E: licensing@croydon.gov.uk

Ref: DSFX1656053037087

AI

New Premises Licence

Premises Details	
Premises Address *	290 LOWER ADDISCOMBE ROAD CROYDON CROYDON CRO 7AE
Telephone number at premises (if any)	
Non-domestic value of premises. *	£ 9000
Applicant Details	
	nsing Act 2003 for the premises described in Part 1 below (the elevant licensing authority in accordance with section 12 of the
Please state whether you are applying for a premises licence as:	a person other than an individual -as a limited company/ limited liability partnership
Applicant Details	
If you are applying as a person described in one of the above please confirm: *	I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or
Other Applicant (Non Individual)	
Name *	Dirty Crunch
Registered Address *	Consideration and the second
	Groydon
Town/City *	Croydon

Other Applicant (Non Individual)	Αı	
County		
Postcode *	CR0 2QJ	
Registered Number (where applicable)	OC433305	
Description of applicant (for example partnership, company, unincorporated association, etc) *	Limited Liability Partnership , opening Delicatessen shop with seated area.	
Telephone Number	Contraction	
Email *	dirtycrunchldn@gmail.com	
Operating Schedule		
When do you want the premises licence to start? *	07/07/2022	
If you wish the licence to be valid only for a limited period, when do you want it to end?		
Please give a general description of the premises. *	Delicatessen shop selling food , serving food and selling bottled alcoholic good . Premises is around 60 sq , with customer area and back office , and WC at the back of the shop.	
If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.		
Operating Schedule		
What licensable activities do you intend to carry on from the premises? * (Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)		
Provision of regulated entertainment (please read guidance note 2) *		
Plays		
Films		
Indoor Sporting Events		

Operating Schedule		AI
	Boxing or Wrestling	
	Live Music	
/	Recorded Music	
The state of the s	Performances of Dance	
	Anything of a similar description falling under Music or Dance	
	Provision of late night refreshment	
✓	✓ Supply of Alcohol	
Live	Music Standard Times	
Standard days and timings, where you intend to use the premises for the performance of live music. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)		
Day *		Every Day
		16:00
		23:00
Live	Music	
	Performance of Live Music take place indoors or rs or both? (please read guidance note 3) *	Both
Please	provide further details. (please read guidance note 4)	Live music band or singer playing music , not amplified music . Music played in side the shop , but might be played outside on pavement as well.
	ny seasonal variations for the Performance of Live (please read guidance note 5)	Summer moth might be more live music nights in week then in winter.
	state any non-standard timings, where you intend the premises for the performance of live music at	NA

Live Music	
different times from the Standard days and times listed? (please read guidance note 6)	A1
Recorded Music Standard Times	
Standard days and timings, where you intend to use the premiguidance note 7) * Please enter times in 24hr format (HH:MM	ises for the performance of recorded music. (please read)
Day *	Every Day
	07:00
	23:00
Recorded Music	
Will the playing of recorded music take place indoors or outdoors or both? (please read guidance note 3) *	Indoors
Please provide further details.(please read guidance note 4)	Recorded music play at background to make shop more relaxed .
State any seasonal variations for the playing of recorded music. (please read guidance note 5)	NA
Please state any non-standard timings, where you intend to use the premises for the performance of recorded music at different times from the Standard days and times listed? (please read guidance note 6)	NA
Late Night Refreshment Standard Time	es
Standard days and timings, where you intend to use the premium Please enter times in 24hr format (HH:MM)	ises for late night refreshment.(please read guidance note 7)*
Day *	
Late Night Refreshment	

Late Night Refreshment	A
Will the provision of late night refreshment take place indoors or outdoors or both? (please read guidance note 3)*	
Please provide further details.(please read guidance note 4)	*
State any seasonal variations for the provision of late night refreshment.(please read guidance note 5)	
Please state any non-standard timings, where you intend to use the premises for late night refreshmentat different times from the Standard days and times listed?(please read guidance note 6)	
Supply of Alcohol Standard Times	
Standard days and timings, where you intend to use the premise enter times in 24hr format (HH:MM)	ises for the supply of alcohol. (please read guidance note 7)*
Day *	Every Day
	08:00
	23:00
Supply of Alcohol	
Will the supply of alcohol be for consumptionon premises or off premises or both? (please read guidance note 8) *	Both
State any seasonal variations for the supply of alcohol. (please read guidance note 5)	Supply alcohol for people to buy and take away as well as purchase and use on the premises by glass. Not planned any seasonal variations for supply of alcohol.
Please state any non-standard timings, where you intend to use the premises for the supply of alcoholat different times from the Standard days and times listed?(please read guidance note 6)	NA
Designated Premises Supervisor	
State the name and details of the individual whom you wish to (Please see declaration about the entitlement to work in the cl	
Title *	Miss

