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<b>I want to apply for a</b>	Premises licence
<b>Are you an agent?</b>	No - I'm applying for myself
<b>Does the premises have a name?</b>	Yes
<b>What is the name of the premises?</b>	No.7 Lounge
<b>What is the address or location?</b>	7 Percy Street W1T 1DH London
<b>What is the type of premises?</b>	Private members' entertainment venue
<b>Describe the area it is situated in</b>	The premises is situated in a mixed commercial and residential area in central London, with nearby restaurants, bars, offices, shops and residential accommodation.
<b>Describe the layout of the premises</b>	The premises comprises ground floor, mezzanine and basement levels. There is a small outside frontage area on Percy Street used as a controlled smoking area. The rear alley exit is for emergency use only.
<b>Copy of the premises plans</b>	<ul style="list-style-type: none"><li>• 7PercyStreet_Camden_Bar.pdf</li></ul>

**Tell us about the premises business hours**

<b>Day</b>	<b>Start time</b>	<b>End time</b>
Monday	00:00 14:00	02:00 23:59
Tuesday	00:00 14:00	02:00 23:59
Wednesday	00:00 14:00	02:00 23:59
Thursday	00:00 14:00	02:00 23:59
Friday	00:00 14:00	02:00 23:59
Saturday	00:00 14:00	02:00 23:59
Sunday	00:00 14:00	02:00 23:59

**Are there any seasonal variations for the premises opening times?** No

**Is the premises open to the public at times other than those listed?** No

**Is the premises an open space?** No

**Is the premises currently under construction?** No

**What is the non-domestic rateable value (NDRV) of the premises?** 73500

**How many people are expected to attend the premises at any one time?** Less than 5000 people

**Will the premises be exclusively or primarily used to sell alcohol?** No

**How are you applying for a premises licence?**

As a limited company

**Business details**

**What is the company registration number**

[REDACTED]

**Name of business**

Seven Percy Street Limited

**Name and address**

[REDACTED]  
[REDACTED]  
[REDACTED]

**Email address**

[REDACTED]

**Telephone number**

[REDACTED]

**How long do you want your premises licence for?**

Permanently

**When do you want your licence to start?**

As soon as possible

**Activity you wish to licence**

e. Live music

f. Recorded music

h. Similar to e f or g - For example karaoke

i. Late night refreshments - Hot food or hot drinks only between 11pm and 5am. Refreshments outside of these times do not need to be licenced

j. Supply of alcohol

**Live Music**

Day	Start time	End time
Monday	00:00 14:00	01:30 23:59
Tuesday	00:00 14:00	01:30 23:59
Wednesday	00:00 14:00	01:30 23:59
Thursday	00:00 14:00	01:30 23:59
Friday	00:00 14:00	01:30 23:59
Saturday	00:00 14:00	01:30 23:59
Sunday	00:00 14:00	01:30 23:59

**Where will performances take place?**

Indoors

**Tell us about the specifics of the activity**

Small-scale live music performances for members and their guests, including vocal performances and occasional instrumental acts, using the premises' internal sound system, microphones and associated amplification equipment. All performances will take place indoors and amplified sound will be controlled through the installed noise limiting device.

**Are there any seasonal variations for the activity?**

No

**Will the activity take place at times other than those listed?**

No

**Recorded Music**

Day	Start time	End time
Monday	00:00 14:00	01:30 23:59
Tuesday	00:00 14:00	01:30 23:59
Wednesday	00:00 14:00	01:30 23:59
Thursday	00:00 14:00	01:30 23:59
Friday	00:00 14:00	01:30 23:59
Saturday	00:00 14:00	01:30 23:59
Sunday	00:00 14:00	01:30 23:59

**Where will performances take place?**

Indoors

**Tell us about the specifics of the activity**

Recorded music for members and their guests, including background music, DJ-led music and karaoke backing tracks, using the premises' internal sound system and associated amplification equipment. All recorded music will take place indoors and amplified sound will be controlled through the installed noise limiting device.

**Are there any seasonal variations for the activity?**

No

**Will the activity take place at times other than those listed?**

No

**Similar to EFG**

<b>Day</b>	<b>Start time</b>	<b>End time</b>
Monday	00:00 14:00	01:30 23:59
Tuesday	00:00 14:00	01:30 23:59
Wednesday	00:00 14:00	01:30 23:59
Thursday	00:00 14:00	01:30 23:59
Friday	00:00 14:00	01:30 23:59
Saturday	00:00 14:00	01:30 23:59
Sunday	00:00 14:00	01:30 23:59

**Describe the type of activity to be held**

Karaoke

**Where will performances take place?**

Indoors

**Tell us about the specifics of the activity**

Karaoke entertainment for members and their guests, including vocal performances using microphones, display screens and karaoke backing tracks played through the premises' internal sound system. All karaoke activity will take place indoors and amplified sound will be controlled through the installed noise limiting device.

**Are there any seasonal variations for the activity?**

No

**Will the activity take place at times other than those listed?**

No

**Late refreshments**

Day	Start time	End time
Monday	00:00 23:00	01:30 23:59
Tuesday	00:00 23:00	01:30 23:59
Wednesday	00:00 23:00	01:30 23:59
Thursday	00:00 23:00	01:30 23:59
Friday	00:00 23:00	01:30 23:59
Saturday	00:00 23:00	01:30 23:59
Sunday	00:00 23:00	01:30 23:59

**Where will refreshments be provided?**

Indoors

**Tell us about the specifics of the activity**

Late night refreshment for members and their guests, consisting of hot food and hot drinks supplied for consumption within the premises only. The premises will not operate as a takeaway or delivery outlet.

**Are there any seasonal variations for the activity?**

No

**Will the activity take place at times other than those listed?**

No

**Alcohol supply**

Day	Start time	End time
Monday	00:00 14:00	01:30 23:59
Tuesday	00:00 14:00	01:30 23:59
Wednesday	00:00 14:00	01:30 23:59
Thursday	00:00 14:00	01:30 23:59
Friday	00:00 14:00	01:30 23:59
Saturday	00:00 14:00	01:30 23:59
Sunday	00:00 14:00	01:30 23:59

**Where will the supplied alcohol be consumed?**

On the premises

**Are there any seasonal variations for the activity?**

No

**Will the activity take place at times other than those listed?**

No

**DPS details**

**Does your designated premises supervisor (DPS) currently hold a personal licence?**

Yes

**Was their personal licence issued by Camden?**


No

**Personal licence number**

██████████

**Issuing local authority**

████████████████████

<b>First name</b>	Bruno
<b>Last name</b>	Martins
<b>Address</b>	
<b>Signed Copy of the Designated Premises Supervisor (DPS) consent form</b>	<ul style="list-style-type: none"><li>• WhatsAppImage2026-03-25at6.06.57PM.jpeg</li><li>• WhatsAppImage2026-03-25at5.17.34PM.jpeg</li></ul>
<b>Will there be any activities associated with the premises which may give rise to concern in respect of children?</b>	No
<b>The prevention of crime and disorder</b>	<p>The premises will operate as a private members' entertainment venue with admission restricted to members and their genuine guests. A comprehensive CCTV system will cover entrances, exits and public areas, with recordings retained for a minimum of 31 days and made available to Police or authorised officers on request. An incident log will be maintained, including refusals, ejections, complaints, harassment reports and suspected drink spiking concerns. The premises will operate a zero-tolerance approach to illegal drugs, violence, sexual harassment, intimidation and abusive behaviour. Risk-assessed SIA door supervisors will be deployed on busier evenings and larger events. No gambling activities, gaming tables, betting services or gaming machines will be permitted at the premises.</p>
<b>Public safety</b>	The premises will operate in accordance

