

LICENSING ACT 2003
PREMISES LICENCE REVIEW
DEFENCE BUNDLE
LICENSING SUB-COMMITTEE LONDON
BOROUGH OF BRENT

Premises:

Venue 777 (Venue 295)

295 Neasden Lane

London

NW10 1QR

Review Applicant:

Metropolitan Police Service

Premises Licence Holder:

Ms Meriem Harchi

17th MARCH 2026

LICENSING ACT 2003

KEY FACT SUMMARY FOR THE LICENSING SUB-COMMITTEE

Premises Licence Review

Premises:

Venue 777 (Venue 295)
295 Neasden Lane
London NW10 1QR

Licensing Authority:

London Borough of Brent

Current Premises Licence Holder:

Ms Meriem Harchi

1. Purpose of this Summary

This document is provided to assist Members of the Licensing Sub-Committee by setting out the **key factual context of the review application**.

2. Historic Management Position

The incidents relied upon in the Metropolitan Police review occurred during a period when the premises licence holder was:

Destiny62 Limited

During this period:

- the premises had **no active Designated Premises Supervisor**
- the premises had been **informally sub-leased**
- the licence holder had **lost effective operational control of the premises**.

These circumstances were acknowledged during discussions between the Metropolitan Police and the former licence holder.

The current premises licence holder had no legal responsibility for the premises during this period.

3. Current Licence Holder

The current premises licence holder, **Ms Meriem Harchi**, was **not the premises licence holder at the time of the incidents described in the police review.**

At the time Ms Harchi became involved with the premises she had been informed by the previous licence holder that the necessary licensing documentation had already been submitted through their agent.

It was later discovered that these applications had **not in fact been completed.**

4. Corrective Action Taken

Once this licensing irregularity was discovered, the following steps were taken immediately:

- consent to transfer obtained from the previous licence holder
- premises licence transfer application submitted
- Designated Premises Supervisor variation submitted
- Interim Authority Notice served.

These steps established **clear management control and compliance with licensing requirements.**

5. Current Management Structure

The premises is now operated under the following structure:

Premises Licence Holder:

Ms Meriem Harchi

Designated Premises Supervisor:

Ms Meriem Harchi (Personal Licence Holder)

This provides **clear legal accountability for the operation of the premises.**

6. Key Issue for the Sub-Committee

Members are respectfully invited to consider the following central question:

Whether the premises, under its current responsible management structure, presents a risk to the licensing objectives today.

The purpose of a licensing review is to ensure that the licensing objectives are promoted going forward, rather than to punish historic management failures under previous management.

Prepared by

NTAD Consultants Ltd
2 Maycroft House
Park Avenue
Liverpool
L18 8BT
www.ntad.uk

LICENSING ACT 2003

WRITTEN REPRESENTATIONS ON BEHALF OF THE PREMISES LICENCE HOLDER

Premises:

Venue 777 (Venue 295)
295 Neasden Lane
London NW10 1QR

Licensing Authority:

London Borough of Brent

Review Applicant:

Metropolitan Police Service

Premises Licence Holder:

Ms Meriem Harchi

Prepared by:

NTAD Consultants Ltd
2 Maycroft House
Park Avenue
Liverpool
L18 8BT
www.ntad.uk

Dear Members of the Licensing Sub-Committee,

We write on behalf of the premises licence holder **Ms Meriem Harchi** in response to the review application submitted by the Metropolitan Police under **Section 51 of the Licensing Act 2003**.

The review invites the Sub-Committee to consider **revocation of the premises licence** on the basis of alleged breaches relating primarily to the **prevention of crime and disorder licensing objective**.

The licence holder respectfully submits that revocation would be **disproportionate and unnecessary**, as the matters relied upon in the review relate primarily to **historic management failures under the previous premises licence holder, Destiny62 Limited**.

Historic Management Failures

The incidents referred to in the police review occurred during a period when the premises licence holder was **Destiny62 Limited**.

During that period:

- the premises had **no active Designated Premises Supervisor**
- the premises had been **informally sub-leased**
- the premises licence holder had **lost effective operational control of the premises**.

These circumstances were acknowledged during discussions between the Metropolitan Police and the former premises licence holder earlier this year.

At that time **the current premises licence holder had no legal responsibility for the operation of the premises**.

Discovery of Licensing Irregularities

When Ms Harchi later became involved with the premises she had been informed by the previous licence holder that the necessary licensing documentation, including the **premises licence transfer and DPS arrangements**, had already been submitted through their agent.