Designated Premises Supervisor	Al
First name *	Santa
Surname *	Putnina
Street address *	
	Elas Co
Town/City *	Croydon
County	
Postcode *	
Personal Licence Number (if known)	LBWands/04636
Issuing Licensing Authority (if known)	Wandsworth
Adult Entertainment	
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 9).	Have not planned any adult entertainments what could rise concern or disrespectful to children.
Opening Hours Standard Times	
Standard days and timings, where the premises are open to th 24hr format (HH:MM)	e public. (please read guidance note 7) * Please enter times in
Day *	Every Day
	07:00
	23:00
Opening Hours	

Opening Hours

4

State any seasonal variations. (please read guidance note 5)

Please state any Non-standard timings, where you intend the premises to be open to the public at different times from the Standard days and times listed? (please read guidance note

No Seasonal variations on opening hours

Not planned any non standard timing.

Licensing Objectives

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 10)

We will carry our risk assessments in regards all four licensing objectives, as well as work alongside local authorities to ensure all legal requirements are met. Keeping our customers and community safe is our priority.

b) The prevention of crime and disorder

Any criminal offence or disorder will be reported directly to the local police Staff will be trained in checking customers' ages by only accepting the following identification (passport & driving licence) Run Challenge 25 scheme Create a risk assessment and train staff of alcohol promotions to avoid promoting irresponsible drinking

c) Public safety

Comply with all statutory fire safety controls, including evacuation procedures Comply with all food safety regulations (Record keeping, staff training,etc) Make reasonable adjustments for disabled people (offer large print menus or reading it out loud; create a ramp for wheelchair users to access deli; take payments directly rather than queuing, etc) Provide air conditioning and ventilation to control temperature Comply with Health and safety regulations

d) The prevention of public nuisance

Keep windows closed during regulated entertainment
Close open-air area at 10pm the latest Place notices at the
entrances and exits to remind customers to leave quietly
Move speakers away from walls adjacent to residential
properties Put a bin outside the entrance of the premises
Not empty bottles, bins and rubbish between 11pm and 7am
Attend local community meetings Notices advising customers
not to park in residents' driveways

e) The protection of children from harm

Staff will be trained in checking customers ages by only accepting the following identification (passport, driving licence) Run Challenge 25 scheme Have a refusal book, keeping a track of everyone, who has been refused alcohol sale Work along Croydon children safeguarding team.

Declarations

Declarations A	
Declaration Type *	Sole Applicant - Individual or Other
Declarations	
UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENC REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE Signature/Declaration of applicant or applicant's solicitor or oth If signing/applying on behalf of the applicant, please state your When submitting an on-line application form the 'Declaration me I understand I am not entitled to be issued with a licence if I am subject to a condition preventing me from doing that my licence will become invalid if I cease to be entitled. The DPS named in this application form is entitled to we	derstand I must now advertise my application. I understand ion will be rejected. Applicable to all individual applicants, thership, but not companies or limited liability partnerships I is in the United Kingdom (please read note 15) NG ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN KE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY NCE UNDER SECTION 24B OF THE IMMIGRATION ACT IAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE IMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY NATIONALITY ACT 2006 AND PURSUANT TO SECTION E WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH IS DISQUALIFIED. er duly authorised agent (see Guidance Note 11 & Company).
Full Name *	Santa Putnina
Date *	24/06/2022
Capacity *	Applicant
✓ Declaration made	
Do you wish to provide alternative correspondence details? *	No

