



NEW PREMISES LICENCE APPLICATION FORM

Application for a premises licence to be granted
under the Licensing Act 2003

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form.

If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary. You may wish to keep a copy of the completed form for your records.

London Wembley Central Hotel Limited

.....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

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description	
Elm Hotel, 1-11 Elm Road, Wembley, Middlesex	
Post town	Post code HA9 7JA

Telephone number of premises (if any)

020 8902 1764

Non-domestic rateable value of premises

£ 95,000

Part 2 - Applicant details

Please state whether you are applying for a premises licence as

Please tick ✓ Yes

- a) An individual or individuals* [] please complete section (A)
b) a person other than an individual*
i. as a limited company/limited liability partnership [x] please complete section (B)
ii. as a partnership (other than limited liability) [] please complete section (B)
iii. as an unincorporated association or [] please complete section (B)
iv. other (for example a statutory corporation) [] please complete section (B)
c) a recognised club [] please complete section (B)
d) a charity [] please complete section (B)
e) the proprietor of an educational establishment [] please complete section (B)
f) a health service body [] please complete section (B)
g) a person who is registered under Part 2 of the Care Standards Act (B) 2000 (c14) in respect of an independent hospital in Wales [] please complete section (B)
ga) A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England [] please complete section (B)
h) the chief officer of police of a police force in England and Wales (B) [] please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm:

Please tick ✓ Yes

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or [x]
- I am making the application pursuant to a
o Statutory function or o A function discharged by virtue of Her Majesty's prerogative []

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr [] Mrs [] Miss [] Ms [] Other title [] (for example, Rev)

Surname

First names

[]

[]

Date of Birth	I am 18 years old or over <input type="checkbox"/> (Please tick yes)
Nationality	

Current postal address if different from premises address

Post Town

	Postcode	
--	----------	--

Daytime contact telephone number

E-mail address (optional)
SECOND INDIVIDUAL APPLICANT (if applicable)

Mr

Mrs

Miss

Ms

Other title

(for example, Rev)

Surname

First names

Date of Birth	I am 18 years old or over <input type="checkbox"/> (Please tick yes)
Nationality	

Current postal address if different from premises address

Post Town

Postcode

Daytime contact telephone number

E-mail address (optional)

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name London Wembley Central Hotel Limited
Address [REDACTED]
Registered number (where applicable) [REDACTED]
Description of applicant (for example, partnership, company, unincorporated association etc.) Company limited by shares
Telephone number (if any)
E-mail address (optional)

Part 3 Operating Schedule

	Day	Month	Year
When do you want the premises licence to start?	1	4	0 1 2 0 1 9
If you wish the licence to be valid only for a limited period, when do you want it to end?			
If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend			

Please give a general description of the premises (please read guidance note 1)

The premises are a hotel located on the corner of Elm Road and St John's Road, Wembley. It has 61 bedrooms accommodating a maximum number of 144 guests. The hotel comprises a row of five adjacent period houses, internally renovated into a single hotel unit. The front facade on Elm Street is maintained to a good standard, conserving the period character of the exterior and lending a pleasing aspect to the neighbourhood. The buildings are extended at the rear for additional sleeping space and at the side (along St John's Road), to the height of a single storey, to accommodate a spacious reception, bar and restaurant area, where it is intended that alcohol will be sold and principally consumed, though there will also be 24 hour room service which will include the purchase of alcohol by guests. The premises also benefit from an attractive south facing terrace at ground level, furnished with picnic benches and parasols, and partially screened from the carriageway by trees. The hotel currently has a 2 star rating and standard room rates are £52 per room per night.

--

Please tick ✓ Yes

What licensable activities do you intend to carry on from the premises?
 (Please see sections 1 and 14 of the Licensing Act 2003 and Schedule 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment

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

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

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

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 7)			Will the performance of a play take place indoors or outdoors or both – please tick [✓] (please read guidance note 3).	Indoors	
Day	Start	Finish		Outdoors	
				Both	
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed					
Thur			<u>State any seasonal variations for performing plays</u> (please read guidance note 5)		
Fri					
			<u>Non standard timings. Where you intend to use the premises for the</u>		

			performance of plays at different times to those listed in the column on the left, please list (please read guidance note 6)
Sat			
Sun			

B

Films Standard days and timings (please read guidance note 7)			Will the performance of films take place indoors or outdoors or both – please tick [✓] (please read guidance note 3).	Indoors	x
Day	Start	Finish		Outdoors	
Mon	00:00	23:59	Please give further details here (please read guidance note 4)	Both	
Tue	00:00	23:59			
Wed	00:00	23:59	State any seasonal variations for the exhibition of films (please read guidance note 5)		
Thur	00:00	23:59			
Fri	00:00	23:59	Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sat	00:00	23:59			
Sun	00:00	23:59			

C

Indoor sporting events Standard days and timings (please read guidance note 7)			Please give further details (please read guidance note 4)
Day	Start	Finish	
Mon			

