

Camden

Monarchy 40-42, Chalk Farm Road, London, NW1
8BG

Scale = 1:721.980
28-April-2025

Application to vary a premises licence under the Licensing Act 2003

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We Bad Girls Hotel Ltd T/A The Imperial Palace of Big Red

(Insert name(s) of applicant)

being the premises licence holder, apply to vary a premises licence under section 34 of the Licensing Act 2003 for the premises described in Part 1 below

Premises licence number PREM-LIC\105150

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description The Imperial Palace of Big Red (previously The Monarch) 40- 42 Chalk Farm Road

Post town	London	Postcode	NW1 8BG
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Telephone number at premises (if any)	
Non-domestic rateable value of premises	£143,000.00

Part 2 – Applicant details

Daytime contact telephone number	██████████		
E-mail address (optional)	████████████████████		
Current postal address if different from premises address	The Imperial Palace of Big Red (previously The Monarch) 40- 42 Chalk Farm Road		
Post town	London	Postcode	NW1 8BG

Part 3 - Variation

Please tick as appropriate

Do you want the proposed variation to have effect as soon as possible?

☒ Yes

☐
No

If not, from what date do you want the variation to take effect?

DD	MM	YYYY
<input type="text"/>	<input type="text"/>	<input type="text"/>

Do you want the proposed variation to have effect in relation to the introduction of the late night levy? (Please see guidance note 1) ☐ Yes ☒ No

We ticked 'no' as we are extending the licenced hours rather than reducing them. We do not seek to avoid paying the levy. We are already liable to pay it under our current licensed hours.

Please describe briefly the nature of the proposed variation (Please see guidance note 2)

We have a business need to extend the hours that we are permitted to sell alcohol at night.

Mon–Wed: - Proposed: 10:00–01:30 (currently Mon-Thurs 10:00–00:30)

Thurs-Sat: - Proposed: 10:00–02:30 (currently Fri-Sat 10:00–01:30)

We would close the premises 30 minutes after closing the bar so that patrons have a comfortable window in which to finish their drinks and use the restrooms before leaving the premises.

This additional hour is vital for us, our experience over many years has shown that it is the difference between customers coming to us for their whole evening or going to a neighbouring bar that is open longer and not coming to us at all.

We have survived thus far on Fridays and Saturdays via the use of Late-night TEN's and these nights have been a huge success, we have had zero public safety incidents, zero complaints of disturbance from our neighbours, no instances of crime or disorder and no harm to children. This proves quite clearly that we can continue to successfully manage an extended hours license on this premises without any adverse effects on our customers or the local the community.

Another positive consequence of being open later is that we have noticed that our guests tend to go home more gradually over the last hour rather than leaving all in one go at the end as can happen on nights where we close earlier, this slower flow of people aids our door staff who are responsible for overseeing the quiet departure of patrons and regulates the flow of people on to the streets and local busses & taxi services. Smaller groups of people are also by nature quieter than large ones.

We are not applying to extend the hours for our existing live music license.

Our DPS and our security team are hugely experienced at managing a late night venue having successfully run our original late-night venue 'The Big Red' Holloway Road in London borough of Islington for almost 15 years.

Please describe briefly the nature of the proposed variation cont. (Please see guidance note 2)

Points in Our Favour:

We believe that our request is very reasonable and that granting our application would serve to bring us in line with the operating hours of similar establishments in the vicinity who already benefit from a late license, we have included some examples below of the advertised opening hours of some of our neighbouring bars and music venues.

Dingwalls: Open until 03:00 every night.

Camden Assembly: Open until 03:00 on Fridays, and Saturdays.

The Elephants Head: Open until 02:00 every night.

Spiritual Bar: Open until 02:00 on Fridays and Saturdays.

Jazz Cafe: Open until 03:00 on Fridays and Saturdays.

The Oxford Arms: Open until 02:00 on Fridays and Saturdays.

The Devonshire Arms: Open until 02:00 Fridays and Saturdays.

Human Rights Act 1998: Protects the right to peaceful enjoyment of possessions, which includes the operation of a business.

Equality Act 2010: Ensures that all businesses are treated fairly and without discrimination.

Licensing Act 2003: Provides the framework for the regulation of licensable activities. We believe we have adequately demonstrated that we do meet all of the requirements for the prevention of crime and disorder, ensuring public safety, the prevention of public nuisance, and the protection of children from harm.

If your proposed variation would mean that 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend:

N/A

Part 4 Operating Schedule

Please complete those parts of the Operating Schedule below which would be subject to change if this application to vary is successful.

Provision of regulated entertainment (Please see guidance note 3) **Please tick all that apply**

- | | |
|--|-------------------------------------|
| a) plays (if ticking yes, fill in box A) | <input type="checkbox"/> |
| b) films (if ticking yes, fill in box B) | <input type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C) | <input type="checkbox"/> |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D) | <input type="checkbox"/> |
| e) live music (if ticking yes, fill in box E) | <input type="checkbox"/> |
| f) recorded music (if ticking yes, fill in box F)* | <input checked="" type="checkbox"/> |
| g) performances of dance (if ticking yes, fill in box G) | <input type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g)
(if ticking yes, fill in box H) | <input type="checkbox"/> |

**Upon approval of this application, we intend to continue to play background music only up until we stop serving alcohol. Background music will be set to a very low level or off completely to encourage patrons to pack up and use the facilities before going home. We do not seek to modify the hours of any other activities such as live music that are already permitted by our existing license.*

Provision of late night refreshment (if ticking yes, fill in box I) ☐

Supply of alcohol (if ticking yes, fill in box J) ☒

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 8)			<u>Will the performance of a play take place indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 5)		
Tue					
Wed			<u>State any seasonal variations for performing plays</u> (please read guidance note 6)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sat					
Sun					

B

Films Standard days and timings (please read guidance note 8)			<u>Will the exhibition of films take place indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 5)		
Tue					
Wed			<u>State any seasonal variations for the exhibition of films</u> (please read guidance note 6)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sat					
Sun					

C

Indoor sporting events Standard days and timings (please read guidance note 8)			Please give further details (please read guidance note 5)
Day	Start	Finish	
Mon			
Tue			State any seasonal variations for indoor sporting events (please read guidance note 6)
Wed			
Thur			Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list (please read guidance note 7)
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 8)			<u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 5)		
Tue					
Wed			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 6)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sat					
Sun					

E

Live music Standard days and timings (please read guidance note 8)			Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 4)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 5)		
Tue					
Wed			<u>State any seasonal variations for the performance of live music</u> (please read guidance note 6)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sat					
Sun					

F

Recorded music Standard days and timings (please read guidance note 8)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 4)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon	10:00	01:30	<u>Please give further details here</u> (please read guidance note 5) In addition to the installation of sound proofing measures, we have also installed a zone-controlled background music system to ensure balanced music volume levels throughout the premises, in general the atmosphere we are promoting is one where people can socialise without having to shout to be heard therefore all background music is distributed at a comfortable volume level and cannot be heard outside the boundary of the inside of the premises.		
Tue	10:00	01:30			
Wed	10:00	01:30	<u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 6) N/A		
Thur	10:00	01:30			
Fri	10:00	02:30	<u>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</u> (please read guidance note 7) N/A		
Sat	10:00	02:30			
Sun	12:00	00:30			

G

Performances of dance Standard days and timings (please read guidance note 8)			<u>Will the performance of dance take place indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 5)		
Tue					
Wed			<u>State any seasonal variations for the performance of dance</u> (please read guidance note 6)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sat					
Sun					

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 8)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	<u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<u>Please give further details here</u> (please read guidance note 5)		
Wed					
Thur			<u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 6)		
Fri					
Sat			<u>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sun					

I

Late night refreshment Standard days and timings (please read guidance note 8)			<u>Will the provision of late night refreshment take place indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 5)		
Tue					
Wed			<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 6)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sat					
Sun					

J

Supply of alcohol Standard days and timings (please read guidance note 8)			Will the supply of alcohol be for consumption – please tick (please read guidance note 9)	On the premises	<input type="checkbox"/>			
				Off the premises	<input type="checkbox"/>			
				Both	<input checked="" type="checkbox"/>			
Day	Start	Finish	<u>State any seasonal variations for the supply of alcohol</u> (please read guidance note 6) N/A					
Mon	10:00	01:30						
Tue	10:00	01:30						
Wed	10:00	01:30						
Thur	10:00	01:30				<u>Non-standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list</u> (please read guidance note 7) N/A		
Fri	10:00	02:30						
Sat	10:00	02:30						
Sun	12:00	00:30						

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 10).

N/A We do not provide any such activities.