Proposed Conditions for Dirty Crunch, 290 Lower Addisombe Road, Croydon CR07AE

- A CCTV system will be installed at the premises covering the entrance and all
 internal areas where alcohol is displayed. A head and shoulders image to
 identification standard shall be captured of every person entering the premises.
 Images shall be kept for a minimum of 28 days and supplied to the police or local
 authority on reasonable request.
- 2. A member of staff trained in the use of the CCTV system must be available at the premises at all times in order to show officers or local authority recordings where needed. A takeaway copy provided on suitable digital media will be available within 48hrs if required.
- 3. The CCTV system will display, on screen and on any recording, the correct time and date that images were captured.
- 4. CCTV signage will be displayed, reminding customers that CCTV is in operation.
- 5. Staff must be given training in relation to Licensing Act 2003, conflict management and the protection of children from harm. Refresher training shall be given every 6 months and records shall be kept at the premises and made available for inspection by the police or authorised official from the local authority
- 6. An incident bg shall be kept at the premises and made available on request to the Police or an authorised officer of the London Borough of Croydon. The log will record the following:
 - Date of the incident
 - Time of the incident
 - Location of the incident
 - Persons concerned in the incident
 - Summary of incident
 - Identification of emergency personnel concerned where possible
 - All crimes reported to the venue
 - All ejections of customers or refusal of entry
 - Any incidents of disorder (disturbance caused by either one person or a group of people).
- 7. A challenge 25 policy will be in operation at the premises with operate signage on display throughout the premises.

- 8. The premises will have a refusal book or electronic system to record all refusals of sales, this must be made available to the police and local authority officers upon reasonable request.
- 9. No Beer, Lager, Cider or Perry is stocked, exposed for sale or sold that exceeds 6% ABV with the exception of genuine premium craft/artisan products.
- 10. Clear and legible notices will be prominently displayed at the exit to remind customers to leave quietly and have regard to our neighbours.
- 11. The premises will adopt a no vertical drinking policy, therefore all alcohol drink purchases will be consumed whilst seated and be subject to table service.

A2

Due to premises being close proximity to residential properties, the Pollution team is minded to require mitigation measures and conditions to the licence to address any potential noise impact on local residents.

Conditions/Restrictions

This will be a format which will be easily embedded and enforceable if there are future problems.

- 1. The licensee will ensure that recorded/live music ceased at 2300 hours.
- 2. The licensee will ensure that there is no external music played at the premises. Any music is restricted to indoors only.
- 3. The licensee will ensure that doors and windows are kept closed during events involving recorded/live music,
- 4. The licensee will ensure that patrons are managed to ensure that noise from exiting and entering is kept to minimum. Signage be displayed to leave quietly.
- 5. The licensee will ensure that there is close and regular liaison with the landlords and residents within close proximity of the premises to address complaints and concerns.
- 6. The licensee will ensure that no noise nuisance be caused to local residents from any activity associated with the premises licence

Completed by:

CONTRACTOR

Position:

Senior Pollution Enforcement Officer

Date:

20th July 2022

A3

Reresentation's Dirty Crunch for 290 Lower Addiscombe Road CR0 7AE

With Consent

Rep 1

MINISTER STATE

Lower Addiscombe Rd, Croydon CR0

As a local resident I would like to make representations in relation to these factors:

the prevention of public nuisance the protection of children from harm

I am concerned at the time that music would be playing on Sunday to Thursday (11pm) as I have young children and this would disturb their sleep. If this could end by 9 this would cause less disturbance.

I am also concerned at the effect playing music 'on the pavement' would have on children sleeping a few doors away. This is not in keeping with he local area and would cause a public nuisance and harm my children as they try and sleep.

Other than that I am wholly supportive of new businesses in the local area.

Rep 2

Pernhurst Road Croydon CRO

I have come across above planning application on your website for a club serving alcoholic drinks for on premise consumption and loud live and recorded music playing within and outside until late hours.

I would like to remind you that this is a residential neighbourhood inhabited by decent, working families where young children turn in before 8pm. Any loud music blaring on speakers within and outside the premises is certainly going to be disruptive, not to mention a crowd coming in and leaving loudly at ungodly hours.

And adding in the usual commotion caused by drunk patrons, including swearing and brawls, I can assure you that this does not tie in with the culture and theme of this community at all, and would decidedly be unwelcome and unbecoming of this peaceful neighbourhood.

Henceforth, I would like to request you to rescind this application immediately and dissuade any future applicants for on-premise alcohol consumption and/or late live music requests in this vicinity.

However re the other commercial aspect of the application, we, as a community, would most certainly welcome an independent deli and food shop/restaurant, keeping with the character, where we have seen similar independent retailers compete and thrive.

Please feel free to contact me if you would like to discuss this correspondence further.

