



Croydon Council
Croydon
T: 02087605466
E: licensing@croydon.gov.uk

Ref: DSFX1635268284838

New Premises Licence

Premises Details

| | |
|---------------------------------------|--|
| Premises Address * | 100A GEORGE STREET CROYDON CROYDON CR0 1PJ |
| Telephone number at premises (if any) | |
| Non-domestic value of premises. * | £ 0 |

Applicant Details

I/We apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.

| | |
|--|---|
| 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 *

SURREY STREET HOLDINGS LIMITED

Registered Address *

34 SURREY STREET

Town/City *

CROYDON

County

CROYDON

Postcode *

CR0 1RJ

Registered Number (where applicable)

12329456

Description of applicant (for example partnership, company, unincorporated association, etc) *

PRIVATE LIMITED COMPANY

Telephone Number

Email *



Operating Schedule

When do you want the premises licence to start? *

01/11/2021

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. *

The premises will be known as FERN and will operate as an all day bar and restaurant concept serving the local and business communities from the new Ten Degrees development. Operating from 8am on weekdays the premises will be the perfect venue for early morning meetings, lunch and drinks and dinner into the evening. This will be the second Croydon venue from the team behind the award winning Mr Fox located on Surrey Street.

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
- Boxing or Wrestling
- Live Music
- Recorded Music
- 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

12:00

00:00

Live Music

Will the Performance of Live Music take place indoors or outdoors or both? (please read guidance note 3) *

Indoors

Please provide further details. (please read guidance note 4)

Live performances of Artists and Live Bands on an irregular basis.

State any seasonal variations for the Performance of Live Music. (please read guidance note 5)

Please state any non-standard timings, where you intend to use the premises for the performance of live music at different times from the Standard days and times listed? (please read guidance note 6)

NYE from the end of hours permitted on New Years Eve to the start of trade on New Years Day.

Recorded Music Standard Times

Standard days and timings, where you intend to use the premises for the performance of recorded music. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Every Day

08:00

00:00

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)

Background music played throughout the venue, through a house music system or on occasion a DJ

State any seasonal variations for the playing of recorded music. (please read guidance note 5)

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)

NYE - from the end of hours permitted on New Years Eve to the start of trade on New Years Eve.

Late Night Refreshment Standard Times

Standard days and timings, where you intend to use the premises for late night refreshment.(please read guidance note 7)*
Please enter times in 24hr format (HH:MM)

Day *

Every Day

23:00

00:00

Late Night Refreshment

Will the provision of late night refreshment take place indoors or outdoors or both? (please read guidance note 3)*

Indoors

Please provide further details.(please read guidance note 4)

Provision of hot drinks and hot food.

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 refreshment at different times from the Standard days and times listed?(please read guidance note 6)

NYE - from the end of hours permitted on New Years Eve to the start of trade on New Years Day.

Supply of Alcohol Standard Times

Standard days and timings, where you intend to use the premises for the supply of alcohol. (please read guidance note 7)*
Please enter times in 24hr format (HH:MM)

Day *

Every Day

09:00

23:30

Supply of Alcohol

Will the supply of alcohol be for consumption on 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)

Please state any non-standard timings, where you intend to use the premises for the supply of alcohol at different times from the Standard days and times listed? (please read guidance note 6)

NYE - from the end of hours permitted on New Years Eve to the start of trade on New Years Day.

Designated Premises Supervisor

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form)

Title *

Mr

First name *

Andrew

Surname *

Taylor

Street address *

~~XXXXXXXXXX~~

Town/City *

~~XXXX~~

County

~~XXXXXXXXXX~~

Postcode *

~~XXXXXX~~

Personal Licence Number (if known)

NPL/4623

Issuing Licensing Authority (if known)

Northumberland

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).

