

APPLICATION FOR A PREMISES LICENCE TO BE GRANTED
UNDER THE LICENSING ACT 2003

If you wish to make representations in relation to this application, please do so in writing no later than 28.08.2025 to the following address:

London Borough of Croydon
Sustainable Communities Department, Licensing Team,
3rd Floor, Zone B
Bernard Weatherill House
8 Mint Walk
Croydon, CR0 1EA

Or by email to: licensing@croydon.gov.uk

It is an offence to knowingly or recklessly make a false statement in connection with an application. The maximum fine on summary conviction for such an offence is unlimited.

Vary a Premises Licence

Review

Please review the details to below to ensure they are correct before proceeding. If the details shown are not correct, click previous to enter the correct licence number.

Current Licence number	<input type="text" value="16/00073/LIPREM"/>
Current Premises address	<input type="text" value="Aberdeen Road To Coombe Road Croydon CR0 1DP"/>

Premises Details

Premises Licence Number *	<input type="text" value="16/00073/LIPREM"/>
Premises Address *	<input type="text" value="Aberdeen Road To Coombe Road Croydon CR0 1DP"/>
Telephone Number at Premises (if any)	<input type="text"/>
Non-domestic rateable value of premises. *	<input type="text" value="£ 0"/>

Type of Premises Licence Holder

Type of Premises Licence Holder *	<input type="text" value="Non-Individual(s)"/>
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Premises Licence Holder - Non Individual

Name *	<input type="text" value="White Label Creative"/>
Street address *	<input type="text" value="3rd Floor Suffolk House"/>
	<input type="text" value="College Road"/>

Premises Licence Holder - Non Individual

	North Street
Town/City *	Croydon
County	County
Postcode *	CR0 1PE
Registered number (where applicable)	7084279
Description of applicant (for example partnership, company, unincorporated association etc.) *	White Label Publishing Ltd, trading as White Label Creative.
Email *	
Daytime Contact Telephone Number	

Variation

Do you want the proposed variation to take effect as soon as possible? *	Yes
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Variation

Do you want the proposed variation to have effect in relation to the introduction of the late night levy? (Please see Guidance Note 1)*	No
Briefly describe the nature of the proposed variation. (Please see Guidance Note 2) *	We would like to apply for a 'full variation' premises licence for an event being held within the PL zone - the Croydon Food & Music Festival taking place on Sunday 31 August 2025. This licence update would be to allow the sale of alcohol in a PSPA zone.
If your proposed variation would mean that 5,000 or more people are expected to attend the premises at any one time, please state the number.	

Operating Schedule

Complete those parts of the Operating Schedule below which would be subject to change if this application to vary is successful.

Operating Schedule

Provision of regulated entertainment (please read guidance note 3) *

- ☐
- Plays

☐☐☐☐☐☐☐☐☒

Type of Variation - Supply of Alcohol

Please select the type of variation that applies to this activity.
*

Add a new Activity

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 8) *
Please enter times in 24hr format (HH:MM)

Day *

Sunday

12:00

Supply of Alcohol Standard Times

20:00

Supply of Alcohol

Will the supply of alcohol be for consumption on premises or off premises or both? (please read guidance note 9) *

On the premises

State any seasonal variations for the supply of alcohol. (please read guidance note 6)

This would only be required to take place on Sunday 31 August 2025 for the Croydon Food & Music Festival event.

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 7)

Opening Hours Standard Times

Standard days and timings, where the premises are open to the public. (please read guidance note 8) * Please enter times in 24hr format (HH:MM)

Day *

Every Day

00:00

00:00

Opening Hours

State any seasonal variations. (please read guidance note 6)

This is a public road

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 7)

Variation

Please identify those conditions currently imposed on the licence which you believe could be removed as a consequence of the proposed variation you are seeking.

I agree to return the original premises licence or the relevant part of the original premises licence: *

Yes

Variation

Note: This application cannot be processed until the original licence is received or a statement as to why it cannot be returned has been accepted.

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 11)

There are a few updates which relate to alcohol and have been included below. All security-related incidents will also be recorded in an incident log, which will be made available to the licensing authority or police upon request.

b) The prevention of crime and disorder

A accredited security team will be present on site throughout the entire event. Security staff will manage key entry and exit points, perform routine patrols, and support a safe and friendly environment for all attendees. All event staff will be clearly identifiable and will be on radios with security and medial at all times. Attendees are not permitted to leave the event footprint with alcohol. This will be communicated through clear signage and enforced by security at all exit points.

c) Public safety

A medical team will be on site for the full duration of the event, with a clearly marked & accessible first aid point. Additional event staff are trained in first aid & will support where required. Staff have also completed CTm awareness training (ACT Operational) and have been briefed on evacuation procedures, crowd management, and emergency protocols. The event layout, including trader placement and stage area, will be designed to maintain safe crowd flow & access for emergency services.

d) The prevention of public nuisance

Sound levels from the small community music stage will be monitored and controlled to avoid excessive noise and minimise disruption to nearby residents. Public address systems will be used respectfully and only for necessary announcements or scheduled performances. Signage will be in place around exits encouraging attendees to leave quietly and respectfully. Waste management will be actively handled throughout the day, with bins placed around the site and a post-event clean-up plan in place.

e) The protection of children from harm

A strict Challenge 25 policy will be enforced at all alcohol service points, with staff trained to request valid photo ID before serving. Children are welcome at the event but must be accompanied by a responsible adult at all times. Staff are briefed on safeguarding procedures.

Declarations

Declaration Type *

Sole Applicant - Individual or Other

Declarations

I have made or enclosed payment of the fee or. I have not made or enclosed payment of the fee because this application has been made in relation to the introduction of the late night levy. I have sent copies of this application and the plan to responsible authorities and others where applicable. I understand I must now advertise my application. I understand I must now return the original premises licence, or relevant part of it or have provided an explanation why I will not be able to do this. I understand that if I do not comply with the above requirements my application will be rejected.

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

Signature/Declaration of applicant (the current premises licence holder) or applicant's solicitor or other duly authorised agent (see Guidance Note 13). 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.

Full Name *

Date *

30/07/2025

Capacity *

Applicant



Declaration made

Do you wish to provide alternative correspondence details? *

Alternative Correspondence Address

This is the address which we shall use to correspond with you about this application.

Please provide Contact Name (where not previously given) and postal address for correspondence associated with this application (See guidance note 15).

Title *

First name *

Surname *

Street address *

Town/City *

Alternative Correspondence Address

County

Postcode *

Telephone Number

Email Address *

Email confirmation

On submission an email confirmation will be sent using the details below

Forename

Surname /Company Name

Email *

Telephone