L

Hours premises are open to the public Standard days and timings (please read guidance note 8)			State any seasonal variations (please read guidance note 6) N/A
Day	Start	Finish	
Mon	10:00	02:00	
Tue	10:00	02:00	
Wed	10:00	02:00	Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 7) N/A
Thur	10:00	02:00	
Fri	10:00	03:00	
Sat	10:00	03:00	
Sun	12:00	01:00	

Please identify those conditions currently imposed on the licence which you believe could be removed as a consequence of the proposed variation you are seeking.

N/A

Please tick as appropriate

- I have enclosed the premises licence ☒
- I have enclosed the relevant part of the premises licence ☐

If you have not ticked one of these boxes, please fill in reasons for not including the licence or part of it below

Reasons why I have not enclosed the premises licence or relevant part of premises licence.
N/A

M Describe any additional steps you intend to take to promote the four licensing objectives as a result of the proposed variation:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 11)

We have successfully operated late closing at the premises on Fridays and Saturdays using Late TENs every weekend for almost three months, proving our ability to manage a late-licensed bar at this premises without incidents or complaints.

We uphold the four licensing objectives as follows (the particulars of each of these are covered in more detail in the box for each licensing objective):

Prevention of Crime and Disorder: CCTV, Licensed Security Staff, Zero Tolerance Policy on Drugs, Zero Tolerance Policy on Anti-social Behaviour, Bag Checks, Drink Responsibly, Co-Operation with law enforcement, Pub watch Scheme.

Public Safety: Women's Safety, Staff Training, Age Verification, Security Measures, Fire Safety, Hygiene Practices, Cross-Contamination Prevention, Emergency Exits and Evacuation Plans.

Prevention of Public Nuisance: Zero Tolerance of Anti-Social Behaviour, Respect Our Neighbours, Live Music Curfew, Sound Reduction Measures, A 'Quieter by Design' audio system.

Protection of Children from Harm: 'Challenge 25' age verification on alcohol purchasing as well as an over-18s entry policy on the venue.

Our consistent adherence to these measures demonstrates our commitment to maintaining a safe and responsible environment.

b) The prevention of crime and disorder

We are dedicated to maintaining the highest standards of safety and security to ensure the well-being of all our guests and staff and aid in the prevention of crime and disorder.

CCTV: We have installed a comprehensive CCTV monitoring system throughout the premises including on the street at both building entrances (see attached floor plans for details). The recordings from these cameras are of 'evidence quality' and are available to authorities to assist in any investigation.

Licensed Security Staff: We employ a licenced & experienced security team whenever we are open beyond midnight Thurs-Sat as well as any occasions or special events where we anticipate a large attendance.

Zero Tolerance Policy on Drugs: Our staff and our security team are trained to be on the lookout for anyone selling or using drugs on the premises. They will be reported to Police and barred for life from the establishment.

Zero Tolerance Policy on Anti-social Behaviour: Any incidents of antisocial behaviour, Abuse of ANY kind towards our staff or other customers is not tolerated and will be dealt with by staff who are trained to take the appropriate course of action in any given instance.

Bag Checks: When conducting a bag search our door staff are trained to greet the guest warmly, explain the reason for the search, request the search politely, ensure the persons privacy and thank the individual for complying after conducting the search.

Drink Responsibly: We only allow alcohol purchased from our staff to be consumed on the premises, thus ensuring we can limit and/or cut off the supply of alcohol to an individual or group should it be deemed necessary by staff or security.

Co-Operation with law enforcement: We co-operate fully and pro-actively with local law enforcement to ensure that any issues or potential issues are promptly resolved.

Pub watch Scheme: We intend to join the local pub watch scheme in order to raise awareness of any antisocial behaviour or criminal activity that we might witness, to receive the same from other local establishments and to agree, common policies for dealing with any known individuals who might regularly cause trouble.

Due to measures already in place, and the terms that make up our existing license, we are confident that this short extension to our operating hours will have no negative impact on crime and disorder. As demonstrated by our use of Late TENs over the last 3 months where there have been no issues of crime and disorder associated with our establishment.

c) Public safety

Women's Safety: Our venue prides itself on providing a safe space for women to socialise and enjoy their night on their own terms. We support the "Ask for Angela" campaign and we have signs posted in the venue.

Staff Training: We ensure all staff are trained in responsible alcohol service, food safety practices, and emergency procedures.

Age Verification: We enforce challenge 25 age verification for alcohol sales to prevent underage drinking and we are an over 18's venue. Door staff, when operating, also check the age of patrons who appear younger than 18.

Security Measures: We have installed emergency lighting and CCTV cameras. All emergency exits are regularly checked to ensure escape routes are always kept clear. We have experienced licensed security staff during busy hours in addition to those imposed by our current license.

Fire Safety: We have a modern fire alarm system and maintain smoke detectors, heat detectors, fire alarms, and fire extinguishers and fire blankets. Fire protection equipment is regularly inspected.

Hygiene Practices: We provide hand sanitizers, gloves, and hairnets in our kitchen to maintain hygiene standards. We emphasize frequent hand washing for all employees and provide soap dispensers in all restrooms.

Cross-Contamination Prevention: Our catering company adhere to all food hygiene standards including separating raw foods from ready-to-eat foods to prevent cross-contamination. Use of separate cutting boards, utensils, and work surfaces for different types of foods.

Emergency Exits and Evacuation Plans: Clearly marked emergency exits with illuminated signs and keep unobstructed passage to safety.

Due to measures already in place, and the terms that make up our existing license, we are confident that a short extension to our operating hours will not adversely affect the safety of the public. As demonstrated by our use of Late TENs over the last 3 months where there have been no public safety issues reported, and no concerns or objections raised by neighbours from us being open until 03:00.

d) The prevention of public nuisance

Zero Tolerance of Anti-Social Behaviour: This is both on the premises and when leaving. Our staff are trained to manage any issues that may arise and to ensure that our patrons respect the local community when leaving the venue.

Respect Our Neighbours: Signage is displayed near door areas reminding patrons to leave quietly and behave with respect to our neighbours when using outside spaces for smoking etc.

Live Music Curfew: We advise all performers that there is a curfew to ensure live bands are off the stage by Midnight. All live acts are advised their set must be finished during licensed hours or risk being unplugged. This is to ensure that live music does not cause a noise disturbance late at night.

Sound Reduction Measures: In addition to sound proofing measures such as triple glazing and secondary doors to the street, we have positioned the stage and our live sound system to the front of the bar where there is no residential space above, in front or to the sides.

Quieter By Design: Our background music system is designed to be zonally controlled to ensure a consistent and comfortable volume level throughout the premises, in addition to being able to precisely control how much sound is generated in order to 'keep it inside the venue'. This approach also ensures that people can speak without having to shout to be heard and adds to the comfortable relaxed vibe we have successfully created in the venue.

Due to measures already in place, and the terms that make up our existing license, we are confident that a short extension to our operating hours will not create a public nuisance. As demonstrated by our use of Late TENs over the last 3 months where there have been no reports or complaints of public nuisance connected to our venue being open until 03:00.

e) The protection of children from harm

Over 18's Only: We operate an over 18's policy with signage at the door. We have age verification at the door at times when the doors are manned.

Challenge 25: We operate challenge 25 where if you are lucky enough to look under 25 we will ask for ID to prove you are over 18 in order to purchase alcohol

The request to extend our opening hours does not change our general over 18's only policy or our Challenge 25 policy therefore, we are confident that a short extension to our operating hours will not create any harm to children. There have been no instances of harm to children connected to our venue.

Checklist:

Please tick to indicate agreement

- I have made or enclosed payment of the fee; or ☒
- I have not made or enclosed payment of the fee because this application has been made in relation to the introduction of the late night levy. ☐
- I have sent copies of this application and the plan to responsible authorities and others where applicable. ☒
- I understand that I must now advertise my application. ☒
- I have enclosed the premises licence or relevant part of it or explanation. ☒
- I understand that if I do not comply with the above requirements my application will be rejected. ☒

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

Part 5 – Signatures (please read guidance note 12)

Signature of applicant (the current premises licence holder) or applicant's solicitor or other duly authorised agent (please read guidance note 13). If signing on behalf of the applicant, please state in what capacity.

Signature	[REDACTED]
Date	28/02/2025
Capacity	Director

Where the premises licence is jointly held, signature of 2nd applicant (the current premises licence holder) or 2nd applicant's solicitor or other authorised agent (please read guidance note 14). If signing on behalf of the applicant, please state in what capacity.