None

Opening Hours Standard Times

Standard days and timings, where the premises are open to the public. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Every Day

08:00

00:00

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)

Location of fire safety and other safety equipment subject to change following a risk assessment. Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change. A record shall be kept detailing all refused sales of alcohol. The record should include the date and time of the refused sale and the name of the member of staff who refused the sale.

b) The prevention of crime and disorder

A CCTV system must be installed at the premises covering the entrance, the external and all internal areas. A head and shoulders image to identification standard must be captured of every person entering the premises. Images shall be kept for 31 days and supplied to the police or local authority on request. The CCTV system will display, on screen and on any recording, the correct time and date that images were captured.

c) Public safety

Checks shall be undertaken prior to opening to ensure that all public areas are kept clear and fire exits are unlocked and capable of use in an emergency. The external area will be lit adequately during the hours of operation. Locations of fire safety and other safety equipment to be clearly signed throughout the premises. The premises shall have a written dispersal policy.

d) The prevention of public nuisance

Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents to leave the area quietly. A direct telephone number for management at the premises shall be publicly available at all times the premises is open. The telephone number will be made available to residents in the vicinity. The area in the immediate vicinity of the premises shall be regularly cleared of rubbish.

e) The protection of children from harm

A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport, military identification, EU identity card or proof of age card with the PASS hologram.

Declarations

Declaration Type *

Sole Applicant - Individual or Other

Declarations

I have uploaded a copy of the plan of the premises. I have uploaded a copy of the consent form completed by the individual I wish to be designated premises supervisor, if applicable. I understand I must now advertise my application. I understand that if I do not comply with the above requirements my application will be rejected. Applicable to all individual applicants, including those in partnership which is not a limited liability partnership, but not companies or limited liability partnerships I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15)

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT 'IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.

Signature/Declaration of applicant or applicant's solicitor or other duly authorised agent (see Guidance Note 11 & 12). If signing/applying on behalf of the applicant, please state your name and in what capacity you are authorised to sign/apply. When submitting an on-line application form the 'Declaration made' checkbox must be selected.

I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).

The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15).

Full Name *

Andrew Taylor

Date *

26/10/2021

Capacity *

Applicant

Declaration made

Do you wish to provide alternative correspondence details? *

No

Proposed conditions for Fern, Unit 1, 100A George Street, Croydon, CR0 1GP

1. 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
2. The venue must provide its own written policy in relation to searching, drugs, weapons and theft. Signage shall be displayed at the entrance of the premises and in toilets explaining a zero tolerance to drugs
3. A CCTV system must be installed at the premises covering the entrance, the external area and all internal areas. A head and shoulders image to identification standard must be captured of every person entering the premises. Images shall be kept for 31 days and supplied to the police or local authority on request.
4. The CCTV system will display, on screen and on any recording, the correct time and date that images were captured.
5. CCTV signage must be displayed, reminding customers that CCTV is in operation.
6. Signage shall be displayed in a prominent position on the premises requesting that customers leave quietly.
7. A member of staff trained in the use of the CCTV system must be available at the premises at all times that the premises is open to the public in order to show police images if required. A member of staff suitably trained to download CCTV footage must then be available within 48hrs. The downloaded footage is to be supplied in a
8. A comprehensive incident register must be maintained, at the premises. Details of incidents shall be added to the register within 24hrs of any incident. CCTV images of any incident will be recorded and kept at the premises along with a copy of the incident report and written reports from all members of staff involved
 - a. The following details must be recorded: -
 - b. Date of the incident
 - c. Time of the incident
 - d. Location of the incident
 - e. Persons concerned in the incident
 - f. Summary of incident
 - g. Identification of any Emergency Services Personnel attending where possible
9. A challenge 25 policy shall be in operation at the premises with appropriate signage on display throughout the premises.

10. Ensure that a refusal book or electronic system to record all refusals of sales of alcohol shall be maintained on the premises and made available to the police and local authority officers upon reasonable request.
11. The premises shall have a written dispersal policy.
12. When the venue operates solely as a bar without the provision of food, then on Fridays, Saturdays, Sundays before a Bank Holiday Monday, Christmas Eve and New Year's Eve. A minimum of one SIA door supervisor must be deployed from 2000 hours until the close of the premises.