**The prevention of public nuisance**

with the fire risk assessment and all fire safety requirements. Clearly marked emergency exits, fire safety equipment and alarm systems will be maintained. Operational capacity will be managed at 160 persons, below the maximum fire capacity, to ensure safe and controlled operation. Staff will be trained in emergency procedures, customer safety, safeguarding, and how to respond to vulnerable patrons. Women's safety measures will include staff training on harassment, predatory behaviour and drink spiking concerns, together with active management supervision and support for any patron requiring assistance to leave the premises safely. All regulated entertainment and recorded sound will take place indoors only and will be controlled through the installed noise limiting device. Doors and windows will remain closed during regulated entertainment except for immediate access and egress. The duty manager will conduct regular perimeter checks during operation to monitor noise breakout. A direct contact number for the duty manager will be made available to local residents while the premises are open. Deliveries, waste collection and external waste handling will be controlled in accordance with the agreed operating conditions. A formal dispersal policy will operate, with customers leaving via Percy Street, the rear alley exit used for emergency evacuation only, a maximum of 5 patrons permitted in the smoking area at any one time, no drinks taken outside, and a 30-minute wind-down period from 01:30 to 02:00 with reduced music levels and supervised dispersal.

**The prevention of children from harm**

The premises will operate as an adult-only

private members' entertainment venue. Admission will be restricted to persons aged 18 and over. A Challenge 25 policy will operate and valid photographic identification will be required where appropriate. Staff will be trained in age verification procedures and alcohol will not be supplied to anyone under 18. No activities involving nudity, sexual entertainment or other age-restricted entertainment will take place at the premises.

## **About this form**

### **Issued by**

Camden Town Hall  
Judd Street  
London  
WC1H 9JE

### **Contact phone**

020 7974 4444

### **Form reference**

Ref. no. 135158

## **Data protection**

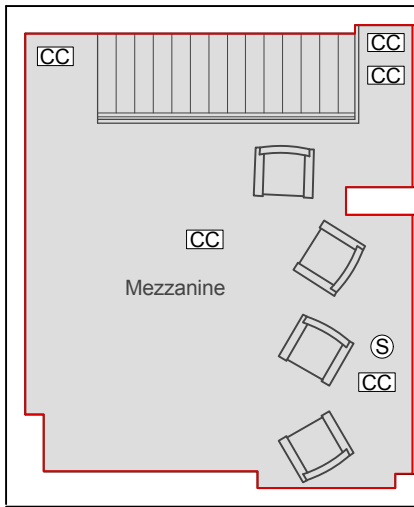
No personal information you have given us will be passed on to third parties for commercial purposes. The Council's policy is that all information will be shared among officers and other agencies where the legal framework allows it, if this will help to improve the service you receive and to develop 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.



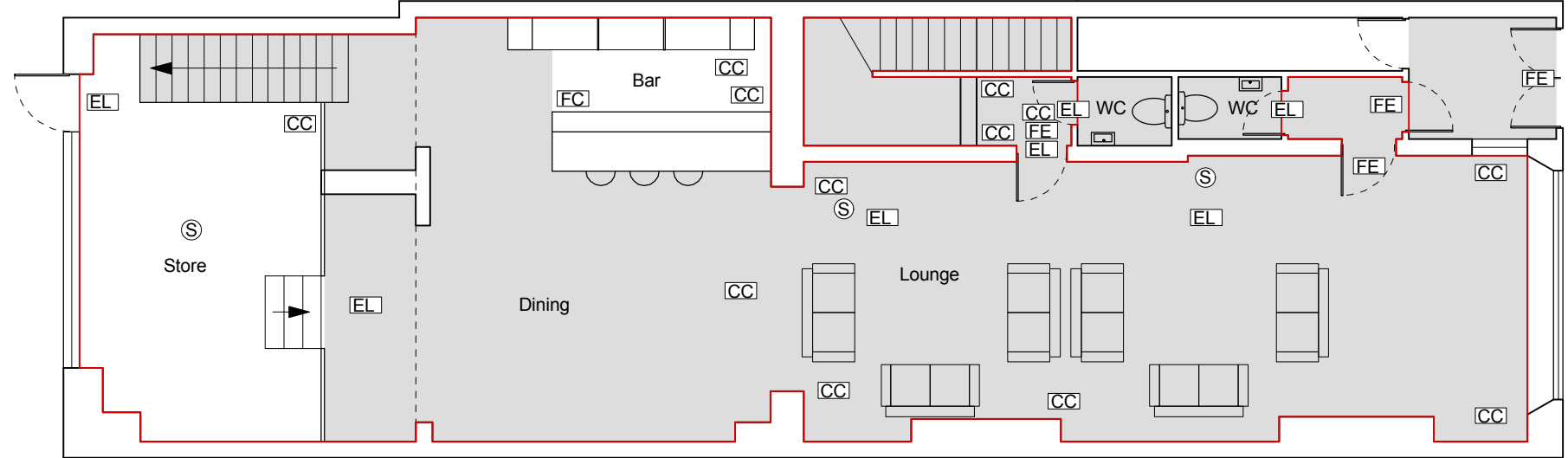
Anything shown on this plan which is not required by the Plan Regulations is for illustrative purposes only, and does not form part of the premises licence.

The areas shaded in grey illustrates the public areas.

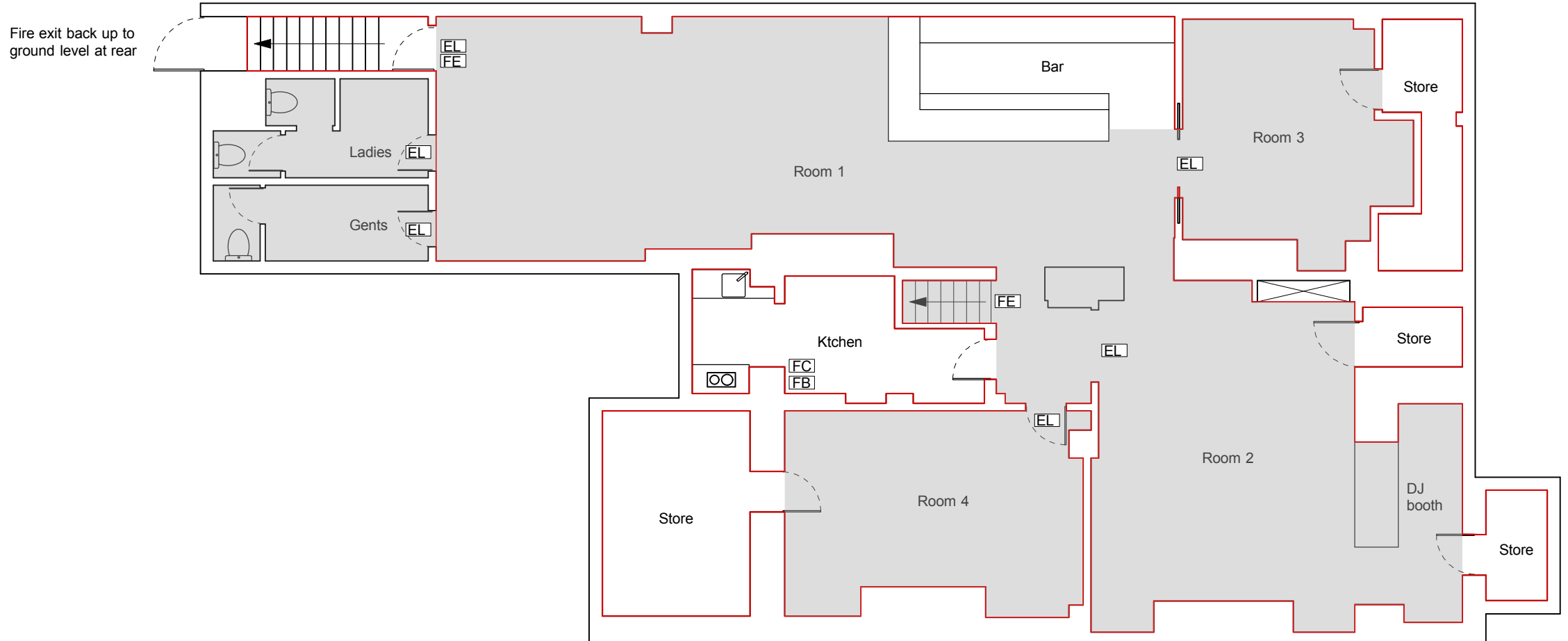
The area within the red line shows the area where licensable activities will take place