It was subsequently discovered that these applications had **not in fact been completed**.

Upon becoming aware of this irregular licensing position, Ms Harchi acted **immediately to regularise the premises licence and ensure compliance with the Licensing Act 2003**.

The following steps were taken:

- submission of a **premises licence transfer application**
 - submission of a **Designated Premises Supervisor variation**
 - service of an **Interim Authority Notice**
 - notification of the relevant authorities.
-

Management Transition

The premises licence transfer was supported by a **signed consent from the previous licence holder**, confirming the intention to transfer operational responsibility.

At the same time:

- a **qualified personal licence holder was appointed as Designated Premises Supervisor**
- the premises was placed under **clear and accountable management control**.

These steps directly addressed the concerns raised in the police review.

Current Management Structure

The premises now operates under a compliant management structure including:

- a **premises licence holder responsible for the operation of the premises**
 - a **qualified Designated Premises Supervisor responsible for alcohol sales**
 - responsible alcohol retailing under personal licence supervision.
-

Proportionality

Under **Section 52 of the Licensing Act 2003**, the Licensing Sub-Committee must determine what steps are **appropriate and proportionate** to promote the licensing objectives.

The Home Office **Section 182 Guidance** makes clear that licensing reviews are intended to address concerns regarding the operation of the premises **going forward**, rather than to punish historic failings.

Conclusion

The licence holder respectfully submits that the matters raised in the review application relate to a **period of historic operational failure under the previous premises licence holder**.

The premises is now operated under **responsible and accountable management with a qualified Designated Premises Supervisor in place**.

For these reasons the licence holder respectfully submits that **revocation would be disproportionate and unnecessary**.

The Sub-Committee is therefore respectfully invited to allow the premises licence to **continue under the current responsible management structure.**

Yours faithfully

NTAD Consultants Ltd

On behalf of the Premises Licence Holder

LICENSING ACT 2003

PREMISES LICENCE REVIEW BUNDLE

Premises

Venue 777 (Venue 295)
295 Neasden Lane
London NW10 1QR

Prepared by
NTAD Consultants Ltd

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1. Executive Summary

This defence bundle is submitted on behalf of **Ms Meriem Harchi**, the current premises licence holder.

The police review relates to a period during which the premises licence holder was **Destiny62 Limited**.

During that period the premises licence holder had effectively **lost operational control of the premises**, which had been informally sub-leased.

Upon discovering that the licence transfer had not been properly completed by the previous agent, Ms Harchi took immediate steps to regularise the position.

These steps included:

- submitting a premises licence transfer
- appointing a qualified DPS
- serving an Interim Authority Notice.

The premises is now under clear and accountable management with a qualified Designated Premises Supervisor in place.

2. Chronology

October 2025

DPS ceases under Destiny62 Ltd

31 December 2025

Police attend premises

17 January 2026

Police attend premises

22 January 2026

Police meeting with former licence holder

23 January 2026

Police submit review

27 January 2026

Consent to transfer signed

27 January 2026

DPS consent signed

28 January 2026

Premises licence transfer application submitted

28 January 2026

Interim Authority Notice served

3. Background to the Premises

The premises known as Venue 777 (Venue 295) operates as a restaurant and lounge premises providing food, beverages and regulated entertainment.

The premises licence was historically held by Destiny62 Limited, which was responsible for the operation of the premises during the period relevant to the police review.

During this time the premises had been informally sub-leased, resulting in a breakdown in operational oversight and regulatory control by the licence holder.

It was during this period that the issues identified by the Metropolitan Police arose.

The current premises licence holder, Ms Meriem Harchi, was not the premises licence holder during the period in which the alleged breaches occurred.

4. Police Review Allegations

The Metropolitan Police review application raises concerns relating primarily to the prevention of crime and disorder licensing objective.

The police allege that during visits to the premises:

- alcohol was being sold without a valid Designated Premises Supervisor
- the premises licence holder had failed to maintain proper management control
- licensing requirements were not being complied with.

The police submit that these matters justify a review of the premises licence and invite the Sub-Committee to consider revocation.

5. Response to Police Allegations

The licence holder acknowledges the seriousness of the matters raised by the police.

However, it is important to recognise that the incidents relied upon occurred during a period when the premises licence holder was Destiny62 Limited.