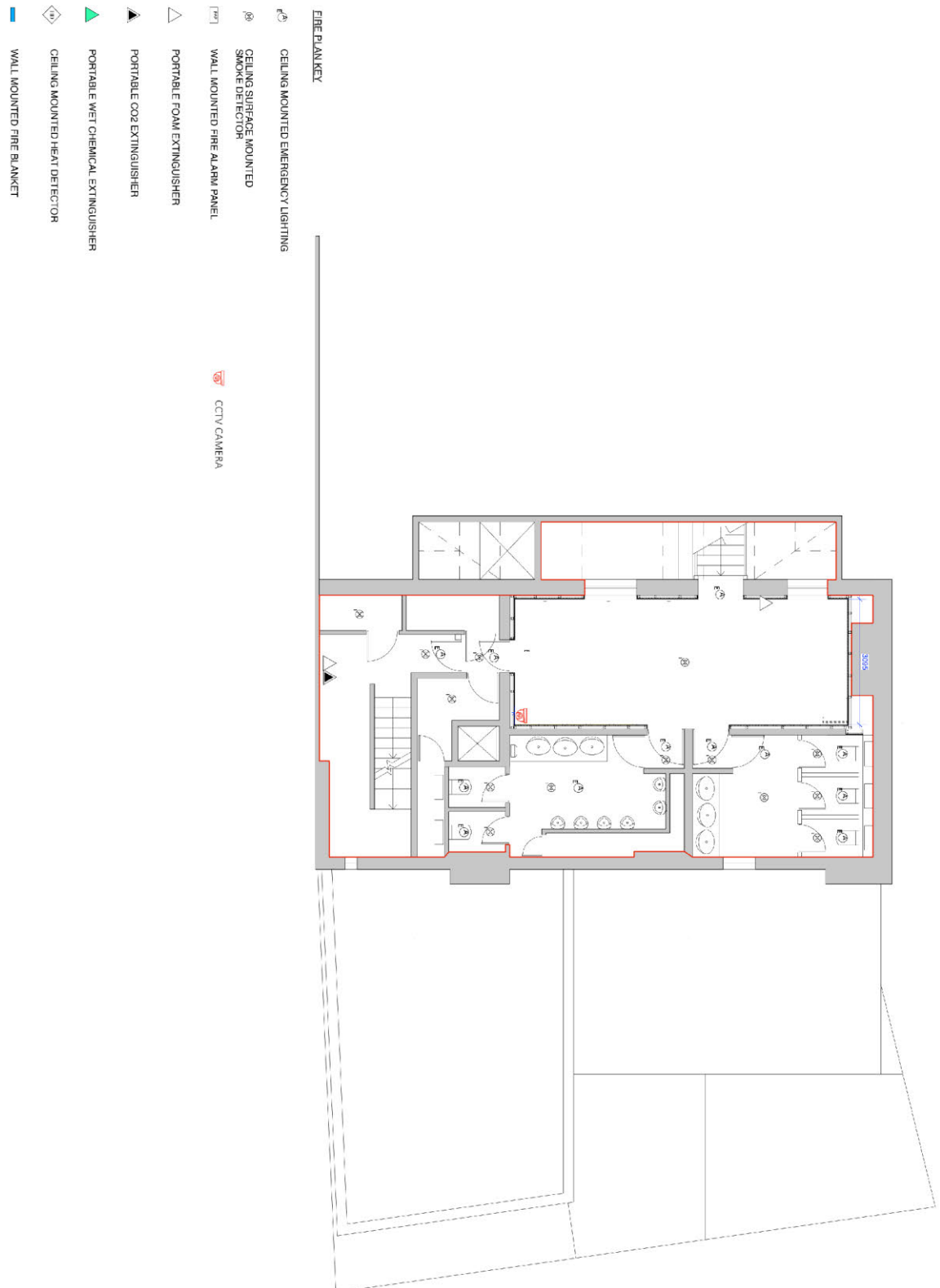
Signature	
Date	
Capacity	









Contact name (where not previously given) and address for correspondence associated with this application (please read guidance note 15)

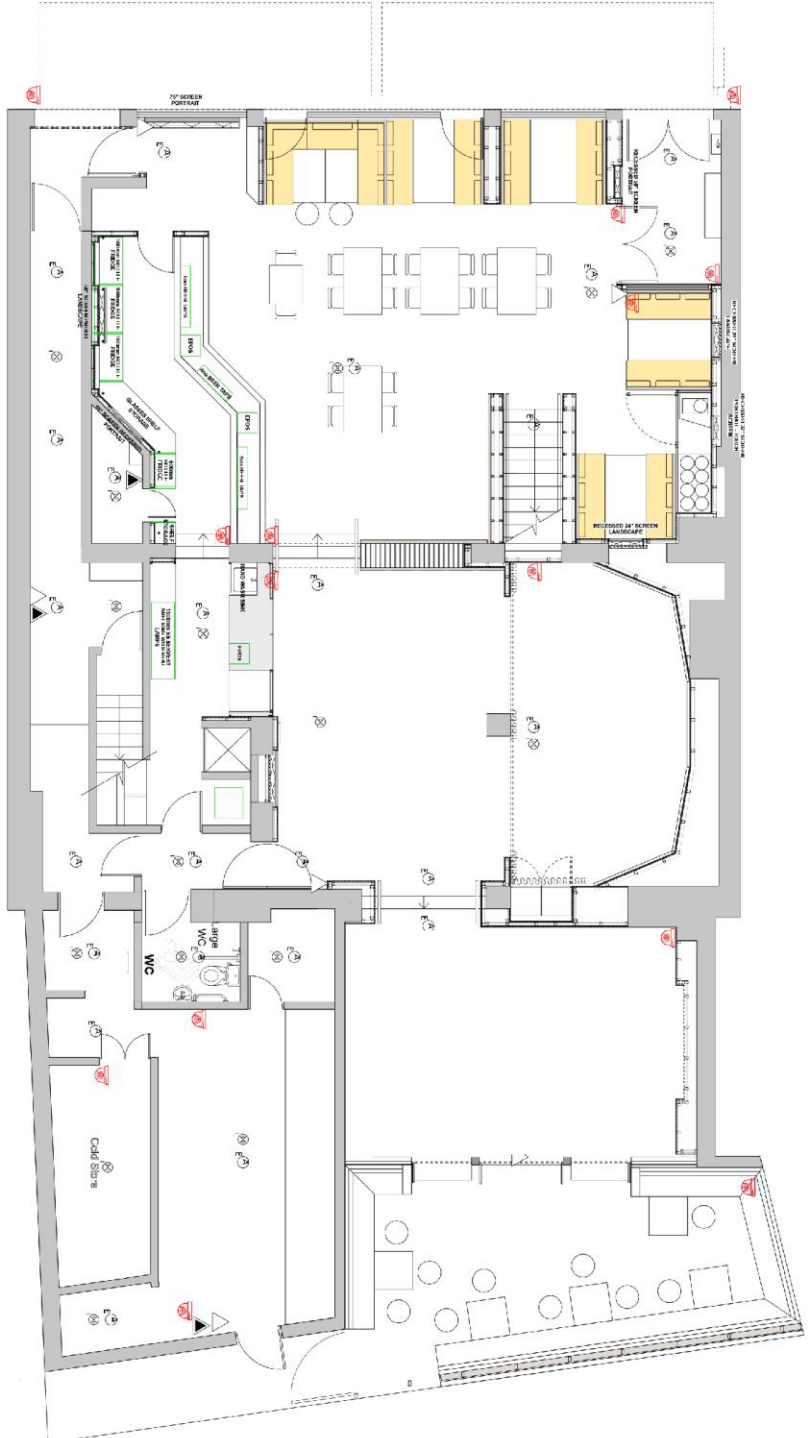
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

We give our full permission to communicate by email for ease and speed of correspondence.

Post town	London	Post code	[REDACTED]
Telephone number (if any)	[REDACTED]		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			
[REDACTED]			



- FIRE PLAN KEY**
-  CEILING MOUNTED EMERGENCY LIGHTING
 -  CEILING SURFACE MOUNTED SMOKE DETECTOR
 -  WALL MOUNTED FIRE ALARM PANEL
 -  PORTABLE FOAM EXTINGUISHER
 -  PORTABLE CO2 EXTINGUISHER
 -  PORTABLE WET CHEMICAL EXTINGUISHER
 -  CEILING MOUNTED HEAT DETECTOR
 -  WALL MOUNTED FIRE BLANKET





London Borough of Camden, Town Hall, Judd Street, London WC1H 9JE

Premises Licence

London Borough of Camden Licensing Authority

Premises licence number

PREM-LIC\105150

Part 1 – Premises details

Postal address of premises, or if none, ordnance survey map reference or description

Monarchy
40- 42 Chalk Farm Road
London
NW1 8BG

Telephone number N/A

Where the licence is time limited the dates

N/A

Licensable activities authorised by the licence

Retail of Alcohol	Yes
Films	Yes
Indoor Sporting Events	Yes
Live Music	Yes
Recorded Music	Yes
Performance of Dance	Yes
Anything Similar to Live Music, Recorded Music or Performance of Dance	Yes
Late Night Refreshment	Yes

The times the licence authorises the carrying out of licensable activities

Retail of Alcohol:

On Sales

Monday to Thursday	10:00-00:30
Friday to Saturday	10:00-01:00
Sunday	12:00-00:30

Off Sales

Monday to Saturday	10:00-23:00
Sunday	12:00-23:00



Films:	
Monday to Sunday	10:00-00:00
Indoor Sporting Events:	
Monday to Sunday	10:00-00:00
Live Music:	
Monday to Sunday	10:00-00:00
Recorded Music:	
Monday to Thursday	10:00-00:30
Friday to Saturday	10:00-01:00
Sunday	12:00-00:30
Performance of Dance:	
Monday to Thursday	10:00-00:30
Friday to Saturday	10:00-01:00
Sunday	12:00-00:30
Anything Similar to Live Music, Recorded Music or Performance of Dance:	
Monday to Thursday	10:00-00:30
Friday to Saturday	10:00-01:00
Sunday	12:00-00:30
Late Night Refreshment:	
Sunday to Thursday	23:00-00:30
Friday to Saturday	23:00-01:00

The opening hours of the premises	
Monday to Thursday	10:00-01:00
Friday to Saturday	10:00-01:30
Sunday	12:00-01:00
Seasonal Variations	
All licensable activities to be extended until 1am on Sunday and Monday at Bank Holiday weekends, Easter Sunday, Christmas Eve, Boxing Day, St Patricks Day.	
All licensable activities to be extended from the end of permitted hours on New Year's Eve to the start of permitted hours on New Year's Day.	

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



Part 2

Name, (registered) address, telephone number and e-mail (where relevant) of holder of premises licence

Bad Girls Hotel Ltd
143 Connaught Avenue
Frinton-On-Sea
Essex
CO13 9AB

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

14991804

Name, address of designated premises supervisor where the premises licence authorises the supply of alcohol

Ben Hudson
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

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

Personal Licence Number: [REDACTED]
Issuing Authority: London Borough of Haringey

For Supporting Communities Directorate on behalf of the Licensing Authority

[REDACTED]

Date Licence Amended: 22/11/2024 - APP\PREMISES-VARYDPS\124796
Date Licence Amended: 15/10/2024 - APP\PREMISES-TRANS\124229
Date Licence Amended: 25/10/2022 - APP\PREMISES-VARYDPS\112384
Date Licence Amended: 25/10/2022 - APP\PREMISES-TRANS\112381
Date Licence Granted: 27/07/2021 - APP\PREMISES-NEW\105151

Annex 1 - Mandatory conditions

1. The supply of alcohol is prohibited at a time when there is no designated premises supervisor in respect of the premises.
2. The supply of alcohol is prohibited at a time when the designated premises supervisor does not hold a personal licence or his/her licence is suspended.
3. Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
4. 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, the licence must include a condition that 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 that Act.
5. But nothing in subsection (4) 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 (c. 12) (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).
6. 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.
7. (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).

8. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
9. (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.
10. 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.

11. 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.

12. For the purposes of the condition set out in paragraph 11

(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 rate 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.

13. Where the permitted price given by Paragraph (b) of 12 above 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.

14. (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.

Annex 2 - Conditions consistent with the operating schedule

15. No customers carrying open bottle upon entry shall be admitted to the premises at any times the premises are open to the public. Alcoholic and other drinks may not be removed from the premises in open containers save for any consumption in any external area provided for that purpose.

16. The Premises Licence holder shall ensure that staff are trained as appropriate in respect of relevant Licensing Law: crime scene best practice and upon the sale of alcohol to drunks and to persons underage. Training shall be written into a programme, on going review and will be made available for inspection by Police or other responsible authority, upon request.

17. There shall be a zero tolerance policy in relation to drugs at the premises and there shall be regular checks by management to prevent the use of drugs by patrons. Drugs seized shall be stored securely and handed to the police. When the venue is open for licensable activities the toilets are to be checked by staff at least every two (2) hours and these checks are to be documented in each visit.

18. A Challenge 25 policy will be enforced, where any person reasonably looking under the age of 25 shall be asked to prove their age when attempting to purchase alcohol and signs to this effect will be displayed at the premises. The only acceptable forms of identity will be those with photographic identification documents recognised in the Home Office guidance; including passports, photo-card driving licence or proof of age card bearing the pass hologram.

19. The management of the premises will liaise with Police on issues of local concern or disorder.

20. The premises licence holder shall ensure that CCTV cameras and recorders are installed at the premises and are of a standard acceptable to and approved by the Police.

21. The CCTV system shall be maintained in good working order and at all times the premises is open to the public, be fully operational covering both internal and external areas of the premises to which the public have access. The CCTV camera views are not to be obstructed. CCTV recordings must be concurrent with



accurate time. At least one CCTV camera is to be placed no more than seven feet above floor level; near to the exit in order to capture clear facia images of all persons leaving the premises. The medium on which CCTV images are recorded shall be of evidential quality, stored securely and shall be retained for a period of 31 days' and be available for inspection by the Police or Local Authority upon

request. At all times when the premises is open for the purposes of licensable activities, a suitably trained member of staff shall be present to assist the Police or an authorised officer of the Licensing Authority upon request. The facility to transfer the images to a compatible removable format, shall be held on the premises. Staff working at the premises shall be trained in the use of CCTV and a log will be kept to verify this. Signs must be displayed in the customer areas to advise that CCTV is in operation. If the CCTV is inoperative or not installed to the satisfaction of the Police, then within 48 hours the Police shall be notified and an estimate given of the repair timescale. The premises shall comply with all reasonable requests from the Police.

22. For any event involving a promoter, their associates, DJ or artist(e), or one where the venue has been booked by an outside agent with a view to selling tickets to the public for profit, the premises licence holder shall complete a full risk assessment via open source material, reference checks from previous venues performed and if there are concerns following all these checks, to inform Camden Licensing Police at least 7 days before the event occurs.
23. Regular glass collection shall be undertaken by staff.
24. Consumption of alcohol on the premises shall cease 30 minutes after the permitted hours for the sale of alcohol.
25. An incident log shall be kept at the premises and made available on request to an authorised officer or the Police, which will record the following:
 - a) All crimes reported to the venue
 - b) All ejections of patrons
 - c) Any complaints received
 - d) Any incidents of disorder and violence
 - e) All seizures of drugs or offensive weapons
 - f) Any faults in the CCTV system or searching equipment or scanning equipment
 - g) Any refusal of the sale of alcohol to include date, time and staff member
 - h) Any visit by a relevant authority or emergency service
 - i) CAD reference numbers where Police are called.
26. Where the premises are open for licensable activities on Thursday, Friday and Saturday after 00:00/00:30 hours, a minimum of two (2) SIA registered door



supervisors shall be employed at the premises until 20 minutes after close. These door supervisors shall be employed at the venue from 21:00 hours.

27. A door's supervisor's register shall be updated on occasions when supervisors are employed. The register is to be made available for inspection by the Police and /or an authorised officer of the Licensing Authority. Details to show:

- a) Full name
- b) Date of birth

- c) SIA registration number
- d) Date and hours worked
- e) Contact telephone number and email address

28. Staff will be trained on matters of safety evacuation and use of emergency equipment as required.

29. Spillages and breakages will be removed as soon as possible to reduce the risk to patrons and staff.

30. Where appropriate, prominent clear and legible notices shall be displayed at all exits requesting the public respect the needs of local residents and to leave the premises and area quietly.

31. Patrons shall be encouraged by staff to leave quietly and respect the interests of the occupiers of any nearby noise sensitive premises. Where appropriate the licensee or a suitable staff member will monitor patrons leaving at closing time.

32. Noise or vibration shall not emanate from the premises so as to cause a nuisance to nearby properties.

33. No films or videos of any description will be shown so that they can be viewed by persons under the age of any applicable BBFC/Local Authority certification.

34. Children under the age of 16 shall not be permitted to enter or remain at the premises after 21:00 unless resident, dining with an adult or attending a pre booked function.

Conditions agreed with the Police responsible authority

35. All door supervisors shall wear high visibility jackets or vests or high visibility arm bands whilst working at the premises.



36. Door supervisors and appropriate staff shall be provided with “two -way” radios or similar Systems capable of ensuring continuous communication between each other at all times that the premises are open for a licensable activity.

37. When the premises are open for licensable activities beyond 00:00 on Thursday, Friday and Saturday, or when the venue runs promoted events, or when recommended by Police; every customer is to be subjected by a search, including of the person, wallets, bags, purses and any other items carried on or by the customer. All searches are to be conducted by authorised door staff and must be carried out within an area covered by the venue’s CCTV system. Refusal to being searched will result in No entry.

38. A minimum of one SIA staff to wear body worn cameras and for any incident of violence should be used to capture incident. Management of venue to ensure these cameras are working before deployment. These recordings are to be made available to Police upon request.