Upper Grpunf Floor



Ground Floor



Basement

- (H) Heat detector and alarm
- (S) Smoke detector and alarm
- [FB] Fire Blanket
- [FW] Fire Extinguisher Water
- [FC] Fire Extinguisher Carbon Dioxide
- [FE] Fire Extinguisher Foam
- [CS] Electric ceiling sign
- [TS] Thermostat
- [CU] Consumer unit
- [SA] Security Alarm
- [CC] CCTV cameras
- [DB] Door Bell Push
- [DC] Door Bell Chime
- [FE] Fire Exit Sign
- [EL] Emergency Lighting
- ▷ Single switch wall socket (+450mm)
- ▷ Double switch wall socket (+450mm)
- ▷ Single switch wall socket (+1200mm)
- ▷ Double switch wall socket (+1200mm)
- ▷ Single switch wall socket (below worktop)
- ▷ Fuse spur for towel rail/radiator
- ▷ Single switched fuse spur at high level for extract fan
- Recessed downlight
- ⊕ Pendant light
- ⊙ Wall light
- (A) Audio speaker
- ⊙ Extractor fan

Address	7 Percy Street, Camden W1T 1DH		
Title	Proposed floor plan		
Drawing N#1	Revision		
Date	20/11/2025	Scale	1:100 @A3
Drawn by	PremPlan.co.uk		07974 035 035



**MORE TRUST | LESS CRIME | HIGH STANDARDS**

Camden Licensing Authority

Town Hall Extension  
Argyle St  
London

WC1H 8EQ

Licensing Unit  
Room 1.22  
Kentish Town Police Station  
12a Holmes Rd  
London  
NW5 3AE

Telephone: [REDACTED]

Email: [REDACTED]

Your ref: **NEW\135138**

**Friday 22<sup>nd</sup> April 2026**

Dear Sir/Madam,

**No.7 Lounge, 7 Percy Street, W1T 1DH.**

**With reference to the above Application, the Metropolitan Police Service (MPS) wishes to make a Representation.**

I certify that I have considered this application on its own merit, and the Representation is based on the likely indirect impact the grant may have on the locality. I provide a basis for my concerns within this document in the hope the Applicant and I can facilitate a compromise, as it is not the intention of the MPS to restrict any commercial ambition. As contained within the notes of guidance for the Licensing Act 2003, it is the responsibility of the Police and Local Authority to promote the Prevention of Crime and Disorder, Promote Public Safety, Prevent Public Nuisance and Protect Children from Harm.

### **Policing Camden**

Police in Camden value our diverse and vibrant night-time economy and seek to provide a safer environment for our residents, workers and visitors. The London Borough of Camden attracts a high number of visitors and has a high concentration of valued licensed venues.

### **Key Policing Challenges**

#### **Gender violence**

Women have told us they feel unsafe being alone in Camden's streets during later hours and that they suffer from verbal harassment, unwanted staring and some are even followed. These incidents are especially more prevalent where there are higher concentrations of late-night venues. The Camden Safety Hub has been launched as a new safe space initiative for anyone in Camden Town in need of assistance, support or someone to talk to when on a night out.

### **Drink spiking**

Defined as applying a noxious substance to a drink with intent to cause harm. Such incidents in Camden have averaged one per week and are more likely to happen inside late-night vertical drinking venues. Women are more likely to be targeted, and these incidents are difficult for Police evidentially. Police provide Welfare and Vulnerability Engagement (WAVE) training to licensed venues and provide advice on spotting the signs of vulnerability and suggestions on how to make venues more hostile to perpetrators.

### **Street violence**

The main issues the emergency services encounter are on the street once the alcohol purchased has been consumed. Late night refreshment venues, off licences, public spaces can become flash points of violence when groups from different venues congregate together. Indeed, alcohol related violence with injury inside pubs, bars and clubs is now overshadowed by what occurs in the street. Street robbery where intoxicated customers leaving night clubs and other late-night venues are a regular occurrence. Camden has two Police Tasking teams patrolling hot spot areas for violence. Regrettably, during the weekends the tasking teams are quickly diminished due to high demand and the high concentration of late-night venues

### **Drug dealing**

Drug dealing is pervasive in town centres such as Camden Town, Kings Cross and St Giles. The anti-social behaviour and crime linked to the drug trade impacts innocent people and creates a permissible environment for other anti-social behaviour. The suspects who offer to supply people drugs often target customers of late-night venues and the streets nearby, especially as venues have improved search regimes making it harder to deal drugs inside venues.

### **Public nuisance**

Camden Council Licensing Officers and the Environmental Noise Teams usually handle complaints arising from public nuisance. However, quite often the Police also must respond to such complaints, and we regularly provide assistance to Council teams. Public nuisance such as litter, urination, vomit, noise, vehicle traffic, unauthorised sound systems in open spaces are regular complaints linked to the nighttime economy. Areas with high levels of public nuisance tend to suffer from higher levels of criminal behaviour.

### **Unique Application Issues**

The Applicant has applied for a Premises licence whereby they want 'a private members' entertainment venue.

Police Licensing visited the venue on the 20<sup>th</sup> of April 2026 and met with the proposed DPS for a pre-arranged visit. On arriving at the venue there were CCTV cameras watching who was entering. The door was locked. Meeting Mr [REDACTED] and entering the venue, there were keypads on the internal doors, one leading to this venue (Ground Floor and basement) and a door leading upstairs to the first floor. When asked during our visit if Mr [REDACTED] knew the key code for the door leading to the first floor, we were told he doesn't know. However, during our visit a lady came to the front

door and rang the buzzer. Mr [REDACTED] let her in, and she went upstairs. Concerns are that we do not know what is going on upstairs and when asked, he stated he didn't know, and he doesn't know the key code. However, when walking around the venue, there were other rooms with keypad doors, and it seems all the doors have different codes memorised by Mr [REDACTED].

On my last visit a couple of years ago, I found gambling machines and gambling tables on the first floor. It seems they have now fitted keypads to the doors blocking people from entering. [REDACTED]

Walking into the ground floor area, officers could smell smoke, as if people [REDACTED] the venue. Asking Mr [REDACTED] why the venue smelt of smoke? He stated that it is probably Shisha. This was tobacco smoke.