At that time:

- the premises licence holder had lost effective operational control of the premises
- the premises had been informally sub-leased
- the current licence holder had no legal responsibility for the premises.

The current licence holder therefore cannot reasonably be held responsible for the historic management failures which occurred under the previous licence holder.

The matters raised in the review therefore relate to the operation of the premises prior to the current licence holder assuming legal responsibility.

6. Management Transition

At the time Ms Harchi became involved with the premises she had been informed by the previous licence holder that the necessary licensing documentation had already been submitted through their agent.

It was subsequently discovered that these applications had not in fact been completed.

Upon becoming aware of this situation Ms Harchi acted promptly to regularise the licensing position.

The following steps were taken:

- consent to transfer obtained from the previous licence holder
- premises licence transfer application submitted
- Designated Premises Supervisor variation submitted
- Interim Authority Notice served.

These steps established clear management responsibility for the premises.

7. Current Compliance Measures

The premises is now operated under a clear and accountable management structure.

The following measures are now in place:

- a premises licence holder responsible for the operation of the premises
- a qualified personal licence holder acting as Designated Premises Supervisor
- responsible supervision of alcohol sales
- compliance with licensing conditions.

The licence holder is committed to ensuring that the premises operates in a manner consistent with the four licensing objectives.

8. Legal Framework

Under Section 51 of the Licensing Act 2003, responsible authorities may apply for a review of a premises licence where they believe the licensing objectives are being undermined.

Where a review is held, the Licensing Sub-Committee must determine what steps are appropriate and proportionate to promote the licensing objectives.

Under Section 52 of the Licensing Act 2003, the Sub-Committee may:

- modify licence conditions
- remove the Designated Premises Supervisor
- suspend the licence
- revoke the licence.

The Home Office Section 182 Guidance makes clear that the purpose of the review process is to address concerns regarding the operation of the premises going forward, rather than to punish historic failings.

9. Proportionality

The committee is invited to consider that:

- the incidents relied upon occurred under a different licence holder
- the premises is now under new management
- a qualified Designated Premises Supervisor is now in place
- corrective action was taken promptly once the licensing irregularity was discovered.

In these circumstances the promotion of the licensing objectives can be achieved without revocation of the premises licence, given that the premises is now under responsible and accountable management.

10. Conclusion

The matters raised by the Metropolitan Police relate to a period of historic management failure under the previous premises licence holder.

The premises is now under new and accountable management, with a qualified Designated Premises Supervisor responsible for alcohol sales.

The steps taken by the current licence holder demonstrate a commitment to operating the premises responsibly and in compliance with the Licensing Act 2003.

The Licensing Sub-Committee is therefore respectfully invited to allow the premises licence to continue under the current management structure.

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London Borough of Hounslow

Licensing Act 2003 Personal
Licence

Name: Miss Meriem Harchi

Licence Number: [REDACTED]

The holder of this licence is authorised to supply
alcohol or authorise the supply of alcohol in
accordance with a premises licence.



A2



Regulatory Services
Brent Civic Centre
Engineers Way
Wembley
HA9 0FJ

TEL: 020 8937 5359
EMAIL: business.licence@brent.gov.uk
WEB: www.brent.gov.uk

Online Ref. No:
Application No: 37258
Date: 29 January 2026

NTAD CONSULTANTS LTD
2 MAYCROFT HOUSE MOSSLEY HILL
LIVERPOOL
MERSEYSIDE
L18 8BT

LICENSING ACT 2003

Premises Licence Vary DPS

Re: 295 Neasden Lane, London, Brent, NW10 1QR - Licence Number: 1053142

Dear Sir/Madam

I acknowledge receipt of your application and fee of £23. We are dealing with your application and you will hear from us in due course.

In the meantime if you have any queries, please do not hesitate to contact business.licence@brent.gov.uk quoting the application number: 37258

Yours faithfully

Vanesha Haulkhory
Licensing Support Officer
Regulatory Services

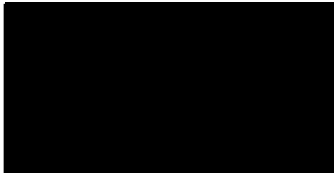
A2-1

Consent of individual to being specified as premises supervisor

MS MERIEM HARCHI

I
[full name of prospective premises supervisor]

of



[home address of prospective premises supervisor]

hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for

DPS VARIATION

[type of application]

by

MS MERIEM HARCHI

[name of applicant]

relating to a premises licence **1053142**
[number of existing licence, if any]

for

**VENUE 777
259 NEASDEN LANE
LONDON
NW10 1QR**

[name and address of premises to which the application relates]

and any premises licence to be granted or varied in respect of this application made by

MS MERIEM HARCHI

[name of applicant]

concerning the supply of alcohol at

**VENUE 777
259 NEASDEN LANE
LONDON
NW10 1QR**

[name and address of premises to which application relates]

I also confirm that I am entitled to work in the United Kingdom and am applying for, intend to apply for or currently hold a personal licence, details of which I set out below.