39. The premises shall call Police to all incidents of violence and/or disorder associated to staff or patrons from with the venue.

Conditions agreed by the Licensing Panel on 27th July 2021

40. All amplified music equipment should be controlled by a sound limiter which should be set and locked preventing unauthorised access. Authorised access only by the licence holder or nominated engineer. The sound limiter should be set and locked by a qualified engineer at a level which prevents public nuisance from noise outbreak. All limiter details and set up certification to be forwarded to the Environmental Health Team. Should complaints arise the Licence holder will arrange for the resetting of the limiter in accordance with Environmental Health Officers approval.

41. No regulated entertainment shall take place in the external area.

42. Regular quarterly meetings shall be held with representatives from resident associations and organisations to discuss any issues that may arise.

Annex 3 N/A

Annex 4 – Plans



London Borough of Camden, Town Hall, Judd Street, London WC1H 9JE

Premises Licence Summary
London Borough of Camden Licensing Authority

Premises licence number PREM-LIC\105150

Part 1 – Premises details

Postal address of premises, or if none, ordnance survey map reference or description	
Monarchy 40- 42 Chalk Farm Road London NW1 8BG	
Telephone number	N/A

Where the licence is time limited the dates	
N/A	
Licensable activities authorised by the licence	
Retail of Alcohol	Yes
Films	Yes
Indoor Sporting Events	Yes
Live Music	Yes
Recorded Music	Yes
Performance of Dance	Yes
Anything Similar to Live Music, Recorded Music or Performance of Dance	Yes
Late Night Refreshment	Yes

The times the licence authorises the carrying out of licensable activities	
Retail of Alcohol	
<u>On Sales</u>	
Monday to Thursday	10:00-00:30
Friday to Saturday	10:00-01:00
Sunday	12:00-00:30



<u>Off Sales</u>	
Monday to Saturday	10:00-23:00
Sunday	12:00-23:00

Films:	
Monday to Sunday	10:00-00:00
Indoor Sporting Events:	
Monday to Sunday	10:00-00:00
Live Music:	
Monday to Sunday	10:00-00:00
Recorded Music:	
Monday to Thursday	10:00-00:30
Friday to Saturday	10:00-01:00
Sunday	12:00-00:30
Performance of Dance:	
Monday to Thursday	10:00-00:30
Friday to Saturday	10:00-01:00
Sunday	12:00-00:30
Anything Similar to Live Music, Recorded Music or Performance of Dance:	
Monday to Thursday	10:00-00:30
Friday to Saturday	10:00-01:00
Sunday	12:00-00:30
Late Night Refreshment:	
Sunday to Thursday	23:00-00:30
Friday to Saturday	23:00-01:00
Where the licence authorises supplies of alcohol whether these are on and/or off supplies:	
On & Off the Premises	

The opening hours of the premises	
Monday to Thursday	10:00-01:00
Friday to Saturday	10:00-01:30
Sunday	12:00-01:00



Seasonal Variations

All licensable activities to be extended until 1am on Sunday and Monday at Bank Holiday weekends, Easter Sunday, Christmas Eve, Boxing Day, St Patricks Day.

All licensable activities to be extended from the end of permitted hours on New Year's Eve to the start of permitted hours on New Year's Day.

Part 2

Name, (registered) address of holder of premises licence

Bad Girls Hotel Ltd
143 Connaught Avenue
Frinton-On-Sea
Essex
CO13 9AB

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

14991804

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

Ben Hudson

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

Children under the age of 16 shall not be permitted to enter or remain at the premises after 21:00 unless resident, dining with an adult or attending a pre booked function.

Date: 18/03/2025
Application Reference: APP\PREM-VARY/126972
Direct Phone Number:
Contact: Steven Dormer
E-mail:



Public Protection
 Supporting Communities
 London Borough of Camden
 5 Pancras Square
 LONDON
 N1C 1AG

Tel: 020 7974 4444 (switchboard)

London Borough of Camden
 Fax: 020 7974 6955 / 6940
 Textphone: 020 7974 6866

DX: 2106 Euston

www.camden.gov.uk

Please quote our reference in any correspondence

Licensing (Contact Camden)
 Crowndale Centre
 218 Eversholt Street
 London
 NW1 1BD

Licensing Act 2003 – SECTION 34

RE: Monarchy_40-42 Chalk Farm Road NW1 8BG

LICENSING AUTHORITY REPRESENTATION

This representation is made by the Licensing Authority, and it relates to the following: -

Cumulative Impact Area
 Framework Hours

The Premises and Summary of Application

The application by Bad Girls Hotel Ltd T/A The Imperial Palace of Big Red to vary the premises licence for Monarchy, 40 -42 Chalk Farm Road Licence number PREM-LIC\105150.

The operational times being applied for are as follows: -

Recorded Music

Monday to Thursday	10:00 – 01:30
Friday to Saturday	10:00 – 02:30
Sunday	12:00 – 00:30

Supply of Alcohol

Monday to Thursday	10:00 – 01:30
Friday to Saturday	10:00 – 02:30
Sunday	12:00 – 00:30

The opening hours of the premises

Monday to Thursday	10:00 – 02:00
Friday to Saturday	10:00 – 03:00
Sunday	12:00 – 01:00

Volunteered conditions in the operating schedule.

CCTV: We have installed a comprehensive CCTV monitoring system throughout the premises including on the street at both building entrances.

The recordings from these cameras are of 'evidence quality' and are available to authorities to assist in any investigation.

Licensed Security Staff: We employ a licenced & experienced security team whenever we are open beyond midnight Thurs-Sat as well as any occasions or special events where we anticipate a large attendance.

Zero Tolerance Policy on Drugs: Our staff and our security team are trained to be on the lookout for anyone selling or using drugs on the premises. They will be reported to Police and barred for life from the establishment.

Zero Tolerance Policy on Anti-social Behaviour: Any incidents of antisocial behaviour, Abuse of ANY kind towards our staff or other customers is not tolerated and will be dealt with by staff who are trained to take the appropriate course of action in any given instance.

Bag Checks: When conducting a bag search our door staff are trained to greet the guest warmly, explain the reason for the search, request the search politely, ensure the persons privacy and thank the individual for complying after conducting the search.

Drink Responsibly: We only allow alcohol purchased from our staff to be consumed on the premises, thus ensuring we can limit and/or cut off the supply of alcohol to an individual or group should it be deemed necessary by staff or security.

Co-Operation with law enforcement: We co-operate fully and pro-actively with local law enforcement to ensure that any issues or potential issues are promptly resolved.

Pub watch Scheme: We intend to join the local pub watch scheme in order to raise awareness of any antisocial behaviour or criminal activity that we might witness, to receive the same from other local establishments and to agree, common policies for dealing with any known individuals who might regularly cause trouble.

We enforce challenge 25 age verification for alcohol sales to prevent underage drinking and we are an over 18's venue. Door staff, when operating, also check the age of patrons who appear younger than 18.

Signage is displayed near door areas reminding patrons to leave quietly and behave with respect to our neighbours when using outside spaces for smoking etc.

Framework Hours – Pages 36 of The Licensing Policy

The application does breach Camden's adopted policy on Framework Hours.

For licences including the sale or supply of alcohol for consumption on the premises only:

Monday to Thursday 10:00 am until 11:30 pm

Friday and Saturday 10:00 am until midnight

Sunday 11:00 am until 10:30 pm

Cumulative Impact Areas

The venue is situated in a Cumulative Impact Area of the London Borough of Camden. This is in breach of 6.9 of the adopted policy on Camden Town Cumulative Impact Area.

Conclusion

The premises have operated extensions via Temporary Event Notices. There have been no notifications of complaints from the events.

The applicant has applied for a new the licence beyond Framework Hours and within a Cumulative Impact Area. It would be a matter for elected members to depart from the adopted licensing policy when determining the application.

In line with Camden Licensing adopted policy should members decide to grant the licence with the following conditions:

- Let's Communicate – Staff need to feel comfortable to speak up and approach colleagues and management about any form of harassment that they may witness or be subjected to themselves and know the processes available to them to express their views and concerns.
- Supporting Each Other – Ensure that you and your staff are aware of the various support campaigns available such as Ask Angela and that these are clearly displayed around your venue.
- Training for All – Staff training on how to report any issues, what to say and do should they witness or be subject to harassment and how to identify harassment and those who may be vulnerable, make them aware of your internal policies

It would be down to the elected members should they wish to depart from two policy considerations on Cumulative Impact and Framework Hours on the granting of this licence application.