A3

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

RECEIVED - 2 2021

~~XXXXXXXXXX~~
~~XXXXXXXXXX~~ Ten Degrees
100A George Street
Croydon
CR0 1GP

RE: Unit 1, 100A George Street, Croydon, CR0 1GP

Dear Sir or Madam,

I would like to register my objection to the hours requested for the Premises Licence for the above address.

I live on floor ~~00~~ of Tower A at Ten Degrees. My master bedroom and living area are on the northern aspect, directly above the Winter Garden which will house the main entrance of the planned development. I am concerned that the licensing hours go beyond those of the carefully controlled hours applied to the Boxpark development, which I accepted to be reasonable when I decided to live here.

The Boxpark development ceases all live and amplified music by 11pm every night, and as such any remaining customers will have dispersed by midnight. I worry that by allowing this venue to open later, it will provide a place for the Boxpark customers to immediately gravitate to for "just one more", or give licence for Boxpark to request a later licence as a result.

Having amplified live music until midnight daily also seems excessive. The Ten Degrees development is designed with live/work in mind with multiple shared workspaces throughout the building. Bass easily travels through structures such as this and I am concerned that such live music, and the additional cheering it brings, will disrupt my right to quiet enjoyment of my property.

Due to the location of Unit 1 with egress through the glass roofed Winter Garden, it will encourage those leaving to wait under the canopy to smoke and continue to gather whilst waiting for onward travel, whether by taxi, train or bus - the former of which there is little by means of stopping space or parking. Already the noise on weekend evenings from residents gathering in the Winter Garden is proving a noise nuisance (due to smoking restrictions all apartments within the building people regularly gather here). In the winter, or otherwise wet weather, I feel this will be harder for the venue to control or mediate.

I would like to state that I am of course in favour of a good quality local restaurant, but I feel the licensing hours seem more that of a gig venue rather than a neighbourhood restaurant, and there is absolutely no reason why a venue in such proximity to 546 residential units should be permitted to operate beyond 11pm at any time.

There are a lot of families living in the towers above, and I don't think it's suitable that a venue encouraging drinking until midnight on a daily basis suits the needs of those, nor will it do anything but negatively affect quality of life of all those living here.

Additionally, I would like to draw attention to the provision of notices on unit only being sited on the northern aspect facing on to George Street. There are no notices placed on the eastern aspect which faces the main entrance into Ten Degrees, and over towards East Croydon Station, where the majority of resident walk. This means it's significantly less noticeable and seems rather underhand.

Yours faithfully,

~~XXXXXXXXXX~~

[REDACTED]
[REDACTED] Ten
Degrees
100A George
Street
Croydon
01/12./21

CRO 1GP
Bart & Taylor
34 Surrey Street
Croydon
CRO 1RJ

RE: Unit 1, 100A George Steet, Croydon, CRO 1GP

Dear [REDACTED],

I am writing you in response to your recent objection to the Premises License Application for Unit 1, 100A, George Street.

Having read your objection, I would like to reassure you that I completely understand why you may have initial reservations.

If you would allow me, I would like to put your mind at ease by explaining the format of our upcoming venue, and the processes we will have in place.

The venue will be called Fern, we aim to trade from 8am to 11pm through the week, and up to 12am on the weekends. Our primary focus is high quality food, service and atmosphere, something our sister site, the award-winning Mr Fox on Surrey Street Croydon has successfully achieved and is regularly used by the council as a case study of how a town centre restaurant and bar should operate.

To reassure you, we will not in any way be a late night entertainment venue, gig venue or what would be considered a "last stop before home" bar for Boxpark patrons. Our core venue concept will be of a high-end offering, to cater for local residents and business commuter coffees, breakfasts and lunches, date night dinners and post work meals and corporate entertaining.

