application can be found at **Appendix 2**.

2. Representations

2.1. One relevant representation was received in relation to the application.

2.2. The representation opposes the application, and this is from the Metropolitan Police Responsible Authority and can be found at **Appendix 4**.

3. Policy

Licensing objectives (Chapter Four Page 30 to 43 of the Policy)

3.1. The licensing objectives engaged by this application are:

a) The Prevention of Crime and Disorder

Hours Policy (Chapter Five, Pages 47 – 49 of the Policy)

3.2. The hours policy is not engaged by this application in relation to the proposed end times for licensable activities.

Women's Safety (Chapter Four, Pages 30 – 32 of the Policy)

- 3.3. 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.
- 3.4. 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, Pages 55 – 62 of the Policy)

- 3.5. The premises policies currently engaged by this application are:
 - a) Off Licences

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 an application to vary a premises licence under section 35 of the Licensing Act 2003.
- 5.2. Having considered the application, any the representations submitted in relation to this application, the legislative provisions, the Statement of Licensing Policy, and the Guidance issued by the Secretary of State, Panel 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.

REPORT ENDS