Yours sincerely



Steven Dormer - Licensing Officer

Representation	
Premises name	Monarchy
Application reference number	APP\PREMISES-VARY\126972
Last date for representation	31/03/2025

Making a representation as

As an organisation

Your details**Organisation name**

TRACT

First name

Kathryn Anne

Last name

Gemmell

Telephone number (optional)**Email address****Address**3 Ivor Street
London
NW1 9PL**Remain anonymous**

No

Grounds of representation

- prevention of public nuisance

Details of representation

Later hours will add to the cumulative impact in this area. Chalk Farm Road has many residential units above the retail and residential roads running off it. Later hours will increase noise, street urination and vomit. The applicant has offered no conditions to mitigate the impact of their proposed later hours such as cutting off entry times to avoid it becoming a magnet for late night drinking. Later hours are not the answer. The council should be able to do something to support live music venues without causing negative impact on

residents amenity with constantly increasing hours of operation.

About this form

Issued by

Camden Town Hall
Judd Street
London
WC1H 9JE

Contact phone

020 7974 4444

Data protection

No personal information you have given us will be passed on to third parties for commercial purposes. The Council's policy is that all information will be shared among officers and other agencies where the legal framework allows it, if this will help to improve the service you receive and to develop other services. If you do not wish certain information about you to be exchanged within the Council, you can request that this does not happen.

Representation	
Premises name	Monarchy
Application reference number	APP\PREMISES-VARY\126972
Last date for representation	28/03/2025

Making a representation as

As an organisation

Your details**Organisation name**Harmood Clarence Hartland Residents
Association**First name**

Patricia

Last name

Thomas

Telephone number (optional)

[REDACTED]

Email address

[REDACTED]

Address7 Hartland Road
London
NW1 8DB**Remain anonymous**

No

Grounds of representation

- prevention of crime and disorder
- ensuring public safety
- prevention of public nuisance

Details of representation

This venue has been a feature of Chalk Farm Road for many years and it is fair to say that on occasion it has been troublesome. We appreciate that the new management is trying to lessen the impact of the venue on residents living nearby but we do not consider that, with the hours requested, they go far enough to mitigate the nuisance.. The Panel will be aware that,



in addition to the weekend abominations of Camden High Street, Chalk Farm Road has one of the worst reputations for violence and anti-social behaviour in Camden. Added to this, as we have said, is the reputation of the venue over the past years. For these reasons the proposed later hours are unacceptable to residents in nearby streets. The application cites the later closing hours of other venues in the vicinity in support of its own request for later hours. This argument - catching up with rivals - has been largely responsible for cumulative impact in Chalk Farm Road and elsewhere in Camden. Whatever the good intentions of the venue, people who have been drinking late at night are responsible for the anti-social behaviour, noise and public nuisance on the local streets, making them less safe for residents and passers by. We ask you to consider the needs of residents and to reject this application.

About this form

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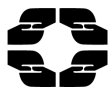
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and to develop other services. If you do not wish certain information about you to be exchanged within the Council, you can request that this does not happen.

From: [Big Red Camden](#)
To: [Patricia Thomas](#)
Subject: Re: Your representation regarding change of license APP\PREMISES-VARY\126972
Date: 02 April 2025 16:15:23

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Good afternoon Patricia and thank you for your prompt reply.
I'm sorry we were not able to allay your fears on public safety and nuisance regarding our application for an additional 1.5 hours trading at weekends. Even though the Police have confirmed that our later opening when using TENS over the last months did not contribute to, connect to, or create any incidents of crime and disorder in Camden on those nights I do understand the concerns, particularly of women and vulnerable people, when it comes to safety when walking the streets late at night.

Being just one of a few venues along our strip of Chalk Farm Road that have licensed security staff on the door of our bar when we are open late also contributes greatly to a feeling of personal safety when walking along at night on a busy road, compared to a quiet long dark road where everything is shut at night. As well as being a source of oversight when operating, a venue that is open and vibrant can also be a place of refuge in emergency situations whereas an unoccupied building cannot. We are part of the Ask Angela initiative to aid in the protection of women in particular and our protection in this regard extends to women, or any other vulnerable person, coming in from the street for help or simply to be in a busy space if she/he was feeling threatened or being followed etc. A closed bar or worse yet a bar that's permanently closed for business and full of squatters (like ours was until we took it over) cannot offer such a source of refuge to anyone, more of a source of concern.

As a local business, we do make a significant financial contribution to the local community, both through general taxation, as well as via the late-night levy and sky high business rates, both of which go directly to Camden, and go towards supporting policing and other initiatives that combat crime and disorder in the area, so I would argue that we do indeed take quite some responsibility for public safety of the borough.

Studies like the Commercial Victimisation Survey in England and Wales have shown that active businesses contribute to community safety by deterring crime through their presence and operations. Conversely, when businesses close, the lack of activity and oversight leads to a rise in incidents such as theft, vandalism, and more serious crimes against the person.

All that being said whilst we might disagree about any possible impact our later hours might have, we remain committed to maintaining a safe community and good relations with our neighbours including your good self. So should you wish to discuss this matter further, we are still very open to constructive dialogue.

On the basis that you have notified us that your intention is not to withdraw your representation I will notify our legal counsel of your decision and ask for the licensing panel to go ahead with the hearing ASAP.

Best

Jacques

On Wed, 2 Apr 2025 at 14:42, Patricia Thomas [REDACTED] > wrote:
Dear Mr Favalier

Thank you for your email. I am afraid that I am not planning to withdraw my representation. Chalk Farm Road is noisy and dangerous late at night and it is never easy to tell where individual drinkers have spent the evening. What is clear, however, is that there is noise and anti-social behaviour on the streets and that venues that are open late must take some responsibility for the anti-social behaviour. As I understand it, that is the basis for the Council declaring cumulative impact zones in some areas.

Best wishes

Patricia Thomas

Patricia Thomas
[REDACTED]
[REDACTED]

On Wed, 2 Apr 2025 at 10:54, Big Red Camden [REDACTED] wrote:

Dear Patricia,

Thank you for your detailed representations regarding our application to extend the operating hours at the Imperial Palace of Big Red on Chalk Farm Road. We appreciate the opportunity to address the concerns of the local residents' association and offer reassurance regarding our commitment to being a responsible and positive presence in the community.

We understand and acknowledge the past issues associated with this location. However, we wish to emphasize that the current management, since October 2024, operates with a significantly different ethos and level of diligence.

You may not be aware but the majority of weekends since we opened, we have successfully operated under the requested extended hours using Temporary Event Notices, during which time we have received no complaints

of public nuisance, and have garnered positive feedback from local law enforcement. This demonstrates our ability to manage the venue responsibly and effectively, and attract a mature and considerate clientele.

I would assume that had our venue being open later during the last 4 months had any impact on the local community you would have received communication of such from your members and made formal representations to the licensing department and/or local law enforcement. As there have been none received this shows that your concerns, whilst fully understandable, are clearly not applicable in our case.

We are acutely aware of the challenges faced by Chalk Farm Road, and we are committed to mitigating any potential impact of our operations on the local area. To this end, we have implemented the following proactive measures:

- **Controlled Entry:** We operate a "no new entries" policy one hour before closing, preventing the influx of late-night drinkers who may contribute to disturbances. Exceptions are made solely for known, respectful regulars.
- **Trained Door Staff:** Our door staff are trained to identify and politely refuse entry to individuals who may be intoxicated.
- **Strict Policies:** We enforce a strict over-18s policy, a zero-tolerance stance on anti-social behavior, and actively monitor alcohol consumption.
- **Staggered Departure:** Alcohol service is concluded well before closing to ensure a 30-minute wind down period, this assists in avoiding a rush to exit the venue, and allows ample time for patrons to use our ample washroom facilities
- **Observation of Closing Times:** We have observed that our location, if closed earlier than nearby establishments, can cause those other establishments to be more of a magnet for the late night crowd that you are concerned about.

We believe that our operation contributes positively to the area by providing a controlled and managed environment, which is preferable to the potential alternatives. We are committed to fostering a positive relationship with our neighbors and contributing to a safe and enjoyable environment for all.

We extend a sincere invitation for you to visit our venue, meet our team, and witness firsthand our commitment to responsible operation.

Please feel free to contact me by email with any further questions or by email or telephone (07956 175 424) to arrange a visit.

Dear Paru and Steven,

Whilst acknowledging that our premises are located within Camden's cumulative impact zone, we respectfully request that the Licensing Panel carefully consider our application on its individual merits. While we appreciate the intent behind the cumulative impact policy, we respectfully assert that automatic denial of our application, while similar extensions are granted to nearby establishments, would create an uneven playing field and potentially

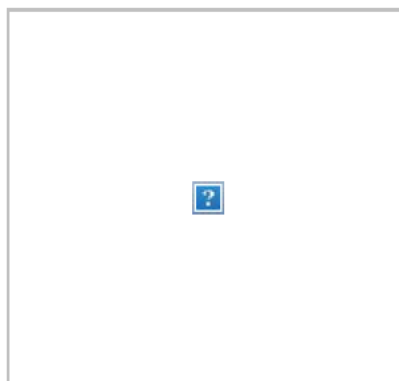
compromise our ability to operate viably. The economic realities of operating in Camden are significant, and without the requested extension, our business would become unsustainable. This would result in the premises being vacated, leading to potential boarding up and the risk of squatting, as experienced previously. This scenario would undoubtedly have a far more detrimental impact on the local community than a well-managed, responsibly operated venue. The previous venue failed which directly led to the premises becoming occupied by squatters, a situation we are keen to avoid repeating.

