

# Licensing Act 2003

## Premises Licence

**Premises Licence Number:** 2024/01234/LAPR

### Part 1 – Premises details

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

Ground Floor Riverside Stand  
 Fulham Football Club  
 Stevenage Road

**Post town:** London

**Post code:** SW6 6HH

**Telephone:**

**Where the licence is time limited the dates:**

Not Applicable

**Licensable activities authorised by the licence:**

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:**

Sale of Alcohol On and Off the Premises  
 Monday to Sunday 10:00 - 23:00

**The opening hours of the premises:**

Monday to Sunday 08:00 - 23:00

**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:**

Fulham Football Club Ltd  
Training Ground  
Motspur Park  
New Malden  
KT3 6PT

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

02114486

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

Earl Annakie



**Licensing Authority:** London Borough Of Croydon  
**Personal Licence Number:** [REDACTED]

## **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. Signs shall be prominently displayed in the outside area reminding patrons there are residents living nearby and instructing them to respect the neighbours and to conduct their behaviour accordingly.

9. Within the area edged red mobile units and/or mobile personnel may be used for the sale or supply of alcohol as well as the permanent bar counters. The sales and supplies from mobile units placed in pre- determined sites and/or by such personnel in pre-determined areas, to be agreed between Premises Licence Holder, the Licensing Authority and the Police. The positioning of alcohol stocks to be used in replenishment of these units/personnel shall be agreed as well.

10. High Definition CCTV shall be installed, operated and maintained, at all times that the premises are open for licensable activities or customers are on the premises and;

- a) shall be checked every two weeks to ensure that the system is working properly and that the date and time are correct. A record of these checks, showing the date and name of the person checking, shall be kept and made available to the Police or authorised Council officers on request.
- b) at least one camera shall show a close-up of the entrance/entrances to the premises, to capture a clear, full length image of anyone entering
- c) shall cover any internal or external area of the Premises where licensable activities take place.
- d) recordings shall be in real time and stored for a minimum period of 30 days with date and time stamping.
- e) footage shall be provided free of charge to the Police or authorised Council officer within 24 hours of a request.
- f) a staff member from the Premises that is conversant with the operation of the CCTV system shall be on the Premises at all times. This staff member shall be able to show Police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous.
- g) Appropriate signage shall be displayed in prominent positions, informing customers they are being recorded on CCTV.

11. The Premises shall operate a dispersal policy and all staff shall be trained in its implementation.

12. All staff responsible for selling alcohol shall receive relevant training before making any unsupervised sales. The training shall include:

- a) the Licensing Act 2003 in terms of the licensing objectives and offences committed under the Act;
  - b) the conditions of the Premises Licence;
  - c) the sale of age-restricted products.
  - d) This training shall be refreshed at least every six months. Staff shall sign to confirm that they have received and understood the training. Written records of this training shall be retained and made available to the Police or authorised officers of the Licensing Authority upon request.
12. A responsible member of staff shall organise and accommodate meetings to discuss the operation of the premises with residents at least 4 times per calendar year. The meeting shall be advertised at least 14 days before its due date by letter to residents and residents' associations in the locality as well as to the Licensing Authority.

13. A responsible member of staff shall organise and accommodate meetings to discuss the operation of the premises with residents at least 4 times per calendar year. The meeting shall be advertised at least 14 days before its due date by letter to residents and residents' associations in the locality as well as to the Licensing Authority.

14. A daily incident log (electric or paper based) shall be kept at the Premises and made available on request to an authorised officer of the Council or the Police which shall record the following:

- (a) all crimes reported to the venue
- (b) all ejection of patrons
- (c) any complaints received
- (d) any incidents of disorder
- (e) seizures of drugs or offensive weapons
- (f) any faults in the CCTV system
- (g) any visit by a relevant authority or emergency service.

The incident record shall be kept on the Premises and be available for inspection by the Police or authorised officers of the Licensing Authority at all times the Premises is open.