The purpose of our application for a 12am license is to allow our guests an extended time at their tables to finish their meals and have after dinner drinks, coffees or await taxis.

Please note that Boxpark currently trades until 1am Thursday to Saturday.

In response to your point regarding our guests using the winter garden as a smoking area late into the evening. Our main entrance/exit will be the door located on George Street; this will be used for all guests from 11am until closing time. The door that leads into the winter gardens will only be used in the mornings, pre 12pm for morning trade. After that it will become a fire exit, and only to be used in an emergency. It is in our security/egress policy that all guests will be directed away from using the enclosure as a smoking or waiting area.

In addition to the above, as Unit 1 is located in tower B, and you are located in Tower A, there will be no risk of sound reverberation into your property. As a means of mitigation, we will have professional sound limiters installed as a matter of good practice.

I have had one of my team visit site today and they have seen that there are still four notices displayed, two on the George Street side, one on the windows in the Winter Garden and one on the windows to the rear access to college road. These have been displayed since our application was submitted and are a requirement of the application.

FERN



I do hope that our above comments have reassured you of your initial doubts and you will see fit to remove your objection to our application.

If you still have any doubts, or would like to discuss this in more details I would love to invite you down to Mr Fox for a coffee and a chat with me or my Operations Director who will be charge of the venue at Ten Degrees.

Please let me know if you would be free for this in the near future and I would be happy to work around your availability.

I look forward to your response via phone or email.

Best regards,

Andrew Taylor
Managing Director
Bart & Taylor Ltd



Dear Mr Taylor,

Thank you for taking the time to respond to my representation.

I want to make clear I don't want my representation to be a barrier to Fern being able to occupy the unit. My remaining objections are purely around the timings on the license application, and what is reasonable for a unit in this particular location.

I have, as it turns out, recently visited Mr Fox and whilst I appreciate it is much more food oriented than drink, there were still parties and groups drinking a lot, not necessarily with food. Many of these groups frequently went outside smoking, which does cause significant noise and very hard to control.

Mr Fox as you say is a successful town centre venue, but it does not have 550 residential units directly on top of it, or indeed any residential units in the close vicinity being right in the commercial centre.

Indeed my apartment is in Tower A but it does adjoin Tower B. Two of my rooms (including my master bedroom) face the unit. I find that dropping my representations purely because my apartment isn't directly above the unit would be rather self-serving and make me a poor Ten Degrees community member (assuming that those living in apartments 101B - 207B did not see the notices, considering they would have been directly notified despite being the those most affected by the unit).