Furthermore, we understand the concern regarding cumulative impact and late-night activity. However, it is essential to acknowledge that the patrons present in Camden late at night are already within the area. Restricting our operating hours does not eliminate their presence; it merely shifts their location, potentially even to establishments with looser policies and lower quality facilities. It would be grossly unfair for us to be penalised because there is general anti-social behavior in the area, which can happen at any time of day or night, as this is a broader issue requiring a holistic approach. We are committed to being part of this approach and are actively applying for membership of Pubs Watch, so we can share information and assist with proactively preventing anti-social behavior at all local venues and in the surrounding area. We trust that the licensing panel will consider our application with due regard to the principles of equitable treatment and proportionality, ensuring a fair, evidence based, assessment of our specific circumstances, proposed mitigation measures, successful and trouble free late hours operations under late night TENs and the overall economic health and safety of the area.

Sincerely,

Jacques-Yves Favalier

Kindest Regards From



From: [Kate Tract](#)
To: [Big Red Camden](#)
Cc: [Paru Bhudia](#); [Steven Dormer](#)
Subject: Re: Follow-Up [Your concerns regarding the Imperial Palace of Big Red License Variation application]
Date: 31 March 2025 11:16:40

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Hi,

I'm afraid our concerns are not met. We do not support later operating hours in this area due to the cumulative impact. The police had different concerns to residents so their agreement to conditions does not necessarily alleviate ours.

Best Kate

From: Big Red Camden [REDACTED]
To: [REDACTED]
Cc: Paru Bhudia [REDACTED]; Steven Dormer
 [REDACTED]
 [REDACTED] regarding the Imperial Palace of Big Red License Variation application]

Dear Kathryn,

I hope this email finds you well.

I am writing to follow up on my previous email sent on 25th March 2025, regarding the residence association's concerns about our licensing application for the imperial palace of big red.

As you recall, I provided evidence demonstrating that our operation has not resulted in the public nuisance concerns you raised, specifically regarding late-night noise, urination, and vomiting.

We are keen to finalize our license application and would appreciate your clarification on whether you intend to maintain your objection.

Could you please let me know your decision by the close of business today 31/03/2025.

If I do not hear back from you I shall assume that our previous email has eased any concerns you had.

Thank you for your time and consideration.

Sincerely,

Jacques-Yves Favalier
 The Imperial Palace of Big Red

On Tue, 25 Mar 2025 at 14:03, Big Red Camden <[REDACTED]>
wrote:

Dear Kathryn,

Thank you for making representations known on behalf of the local residents' association to share your concerns regarding our request to extend the operating hours at the Imperial Palace of Big Red on Chalk Farm Road by one additional hour on Thurs Fri and Sat nights. I appreciate the time you've taken to express the thoughts of the local community, and I want to personally address the worries you've raised.

You may not be aware that since October 2024, we have been operating under these extended hours most weekends via the use of temporary event notices. During this time, we have not received any complaints of public nuisance, and local law enforcement has expressed their satisfaction with how well our venue is managed. We pride ourselves on attracting a considerate and mature clientele.

We completely understand and respect the concerns of our neighbors. We ran a late venue in Islington for 17 years with no incidents of public nuisance before opening our brand here in Camden and we consider ourselves to be a very experienced operator. As such we do already take proactive steps to minimize any potential disturbances.

For example:

- On evenings when we close later, we operate a policy of no new entries from one hour before we close. This policy helps ensure that our venue does not attract late-night drinkers or individuals more likely to cause disruption. We might make an occasional exception (at our discretion) for a handful of our most regular customers, who by definition, have consistently demonstrated respectful behavior.
- We have experienced door staff who are trained to recognise when people might already be a bit too tiddly and they are politely refused entry.
- Our strict over-18s policy, coupled with a zero-tolerance approach to anti-social behavior, and active monitoring of alcohol consumption ensures that we uphold the highest standards.
- We stop serving alcohol well before closing time and allow a minimum 30-minute wind-down period. This ensures our patrons can use the facilities and leave the venue in a calm and orderly manner.

Interestingly, we've experienced that when open later, there is a quieter and more manageable conclusion to the evening than on nights where we close earlier and everyone leaves at once.

On the nights where we close earlier than the bars close to us they can become the magnets that you are concerned about, and they may or may not be run as conscientiously as we are.

Due to the high operating costs in the borough, without the late license we would very likely need to close down. The previous business here was unsustainable

without the late license and failed very quickly, this led to them closing down and the building being boarded up and squatted in for almost a year, this had a very negative impact on the immediate area. A squat on this site is certainly not what Camden needs in place of a well run and neighbourhood friendly bar.

I hope this letter helps reassure you, and the residents you represent, that we are a responsible and well-managed venue committed to being a positive presence in the community.

We would be delighted to invite you to visit us, meet the team, and see firsthand how we operate.

Please don't hesitate to contact me if you have any further questions or would like more information.

Jacques-Yves Favalier

Kindest Regards From



From: [Big Red Camden](#)
To: [Steven Dormer](#); [Paru Bhudia](#)
Subject: Re: APP\PREM-VARY/126972
Date: 31 March 2025 09:46:43

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Hi Paru,

I'm just adding you into this thread as it started when I replied to Steven to thank him for the information on the licensing body representation letter and I realised you were not in that thread so apologies for that as I should have included you.

You said in your recent email you would forward to me any other representations that arrived regarding our application.

Would you kindly do so or confirm that Steven (in copy) and Kathryn, were the only ones we received.

We took down the Blue notice today as the representation window is now closed.

We are very keen to get this application brought to a successful conclusion as soon as possible and therefore kindly request that you forward any other representations to me as soon as possible so they can be responded to.

I wrote to Kathryn on Tue 25 Mar, 14:03 with you in copy, to address her concerns.

As this was sent 6 days ago and I have received no reply, I'm guessing if it were still a genuine concern to her I would have received some correspondence back by now.

Perhaps TRACT simply scans the papers and objects to all new licensing applications by default to put forward the interests of the residents?

I sent a follow up email this morning with you both in copy. I have requested that, if she wishes to maintain her representation, that she replies to me by close of business today to confirm.

If she is not willing to engage with us then I am not sure how we would proceed, perhaps you can advise me what Camden's policy is in this regard .

Points I would like to note are:

- 1: The concerns noted in the representation letter are very general and not directed specifically at our venue.
- 2: Regardless of what happens with our 1 hour extension there will still be people in Camden on a weekend who behave as she described.
- 3: We have demonstrated by being open later on a number of nights over a period of months that this has NOT lead to any complaints relating to the mentioned concerns.

I would say it would be very unfair if our application was delayed due to such a general representation that makes assumptions, especially when there is actual evidence to the contrary.

I look forward to receiving any remaining letters of representation as soon as possible so that I can make contact and address their concerns.

Best

Jacques

On Fri, 28 Mar 2025 at 15:56, Big Red Camden [REDACTED]

wrote:

I understand,

The team were going to advise me if any more came in since the one from Kathryn. I have not received any others.

Kathryn has not replied to me yet.

Please let me know if it makes sense for us to have a quick telephone conversation to discuss the next steps to get these things done ? And please forward any other representation letters you have received. As you know we are keen to get this all wrapped up soonest.

Best

Jacques

On Fri, 28 Mar 2025, 15:44 Steven Dormer, [REDACTED] > wrote:

Dear Jacques,

There appears to be a couple of reps for this application. What we look at is for agreements in place with all those concerned. I am sure we can get to a point where the Licensing Objectives are met and the application can get determined.

Any questions then please do not hesitate to contact me.

Steven Dormer
Licensing Officer

From: Big Red Camden [REDACTED]

Sent: 26 March 2025 10:59

To: Steven Dormer [REDACTED]

[REDACTED] [REDACTED] PREM-VARY/126972

You don't often get email from [REDACTED]. [Learn why this is important](#)

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Steven,

I am writing with regards to your letter of representation.

Regarding cumulative impact zoning. We do strongly believe that with the measures we have in place and our ability to refer to actual empirical data from our trials of late opening using TENs that despite the site being in a cumulative impact zone, we would not contribute to any issues of crime and disorder or public nuisance by staying open for an additional hour 3 nights per week.