15. All plant, machinery and any sound insulation equipment shall be correctly installed, operated, maintained and regularly serviced, all in accordance with the manufacturer's instructions, to ensure that it is operating correctly and efficiently so as not to cause a noise nuisance to neighbours.

16. A drugs policy shall be in effect and all staff shall be trained in the implementation of the policy. The policy should be made available to the Police or authorised officers of the Licensing Authority upon request.

17. The external area shall always be monitored when in use by patrons.

18. Dedicated cleaning teams shall be on hand at all times to clear litter and any breakages in the external area.

19. SIA staff shall be on duty at all times to monitor the external area.

20. On days when Fulham Football Club match days for men's first team and women's first play at home, all drinks consumed in the front external area of the Riverside Stand on the Thames Path shall be from a non-glass receptacle. This shall be for a time period of three hours before the advertised kick off time until one hour after the match has been completed.

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

21. The Licence Holder shall require staff to note any refusals to sell alcohol in a refusals log. The refusals log shall record the date and time of the refusal; the name of the staff member refusing; and the reason for refusal. It must be checked and signed monthly by the Designated Premises Supervisor. The refusals log shall be made available for inspection upon request by the Licensing Team, Police or Trading Standards.

22. A Challenge 25 proof of age scheme shall operate at the premises and all staff shall be trained in its implementation. Only photographic ID such as a British driving licence, a current passport or a PASS ID shall be treated as acceptable forms of identification.

23. Publicity materials notifying customers of the operation of the Challenge 25 scheme shall be displayed at the premises.

24. The Premises shall have a policy to ensure the welfare and safeguarding of vulnerable patrons. Staff shall be able to support and assist people who feel unsafe, vulnerable or threatened. Should customers approach the venue for assistance, these incidents shall be recorded in the incident log. This policy shall be made available to police or authorised officers of the Licensing Authority upon request.

25. A written policy to prevent drinks being "spiked" shall be in place and operated at the Premises. Staff shall be trained in the implementation of such policy. The policy shall be made available to the Police or authorised officers of the Licensing Authority upon request.

26. On days when Fulham Football Club match days for men's first team and women's first play at home, the Premises shall risk assess the requirement to serve all drinks from non-glass receptacles.

27. On days when Fulham Football Club match days for men's first team and women's first team play at home, off sales shall only be sold for consumption within the external area of the Riverside Stand leading on to the Thames Path. This area shall be no further than the barriers positioned at either end of the Riverside stand. This shall be for a time period of 3 hours before the advertised kick-off until one hour after the match has been completed.

28. A responsible member of staff shall carry out proactive litter patrols outside the Premises at least twice a day throughout the Premises' opening hours and specifically at the end of trading hours to ensure that there is no litter associated with the

Premises in the immediate vicinity and any such litter found shall be collected and returned to the Premises for disposal with the premises' normal waste / refuse collection.

29. During Fulham Football Club match days for men's first team and women's first team a responsible member of staff shall carry out proactive litter patrols not less than 100 yards further than the barriers of each side prior to the opening of the Riverside and specifically at the end of trading hours to ensure that there is no litter associated with the Premises in the immediate vicinity and any such litter found shall be collected and returned to the Premises for disposal with the Premises' normal waste / refuse collection.

30. A written record of proactive external litter patrols shall be kept for a minimum of 31 days from the date of the last entry in the record and this record shall be available for inspection on request by authorised officers of the Licensing Authority at all times the Premises are open.

31. Signs shall be prominently displayed at the exits from the Premises asking patrons to dispose of their waste in litter bins.

