

Licensing Act 2003

Premises Licence



Premises Licence Number: 2020/00507/LAPR

Part 1 – Premises details

Postal address of premises, or if none, OS map reference or description of the premises

Bloom
399 Fulham Palace Road

Post town: London

Post code: SW6 6TA

Telephone: 020 7371 0662

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Performance of Live Music -Indoors Only
Playing of Recorded Music -Both Indoors and Outdoors
Provision of Late Night Refreshment -Both Indoors and Outdoors
Sale of Alcohol On and Off the Premises -Both Indoors and Outdoors

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

| | |
|--|---------------|
| Performance of Live Music -Indoors Only | |
| Monday to Sunday | 10:00 - 22:00 |
| Playing of Recorded Music -Both Indoors and Outdoors | |
| Monday to Sunday | 08:00 - 23:00 |
| Provision of Late Night Refreshment -Both Indoors and Outdoors | |
| Monday | 23:00 - 00:00 |
| Tuesday | 23:00 - 00:00 |
| Wednesday | 23:00 - 00:00 |
| Thursday | 23:00 - 00:00 |
| Friday | 23:00 - 00:30 |
| Saturday | 23:00 - 00:30 |
| Sunday | 23:00 - 00:00 |

Sale of Alcohol On and Off the Premises -Both Indoors and Outdoors

| | |
|-----------|---------------|
| Monday | 09:00 - 23:30 |
| Tuesday | 09:00 - 23:30 |
| Wednesday | 09:00 - 23:30 |
| Thursday | 09:00 - 23:30 |
| Friday | 09:00 - 00:00 |
| Saturday | 09:00 - 00:00 |
| Sunday | 09:00 - 23:30 |

The opening hours of the premises:

| | |
|-----------|---------------|
| Monday | 07:30 - 00:00 |
| Tuesday | 07:30 - 00:00 |
| Wednesday | 07:30 - 00:00 |
| Thursday | 07:30 - 00:00 |
| Friday | 07:30 - 00:30 |
| Saturday | 07:30 - 00:30 |
| Sunday | 07:30 - 00:00 |

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

Both On and Off the Premises

Part 2

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

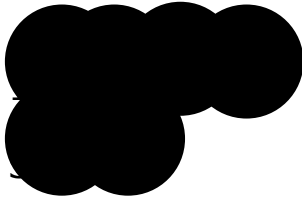
Gardening Club Fulham Limited
399 Fulham Palace Road
London
SW6 6TA

Telephone: 020 7371 0662

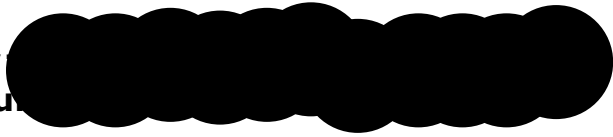
Registered number of holder, for example company number, charity number (where applicable):

10731121

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



Licensing Authority
Personal Licence Number



Annex 1 – Mandatory Conditions

1. Mandatory Condition

(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—

(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. Mandatory Condition

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

3. Mandatory Condition

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. Mandatory Condition

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.

5. Mandatory Condition

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. Mandatory Condition

(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.

7. Mandatory Condition

Where this licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, each individual must be licensed by the Security Industry Authority, with the following exceptions:

a) premises where the premises licence authorises plays or films

b) any occasion mentioned in paragraph 8(3)(b) or (c) of Schedule 2 to the Private Security Industry Act 2001 (premises being used exclusively by a club with a club premises certificate, under a temporary event notice authorising plays or films or under a gaming licence), or

c) any occasion within paragraph 8(3)(d) of Schedule 2 to the Private Security Industry Act 2001.

Annex 2 – Conditions consistent with the operating Schedule

8. CCTV covering areas inside and outside of the premises shall be installed and

maintained to police recommendations with properly maintained log arrangements. All images shall be stored for a minimum of 31 days.

9. CCTV is to comply with Data Protection Act 2018 and is to be working and recording correctly when the premises are open to the public. If the CCTV is not working then the premise will comply with requests by police, including suspension of licensable activity.