Personal licence number

[REDACTED]

[insert personal licence number, if any]

Personal licence issuing authority

[REDACTED]

[insert name and address and telephone number of personal licence issuing authority, if any]

Signed

Meriem Harchi

Name (please print)

MS MERIEM HARCHI

Date

27/01/2026

A3



Regulatory Services
Brent Civic Centre
Engineers Way
Wembley
HA9 0FJ

TEL: 020 8937 5359
EMAIL: business.licence@brent.gov.uk
WEB: www.brent.gov.uk

Online Ref. No:
Application No: 37255
Date: 29 January 2026

NTAD CONSULTANTS LTD
2 MAYCROFT HOUSE MOSSLEY HILL
LIVERPOOL
MERSEYSIDE
L18 8BT

LICENSING ACT 2003
Premises Licence Transfer

Re: 295 Neasden Lane, London, Brent, NW10 1QR - Licence Number: 1053142

Dear Sir/Madam

I acknowledge receipt of your application and fee of £23. We are dealing with your application and you will hear from us in due course.

In the meantime if you have any queries, please do not hesitate to contact business.licence@brent.gov.uk quoting the application number: 37255

Yours faithfully

Vanessa Haulkhory
Licensing Support Officer
Regulatory Services

A3-1

Consent of premises licence holder to transfer

I/we **Destiny62 Limited**

[full name of premises licence holder(s)]

the premises licence holder of premises licence number **1053142**

[insert premises licence number]

relating to

**Venue 295
295 Neasden Lane
London
Brent
NW10 1QR**

[name and address of premises to which the application relates]

hereby give my consent for the transfer of premises licence number

1053142

[insert premises licence number]

to

MS MERIEM HARCHI

[full name of transferee].

Signed:



Name: **MR Haydar Tunc**

Dated: **26 January 2026**

Staff Training Policy

Premises:

Venue 777 (Venue 295)

295 Neasden Lane

London NW10 1QR

Premises Licence Holder:

Ms Meriem Harchi

- 1. The premises licence holder is committed to ensuring that all staff are properly trained in order to promote the licensing objectives under the Licensing Act 2003.**
- 2. All staff involved in the sale or supply of alcohol will receive training covering the following areas:**
 - the Licensing Act 2003 and the four licensing objectives**
 - the legal requirement for alcohol sales to be authorised by a Personal Licence Holder**
 - age verification procedures and Challenge 25 policy**
 - recognising and refusing service to intoxicated persons**
 - preventing crime and disorder within licensed premises**
 - incident reporting procedures**
- 3. Training will be provided before staff begin alcohol sales and refresher training will be conducted periodically.**
- 4. A training record will be maintained on the premises and made available to responsible authorities upon request.**
- 5. The premises licence holder and Designated Premises Supervisor will ensure that all staff understand their responsibilities under the Licensing Act 2003.**

CCTV Compliance Statement

Premises:

Venue 777 (Venue 295)
295 Neasden Lane
London NW10 1QR

Premises Licence Holder:

Ms Meriem Harchi

CCTV System

- 1. The premises operates a CCTV system for the purposes of promoting the licensing objectives, particularly the prevention of crime and disorder and public safety.**

The CCTV system:

- covers the internal areas of the premises and entrance/exit points**
 - records continuously while the premises is open**
 - retains recordings for an appropriate period in accordance with licensing conditions**
 - provides clear images capable of identifying individuals.**
- 2. Recordings will be made available to police or authorised officers upon request.**
 - 3. Staff on duty will be trained to operate the CCTV system and retrieve recordings when required.**
 - 4. The premises licence holder will ensure that the CCTV system is maintained and kept in good working order at all times.**

Incident and Refusals Log

Premises:

Venue 777 (Venue 295)

295 Neasden Lane

London NW10 1QR

Premises Licence Holder:

Ms Meriem Harchi

Incident and Refusals Register

The premises will maintain an **Incident and Refusals Log** in order to promote the licensing objectives under the Licensing Act 2003.