The ground floor is set out with couches and tables and a bar to the right-hand side. At the back of the ground floor there is the mezzanine area at the top of the staircase.

Alcohol was on the shelves and in fridges that were turned on. The till was still turned on too and had numerous items programmed in it. One concern, there was a full page with different flavours of shisha for sale. This venue is not suitable for shisha as there is no ventilation. It is a closed area with surrounding walls on all sides and a roof.

Walking up the melamine level, there were gaming chairs pushed together and a gambling table facing the wall. There was a trolley containing numerous chips and packs of cards could be seen on the till area downstairs and on the trolley. Asking Mr [REDACTED] why the gambling table and chairs in the venue? He stated that it is heavy and they have been looking to move it out.

Being a police officer, it is clear that they are still using the venue for gambling and have just moved it to one side hoping the officers wouldn't notice the table on its side, with the Velt or table markings facing the wall.

On walking to the basement, smoke could still be smelt throughout. There were karaoke rooms and a longer bar area which was well stocked and fridges on.

On noticing the CCTV monitor, officers asked to see if the CCTV was working. Looking through the cameras on playback it was clear the venue is selling alcohol. It was clear showing staff were making drinks and customers could be seen sitting at tables with drinks. The CCTV system seems to work on movement and flashes up showing activity, like reading a graph. Clicking on these activity areas, it was clear the venue is operating and selling alcohol. Officers noted that this occurred on three different days. One being on the 19<sup>th</sup> April 2026.

Walking behind the till area, there were receipts left on the counter by the till area. These showing sales were being made for cocktails and shisha.

It is clear talking to the proposed DPS he does not have control of this venue and stated that he is looking to stop the shisha sales at the venue but has no control when he isn't working.

Just from this one visit and being a licensing officer for years, it is clear they are still using the venue for gambling, operating without a premises licence and smoking shisha and tobacco in this enclosed environment. Of concern, the applicant want this as a private members club and the authorities will struggle to get into the venue as people are watched on the CCTV and will be buzzed in when required.

Pictures taken of the gambling table and chairs stacked to the side, alcohol and shisha receipts where it is suspected the venue did not have TENs running.

-One sale of Shisha was at 0329 hours on the 20<sup>th</sup> April 2026 for £70.

Police licensing has been engaging with the Applicant on the previous application and had concerns about the proposed Club Certificate application due to potentially restricting police entry when checking the venue are adhering to the licensing objectives. The MPS went through the plans and formally agree to a reduction in the proposed [REDACTED] opposed to that application.

However, since we have had entry on the 20<sup>th</sup> April 2026, the MPS feel that this application should now be rejected in its entirety.

Yours sincerely,  
**Chris**



**Christopher Malone, Police Constable 2487CO**  
**Camden Police Licensing Team, Central North BCU**  
Kentish Town Police Station, 12A Holmes Road, NW5 3AE



**Date:** 22/4/2026  
**Application**  
**Reference:** APP\PREM-/NEW135158  
**Contact:**  
**E-mail:** Officer Lee Perella(347117)  
[REDACTED]



**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

lee [www.camden.gov.uk](http://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**

**Re: SEVEN PERCY 7 Percy Street W1T 1DH.**

#### **ENVIRONMENTAL HEALTH AUTHORITY REPRESENTATION**

This representation is made by the Environmental Health Authority, and it relates to the following licensing objectives:

- Prevention of public nuisance

#### **The Premises and Summary of Application**

The licence "NEW" application is for the licensing of a Private Members entertainment venue premises. The licenced activities are supply of alcohol, recorded and live music from 14.00hrs till 01.30hrs the next day Monday to Sunday. Opening hours 14.00 to 02.00hrs.

Activities to take place inside the premises.

The accompanying plan show the premises on 3 floor areas.

Upper ground floor mezzanine – seating

Ground floor – lounge, dining, toilets and bar

Basement – shows 4 rooms, DJ booth, bar, kitchen and toilets.

The licensable hours and these appear to fall outside the Camden Policy for framework hours. The applicant should make it clear on proposals for all entertainment on the premises.

**Entertainment inside a premises poses a risk of public nuisance.**

**Club members coming and going or loitering outside pose a risk of public nuisance especially during the hours sought.**

The applicant did offer conditions across all licensing objectives. Recommendations are made on this representation.

The applicant has suggested they are not cooking on the premises.

### **Current Licence**

Premises is unlicensed. There was some temporary licence applications (TEN) late last year 2025, which were amended on advice / objection, in terms reducing the duration of the TEN periods.

### **Location and noise sensitive premises**

Premises was previously Charles Worthington hairdresser's premises. The premises is located on a street off Tottenham Court Road. Noise sensitive premises are located to the rear on Percy Mews. Mixed commercial residential uses of property in this street.

Environmental Health are aware of these noise sensitive premises due to complaints received about an unlicensed club premises operating here. See complaint history.

### **GOGGLE EARTH IMAGE**



SEVEN PERCY. 7 Percy Street. Tottenham Court Road in far background.



Percy Mews. Cobbled cul de sac street with residents to the rear of club Seven Percy. Arrow is direction of club members if they exit towards Rathbone Place.



Percy Mews entrance from Rathbone Place, leads to rear exit of Seven Percy at far end of mews.

Patrons outside premises on Rathbone Place do pose a risk to causing a public nuisance to local neighbours, from mainly talking, raised voices, phone calls and use of smoking areas. Complaint raised on club attendees noise on Percy Mews.

Applicant have confirmed the rear exit route onto PERCY MEWS in its application, shall only be used during emergency evacuation. This is to prevent likely complaints from its regular use as sound will reverberate around Percy mews, and local residents overlook this mews.

### Comment on application

### Comment on hours and activities

The application is seeking licensable activities until the early hours which pose a greater risk of causing public nuisance up until the terminal hour.

It is likely but unclear if the club provides mechanical thermal comfort cooling/ heating, but licence holders should ensure all mechanical plant is in good working order to not create public nuisance including air conditioning, and kitchen plant.

Should the panel wish to grant the application, I would suggest that more robust conditions are placed on the licence to support the application going forward.

### Complaint History

The premises is known to Environmental Health Pollution Team due to complaints.

The two main areas of complaint relate to

1. Patron noise outside disturbance.
2. Music noise disturbance.
3. Construction noise disturbance.

#### **312004 –**

**12.7.23 18.30hrs** “loud drilling and hammering”. Affecting Percy Mews residents.

**23.3.24 00.16hrs** club noise. Unlicensed club. Visit by night noise team. Activity of persons coming and going 01.30hrs including a food delivery on Percy Street. Security obstructive to Noise Team. Number of persons seen drinking and shisha. Sale receipt of alcohol noted on bar for £500 23 March 2024 00.14hrs. Persons arriving and leaving at 02.10hrs. Noise Team spoke to Sonny the leaseholder who suggested a private event took place.

#### **316876 –**

Environmental Health are aware Camden Licensing Team received complaint.

**14.11.23** licensing team led complaint – unlicensed premises, music complaint and waste from premises.

**332188**

**9/2/25 15.04** electric saw, hammering construction. (SBU) warning letter sent. 10.2.25.

**342259**

**31/10/25 06.50** Noise associated with people coming and going from a nightclub. "Shouting". "Have been coming and going from **Percy Mews** throughout the night". (LPA). Complaint Logged only.

