


**APPLICATION FOR A NEW PREMISES LICENCE  
UNDER SECTION 17 OF THE LICENSING ACT 2003**

<b>LONDON BOROUGH OF CAMDEN</b>	<b>REPORT OF:</b> Executive Director Investment, Place and Opportunity
<b>FOR SUBMISSION TO:</b> Licensing Panel	<b>DATE:</b> 4 <sup>th</sup> June 2026
<b>PREMISES:</b> No.7 Lounge, 7 Percy Street, London, W1T 1DH	<b>WARD:</b> Bloomsbury
<b>LOCAL GOVERNMENT ACT 1972 – ACCESS TO INFORMATION</b> <b>Documents used in the preparation of this report:</b> 1) The Licensing Act 2003 (“the Act”) 2) Camden Statement of Licensing Policy 2025-2030 (“the Policy”) 3) Amended Guidance issued under section 182 of the Licensing Act 2003 (February 2026) (“the Guidance”)	
<b>APPENDICES:</b> Appendix 1) Location map of premises Appendix 2) Application form Appendix 3) Relevant representations Appendix 4) Conditions consistent with the operating schedule Appendix 5) Legal and finance comments	
<b>CONTACT OFFICER:</b> Steven Dormer, Licensing Officer 5 Pancras Square, London, N1C 4AG Tel: 0207 974 8016 Steven.dormer@camden.gov.uk	
<b>Signed by</b>  Oliver Jones Director of Recreation and Public Safety  Date: 21 <sup>st</sup> May 2026	

## **1. Application**

1.1. This is an application for a new premises licence under section 17 of the Licensing Act 2003.

1.2. The application is for:

### **Supply of alcohol – On the premises**

Monday to Sunday 14:00 – 01:30

### **Live Music, Recorded Music**

Monday to Sunday 14:00 – 01:30

### **Late night refreshments**

Monday to Sunday 23:00 – 01:30

### **Opening Hours**

Monday to Sunday 14:00 – 02:00

1.3. The application can be found at **Appendix 2**.

## **2. Representations**

2.1. Five relevant representations were received in relation to the application.

2.2. The representations oppose the application, and these are from Responsible Authorities including the Police, Environmental Health and Licensing Authority. The other representations are from one resident group and a local resident. and can be found at **Appendix 3**.

## **3. Policy**

### **Licensing objectives (Chapter Four, Pages 30 – 43 of the Policy)**

3.1. The licensing objectives engaged by this application are:

- a) The Prevention of Public Nuisance
- b) The Prevention of Crime and Disorder

### **Hours Policy (Chapter Five, Pages 47 – 49 of the Policy)**

3.2. The hours policy is engaged by this application in relation to the proposed end times for licensable activities. The framework hours are given in the policy as:

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

Monday to Thursday	10:00 am until midnight
Friday and Saturday	10:00 am until 00:30 am
Sunday	10:00 am until 11:00 pm

- 3.3. The times for the framework hours on any given day are not (and should not be regarded as) the “usual” or “normal” working hours for licensable activities in the Borough. Instead, the framework hours serve to identify those cases where the Licensing Authority will pay particular regard to the likely effect on the local neighbourhood of carrying out the proposed licensable activities.

**Women’s Safety (Chapter Four, Pages 30 – 32 of the Policy)**

- 3.4. The Council has adopted a set of principles that commit our licensed premises to act in a responsible manner, taking all forms of female harassment seriously and set out the practical steps licensed premises can take to support this.
- 3.5. The principles encourage all licensed premises to consider and implement them in the day-to-day operation of their premises and include:
- a) Let’s Communicate
  - b) Supporting Each Other
  - c) Training for All

The application does include these principles.

**Premises Policy (Chapter Eight, Pages 55 – 61 of the Policy)**

- 3.6. The premises policies currently engaged by this application are:
- a) Pubs and bars

**4. Secretary of State’s Guidance**

- 4.1. The relevant parts of the Secretary of State’s Guidance (“the Guidance”) for this application are:
- a) Chapter 2 - The Licensing Objectives
  - b) Chapter 3 - Licensable Activities
  - c) Chapter 8 - Applications for Premises Licences
  - d) Chapter 9 - Determining Applications
  - e) Chapter 10 - Conditions Attached to Premises Licences and Club Premises Certificates

## **5. Recommendations**

- 5.1. To determine the application for a new premises licence under section 18 of the Licensing Act 2003.
- 5.2. Having considered the application, any the representations submitted in relation to this application, the legislative provisions, the Statement of Licensing Policy, and the Guidance issued by the Secretary of State, Panel Members have the following options:
  - a) Grant the application in full with such conditions on the licence that are consistent with the operating schedule.
  - b) Grant the application subject to revised conditions that they consider appropriate to promote the licensing objectives.
  - c) Reject the whole or part of the application.
- 5.3. Members may attach additional conditions if they consider it appropriate for the promotion of the licensing objectives raised in the representations.
- 5.4. Members are reminded that all applications must be considered on their own merits, and that findings on any issues of fact should be on the balance of probability.

## **6. Conclusion**

- 6.1. Members are required to consider the application in light of all the relevant information, and if approval is given, may attach such conditions appropriate to promote the licensing objectives.

**REPORT ENDS**