Rep 3

and in the second of the second

♣ Fernhurst Road Croydon CR0

I am writing to object the licence application Ref: DSFX1656053037087 - Dirty Crunch, 290 Lower Addiscombe Road, Croydon CR0 7AE.

We are residents of Fernhurst Road and have lived here for **4** years. We are very happy living in Addiscombe as it's always been very peaceful and little crime reported.

With the current licence application, we are very concerned with the below factors which will affect our living environment.

- Change of use from retail/domestic to retail/entertainment.
- Noise pollution in a predominantly residential area. Our road have many senior residents and families, live music will disturb the resident homes and the quiet neighbourhood.
- There are already several off licences on Lower Addiscombe Road. The residents are very concerned about the safety of children and families. The use of alcohol may lead to public nuisance, and crime rate may be on the raise.
- Local infrastructure would not support extra parking in the area

Addiscombe is a family and quiet area. Therefore, we are objecting the permission of this licence.

Rep 4

MARINE TO THE COLOR

Fernhurst Road Addicombe CR0

Please see letter attached Rep 4

Rep 5

MATERIAL PROPERTY.

Fernurst Road Addiscombe CRO

Please see letter Rep 5

Rep 6

Having evening entertainment and increased economic activity in the area will **reduce crime**. Criminals are a **public nuisance**, so less of them = good. Also, being bored is a **public nuisance**... so this application helps with the alleviation of tedium. Criminals and bored people are bad for **public safety**. The application seems to be presented by a responsible business owner who has communicated their consideration of the local area... so I **don't expect children to be harmed**.

Rep 7



Re the above application for an Alcohol license by Dirty Crunch at the above premises in conjunction with a live and recorded music venue/club I object because the premises is bang in the middle of a residential area with school children, residents/workers living just yards from the venue and the noise/disturbance (depending on the nature of the business, opening times, clientele) potentially posing a major nuisance or hazard to local residents. I also feel the premises, given its size, location and layout is entirely unsuitable and unsafe for use as a club selling alcohol or for hosting large events, should that be the intention of the applicants.

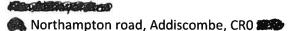
I feel the premises could be suitable for use as a deli/cafe with a limited wine license which closes at a time no later than 10pm as befitting the residential nature of the area and needs of immediate neighbours and families.

Rep 8



Letter see attached Rep 8

Rep 09



With regard to the licensing objectives, I believe 3 of the four mentioned are supported:

The prevention of crime and disorder - the opening up of these premises will bring more footfall to this neglected part of the high street. This also has the possibility of making Blackhorse Road tram stop busier making it feel much safer.

The prevention of public nuisance - having a deli style cafe will attract an older clientele which will be a valuable addition to the restaurants and takeaways in this area. The increase in footfall will work as a deterrent and reduce the potential for people making a public nuisance.

Public safety - see above, the increase in footfall will make the area and the transport links safer

Please accept this email in support of the application for a music and liquor license by Dirty Crunch for the premises at 290 Lower Addiscombe Road.

This cafe will be a welcome addition to the end of the high street and add to the revitalisation of the area.

It will be a valuable addition to the village feel of Addiscombe and increase the diversity and encourage people to socialise and use our town centre.

A3

Rep 10

NAME OF THE PERSON OF THE PERS

Teevan Road Croydon CRO

I would like to support the licensing application of 290 lower Addiscombe Road. The owners have engaged really well with the community and are a respectable local Croydon business. This is just want the community needs and will bring well needed local economic investment and job opportunities.

As a local addiscombe resident I support this licensing application and welcome the new business to the area!

Rep 11

the same of

Sherwood Road CRO

I'd like to express our support for this application. We live nearby and are excited by what is proposed.

Rep 12

Manufacture Company

Sunridge Road CRO

I support the application for a licence by Dirty Crunch at 290 Addiscome Road. Such a venture will promote the vitality of the Addiscome high street, attract extra foot traffic for local, and promote the continued sense of a distinct community within Addiscombe (separate from Croyond ciry centre) by providing an additional location for socialising and dining out

Rep 13

A CONTRACTOR OF THE PARTY OF TH

Fernhurst Road Addiscombe CRO

See letter Rep 13

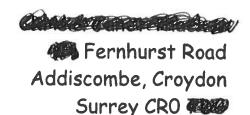
Rep 14

CHEST CHARLES

Sherwood Road Addiscombe CR0

I am excited to hear about this application and I'm in favour of live music within the premise.