Unlicensed premises being led by police/ licensing.

### **Comments on conditions offered**

The current licence and operating schedule would **not** suffice for this application to promote the licensing objective prevention of public nuisance.

It is also pointed out that the application seeks quiet activities in the quiet hours posing a higher risk of public nuisance.

In addition proposals for conditions were put forward to the applicant. The applicant has responded in agreement with these additional conditions.

So representation is based on applicant formally agreeing with the list of conditions below and these being placed on any grant of licence.

### **Other considerations/ conditions (in addition to comments above).**

Should the panel determine to grant the licence, Environmental Health recommend the following:

Premises should satisfy Environmental Health that the undertaking of activities will not undermine the public nuisance licensing objective. There is complaint regarding sound breakout and patron activity.

Outside smoking area to be on Percy Street for 5 smokers.

Percy Mews highlighted as sensitive location and therefore should be avoided for any business activities in the later / early hours.

**For ease of reference 17 conditions are proposed below to promote the Public Nuisance licensing objective for the applicant to formally agree by reply to support the application.**

**For this reason the licence should not be granted based on the application made.**

**Should the panel still wish to grant the licence.**

The following conditions to be considered addressed by the applicant and licence panel should one be required.

1. The licence shall only be used by the licence holder whilst the premises operates as a private members club.
2. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents in the vicinity.
3. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and leave the area quietly.
4. The premises will have a Dispersal Policy. The Policy shall be made available for inspection by a police officer and/or an authorised officer of the Council on request. The Policy will be reviewed if the licence holder becomes aware of repeated issues related to dispersal.
5. Percy Mews exit shall not be used except in the event of emergency evacuation from the premises.
6. Deliveries to the premises shall not take place between 07.00 and 20.00 Monday to Saturday. 10.00 – 20.00 Sunday.
7. Collections of waste or recyclable materials from the premises shall not take place between 08.00 and 20.00hrs
8. No waste or recyclable materials shall be moved, removed from or placed in outside areas between 23.00 and 08.00 on the following day.
9. Patrons permitted to temporarily use smoking area then re-enter the premises shall be limited to 5 persons at any one time. Patrons to be monitored by staff / SIA whilst in the smoking area on Percy Street.
10. No customers shall be permitted to consume alcohol at any external area surrounding the premises.
11. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
12. All windows and external doors shall be kept closed at any time when regulated entertainment takes place or amplified PA system in use, except for the immediate access and egress of persons. Doors to public spaces shall have effective self-closers.
13. Music amplification systems shall not be located in the entrance lobby or outside the premises building. Music amplification systems must not be directed outwards towards any street or installed externally to the Premises. Music amplification shall

be installed and isolated from the structure so as not to give rise to structure borne noise.

14. The licence holder or duty manager shall make regular patrols at no less than hourly intervals around the perimeter of the premises when regulated entertainment/ amplification sound is taking place. Noise levels shall be adjusted to ensure local residents are not disturbed by noise breakout.
15. A noise limiter must be fitted to the musical amplification system and maintained in accordance with the following criteria:
  - a) the limiter must be set at a level determined by and to the satisfaction of an Acoustician who is a member of the Institute of Acoustics so as to ensure that no noise nuisance is caused to local residents or businesses;
  - b) The operational panel of the noise limiter shall then be secured by key or password to the satisfaction of an Acoustician who is a member of the Institute of Acoustics and access shall only be by persons authorised by the Premises Licence holder;
  - c) The limiter shall not be altered without prior written agreement from Licensing Authority;
  - d) No alteration or modification to any existing sound system(s) should be affected without prior knowledge of the Licensing Authority, and
  - e) No additional sound generating equipment shall be used on the premises without being routed through the sound limiter device.  
Certification to be presented to the Local Authority on final settings, levels
  - f) The sound limiting device must be recalibrated annually to ensure that the music is not an audible nuisance in nearby residential premises prior to the anniversary (of the grant of licence/variation/review).
16. No noise, fumes, steam or odours generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
17. External lighting of external areas shall be directed and maintained in working order so as not to cause a public nuisance to surrounding residential premises.

Regards  
Lee Perella -  
EH Responsible Authority  
London Borough of Camden.

**Date:** 21<sup>st</sup> April 2026  
**Application Ref:** APP\PREMISES-NEW135158  
**Direct Phone Number:** 020 7974 5507  
**Contact:** Peter Agbley  
**E-mail:** [REDACTED]



**Regulatory Services**

**Licensing Team**

London Borough of Camden  
 Town Hall  
 Argyle Street  
 London WC1H 8EQ

Tel: 020 7974 4444 (switchboard)

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

Town Hall  
 DX: 2106 Euston

[www.camden.gov.uk](http://www.camden.gov.uk)

*Please quote our reference in any correspondence*

Licensing (Contact Camden)  
 Town Hall Extension  
 Argyle Street  
 London  
 WC1H 8EQ

**Licensing Act 2003**

**Re: Seven Percy, 7 Percy Street, London, W1T 1DH**  
**LICENSING AUTHORITY REPRESENTATION**

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

- The prevention of public nuisance

**The Premises and Summary of Application**

This is an application for a Premises Licence. The premises is described as a private members' entertainment venue.

The premises are described as a ground and basement floor on Percy Street. Percy Street is a mixed-use street characterised by commercial premises with residential accommodation in the vicinity. The premises benefit from good public transport links including Goadge Street Underground Station, Tottenham Court Road Underground Station. In addition, the area is well served by multiple bus routes operating along Tottenham Court Road and surrounding streets.

The application is for a premises licence to permit the following licensable activity:

- Sale of alcohol (off sales)
- Recorded Music
- Live music
- Late Night Refreshment
- Anything similar to Live, Music and Recorded Music.

The times being applied for the above licensable activities are as:

- Sale of alcohol, Recorded Music, Live music, Anything similar to Live, Music and Recorded Music:  
Tuesday to Sunday: 14:00 - 01:30
- Late Night Refreshment:  
Tuesday to Sunday: 23:00 - 01:30

- The opening hours of the premises  
Monday to Sunday 14:00 - 02:00

### **Framework Hours Policy**

The hours being applied for are outside the framework hours, the framework hours are:

- 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

### **Complaint History and Actions**

- A complaint was received by the Licensing Authority in 2024 in relation to alleged unlicensed activities under the Licensing Act 2003 and the Gambling Act 2005. Following this, the police visited the premises in April 2024. During the visit, facilities for gambling were observed; however, there were no members of the public present at the venue, and no unlicensed activities were taking place at the time of the inspection.
- A further complaint was received 2025 from the public regarding this venue operating unlicensed gambling and alcohol venue at 7 Percy Street.
- A meeting was held with the Gambling Commission in May of 2025. The purpose of the meeting was to establish some facts about Gambling Legislation and to obtain support from this professional body. The Police were also present at the meeting.
- In November Temporary Event Notices were applied for by the premises. A joint meeting Licensing Authority, Environmental Health (Noise Team) and the police licensing team. The outcome was both noise and the police would work with the applicant to ensure that what was granted would have minimal impact on residents.
- On the 31<sup>st</sup> December 2025 a visit was conducted with the Met Police. The premises was operating under a Temporary Event Notice. There was a bar with alcohol being offered to the guests. There was a poker table situated on the 1<sup>st</sup> floor. No guests were using the table.

