

Licensing Act 2003 Premises Licence

Premises Licence Number

Prem2011

Version Reference

20/00369/PRMVAR

Part 1 – Premises Details

Postal address of premises including Post Town & Post Code, or if none, ordnance survey map reference or description

Conova Hall
250 Ferndale Road
London
SW9 8FR

Telephone number

Where the licence is time limited the dates

-

Licensable activities authorised by the licence

Late Night Refreshment (*indoors only*)
Sale by Retail of Alcohol

The times the licence authorises the carrying out of licensable activities

Late Night Refreshment

Sunday - Wednesday	23:00 - 00:00
Thursday	23:00 - 00:00 (01:00 subject to condition 44)
Friday & Saturday	23:00 - 01:00 (02:00 subject to condition 44)

Sale by Retail of Alcohol

Sunday - Wednesday	10:00 - 23:30
Thursday	10:00 - 23:30 (00:30 subject to condition 44)
Friday & Saturday	10:00 - 00:30 (01:30 subject to condition 44)

The opening hours of the premises

Sunday to Wednesday	08:00 - 00:00
Thursday	08:00 - 00:00 (01:30 subject to condition 44)
Friday & Saturday	08:00 - 01:00 (02:30 subject to condition 44)

Where the licence authorises supplies of alcohol whether these are on and/or off supplies

Alcohol may be supplied for consumption both on and off the premises

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence

Albion And East Ltd
Hyde Park House
5 Manfred Road
London
SW15 2RS

Registered number of holder, for example company number, charity number (where applicable)

Registered Company Number 08372794

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply or the sale by retail of alcohol

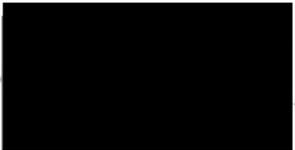
Daniel Westaway



Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises the supply or sale by retail of alcohol

Personal Licence No: 

Licensing Authority: 

Signed: 

On behalf of the Head of Public
Protection and Regulatory Services

Dated: 22 December 2020

Annex 1 – Mandatory conditions

(Alcohol - on)

1. No supply of Alcohol may be made under the Premises Licence:
 - (a) At a time when there is no Designated Premises Supervisor in respect of the Premises Licence; or
 - (b) At a time when the Designated Premises Supervisor does not hold a Personal Licence or is suspended.
2. Every supply of alcohol under the Premises Licence must be made, or authorised by a person who holds a Personal Licence.
3. The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—

- (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise)
 - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
 - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;
 - (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
 - (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).
4. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
 5. The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
 - (1) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
 - (2) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

- (a) a holographic mark, or
 - (b) an ultraviolet feature.
6. The responsible person must ensure that—
- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
 - (i) beer or cider: ½ pint;
 - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
 - (iii) still wine in a glass: 125 ml;
 - (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
 - (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.
7. Additional Mandatory Licensing Conditions, Minimum Drinks Pricing:
1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
 2. For the purposes of the condition set out in paragraph 1
 - (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979
 - (b) "permitted" price is the price found by applying the formula - $P=D+(D \times V)$ where:
 - (i) P is the permitted price,
 - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
 - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
 - (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence
 - (i) the holder of the premises licence,
 - (ii) the designated premises supervisor (if any) in respect of such a licence, or
 - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
 - (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
 - (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.
 3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
 4. (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
 (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

MANDATORY CONDITIONS - Door Supervision - except theatres, cinemas, bingo halls and casinos

8. Where a premises licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, each such individual must:

- (a) be authorised to carry out that activity by a licence granted under the Private Security Industry Act 2001; or
 - (b) be entitled to carry out that activity by virtue of section 4 of the Act.
- 9. But nothing in subsection (1) requires such a condition to be imposed:
 - (a) in respect of premises within paragraph 8(3)(a) of Schedule 2 to the Private Security Industry Act 2001 (c12) (premises with premises licences authorising plays or films); or
 - (b) in respect of premises in relation to:
 - (i) any occasion mentioned in paragraph 8(3)(b) or (c) of that Schedule (premises being used exclusively by club with club premises certificate, under a temporary event notice authorising plays or films or under a gaming licence), or
 - (ii) any occasion within paragraph 8(3)(d) of that Schedule (occasions prescribed by regulations under that Act).
- 10. For the purposes of this section:
 - (a) "security activity" means an activity to which paragraph 2(1)(a) of that Schedule applies, and, which is licensable conduct for the purposes of that Act, (see Section 3(2) of that Act) and
 - (b) paragraph 8(5) of that Schedule (interpretation of references to an occasion) applies as it applies in relation to paragraph 8 of that Schedule.