The log will record any relevant incidents occurring at the premises including:

- refusal of alcohol sales
- incidents involving intoxicated persons
- disorderly conduct or disturbances
- requests for assistance from police or emergency services
- any other event relevant to the licensing objectives.

The log will be **kept on the premises and made available for inspection by responsible authorities upon request.**

Incident / Refusals Log Template

Date Time	Incident / Refusal Description	Action Taken	Staff Member Name	Signature
------------------	---------------------------------------	---------------------	--------------------------	------------------

Refusals Policy

Staff are instructed to refuse the sale of alcohol where:

- the customer appears to be under the age of 18
- the customer cannot provide acceptable identification
- the customer appears intoxicated
- the sale would otherwise breach the Licensing Act 2003.

All refusals will be recorded in the **Incident and Refusals Log**

Application Number:

37258

Licence Number:

1053142

Licence Description:

Licensing Act 2003 - Alcohol and Entertainment

Licence Type:

Premises Licence

Application Type:

Premises Licence Vary DPS

Status:

Granted

Licensee:

Ms Meriem Harchi

Agent:

NTAD CONSULTANTS LTD

Trading Name:

Venue 777

Licence Address:

295 Neasden Lane

London

Brent

NW10 1QR

Issue Date:

13-02-2026

Start Date:

21-09-2012

Licence Specifics

Premises Licence**Plays:**

No

Films:

Yes

Indoor Sporting Events:

Yes

Boxing Or Wrestling Entertainment:

No

Live Music:

Yes

Recorded Music:

Yes

Performance Of Dance:

Yes

Other Standard Activities:

Yes

Late Night Refreshment:

Yes

Supply Of Alcohol:

Yes

Designated Premises Supervisor**Name:**

MERIEM HARCHI

Start Date:

29-01-2026

Dps:

Yes

Permitted Times

PLAYS

No Data Available

FILMS

Licence Location

Start Time

End Time

Monday

09:30

01:00

Tuesday

09:30

01:00

Wednesday

09:30

01:00

Thursday

09:30

01:00

Friday

09:30

01:30

Saturday

09:30

01:30

Sunday

09:30

00:00

Area

FILMS

Seasonal Variations

Good Friday 2hrs, Easter Saturday 2hrs, Easter Sunday 2hrs, Easter Sunday 2hrs, Easter Monday 2hrs, May Bank Holiday (1st Friday prior)2hrs, May Bank Holiday (1st Saturday prior) 2hrs, May Bank Holiday (1st Sunday prior) 2hrs, May Bank Holiday (1st Bank Holiday Monday) 2hrs, May Bank Holiday (2nd Friday prior) 2hrs, May Bank Holiday (2nd Saturday prior) 2hrs, May Bank Holiday (2nd Sunday prior) 2hrs, May Bank Holiday (2nd Bank Holiday Monday) 2hrs, August Bank Holiday Friday prior 2hrs, August Bank Holiday Saturday prior 2hrs, August Bank Holiday Sunday prior 2hrs, August Bank Holiday Monday 2hrs, Halloween 2hrs, Christmas Eve 2hrs, Boxing day 2hrs, 27th December 2hrs, 28th December 2hrs, 30th December 2hrs, 1st January 2hrs.

INDOOR SPORTING EVENTS

Start Time

End Time

Monday

09:30

02:00

Tuesday

09:30

02:00

Wednesday

09:30

02:00
Thursday
09:30
02:00
Friday
09:30
02:00
Saturday
09:30
02:30
Sunday
09:30
02:00

Area
SPORTS
Seasonal Variations

On the days/dates listed below the additional hours (these in addition to the ones listed left are to be permitted for the licensable activity(not including drinking up time) 1st January 2hrs, Valentines night 2hrs, Burns night 2hrs, 1st March (St Davids) 2hrs, 17th March (St Patricks) 2hrs, Good Friday 2hrs, Easter Saturday 2hrs, Easter Sunday 2hrs, Easter Sunday 2hrs, Easter Monday 2hrs, May Bank Holiday (1st Friday prior)2hrs, May Bank Holiday (1st Saturday prior) 2hrs, May Bank Holiday (1st Sunday prior) 2hrs, May Bank Holiday (1st Bank Holiday Monday) 2hrs, May Bank Holiday (2nd Friday prior) 2hrs, May Bank Holiday (2nd Saturday prior) 2hrs, May Bank Holiday (2nd Sunday prior) 2hrs, May Bank Holiday (2nd Bank Holiday Monday) 2hrs, August Bank Holiday Friday prior 2hrs, August Bank Holiday Saturday prior 2hrs, August Bank Holiday Sunday prior 2hrs, August Bank Holiday Monday 2hrs, Halloween 2hrs, Christmas Eve 2hrs, Boxing day 2hrs, 27th December 2hrs, 28th December 2hrs, 30th December 2hrs, 1st January 2hrs.