### **TENS (Temporary Event Notices)**

From November 2025, the premises have been applied for TENS to cover licensable activities. Most of these were submitted for private parties and private events aor describe as Social Networking Events. These notices indicate the premises' ongoing use for temporary licensable events/activities.

- 2025: 9 TENS
- 2026: 12 TENS

## **Conditions**

the applicant has included references to a number of conditions within the operating schedule. These conditions are intended to outline the proposed measures for managing the premises and promoting the licensing objectives; however. Appendix 5 of the Statement of Licensing Policy provides example conditions in regard to the four licensing objectives. The following premises policies in appendix 5 are relevant for this application and have been used as a basis for recommending conditions that may be appropriate to promote the licensing objectives:

- **Pubs and Bars**

If Members are minded to grant the application, the following conditions are considered to be appropriate for the promotion of the licensing objectives, and are based on example conditions in the Licensing Policy:

1. CCTV shall be installed, operated, and maintained, to function all times that the premises is open for licensable activities. Said CCTV will comply with the following criteria:
  - a. The licensee will ensure that the system is checked every two weeks to ensure that the system is working properly and that the date and time are correct
  - b. A record of these checks, showing the date and name of the person checking, will be kept and made available to the police or other authorised officer on request;
  - c. The Police will be informed if the system will not be operating for longer than one day of business for any reason;
  - d. The system will record in real time and recordings will be date and time stamped;
  - e. Recordings will be kept for a minimum of 31 days and downloaded footage will be provided free of charge to the police or other authorised officers on request (subject to the Data Protection Act requirements) within 24 hours of any request.
  - f. CCTV to cover at least all entry and exit points of the building and also the area the delivery drivers park their vehicles. G. g. CCTV will also cover areas to which members of the public have access (excluding toilets) to the extent agreed with the Police/Council Licensing.
  - h. will be of good quality to a standard approved by the Police/Council Licensing officers.
2. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents in the vicinity.
3. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and leave the area quietly.
4. The premises will have a Dispersal Policy. The Policy shall be made available for inspection by a police officer and/or an authorised officer of the Council on request. The Policy will be reviewed if the licence holder becomes aware of repeated issues related to dispersal.

5. All front of house staff shall be trained in Welfare and Vulnerability Engagement (WAVE), “Ask for Angela”, drink spiking. Records of staff training shall be provided to an authorised officer upon request.
6. The premises licence holder shall ensure that all front of house and SIA staff receive training on checking customer identification, and in not serving those under the influence of alcohol and drugs. Records of such training shall be maintained at the premises and made available to a Police officer or an authorised officer of the licensing authority upon request.
7. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
8. Customers shall not be permitted to take drinks outside with them and prominent signage shall be provided to this effect.

## **Conclusion**

Firstly, the application seeks to authorise licensable activities outside the framework hours. However, the measures set out in the operating schedule to promote the licensing objectives are considered insufficient to adequately address the potential risks associated with the extended hours and proposed activities.

Secondly, it should be noted that the premises applied for a club premises certificate in January 2025; however, this application was refused by the Licensing Sub-Committee. The applicant has now submitted an application for a premises licence. At present, it remains unclear what type of operation or business model the premises intends to run under this new application. A joint Planning, Licensing and Police visit has been scheduled for 29 April 2026 to further assess the premises and gather additional information.

A private members’ entertainment venue is a membership-based establishment that is not open to the general public. From a licensing perspective, the key issue is whether it is a genuine members’ club with proper controls or effectively operating as a public venue under the guise of membership.

Thirdly, it is the Licensing Authority’s recommendation that the application be refused in its current form, on the basis that there remains a lack of clarity regarding the proposed operation and business model, and insufficient assurance that the licensing objectives will be consistently upheld. The absence of clear operating procedures and management controls raises concerns about the potential risks associated with the operation of the premises.

Nevertheless, should Members be minded to grant the application, it is recommended that the conditions outlined above be imposed. These conditions are considered in promoting the licensing objective. The proposed conditions are intended to mitigate potential risks and ensure that appropriate safeguards are in place. They will also assist in supporting effective day-to-day management, staff awareness and training, and overall compliance with the licence.

Any recommendations made within this representation should not be regarded as the sole course of action available to Members. In determining the application, Members must have regard to all relevant representations and submissions made to the panel and reach a decision based on a full consideration of all the evidence presented.

Yours sincerely

A solid black rectangular box used to redact the signature of Peter Agbley.

**Peter Agbley**

Licensing Team Leader

# Charlotte Street Association

email: [REDACTED]

Licensing Team,  
Licensing Authority,  
London Borough of Camden,  
5 Pancras Square,  
London N1C 4AG.

21<sup>st</sup> April 2026

**By email to: [licensing@camden.gov.uk](mailto:licensing@camden.gov.uk)**

Dear Sir/Madam,

**Re: Licensing Act 2003: Application for New Premises Licence:  
No. 7 Lounge, 7 Percy Street, London W1T 1DH:**

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Reference: APP\PREMISES-NEW\135158

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I am writing on behalf of the Charlotte Street Association.

The Charlotte Street Association was formed in 1970. Its area of interest is bounded by the Euston Road on the North, Gower Street on the East; Oxford Street on the South, and Wells Street/Cleveland Street on the West.

Percy Street comes within the Association's area of interest.

Among the objectives of the Association are to represent the interests of the residents of the area, with particular regard to its essential character, and scale; and to initiate and publicise positive proposals for the improvement and extension of the area's environment & amenity.

The Association is consulted by both Camden Borough Council and Westminster City Council on planning applications and other matters affecting the area, including licensing matters. It gives evidence in support of its objectives at planning and other inquiries. It took part in the consultation on, and commented upon, the original proposed Statements of Licensing Policy for both Camden and Westminster; and in later years commentated on the subsequent Reviews of Camden's Statement of Licensing Policy.

The Association was also actively involved in the preparation of the Area Action Plan for Camden's part of Fitzrovia, and participated in the public consultation & Public Examination in 2013. The Fitzrovia Area Action Plan was adopted by Camden Council in March 2014.

**The Association wishes to object to this new licensing application for the reasons given below, on the grounds of Public Nuisance, because of the likely detrimental affect this will have on the residential amenity of those living nearby.**

*Continued to page 2*

Re: Licensing Act 2003: Application for New Premises Licence:  
No. 7 Lounge, 7 Percy Street, London W1T 1DH - *continued*:

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Reference: APP\PREMISES-NEW\135158

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### **PROPOSED NEW PREMISES LICENCE:**

This proposal is for a new Premises Licence for a new use of these premises at No. 7 Percy Street, which was previously a well-known hairdressing salon.

Earlier this year, the applicant applied for a New Club Premises Certificate/Licence; which was subsequently refused at a Licensing Panel Hearing on 26<sup>th</sup> February 2026.

This current application is a Premises Licence for what the applicant describes as a "Private members' entertainment venue"; but this time, the application is not for a Club Premises Certificate/ Licence.

The application says that "... *The premises will operate as a private members' entertainment venue with admission restricted to members and their genuine guests*".