Annex 2 – Conditions consistent with the Operating Schedule

1. The premises shall install and maintain a comprehensive CCTV system. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon request of Police or authorised officer.
2. The CCTV cameras and recording equipment will be of sufficient quality in all light levels inside the premises.
3. Subject to the Data Protection guidance and legislation, the management of the premises will ensure that key staff are fully trained in the operation of the CCTV and will be able to download selected footage onto a disk for the Police without difficulty or delay and without charge to Lambeth Police.
4. Suitably qualified staff representing the premises will be active members of a Pub Watch Scheme/Business Improvement District or similar group where there is one in operation. The current scheme the licensee is to join will be the Business Crime Reduction Programme (BCRP).
5. A record shall be kept detailing all refused sales of alcohol. The record should include the date and time of the refused sale and the name of the member of staff who refused the sale. The record shall be available for inspection at the premises by the police or an authorised officer of the Council at all times whilst the premise is open.
6. An incident log shall be kept at the premises, and made available on request to an authorised officer of the Council or the Police, which will record the following:
 - (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received concerning crime and disorder
 - (d) any incidents of disorder
 - (e) all seizures of drugs or offensive weapons
 - (f) any faults in the CCTV system or searching equipment or scanning equipment
 - (g) any visit by a relevant authority or emergency service.
7. The licence-holder shall operate a zero-tolerance policy towards unruly behaviour on the licensed premises.
8. The licence-holder shall operate a responsible drinking policy at the licensed premises, and ensure that staff receive regular and comprehensive training every 6 months in respect of this policy.
9. A member of the premises management (whether the DPS or other owner/ manager) must attend all Police Licensing Forums organised by the local police when invited
10. Any information regarding crimes committed within the premises, including suspected drug dealing and violence, should be reported to the police immediately or as soon as is reasonably practicable.
11. The premises will have a minimum of two SIA security staff on duty at the premises on Friday and Saturday from 21:00 hours until 30 minutes after the premises close.
12. The cellar, alcohol storage units such as the wine store shall remain locked closed during licensable activities save for the purpose of restocking the sales area or deliveries.
13. The need for a random search policy of all customers will be risk assessed on a regular basis or implemented on advice of Police
14. Substantial food shall be available at all times during the permitted hours

15. No super-strength beer, lagers, ciders or spirit mixtures of 6% ABV (Alcohol by volume) or above shall be sold at the premises, except for premium beers and ciders supplied in glass bottles.
16. All staff will be trained to ask customers to leave quietly in the evening when necessary.
17. There shall be no off sales from the premises after 23:00 hours.
18. No customers shall be allowed to leave the premises with open alcoholic beverages or to consume alcohol on the public highway, save for an area owned by the premises immediately outside where tables and chairs will be located until 23:00 hours and where all customers shall be seated.
19. From 23:00hrs, create a designated smoking area to Ferndale Road elevation of the building. The number of persons permitted to smoke out in this area shall not exceed 15 persons at any one time. This area shall be proactively monitored by staff at all times whilst in use.
20. Implement a robust dispersal policy from 23:00hrs to ensure all patrons leave the premises and vicinity as quietly and speedily as possible. Ensure that patrons are verbally advised by management/staff upon leaving to be mindful of the neighbouring residents so as not to disturb the peace.
21. At the terminal hour of licensable activities, persons who have ordered a cab or are awaiting a private collection from the premises shall be advised to wait inside the premises until their transport has arrived.
22. Routine litter picks shall be undertaken (and at the terminal hours) to the external perimeters of the premises to remove all discarded litter, drinking vessels, food waste/packaging and cigarette butts.
23. There shall be no external emptying of bottle banks between the hours of 23:00 - 07:30hrs Monday to Sunday.
24. Management/staff shall proactively monitor the conduct and behaviour of patrons on the public highway and the external tables & chairs area on Ferndale Road. Engagement to ensue where customers are deemed to be shouting or engaging in rowdy, anti-social behaviour to the detriment of residents within the vicinity. Those person(s) shall be asked to cease this activity and/or disperse from the premises quietly and efficiently.
25. From 23:00hrs, all furniture within the designated external tables & chairs areas shall be rendered unusable.
26. All tables and chairs within the external area shall be removed and placed inside the premises at closing time Monday to Sunday.
27. The premises shall prominently display signage informing customers:
 - (a) to leave quietly and to respect your neighbours;
 - (b) stating that CCTV is in operation and police have instant access to the footage;
 - (c) any person found carrying weapons or illegal drugs will be permanently excluded and the police will be informed.
28. All external windows and doors shall be kept closed after 22:00 hours save for egress and regress.
29. All tables and chairs within the premises to remain in-situ at all times but can be changed/altered and moved around as and when required.

