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London Borough of Hammersmith & Fulham



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Licensing Act 2003 Premises Licence Schedule 12 Part A, Regulation 33, 34

Premises Licence Number: 2014/01447/LAPR

Part 1 – Premises details

**The Hampshire Hog
225 - 227 King Street**

Post town: **London**

Post code: **W6 9JT**

Telephone: **020 8748 3391**

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

**Exhibition of a Film- Indoors
Late Night Refreshment- Indoors
Sale of Alcohol- On and off the premises**

The licence authorises the carrying out of the following licensable activities on the days and at the times specified below:

Activity	Day(s)	Hours	
		From	To
Exhibition of a Film-Indoors (Restricted to 2 Function Rooms on First Floor only)	Monday to Saturday	12:00	00:00
Exhibition of a Film- Indoors (Restricted to 2 Function Rooms on First Floor only)	Sunday	12:00	23:30
Late Night Refreshment- Indoors	Monday to Saturday	23:00	00:00
Late Night Refreshment- Indoors	Sunday	23:00	23:30
Sale of Alcohol On and Off Premises	Monday to Saturday	10:00	00:00
Sale of Alcohol On and Off Premises	Sunday	11:00	23:30

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The opening hours of the premises:

Day	Opening	Closing
Monday to Friday	08:00	00:30
Saturday	09:00	00:30
Sunday	09:00	00:00

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

On and Off the Premises

Part 2

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

Abitam Ltd
124- 126 Church Hill
Loughton
Essex
IG10 1LH

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

07700482

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol:

Ms Abigail Jane Magdalene Pritchard

Personal Licence Number: 151296
Issuing Authority: London Borough of Brent

Annex 1 – Mandatory conditions

- (1) 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.
 - (2) 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—

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- (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).

2. The responsible person shall ensure that free potable water is provided on request to customers where it is reasonably available.

3. 1) 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.

(2) 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.

(3) 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.

4. 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.

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5. 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.

6. (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 his personal licence is suspended.

(2) Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence

Annex 2 – Conditions consistent with the operating Schedule

7. Subject to the following exceptions, no person shall except during the permitted hours listed above, sell or supply alcohol for consumption on or off the premises or consume in or take from the premises any alcohol. The exceptions are:

- i. The consumption of alcohol

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- a) during the first twenty minutes after the permitted hours
 - b) during the first thirty minutes after the permitted hours by persons taking meals on the premises provided that the alcohol is provided as ancillary to the meals.
- ii. The taking of alcohol from the premises during the first twenty minutes after the permitted hours provided it is not supplied or taken in an open container.
 - iii. The ordering of alcohol to be consumed off the premises or the despatch by the vendor of the alcohol so ordered.
 - iv. The sale or supply of alcohol to, or its consumption by, any person residing in the licensed premises.
 - v. The taking of alcohol from the licensed premises by a person residing there.
 - vi. The supply of alcohol for consumption on the premises to any private friends of a person residing there who are bona fide entertained by such person at that person's own expense and consumption by those friends of alcohol so supplied.
 - vii. The supply of alcohol for consumption on the premises to persons employed there for the purposes of the business carried on by the holder of the licence, or the consumption of liquor so supplied, if the liquor is supplied at the expense of their employer or of the person carrying on or in charge of the business on the premises.
 - viii. The sale of alcohol to a trader or club for the purposes of the trade or club.
 - ix. The sale or supply of alcohol within one hour of the permitted hours and on Christmas Day, between 3pm and 7pm must be to persons taking table meals in the premises in a part of the premises usually set apart for the service of such persons and for consumption by such a person in that part of the premises as an ancillary to their meal.
8. The venue shall maintain a CCTV system. The CCTV system shall continually record whilst the venue is open for licensable activities and / or when customers remain on the premises. All recordings shall be time & date stamped, maintained for a 31 day period. The CCTV system shall:
- a) Cover all entry points used by the public.
 - b) Enable frontal identification of persons entering in any light condition.
 - c) Be maintained by a suitably qualified person.

The police will be notified of any fault in the CCTV system which would prevent relevant footage being recorded with a minimum of delay. The premises will comply with the requests made by the police in this instance, including suspension of licensable activities, until such time as the fault is corrected.

9. A staff member from the premises who is conversant with the operation of the CCTV system will be on the premises at all times that the premises are open to the public. This staff member will be able to show police recent data footage with the minimum of delay when requested. This data or footage reproduction should be almost instantaneous.
10. A refusals book shall be kept at the premises to record details of all refusals to sell alcohol. This book shall contain the date and time of the incident, a description of the customer, the name of the

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staff member who refused the sale, and the reason the sale was refused. The book shall be made available to Police and authorised Council officers on request.

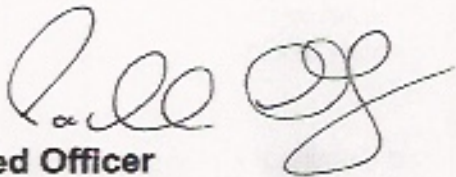
11. The Designated Premises Supervisor / Manager shall regularly check the refusals book to ensure it is being consistently used by all staff.
12. The Designated Premises Supervisor shall ensure that all existing staff, new staff, supervisors and managers receive an induction in the legality and procedure of alcohol sales, prior to undertaking the sale of alcohol. This training will include the contents of the premises licence; times of operation, licensable activities and all conditions. Training documents shall be signed and dated and training records be made available to a police officer or council officer on request. The records will be retained for at least 18 months.
13. Signs will be placed in prominent positions at the premise requesting patrons to keep their personal property safe.
14. The premise will maintain a lost property log. As a minimum this will include details of type of property, imei numbers of mobile phones, personal details attainable and restoration efforts. This will be available to police or council licensing officers on request.
15. Signs will be placed at all exits from the premise requesting patrons to respect the neighbours and leave quietly.
16. The terminal hour for licensable activities on New Year's Eve will be restricted to 02.30 (New Year's Day) and the premises will be closed and all patrons will have left the premises by 03.00 (New Year's Day).
17. The function rooms on the first floor shall only be used for pre-booked, corporate and private events only.
18. The audience for a film shall be restricted to 40 at any one time (excluding staff).

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

Not Applicable

Plans:

See attached.

Signed: 
Authorised Officer

Date: 18 November 2014