### **Proposed Hours and Licensable Activities:**

The Applicant has set out the Hours (on the Form) in a particular way, which we have found difficult to interpret; but we have interpreted them as set out below.

if we have not understood the proposed Hours correctly, (both the Start and Terminal Hours), we would be grateful for clarification:

#### **For Monday to Sunday:**

- (a). **Supply of Alcohol (ON the Premises): 2.00pm to 1.30am** (i.e. after midnight)
  - (b). **Rive Music: 2.00pm to 1.30am** (i.e. after midnight)
  - (c). **Recorded Music: 2.00pm to 1.30am** (i.e. after midnight)
  - (d). **Similar to EFG/Karaoke: 2.00pm to 1.30am** (i.e. after midnight)
  - (e). **Late Refreshments: 2.00pm to 1.30am** (i.e. after midnight)
- and Premises' Business Hours/Open: 2.00pm to 2.00am** (i.e. after midnight)

### **THE MAIN ISSUES:**

The main issues are as follows:

#### **1. Residential Context:**

- (a). As will be seen from our enclosed "**Map Showing Buildings With Residential**", there is much residential in Percy Street itself, as well as in the immediate vicinity. This includes residential on both sides of the street; as well as at the rear of the terrace in Percy Mews behind.
- (b). Our understanding is that some of the residential at the rear in the Mews is on the party wall with these; and thus, there are concerns about the transference of noise, especially structural-borne noise from the proposed licensed premises/Club. We are particularly concerned that the application includes for Karaoke – we would be grateful for clarification as to the location for the Karaoke within the premises, in relation to any of the residential.

*Continued to page 3*

Re: Licensing Act 2003: Application for New Premises Licence:  
No. 7 Lounge, 7 Percy Street, London W1T 1DH - *continued*:

Reference: APP\PREMISES-NEW\135158

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## **2. The Premises:**

- (a). The premises were previously an upmarket well known hair dressing salon. But a retrospective Planning Permission was granted in June 2024 (Camden ref. 2023/3999/P) for Change-of-Use from Hairdressers (Class E) to private members' club (Sui Generis).
- (b). The premises are large and stretch back to Percy Mews at the rear; and consists of Ground Floor, a Mezzanine Floor and Basement.  
The **Basement** also includes the Basement of the next-door building at No. 6 Percy Street. Thus, the Basement has approximately twice the footprint of the Ground Floor.
- (c). In addition to the entrance at the front/Ground Floor level in Percy Street, there is an exit at the rear lower level into Percy Mews.
- (d). There is a **small External "Private" Forecourt area** at the front Ground Floor, but this is not shown on the plans. Nonetheless, the current Application says that this small outside area will be used as a "controlled smoking area",
- (e). **The plan layout drawings:**  
The applicant's Plan layout drawings show Lounge and Dining, and a Bar, as well as toilets, at Ground Floor level.  
The Basement Plan layout shows a further Bar, a DJ Booth; and a series of four rooms, but there is no indication as to the use of these rooms.

## **4. Various issues:**

- (a). As before, we understand that this is going to be **Members Club**. It is not clear what the criteria will be for someone to become a member. Also, it is not clear how many guest a member will be allowed to bring at any one time/occasion. We would be grateful for clarification.
- (b). We have concerns about the potential for large Bar-type, alcohol only activities, and thus potentially noisy and disruptive. Because this will be a members' club, there will not be the usual "restaurant" condition, whereby alcohol is only supplied/sold with a proper restaurant meal/food.
- (c). The application says that there will be **a maximum of 160 people at any one time**, but does not clarify if this includes staff numbers – we would be grateful for clarification.
- (d). The application also refers to live music performances for members and their guests. It is not clear if these will be particular events, and/or there will be continuous live music – we would be grateful for clarification.  
Also, the mention of DJ-led music would seem to indicate that there may be much such activities and events.
- (e). Is there the intention to hold events ? If so, what type of events would these be; and what numbers of people would be attending; and would this include non-members ?
- (f). The maximum capacity is given as 180 people. Our particular concern is the large numbers of people who might be leaving well after midnight and upto 2.00am/ 2.30am in the early hours of the morning.  
Although mention is made of a formal **dispersal policy**, no details are given. We would be grateful for the details of the proposed dispersal policy.

*Continued to page 4*

Re: Licensing Act 2003: Application for New Premises Licence:  
No. 7 Lounge, 7 Percy Street, London W1T 1DH - *continued*:

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Reference: APP\PREMISES-NEW\135158

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### **5. The Proposed Hours:**

We wish to strongly object to the proposed Hours, which are well beyond Camden's Framework Hours. The proposed Hours are to 2.00am Monday to Sunday, for every day the week.

Also, we appreciate that Planning and Licensing are separate regimes. But, **the Planning Permission Permissions in 2024** (Camden ref. 2023/3999/P and 2023/5008/L) for Change of Use to Private Members' Club (Sui Generis), states (in Condition 7) that says that the permitted use is **not allowed to operate outside the hours of 10.00 - 23.30 Monday to Saturday; and 11.00 - 23.30 Sundays and Bank Holidays.**

The permitted use being a private Members Club.

The Planning Permission gives the reason for this Condition as being to safeguard the amenities of the adjoining premises and the area generally in accordance with Camden's various policies.

Thus, we would ask that the Hours for the proposed Licensing activities, and the Hours of opening and closing are aligned with the hours in the Planning Permission; so that: **the closing times are 23.30 Monday to Saturday; Sundays and Bank Holidays; and the terminal hours for the Supply of Alcohol is 23.00.**

### **5. Conditions:**

We strongly object to the Proposed Hours. In the circumstances, we wish to ask that the various Conditions are considered regarding the issues raised above, and to help protect residential amenity of those living nearby.

The above Planning Permission also sets down certain hours for removal of refuse and bottles.

The Applicant has put forward various measures, with regard to the Licensing Objectives. We think that these could possibly form the basis for a set of Conditions. We summarise below the Applicant's various measures, which we summarise below; together with our queries and/or comments:

- (1). The premises will operate as an adult-only private members' entertainment venue with admission restricted to members and their genuine guests.
- (2). Admission will be restricted to persons aged 18 and over. A Challenge 25 policy will operate and valid photographic identification will be required where appropriate. Staff will be trained in age verification procedures and alcohol will not be supplied to anyone under 18.
- (3). There shall be no activities involving nudity, sexual entertainment or other age-restricted entertainment will take place at the premises.
- (4). There will be a comprehensive CCTV system, etc,
- (5). The premises will operate a zero-tolerance approach to illegal drugs, violence, sexual harassment, intimidation and abusive behaviour.
- (6). Risk assessed SIA door supervisors will be deployed on busier evenings and larger events.

*Continued to page 5*

Re: Licensing Act 2003: Application for New Premises Licence:  
No. 7 Lounge, 7 Percy Street, London W1T 1DH - *continued*:

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Reference: APP\PREMISES-NEW\135158

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**5. Conditions - *continued*:**

- (7). There will be no gambling activities, gaming tables, betting services or gaming machines will be permitted at the premises.
- (8). Operational capacity will at 160 persons at anyone time (but clarification as to whether this includes or excludes the number of staff).
- (9). All regulated entertainment and recorded sound will take place indoors only, and will be controlled through the installed noise limiting device. *Clarification if this includes for live music and the karaoke.*
- (10). All doors and windows (both at the front and rear) will remain closed during regulated entertainment, except for immediate access and egress. The duty manager
- (11). A direct telephone contact number to the duty manager will be made available to local residents while the premises are open.
- (12). Smokers: a maximum of 5 patrons shall be permitted in the external smoking area at any one time; and will be be allowed to take to outside their alcoholic drinks.
- (13). Patrons will not be allowed to take alcoholic drinks to outside at any time.
- (14). There will be a 30-minute wind-down period from 01:30am to 02:00am Monday to Sunday with reduced music levels and supervised dispersal.
- (15). A formal dispersal policy will operate, with customers leaving via the Percy Street entrance. The rear exit in Percy Mews shall not be used by patrons or staff at any time, except for emergency evacuation only.
- (16). Staff will not be allowed to smoke or chat etc at the rear entrance and/or in Percy Mews at any time.
- (17). Deliveries, waste collection and external waste handling will be controlled in accordance with the agreed operating conditions.  
- *we wish to clarify the times; and also the locations (front or rear of premises).*  
Disposal of bottles/Bottling out: - times and location to be agreed.