			State any seasonal variations for indoor sporting events (please read guidance note 5)
Tue			
Wed			
Thur			Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list (please read guidance note 6)
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainment Standard days and timings (please read guidance note 7)			Will the boxing or wrestling entertainment take place Indoors or outdoors or both – please tick [✓] (please read guidance note 3).	Indoors			
Day				Start	Finish	Outdoors	
						Both	
Mon			Please give further details here (please read guidance note 4)				
Tue							
Wed			State any seasonal variations for boxing or wrestling entertainment (please read guidance note 5)				
Thur							
Fri			Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list (please read guidance note 6)				
Sat							

Sun		

E

Live Music Standard days and timings (please read guidance note 7)			Will the performance of live music take place indoors or outdoors or both – please tick [✓] (please read guidance note 3)	Indoors	x
Day	Start	Finish		Outdoors	
Mon	10:00	00:00	<u>Please give further details here</u> (please read guidance note 4) Music may occasionally be amplified. There may also be the use of a small mixing desk which is sometimes linked to a small PA system.	Both	
Tue	10:00	00:00			
Wed	10:00	00:00	<u>State any seasonal variations for the performance of live music</u> (please read guidance note 5)		
Thur	10:00	00:00			
Fri	10:00	00:00			
Sat	10:00	00:00	<u>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sun	10:00	00:00			

F

Recorded music Standard days and timings (please read guidance note 7)			Will the playing of recorded music take place indoors or outdoors or both – please tick [✓] (please read guidance note 3)	Indoors	x
Day	Start	Finish		Outdoors	
Mon	00:00	23:59	<u>Please give further details here</u> (please read guidance note 4) Music may occasionally be amplified. There may also be the use of a small mixing desk which is sometimes linked to a small PA system.	Both	

Tue	00:00	23:59	
Wed	00:00	23:59	
Thur	00:00	23:59	
Fri	00:00	23:59	State any seasonal variations for playing recorded music (please read guidance note 5)
Sat	00:00	23:59	
Sun	00:00	23:59	
			Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list (please read guidance note 6)

G

Performances of dance Standard days and timings (please read guidance note 7)			Will the performance of dance take place indoors or outdoors or both – please tick [✓] (please read guidance note 3).	Indoors	x
Day	Start	Finish		Outdoors	
Mon	10:00	00:00	Both		
Tue	10:00	00:00			
Wed	10:00	00:00	State any seasonal variations for the performance of dance (please read guidance note 5)		
Thur	10:00	00:00	Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list (please read guidance note 6)		
Fri	10:00	00:00			
Sat	10:00	00:00			

Sun	10:00	00:00
-----	-------	-------

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing On an ad hoc basis: general music and dancing, cabaret style or comedy performances; creation of a temporary dance floor by clearing the premises or karaoke if requested by guests (on an ad hoc basis)		
Day	Start	Finish	Will this entertainment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input checked="" type="checkbox"/>
Mon	10:00	00:00		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue	10:00	00:00	Please give further details here (please read guidance note 4)		
Wed	10:00	00:00	State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 5)		
Thur	10:00	00:00	Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list (please read guidance note 6)		
Fri	10:00	00:00			
Sat	10:00	00:00			
Sun	10:00	00:00			

I

Late night refreshment Standard days and timings (please read guidance note 7)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick [✓] (please read guidance note 3).		Indoors	x
					Outdoors	
Day	Start	Finish			Both	
Mon	23:00	05:00	Please give further details here (please read guidance note 4)			

Tue	23:00	05:00	
Wed	23:00	05:00	State any seasonal variations for the provision of late night refreshment (please read guidance note 5)
Thur	23:00	05:00	
Fri	23:00	05:00	Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 6)
Sat	23:00	05:00	
Sun	23:00	05:00	

J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption (Please tick box ✓) (please read guidance note 8)	On the premises	
Day	Start	Finish		Off the premises	
			Both	x	
Mon	10:00	00:00	State any seasonal variations for the provision of late night refreshment (please read guidance note 5)		
Tue	10:00	00:00			
Wed	10:00	00:00	Non-standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 6)		
Thur	10:00	00:00			
Fri	10:00	00:00	Monday to Sunday 00:00 to 23:59 (24 hours) for hotel residents and their guests only.		
Sat	10:00	00:00			
Sun					

	10:00	00:00

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):

Name...Rajan Ramji Rajjak

Date of Birth [REDACTED]

Address [REDACTED]

Postcode [REDACTED]

Personal Licence number(if known) [REDACTED]

Issuing licensing authority (if known) [REDACTED]

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9)

None expected with the possible exception of film shows in which case care will be taken to ensure that the BBFC certification ages are adhered to.

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			State any seasonal variation (please read guidance note 5)
Day	Start	Finish	
Mon	00:00	23:59	
Tue	00:00	23:59	
Wed	00:00	23:59	
			Non-standard timings. Where you intend to use the premises to be open to the public at different times to those listed in the column on the left, please list (please read guidance note 6)

Thur	00:00	23:59
Fri	00:00	23:59
Sat	00:00	23:59
Sun	00:00	23:59

The premises are a hotel, therefore the building is required to be open 24 hours to residents and their guests, however the sale of alcohol will only be available to the general public (ie. non-residents) from the hours of 10:00 to 00:00.