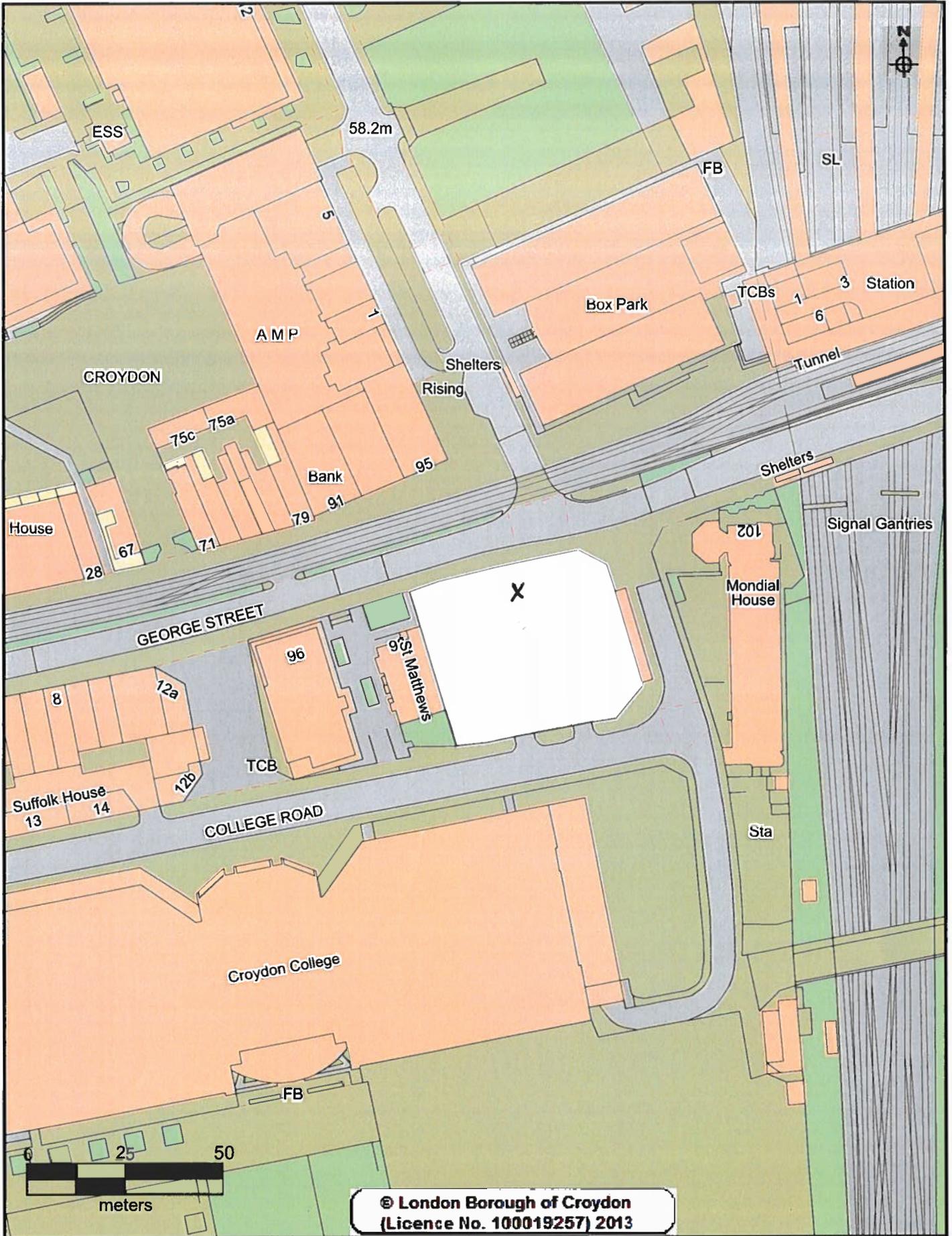
Noting that Boxpark trades until 1am is misleading, as only "Beatbox" trades until this time. Notably, this is the club which is underground beneath the station concourse so is heavily soundproofed and shielded by the concrete walkways above. Entry/Egress from Beatbox is only on the station side once the central atrium of Boxpark ceases all amplified sound at 11pm at weekends.

Considering there is no legal "drinking up" time after the end of sales, nor is it required to have a license for drinking time, why it should be necessary for a license to sell alcohol right up until your closing time? This purely causes more of an issue in asking patrons to leave who choose to purchase a drink minutes before closing. Likewise, I feel live music should finish 30mins prior to closing time. If you have no intention of opening beyond 11pm during the week, this should be specified in the licensing application. By requesting a license for a daily midnight closing time means you could choose to extend hours at any time, which would be completely unsuitable for what is now a residential area. As such, I think it is reasonable to stop serving alcohol thirty minutes prior to closing. Live music should end one hour prior to closing. I also don't think it is reasonable to have any business in a residential building closing later than 11pm on any evening due to noise nuisance, particularly on nights prior to working days. I would urge the licensing committee to fully consider this, and cap the trading hours accordingly.

As for the printed notices, signage was added to the side doors some time during the week of 1st November. I assume this was done by someone in the Licensing department following my letter sent on 30th October.

Many thanks,





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www.croydon.gov.uk

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London Borough Croydon

Scale 1:1250

07-Dec-2021



X = 100 GEORGE STREET