I believe it will bring the community together and bring in new lease of life into the street, which it needs.



London Borough of Croydon Licencing Team 6th Floor, Zone A Bernard Weatherill House 8 Mint Walk Croydon, CR0 1EA

RECEIVED 19 JUL 2022

17th July 2022

Dear Sir/Madam,

Ref: DSFX1656053037087 Licence Application 290 Lower Addiscombe Road CR0 1EA

We wish to lodge our objection regarding the requested music and alcohol licence for the above premises at 290 Lower Addiscombe Road.

There are a number of issues that concern us if this change of licence is permitted:

- Noise pollution to local residents due to live and recorded music until 11pm
- Increased parking issues near a Zebra crossing at a busy junction
- Increased parking and disturbance to local residents
- These premises have extremely restricted rear access which raises safety concerns.

Yours sincerely.

Charles The Real Property lives

A STATE OF THE PARTY OF THE PAR

UMBANA



Fernhurst Road
Croydon
Surrey
CR0 17.07.22

Dear Sir/Madam

Ref: Licence Application for 290 Lower Addiscombe Road

I wish to lodge my objection to the alcohol and music licence for the above property. My reasons for objecting:

- this is surely a change of purpose from the original retail licence
- if live music is allowed by the licence this would raise a number of issues:
- 1) the safety of those people attending the entertainment. Exit to the rear would be extremely restricted
- 2) Noise pollution in a predominantly residential area at unreasonable hours
- 3) Increased parking near an already busy and hazardous junction and Zebra Crossings
- 4) Increased parking and disturbance in local residential roads.

Does the building have the necessary Safety Certificate to run functions and entertainment?

Yours sincerely

THE PARTY

letter sent 20/7/22

A3

Fernhurst Road
Addiscombe
Croydon
CRO

12 July 20202

RECEIPED 21 111 AB

London Borough of Croydon
Place Department Licensing Team
6th Floor, Zone A
Bernard Weatherill House
8 Mint Walk
Croydon, CRO 1EA

To Whom It May Concern:

I write to object to the Application for premises Licence by the Applicant Dirty Crunch for the occupation of the premises 290 Lower Addiscombe Road, Croydon, CRO 7AE

My objections are:

The suitability of the purposed change of the premises from Retail/ Domestic to Retail/Entertainment. The purposed change to what is essentially a club will generate a significant increase in traffic and noise level, seven days a week, which is not in keeping with mainly a residential area.

Addiscombe is at present struggling with limited parking. I fear that the area cannot support the extra parking that will be necessary for the new premises. I can foresee issues with illegal parking and associated problems. I also fear the confrontation that may result should resident objects to blocked drives etc. I believe the premise has also applied for to hold an extensive alcohol licence.

I congly believe that an entertainment club operating seven days a week with live music

and the associated noise until 23,00 hours is best suited to less residential areas

On a lesser note, I also question what type of clientele will be attracted to an entertainment club with a name such as Dirty Crunch. It is a concern.

I object to the application.

Kind regards,

WE OBJECT !!! letter

Fernhusr Rd
Addiscombe
Croydon
Cro

AZ

RE:

Application : DIRTY CRUNCH"
290 LOWER ADDISCOURE ROAD
CRO FAE

22/7/22

RECEIVED 25 JUL 2022

Dear Sir/Madam.

So

With regards to the above application.

I wish to rehemently object.

We live here, this is a bar, their will be open from the easy hours until late @ right. It is a BAR with music in a residental area, that the residents who live closest bit will hear. Not only hat it is the secondary unothicial business that it will attract. Which we are already subjected too, on a daily basis

NOISE - which begins in the evening

Mon - SUN. I days a week a live musk

what about those of us who work I come home

to live our lifes in a normal manner)

to unwind, reser-tainly time etc.

BO NOUSE when they the sources who will park in the back they, leave a right to so to their peaceful homes"

2/ Alcohol served from Jam - 11 pm (Please !!) nor acceptable.

3/ Increase littering + toutish benavious!

PARKING IS LIMITED ON FERNHURST RD, SO potential confrontations when DRIVES are not accessible to residents, who pay a Substantial amount in Corneil Tax & C.C. & PARR.