M Describe the steps you intend to take to promote the four licensing objectives:

a) **General – all four licensing objectives (b, c, d, e) (please read guidance note 10)**

There will be a strong management and security procedures will be put in place which encompass the four licensing objectives as set out below.

Right of admission will be reserved.

Staff will be trained in respect of licensing law, the implementation of licence conditions, health and safety, first aid, alcohol and drug awareness and conflict management.

A summary of the premises licence will be displayed at each public entrance to the premises.

Notices stating premises policy on admission will be displayed at each public entrance to the premises.

The applicant will ensure that the premises are responsibly managed and supervised at all times to ensure that appropriate steps are taken to promote the four licensing objectives.

The open nature of the seating areas in the bar/restaurant and the positioning of the bar allows a good view of these areas and means good observation and control can be maintained of all activities in these areas.

The premises operate an environment where alcohol is served consumes with food in a seated and non-confrontational environment.

b) **The prevention of crime and disorder**

In line with the Applicant's Alcohol and Social responsibility Policy, there will be no promotions that encourage illegal, irresponsible or immoderate drinking.

Incidents will be recorded in a log book.

Known troublemakers will be barred.

A burglar alarm will be installed.

Toilets will be checked an average of twice per hour daily and a log book kept of these inspections.

The premises will operate the current local authority or similar proof of age scheme and will display the relevant literature.

Closed circuit television cameras and recorders of an agreed image standard will be installed at locations in accordance with advice from the Police. All cameras will be installed and maintained in accordance with the manufacturer's instructions and will be operational when the licensable activities commence.

The medium on which images are recorded will be identifiable, stored securely, retained for a period of not less than 31 days and made available to Council and Police authorities upon request.

The Designated Premises Supervisor and staff will be aware of their responsibilities to prevent crime and disorder on the premises and demonstrate a responsible attitude to the marketing and sale of alcohol.

The degree of staff supervision and control as mentioned at (a) above and a winding down period between the end of any regulated entertainment and the premises closing will assist to ensure the promotion of this objective.

c) Public safety

The applicant already takes seriously its obligations under health and safety legislation and has extensive policies in place to meet these obligations.

A fire detection and warning system will be in place along with fire extinguishers.

An emergency lighting system will be in place.

Safety signs and notices will be in place.

Floor staff will conduct physical sweeps inside the premises to remove hazardous objects/waste.

The Designated Premises Supervisor will be aware of his responsibilities to himself, staff and customers in respect of public safety and will ensure the maintenance of fire and safety arrangements (including evacuation procedures) and equipment in accordance with the requirements of current legislation, including means of escape arrangements, fire extinguishing appliances and fire detection installations, as marked on the plan submitted with this application.

The Designated Premises Supervisor will ensure that staff have been made fully aware of and trained in their responsibilities to the public and in the emergency fire plan arrangements.

d) The prevention of public nuisance

Steps will be taken to encourage non-guests to leave the premises quietly for the non-disturbance of local residents.

Managers will be required to liaise with neighbours as part of their duties and to resolve any reasonable concerns.

Deliveries will be conducted in during daytime to control noise.

Notices will be displayed around the premises asking patrons to leave quietly and manager and staff will be pro-active in encouraging patrons to leave quietly.

e) The protection of children from harm

We recognise the importance of protecting children from harm and this is supported by:

Our commitment to health and safety in the operation of the premises.

Our approach to managing the risk of under-age drinking.

Staff will at all times observe the law and ensure alcohol is not served to persons under 18 (subject to legal exceptions). The manager and staff are briefed in their responsibility for ensuring the customers are over 18.

No adult entertainment (ie. of a nude physical nature) will be permitted at these premises. Any children under 16 will require to be accompanied by an adult and will remain the responsibility of such accompanying adult when using the premises. Staff will not be permitted to undertake sole supervision of such children.

Bar staff will be trained to prevent the sale of alcohol to under 18s.

The Designated Premises Supervisor and staff will at all times remain of their responsibilities under this objective, including that alcohol shall not be sold to anyone under the age of 18, although certain types of alcohol can be consumed by 16/17 year olds with a table meal. Staff on duty have been trained and made aware of these requirements and the need to demand an acceptable form of ID (ie. accredited proof of age card or new style driving licence or passport) where considered appropriate.

Checklist

Please tick ✓ Yes

- I have made or enclosed payment of the fee
- I have enclosed the plan of the premises
- I have sent copies of this application and the plan to responsible authorities and others where applicable
- I have enclosed the consent form completed by the individual I wish to be premises supervisor, if applicable
- I understand that 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 a 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.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant's solicitor or other duly authorised agent. (Please read guidance note 12). If signing on behalf of the applicant please state in what capacity.

Declaration

- (Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership) 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)

Signature *[Handwritten Signature]*

Date *05/12/18*

Capacity *Managing Director*

For joint applications signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent. (Please read guidance note 13). If signing on behalf of the applicant please state in what capacity.

Signature

Date

Capacity

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14) (ref. 414/46640) Hodders Law Limited 50 Station Road	
Post town London	Post code NW10 4UA
Telephone number 020 8965 9862	
E-mail address (optional)	