BOXING OR WRESTLING ENTERTAINMENT

No Data Available

LIVE MUSIC

Licence Location

Start Time

End Time

Monday

09:30

01:30

Tuesday

09:30

01:30

Wednesday

09:30

01:30

Thursday

09:30

01:30

Friday

09:30

02:00

Saturday

09:30

02:00

Sunday

09:30

00:30

Area
LIVEMUSIC
Seasonal Variations

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RECORDED MUSIC

Licence Location

Start Time

End Time

Monday

09:30

01:30

Tuesday

09:30

01:30

Wednesday

09:30

01:30

Thursday

09:30

01:30

Friday

09:30

02:00

Saturday

09:30

02:00

Sunday

09:30

00:30

Area
RECORDEDMUSIC
Seasonal Variations

On the days/dates listed below the additional hours (these in addition to the ones listed left are to be permitted for the licensable activity(not including drinking up time) 1st January 2hrs, Valentines night 2hrs, Burns night 2hrs, 1st March (St Davids) 2hrs, 17th March (St Patricks) 2hrs, Good Friday 2hrs, Easter Saturday 2hrs, Easter Sunday 2hrs, Easter Sunday 2hrs, Easter Monday 2hrs, May Bank Holiday (1st Friday prior)2hrs, May Bank Holiday (1st Saturday prior) 2hrs, May Bank Holiday (1st Sunday prior) 2hrs, May Bank Holiday (1st Bank Holiday Monday) 2hrs, May Bank Holiday (2nd Friday prior) 2hrs, May Bank Holiday (2nd Saturday prior) 2hrs, May Bank Holiday (2nd Sunday prior) 2hrs, May Bank Holiday (2nd Bank Holiday Monday) 2hrs, August Bank Holiday Friday prior 2hrs, August Bank Holiday Saturday prior

2hrs, August Bank Holiday Sunday prior 2hrs, August Bank Holiday Monday 2hrs, Halloween 2hrs, Christmas Eve 2hrs, Boxing day 2hrs, 27th December 2hrs, 28th December 2hrs, 30th December 2hrs, 1st January 2hrs.

PERFORMANCE OF DANCE

Licence Location

Start Time

End Time

Monday

21:00

00:30

Tuesday

21:00

00:30

Wednesday

21:00

00:30

Thursday

21:00

00:30

Friday

21:00

01:00

Saturday

21:00

01:00

Sunday

21:00

23:30

Area

DANCE

Seasonal Variations

On the days/dates listed below the additional hours (these in addition to the ones listed left are to be permitted for the licensable activity(not including drinking up time) 1st January 2hrs, Valentines night 2hrs, Burns night 2hrs, 1st March (St Davids) 2hrs, 17th March (St Patricks) 2hrs, Good Friday 2hrs, Easter Saturday 2hrs, Easter Sunday 2hrs, Easter Monday 2hrs, May Bank Holiday (1st Friday prior) 2hrs, May Bank Holiday (1st Saturday prior) 2hrs, May Bank Holiday (1st Sunday prior) 2hrs, May Bank Holiday (1st Bank Holiday Monday) 2hrs, May Bank Holiday (2nd Friday prior) 2hrs, May Bank Holiday (2nd Saturday prior) 2hrs, May Bank Holiday (2nd Sunday prior) 2hrs, May Bank Holiday (2nd Bank Holiday Monday) 2hrs, August Bank Holiday Friday prior 2hrs, August Bank Holiday Saturday prior 2hrs, August Bank Holiday Sunday prior 2hrs, August Bank Holiday Monday 2hrs, Halloween 2hrs, Christmas Eve 2hrs, Boxing day 2hrs, 27th December 2hrs, 28th December 2hrs, 30th December 2hrs, 1st January 2hrs.