PC Dominic Hallam 1908 CN – Camden Licensing Team at Kentish Town Police Station contacted us after being notified of our application and we provided him with all of the dates since start of November 2024 when we used TEN's in order for him to determine if there were any incidents of crime and disorder or public nuisance connected to us operation later hours on those nights. He has raised no concerns with us or made any formal representations to you that would indicate any negative findings or any objection to our application from local law enforcement. The police have visited the site to check in and see how we are settling in and have been very supportive of what we have done with the site and how we operate it.

I am aware of an ongoing consultation where the licensing framework could change soon and that Camden Council are actually considering removing the cumulative impact policies for alcohol licenses in Camden Town in order to support Camden's night time economy by allowing extended hours across the borough more readily. We would ask that in light of this policy shift and as our we are only requesting quite a short extension of the hours we already enjoy that the officers take this into consideration when deciding our fate.

The owners of the previous business on our site gave up the late license that the premises had previously enjoyed, and as a result they quickly went under, leaving the building vacant and attracting squatters, crime and disorder and a public nuisance. It would be far better to have a successful, well run business on the site that is contributing taxes and providing a safe and fun place for people to socialise than for us to have to close and move to a new location.

I have reached out to Kathryn at 'TRACT' via email in order to address her concerns about possible public nuisance personally.

I have advised her that we have already run TENs nights and have not had any complaints of noise or antisocial behavior or public nuisance.

I have also invited her to contact us and to visit if she would like in order to reassure her that we are a well run venue.

Refusal of our application on the grounds of residents' concerns about the possible risks of public nuisance would be very unfair in our case, as there is evidence available, gathered over a sustained period, which clearly demonstrates that there have been zero cases of public nuisance connected to our venue's later opening hours.

It does appear that your letter of representation to the licensing team is simply a formality but please do let me know if you have any concerns we might need to address in order to bring our application to a positive conclusion.

Best

Jacques

Kindest Regards From



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Volunteered conditions in the operating schedule.

CCTV: We have installed a comprehensive CCTV monitoring system throughout the premises including on the street at both building entrances.

The recordings from these cameras are of 'evidence quality' and are available to authorities to assist in any investigation.

Licensed Security Staff: We employ a licenced & experienced security team whenever we are open beyond midnight Thurs-Sat as well as any occasions or special events where we anticipate a large attendance.

Zero Tolerance Policy on Drugs: Our staff and our security team are trained to be on the lookout for anyone selling or using drugs on the premises. They will be reported to Police and barred for life from the establishment.

Zero Tolerance Policy on Anti-social Behaviour: Any incidents of antisocial behaviour, Abuse of ANY kind towards our staff or other customers is not tolerated and will be dealt with by staff who are trained to take the appropriate course of action in any given instance.

Bag Checks: When conducting a bag search our door staff are trained to greet the guest warmly, explain the reason for the search, request the search politely, ensure the persons privacy and thank the individual for complying after conducting the search.

Drink Responsibly: We only allow alcohol purchased from our staff to be consumed on the premises, thus ensuring we can limit and/or cut off the supply of alcohol to an individual or group should it be deemed necessary by staff or security.

Co-Operation with law enforcement: We co-operate fully and pro-actively with local law enforcement to ensure that any issues or potential issues are promptly resolved.

Pub watch Scheme: We intend to join the local pub watch scheme in order to raise awareness of any antisocial behaviour or criminal activity that we might witness, to receive the same from other local establishments and to agree, common policies for dealing with any known individuals who might regularly cause trouble.

We enforce challenge 25 age verification for alcohol sales to prevent underage drinking and we are an over 18's venue. Door staff, when operating, also check the age of patrons who appear younger than 18.

Signage is displayed near door areas reminding patrons to leave quietly and behave with respect to our neighbours when using outside spaces for smoking etc.

Women's Safety: Our venue prides itself on providing a safe space for women to socialise and enjoy their night on their own terms. We support the "Ask for Angela" campaign and we have signs posted in the venue.

Section 1: Background comments of the Borough Solicitor

- 1.1 The purpose of Camden's Statement of Licensing Policy is to make it clear to applicants that wider considerations will be taken into account when determining applications. It is intended to guide the Licensing Panel when considering licence applications. However, the Licensing Panel must always consider each application on its own merits and allow exceptions to the normal policy where the circumstances of the application justify allowing an exception. The burden is on the applicant to show that they comply with the policy.
- 1.2 Members should only address those matters that have formed the subject matter of relevant representations. Matters that arise that are not the subject of relevant representations fall outside the function that the Panel is exercising when it holds a hearing
- 1.3 Members must determine, having regard for the evidence, whether granting the application for a premises licence will impact adversely on the policy criteria listed in paragraph 3 of this report.
- 1.4 In accordance with the provisions of Part 1 of Schedule 5 of the Act, where a Licensing Authority rejects in whole or in part, an application for a new premises licence, the applicant may appeal against the decision, to a magistrate's court within 21 days of being notified of the decision.
- 1.5 Similarly, where a person who made relevant representations in relation to the application contends that the licence ought not to have been granted, or that different or additional conditions should have been imposed on the licence, he may appeal against the decision to a magistrate's court within 21 days of being notified of the decision.
- 1.6 **The Human Rights Act 1998** incorporates the key articles of the European Convention on Human Rights into domestic law. Decisions on licensing matters are actions of a public authority and must be compatible with Convention rights. Consequently, Members of the Panel must be aware of the rights contained in the Convention (particularly those set out below) when making licensing decisions.
 - (a) **Article 6: Right to a fair trial**
In the determination of his civil rights and obligations, everyone is entitled to a fair and public hearing within a reasonable time by an independent and impartial tribunal established by law.
 - (b) **Article 8: Right to respect for private and family life**
Everyone has a right to respect for his or her private life, his home and correspondence.

(c) **Article 1 of the First Protocol: Protection of property**

Every natural or legal person is entitled to the peaceful enjoyment of his possessions, including a licence. No one shall be deprived of his possession except in the public interest and subject to the conditions provided for by law and by the general principles of international law.

(d) **Article 10: Freedom of Expression**

Everyone has the right to freedom of expression. This right shall include freedom to hold opinions and to receive and impart information and ideas without interference by public authority and regardless of frontiers. This Article shall not prevent States from requiring the licensing of broadcasting, television or cinema enterprises.

The exercise of these freedoms since it carries with it duties and responsibilities may be subject to such formalities, conditions, restrictions or penalties as are prescribed by law and are necessary in a democratic society, in the interests of national security, territorial integrity or public safety, for the prevention of disorder or crime, for the protection of health and morals, for the protection of the reputation or rights of others, for preventing the disclosure of information received in confidence, or for maintaining the authority and impartiality of the judiciary.

(e) **Article 14: Prohibition of discrimination**

The enjoyment of the rights and freedoms set forth in this Convention shall be secured without discrimination on any ground such as sex, race, colour, language, religion, political or other opinion, national or social origin, association with a national minority, property, birth, or other status.

- 1.7 When formulating policy local authorities must have regard to the **Equality Act 2010**. The Act provides protection from discrimination in respect of certain protected characteristics, namely: age, disability, gender reassignment, pregnancy and maternity, race, religion or beliefs and sex and sexual orientation. It places the Council under a legal duty to have due regard to the advancement of equality in the exercise of its powers including licensing powers. Members of the panel must be mindful of this duty when determining all licensing applications.

The section 149 Public Sector Equality Duty

(1) A public authority must, in the exercise of its functions, have due regard to the need to—

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

(2) A person who is not a public authority but who exercises public functions must, in the exercise of those functions, have due regard to the matters mentioned in subsection (1).

(3) Having due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to—

- (a) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;
- (b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;
- (c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

(4) The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.

(5) Having due regard to the need to foster good relations between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to—

- (a) tackle prejudice, and
- (b) promote understanding.

(6) Compliance with the duties in this section may involve treating some persons more favourably than others; but that is not to be taken as permitting conduct that would otherwise be prohibited by or under this Act.

1.8 In determining any application, the Council must comply with the public sector equality duty in s.149 of the 2010 Act. This is a duty to have regard to the need to achieve the statutory goals of s.149, rather than to achieve a particular result. The s149 duty sits alongside and does not override statutory requirements in relation to determining licensing applications, including the duty to consider all evidence on its merits and the legislative criteria listed at paragraphs 3 & 4.

1.9 When members have before them representations or other material on issues relevant to s149, even outside the scope of “standard” licensing considerations such material must still be specifically assessed in the context of s149. However, because s149 creates a requirement to “have regard” the fact a matter raised is relevant to s149 will not automatically translate into a reason for refusing an application that would be sustainable in any subsequent appeal, given the legal requirement to determine applications in compliance with licensing legislation.

Section 2: Financial Comments

- 2.1 Following consideration there are no financial implications concerning this application. The Executive Director Corporate Services has been consulted in the preparation of this report and has no further comments to add.