10. A staff member from the premises that 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.

11. Appropriate signage shall be displayed in prominent positions, informing customers they are being recorded on CCTV.

12. On days when Fulham Football Club are playing at home or on days when a Fulham victory parade takes place plastic glasses shall be used for three hours before the advertised kick off time until three hours after the match has been completed.

13. On days when Fulham Football Club are playing at home or on days when a Fulham victory parade takes place, there shall be a minimum of one personal licence holder on duty from three hours before the advertised kick off until three hours after the match has been completed.

14. Alcohol shall not be served before 11am on days when Fulham FC plays at home.

15. On days when Fulham Football Club are playing at home or on days when a Fulham victory parade takes place the premises will have a minimum of one SIA registered door staff, or such other number as agreed with Hammersmith and Fulham Police Licensing Unit in writing, on duty for three hours before the advertised kick off time until three hours after the match has been completed. At least one SIA door staff to be located at the entrance to the terrace when the terrace is open for licensable activities.

16. On days when Fulham Football Club are playing at home no away fans shall be admitted to the premises from three hours after the match is completed.

17. No music shall be generated within the Premises so as to give rise to nuisance within neighbouring dwellings.

18. Clearly legible notices shall be displayed at all exits from the Premises requesting patrons to respect the needs of local residents and to leave the Premises and area quietly.

19. There shall be no customers in the front, rear, side after 23:00.

20. 30 places for seating shall always be made available inside the premises whilst licensable activities are being carried out.

21. The premises shall operate a Challenge 25 age restricted sales policy and shall display appropriate signage advising customers of this policy.
22. All staff shall be trained in the Proof of Age policy and how to identify acceptable means of identification.
23. Live music shall not be permitted in the outside space/areas of the premises.
24. Recorded music shall not be permitted outside the premises after 23:00 hours.
25. An electronic noise limiting device shall be installed on the premises and set to noise officers' satisfaction so as to ensure that nuisance is not caused in any unassociated premises. The device shall be pre-approved by officers before the use commences and maintained in good working order throughout the duration of use.
26. If requested by the Noise & Nuisance Team the noise limiter shall be adjusted and set to a satisfactory level so that local residents are not disturbed.
27. Any television in the outside area shall be set to background level only.
28. The Licence Holder / Designated Premises Supervisor shall respond promptly and positively to any noise complaints from residents.
29. There shall be no admittance or re-admittance to the premises after 23:00 except for existing customers who have been outside to smoke.
30. All staff shall be trained in how to identify drunk or drug impaired customers. This training shall be repeated at least biannually and written records of the training kept and made available to police and authorised officers of the Licensing Authority on request
31. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the Premises Licence. Written records of this training shall be retained and made available to police and authorised officers of the Licensing Authority on request.

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



Signed:
Authorised Officer

Date: 13.08.2020

Annex 4- Plans:

Please insert plan at page 8

Licensing Act 2003

Premises Licence



Premises Licence Summary

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Provision of Late Night Refreshment -Both Indoors and Outdoors

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| Friday | 23:00 - 00:30 |
| Saturday | 23:00 - 00:30 |

Sunday 23:00 - 00:00

Sale of Alcohol On and Off the Premises -Both Indoors and Outdoors

Monday 09:00 - 23:30

Tuesday 09:00 - 23:30

Wednesday 09:00 - 23:30

Thursday 09:00 - 23:30

Friday 09:00 - 00:00

Saturday 09:00 - 00:00

Sunday 09:00 - 23:30

The opening hours of the premises:

Monday 07:30 - 00:00

Tuesday 07:30 - 00:00

Wednesday 07:30 - 00:00

Thursday 07:30 - 00:00

Friday 07:30 - 00:30

Saturday 07:30 - 00:30

Sunday 07:30 - 00:00

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

Both On and Off the Premises

Name, (registered) address, of holder of premises licence:

Gardening Club Fulham Limited
399 Fulham Palace Road
London
SW6 6TA

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

10731121

Name of designated premises supervisor where the premises licence authorises the supply of alcohol:

Mr Nigel Duncan

State whether access to the premises by children is restricted or prohibited:

No Restrictions

Signed: *hwhite*
Authorised Officer

Date: 13.08.2020