30. Seating shall be provided for a minimum of 200 persons.
31. There will be a maximum of 50 standing patrons.
32. There shall be no more than 250 persons permitted inside the premises.
33. Management/staff shall proactively monitor the conduct and behaviour of patrons leaving or entering the premises and in the seated area outside. Engagement to ensure where customers are deemed to be shouting or engaging in rowdy, anti-social behaviour to the detriment of residents within the vicinity. Those person(s) shall be asked to cease this activity and/or disperse from the premises quietly and efficiently.
34. Public transport should be actively promoted at all times as a primary form of transport to and from the site. Accordingly, use of private vehicles shall be discouraged. Details of the tube, rail, bus network and reputable licensed taxi-cab operators to be provided to visitors upon request.
35. There shall only be one entrance/exit which is located on Ferndale road, this will exclude cases of emergency exits.
36. There shall be a substantial amount of fixed table and chairs on the premises to ensure that its operation is not that of a nightclub.
37. The venue will not promote itself to be a vertical drinking establishment.
38. There shall be no external promoted events operating for this premises unless they have been approved and authorised by the licensing authority and metropolitan police
39. There shall be a documented dispersal policy and it must be supplied to the licensing authority 2 weeks prior to operating under the licence to allow for amendments.
40. There shall be no licensable activity in the basement area.
41. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
42. Children under 16 may be permitted on the licensed premises until 22.00 if accompanied by an appropriate adult and for the purpose of consuming food on the premises.
43. Staff shall be given regular briefings every 6 months on current legislation in respect of the supply of applicable age-restricted products, such as alcohol.
43. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.
44. The permitted hours may be extended until 1st January 2022 as stated below:

Late Night Refreshment

Thursday	23:00 - 01:00
Friday & Saturday	23:00 - 02:00

Sale by Retail of Alcohol

Thursday	10:00 - 00:30
Friday & Saturday	10:00 - 01:30

Opening Hours

Thursday 08:00 - 01:30
Friday & Saturday 08:00 - 02:30

Annex 3 – Conditions attached after a hearing by the licensing authority

None

Licensing Act 2003 Premises Licence Summary

Premises Licence Number

Prem2011

Version Reference

20/00369/PRMVAR

Premises Details

Postal address of premises including Post Town & Post Code, or if none, ordnance survey map reference or description

Conova Hall
250 Ferndale Road
London
SW9 8FR

Telephone number

Where the licence is time limited the dates

N/A

Licensable activities authorised by the licence

Late Night Refreshment (*indoors only*)
Sale by Retail of Alcohol

The times the licence authorises the carrying out of licensable activities

Late Night Refreshment

Sunday - Wednesday	23:00 - 00:00
Thursday	23:00 - 00:00 (01:00 subject to condition 44)
Friday & Saturday	23:00 - 01:00 (02:00 subject to condition 44)

Sale by Retail of Alcohol

Sunday - Wednesday	10:00 - 23:30
Thursday	10:00 - 23:30 (00:30 subject to condition 44)
Friday & Saturday	10:00 - 00:30 (01:30 subject to condition 44)

The opening hours of the premises

Sunday to Wednesday	08:00 - 00:00
Thursday	08:00 - 00:00 (01:30 subject to condition 44)
Friday & Saturday	08:00 - 01:00 (02:30 subject to condition 44)