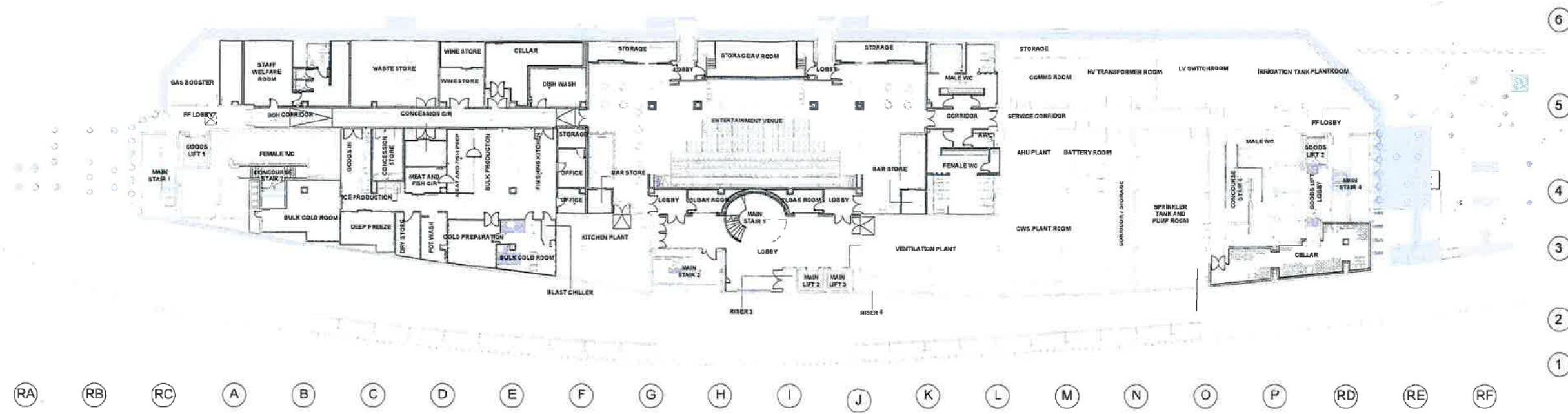


**Signed:**  
**Authorised Officer**

**Date: 27.08.2024**

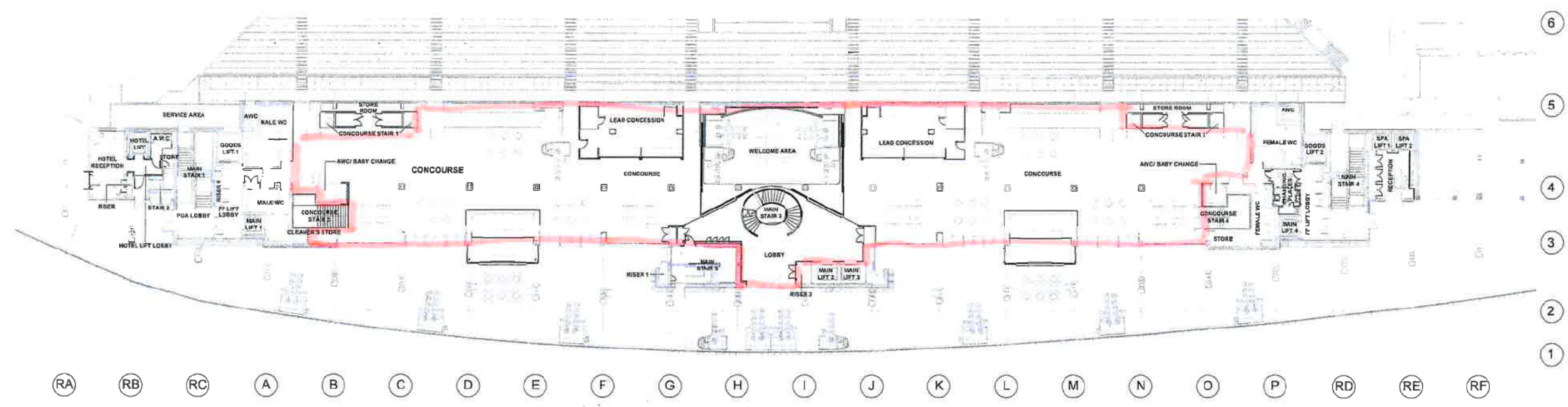


LB1



GROUND FLOOR

L00



# Licensing Act 2003

## Premises Licence



### Premises Licence Summary

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Training Ground  
Motspur Park  
New Malden  
KT3 6PT

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

02114486

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

Earl Annakie

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

No Restrictions

  
**Signed:**  
**Authorised Officer**

**Date: 27.08.2024**