5) Another large industrial bin to block A3 the sheady name favement_+ the snew to come

6/ Increage rodeut como popularin !!!

1) Easy morning deliveries to the back es already

Menter mark veridents. on fernhuse Rd already

Experienced-one such delivery!!!

Please bear in mid, when nerdents was are ing standip bought their homes. Business premies (world /2 day easery Wednesday + by 6 pm

Mon-Sar. Choad every Sunday. A community with community spirit. I So planning has unsistently granted long opening

hows to new business which make our lives 21mg here - her !!! yes HELL!!!

Please Flaming que some thought to lite ing sufferip residente_ was twe here + have seen what was a delighted Undage_ become a Theto area "III + will infinue to decime of this explication is granted.

win legals

(Address supplied)

RECEIVED 19 JUL 2002



17 July 2022.

Place Department Licensing Team 6th Floor Zone A Bemard Weatherill House 8 Mint Walk Croydon CRO 1EA.

Dear Sir/Madam.

Re: License Application for Proposed club Dirty Crunch, 290 Lower Addiscombe Road, Croydon, CR0 7AE.

I am writing this to bring to your notice my objection to the proposed licensing application for a club or entertainment area at 290 Lower Addiscombe Road. My main objections are listed below:

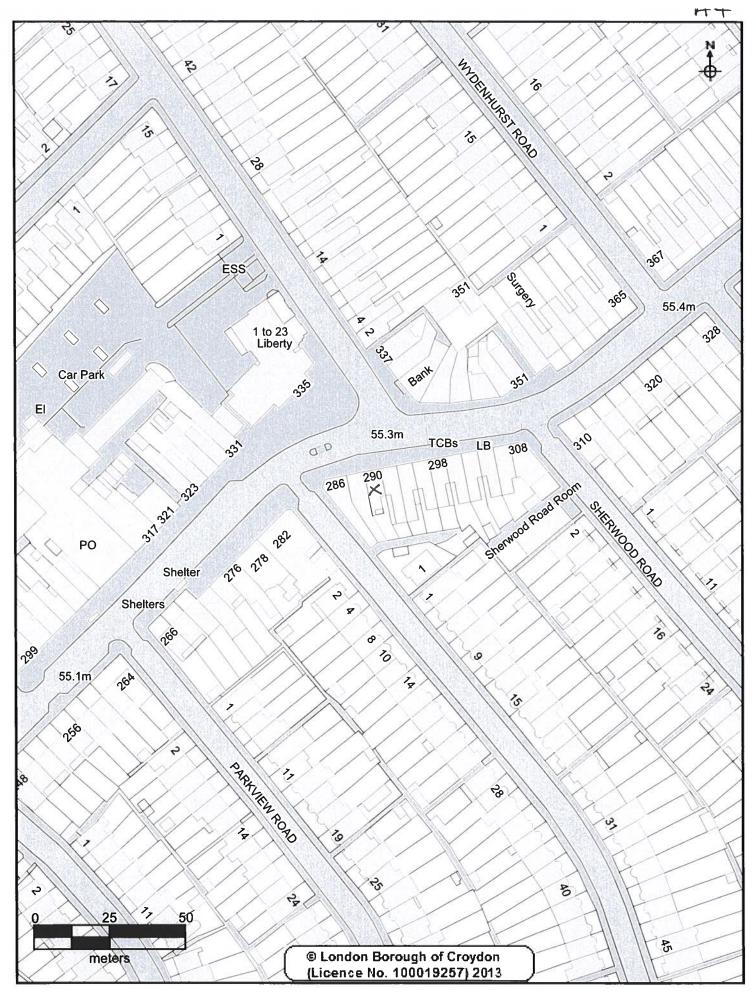
- Change of use from RETAIL/DOMESTIC to Retail/Entertainment
- Local infrastructure would not and could not support extra parking in the area
- Noise pollution in a predominantly residential area
- This is basically a club license

My concerns are based on hours covered by the license and application for live entertainment up until 23:00 hours seven days a week. There is some further information on the shop windows when the shutters are open.

I sincerely hope you will take my objection into consideration. I have spoken to some of my neighbours both surrounding my residence and also residing in adjacent roads. We are all of the same view in our objection to granting a licence for the stated purpose.

Best regards





CROYDON www.croydon.gov.uk

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London Borough Croydon

X = 290 LOWER ADDISCOMBE POAM. 02-Aug-2022