There are also some **additional Conditions** which we would also wish to put forward in due course.

*Continued to page 6*

Re: Licensing Act 2003: Application for New Premises Licence:  
No. 7 Lounge, 7 Percy Street, London W1T 1DH - *continued*:

Reference: APP\PREMISES-NEW\135158

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**CUMULATIVE IMPACT:**

Camden's Statement of Licensing Policy 2017-2022 (para 6.23) states that *"The absence of a cumulative impact policy for an area does not prevent a responsible authority or any other persons making representations on the grounds that the premises may give rise to a negative cumulative impact on the area in question."*

There are some 25 Public Houses within the Camden side of Fitzrovia and a further 20 in Westminster. In addition, there are many licensed Restaurants and other licensed premises. This is a relatively small area in which there is a stable residential community. Fitzrovia is a case in point, where it is essential to take account of this cumulative negative impact of such further licensed activities and recognise the detrimental effect this would have on this residential community.

Many people live in Percy Street and the immediate vicinity, (and with an expanding residential population in the vicinity) which accords with central Government policy to encourage people to live in central urban areas. Thus, it is very important that the amenity of the residential community here is protected.

Yours sincerely,

Clive Henderson,

**On behalf of Charlotte Street Association.**

**Enclosed:** MAP Showing Residential.  
Photographs

Copy: CSA Committee

From: Daniel Dicker <[REDACTED]>

Sent: 31 March 2026 07:19

To: licensing inbox <licensing@camden.gov.uk>

Subject: Premises New Licence: No 7 Lounge, 7 Percy Street

[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.

Premises - New Licence Application: No 7 Lounge, 7 Percy Street

Application ref: APP\PREMISES-NEW\135158

Licence ref: PREM-LIC\135157

Premises name: No 7 Lounge

I wish to log my representation below in relation to the above Premises Licence Application. The notice placed on the exterior of the premises has no date on it. Please confirm receipt of this email.

My name and address is: Daniel Dicker, 8 Percy Mews, W1T 1EZ

[REDACTED]

Prevention of Crime and Disorder

On 31st Oct, 1st and 2nd November 2025, residents in Percy Mews were woken up between 4am and 8am by shouting, arguing and fighting between members and staff of 6 and 7 Percy Mews (this is a rear entrance to No 7 Lounge, 7 Percy Street/Club Percy). The club at 7 Percy Street had held 3 club nights blaring out loud music and hiring a 'security' team for the events. A number of vehicles belonging to staff had been parked illegally in Percy Mews blocking residents access. There was fighting on all 3 dates, a female could be heard screaming that her bag and passport had been stolen and a man aggressively kicked and damaged a wooden door at 6 Percy Mews after arguing with a member of staff of the venue. These details were reported to the police and the council. Residents of Percy Mews were not made aware of the events beforehand, nor was any public licence applied for or authorised for these events. Percy Mews

was made to feel very unsafe and unpleasant due to these events and the disorder caused by their patrons and the way the club staff and security agents dealt with them.

#### Public Safety

In August 2024, staff and residents of 7 Percy Street lit fires in two frying pans at the rear of their building in Percy Mews. This was at 3am in the morning. The fires and pans were left lit and unattended when they had finished and returned inside their building. This was reported to the LFB.

An art gallery at 6 Percy Street has regularly reported the strong smell of cigarette/cigar smoke from below their art gallery to their landlords. There is understanding that the basement of the members club at 7 Percy Street is smoking/cigar room. Has the club been fire risk assessed. It's worth pointing out here that vehicular access to Percy Mews is regularly blocked by patrons of The Wheatsheaf pub drinking in the street without the pub having a licence to do so. Emergency vehicles could be delayed or blocked access to Percy Mews should one be required causing potential danger to life.

#### Public Nuisance

Loud music can regularly be heard coming from 7 Percy Street late into the night until 2 and 3am. The rear of the venue and mezzanine area are directly next to residents flats at 8 Percy Mews where master bedrooms are situated. Work and construction noise from the venue is regularly heard outside of Camden's allowed hours. On Monday 22nd December 2025, electric sawing and drilling was taking place at 7.30pm in and outside the rear of 7 Percy Street.

Staff at 7 Percy Street have been seen urinating in Percy Mews. They also allow their dog to urinate and defecate in Percy Mews outside of residents homes and do not collect or discard it.

In light of the above issues and incidents, and how they were dealt with by the club staff and security agents, residents in Percy Mews have no confidence that licensing objectives would be adhered to or enforced by the club.

Sent from my iPad

Conditions consistent with the operating schedule

1. The premises will operate as a private members' entertainment venue with admission restricted to members and their genuine guests.
2. A comprehensive CCTV system will cover entrances, exits and public areas, with recordings retained for a minimum of 31 days and made available to Police or authorised officers on request.
3. An incident log will be maintained, including refusals, ejections, complaints, harassment reports and suspected drink spiking concerns.
4. The premises will operate a zero-tolerance approach to illegal drugs, violence, sexual harassment, intimidation and abusive behaviour.
5. Risk assessed SIA door supervisors will be deployed on busier evenings and larger events.
6. No gambling activities, gaming tables, betting services or gaming machines will be permitted at the premises.
7. The premises will operate in accordance with the fire risk assessment and all fire safety requirements.
8. Clearly marked emergency exits, fire safety equipment and alarm systems will be maintained.
9. Operational capacity will be managed at 160 persons, below the maximum fire capacity, to ensure safe and controlled operation.
10. Staff will be trained in emergency procedures, customer safety, safeguarding, and how to respond to vulnerable patrons
11. Women's safety measures will include staff training on harassment, predatory behaviour and drink spiking concerns, together with active management supervision and support for any patron requiring assistance to leave the premises safely.
12. All regulated entertainment and recorded sound will take place indoors only and will be controlled through the installed noise limiting device.
13. Doors and windows will remain closed during regulated entertainment except for immediate access and egress.
14. The duty manager will conduct regular perimeter checks during operation to monitor noise breakout.

- 15 A direct contact number for the duty manager will be made available to local residents while the premises are open.
- 16 Deliveries, waste collection and external waste handling will be controlled in accordance with the agreed operating conditions.
- 17 A formal dispersal policy will operate, with customers leaving via Percy Street, the rear alley exit used for emergency evacuation only, a maximum of 5 patrons permitted in the smoking area at any one time, no drinks taken outside, and a 30-minute wind-down period from 01:30 to 02:00 with reduced music levels and supervised dispersal.
- 18 The premises will operate as an adult-only private members' entertainment venue. Admission will be restricted to persons aged 18 and over.
- 19 A Challenge 25 policy will operate and valid photographic identification will be required where appropriate.
- 20 Staff will be trained in age verification procedures and alcohol will not be supplied to anyone under 18.
- 21 No activities involving nudity, sexual entertainment or other age-restricted entertainment will take place at the premises.

## 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.