OTHER STANDARD ACTIVITIES

Licence Location

Start Time

End Time

Monday

09:30

01:30

Tuesday

09:30

01:30

Wednesday

09:30
01:30
Thursday
09:30
01:30
Friday
09:30
02:00
Saturday
09:30
02:00
Sunday
09:30
00:30

Area
MUSICDANCE
Seasonal Variations

On the days/dates listed below the additional hours (these in addition to the ones listed left are to be permitted for the licensable activity(not including drinking up time) 1st January 2hrs, Valentines night 2hrs, Burns night 2hrs, 1st March (St Davids) 2hrs, 17th March (St Patricks) 2hrs, Good Friday 2hrs, Easter Saturday 2hrs, Easter Sunday 2hrs, Easter Monday 2hrs, May Bank Holiday (1st Friday prior)2hrs, May Bank Holiday (1st Saturday prior) 2hrs, May Bank Holiday (1st Sunday prior) 2hrs, May Bank Holiday (1st Bank Holiday Monday) 2hrs, May Bank Holiday (2nd Friday prior) 2hrs, May Bank Holiday (2nd Saturday prior) 2hrs, May Bank Holiday (2nd Sunday prior) 2hrs, May Bank Holiday (2nd Bank Holiday Monday) 2hrs, August Bank Holiday Friday prior 2hrs, August Bank Holiday Saturday prior 2hrs, August Bank Holiday Sunday prior 2hrs, August Bank Holiday Monday 2hrs, Halloween 2hrs, Christmas Eve 2hrs, Boxing day 2hrs, 27th December 2hrs, 28th December 2hrs, 30th December 2hrs, 1st January 2hrs.

LATE NIGHT REFRESHMENT

Licence Location

Start Time

End Time

Monday

23:00

01:30

Tuesday

23:00

01:30

Wednesday

23:00

01:30

Thursday

23:00

01:30

Friday

23:00

02:00

Saturday

23:00

02:00

Sunday

23:00

00:30

LATE NIGHT LEVY

Late night levy applies

No

SUPPLY OF ALCOHOL

Licence Location

On the premises

Start Time

End Time

Monday

11:00

01:30

Tuesday

11:00

01:30

Wednesday

11:00

01:30

Thursday

11:00

01:30

Friday

11:00

02:00

Saturday

11:00

02:00

Sunday

11:00

00:30

Seasonal Variations

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OPENING HOURS

Start Time

End Time

Monday

09:30

02:30

Tuesday

09:30

02:30

Wednesday

09:30
02:30
Thursday
09:30
02:30
Friday
09:30
03:00
Saturday
09:30
03:00
Sunday
09:30
01:30

Seasonal Variations

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Conditions

No Irresponsible Drinks Promotions

(1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—

(a) games or other activities which require or encourage,

or are designed to require or encourage, individuals to— (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or (ii) drink as much alcohol as possible (whether within a time limit or otherwise);

(b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;

(c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

(d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;

(e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).

Free Water

The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

Age Verification Policy

(1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

(a) a holographic mark, or

(b) an ultraviolet feature.

Small Measures to be Available

The responsible person must ensure that—

(a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—

(i) beer or cider: ½ pint;

(ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and

(iii) still wine in a glass: 125 ml;

(b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

(c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available

Minimum Price of Alcohol

1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

2. For the purposes of the condition set out in paragraph 1—

(a)—duty¹ is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

15The outside drinking areas shall cease at 2300 hours.

16The front of the premises shall not be used as a smoking area. After 23:00 hours the designated smoking area shall be limited to twenty persons and shall be suitably supervised.

17The Licensee shall undertake a risk assessment agreed by the Police and Licensing Authority of any significant promotion or event, using the Metropolitan Police Service Promotion/Event Risk Assessment Form (Form 696) or an equivalent and provide a copy to the Metropolitan Police and Brent Council's Licensing Unit not less than 14 days before the event is due to take place.

18The level of music shall be arranged so as not to cause a nuisance to local residents.

19Notices asking customers to leave quietly shall be conspicuously displayed at each exit.

20Facilities within the premises shall be made available for customers to await taxis.

21The socket outlets (or other power supplies used for DJ equipment, band equipment and other portable equipment) that are accessible to performers, staff or the public shall be suitably protected by a residual current device (RCD having a rated residual operating current not exceeding 30 milliamps).

22The locks and flush latches on the exit doors and gates shall be unlocked and kept free from fastenings other than push bars and pads whilst the public are on the premises.

24Nudity, striptease and other entertainment of an adult nature shall not be permitted on the premises.

25A "Challenge 21" policy shall be adopted and adhered to at all times.

(b)—permitted price¹ is the price found by applying the formula—

$$P = D + (D \times V)$$

where—

(i) P is the permitted price,

(ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and

(iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c)—relevant person¹ means, in relation to premises in respect of which there is in force a premises licence—

(i) the holder of the premises licence,

(ii) the designated premises supervisor (if any) in respect of such a licence, or

(iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) —relevant person¹ means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e)—valued added tax¹ means value added tax charged in accordance with the Value Added Tax Act 1994.

3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

4.(1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day (—the first day¹) would be different from the permitted price on the next day (—the second day¹) as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Requirement for a DPS

(1) No supply of alcohol may be made under the premises licence-

(a) at a time when there is no designated premises supervisor in respect of the premises licence, or

(b) at a time when the designated premises supervisor does not hold a personal licence or their personal licence is suspended.

(2) Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

Door Supervisors and Security Staff to be Licensed by the SIA (when required)

Where the licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, each individual must be licensed by the Security Industry Authority, with the following exceptions:

a) premises where the premises licence authorises plays or films

b) any occasion mentioned in paragraph 8(3)(b) or (c) of Schedule 2 to the Private Security Industry Act 2001 (premises being used exclusively by a club with a club premises certificate, under a temporary event notice authorising plays or films or under a gaming licence), or

c) any occasion within paragraph 8(3)(d) of Schedule 2 to the Private Security Industry Act 2001

Film Classification When required

(i) The admission of children to the exhibition of any film must be restricted in accordance with the recommendation of the designated film classification body unless section (ii) applies.

(ii) Where the licensing authority notifies the holder of the licence that this subsection applies the admission of children must be restricted in accordance with any recommendation made by the licensing authority.

In this section-

"children" means persons aged under 18; and

"film classification body" means the person or persons designated as the authority

under section 4 of the Video Recordings Act 1984 (c. 39) (authority to determine suitability of video works for classification).

1Door supervisors of a suitable gender mix (but at least two), shall be employed from 2100 hours on any day when the premises are open for the sale of alcohol past midnight.

2A register/log containing the names, badge number, dates & times of duty of security staff and any incidents that occur shall be kept and made available to the Police and Licensing Authority.

3CCTV shall be installed to Home Office Guidance standards and maintained in a good working condition and recordings shall be kept for 31 days and shall be made available to police and authorised Officers from Brent Council on request.

4Customers will not take open drink containers outside the premises as defined on the plan submitted to and approved by the Licensing Authority.

5Customers shall not be permitted to take open containers of alcohol off the premises.

6The total number of people on the premises including staff and performers shall not exceed 250 persons

7Notices clearly explaining the licensee's drugs and weapons policy shall be displayed at the entrance and at suitable places throughout the premises.

8The licensee shall keep an incident book which shall be made available to the Police and Licensing Authority.

9Notices explaining the licensee's policy on admission and searching shall be placed at each entrance.

10Signs alerting customers to theft shall be displayed.

11Substantial food and non-intoxicating beverages shall be available during the whole of licensed hours in all parts of the premises where intoxicants are provided.

12A copy of the premises licence summary including the hours which licensable activities are permitted shall be visible from the outside of each entrance to the premises.

13A suitable panic button shall be fitted and maintained.

14No entry or re-entry shall be permitted after midnight till close.

Statement of Responsible Management

Premises:

Venue 777 (Venue 295)

295 Neasden Lane

London NW10 1QR

Premises Licence Holder:

Ms Meriem Harchi

- 1. The premises licence holder is committed to ensuring that the premises operates in full compliance with the Licensing Act 2003 and promotes the four licensing objectives:**
 - 2. the prevention of crime and disorder**
 - 3. public safety**
 - 4. the prevention of public nuisance**
 - 5. the protection of children from harm.**
- 6. Since becoming responsible for the premises, steps have been taken to ensure that the licensing position has been regularised and that the premises operates under clear and accountable management.**
- 7. A qualified Designated Premises Supervisor is now in place and responsible supervision of alcohol sales is maintained.**
- 8. Staff are trained in responsible alcohol retailing and relevant procedures, including age verification, refusals of alcohol sales and incident recording.**
- 9. The premises licence holder remains committed to working constructively with the Licensing Authority, the Metropolitan Police and other responsible authorities to ensure that the premises operates responsibly and in accordance with licensing requirements.**