

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

If you wish to make any representations in relation to this application, please do so in writing before midnight on Saturday 18<sup>th</sup> October 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](mailto: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.

New Premises Licence

Premises Details

Premises Address \*

12 HEATHVIEW ROAD THORNTON HEATH CROYDON  
CR7 7PL

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 \*

Punch By Shar Ltd

Registered Address \*

20-22 Wenlock Road

Town/City \*

London

County

Other Applicant (Non Individual)

Postcode *	N1 7GU
Registered Number (where applicable)	11857483
Description of applicant (for example partnership, company, unincorporated association, etc) *	Punch by Shar LTD also operating as The Jerk & Punch Kitchen Hit food business selling on delivery platforms and sale of alcohol sealed bottled/cups
Telephone Number	
Email *	

Operating Schedule

When do you want the premises licence to start? *	03/10/2025
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 comprise a residential property used solely for the preparation and dispatch of bottled cocktails and sealed cups. The licensed areas are the Utility Room (secure alcohol storage with a labelled “Alcohol Larder”) and the open-plan Kitchen/Dining/Living area (6 m × 6 m) where cocktails are prepared, bottled, and packaged. Access to these areas is controlled by a lockable door from the hallway. The front door at the far end of the hallway is the only point for courier collections or pre-arranged customer pick-ups. There is no on-site consumption or public access beyond the hallway. The business—Punch by Shar Ltd (trading as The Jerk & Punch Kitchen)—holds a 5-Star Food Hygiene Rating from Croydon Council, demonstrating high standards of hygiene and food safety.
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

Operating Schedule

- ☐ 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

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

21:00

Supply of Alcohol

Will the supply of alcohol be for consumption on premises or off premises or both? (please read guidance note 8) \*

Off the premises

Is the premises used exclusively or primarily for supply of alcohol for consumption on the premises? \*

No

## Supply of Alcohol

State any seasonal variations for the supply of alcohol.  
(please read guidance note 5)

During festive periods, the applicant requests permission to extend alcohol off-sales until 23:00 on Christmas Eve, New Year's Eve, and other recognised UK Bank Holidays. On all other days, sales will remain between 09:00 and 21:00 as standard.

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)

During festive periods, the applicant requests permission to extend alcohol off-sales until 23:00 on Christmas Eve, New Year's Eve, and other recognised UK Bank Holidays. On all other days, sales will remain between 09:00 and 21:00 as standard.

## 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 \*

Mrs

First name \*

Sade

Surname \*

Cross

Street address \*

Town/City \*

County

Postcode \*

Personal Licence Number (if known)

Issuing Licensing Authority (if known)

## 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. The premises will only be used for the preparation and off-sales of sealed bottled cocktails and cups. No adult

## Adult Entertainment

entertainment, services, or activities ancillary to the premises use will occur.

## 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

09:00

21:00

## Opening Hours

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

Seasonal Variations: On festive dates, alcohol off-sales may extend until 23:00 on Christmas Eve, Boxing Day, New Year's Eve, Good Friday, Easter weekend (Fri–Mon), May Day, Spring Bank Holiday, Summer Bank Holiday, and any officially declared UK Bank Holidays. At all other times, sales remain 09:00–21:00, Tue–Sat. No on-site consumption or other activities are proposed.

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 6)

Seasonal Variations: On specific festive dates, the applicant requests an extension of alcohol off-sales hours until 23:00. These dates include: • Christmas Eve (24 December) • Boxing Day (26 December) • New Year's Eve (31 December) • Good Friday • Easter Saturday • Easter Sunday • Easter Monday • May Day Bank Holiday (first Monday in May) • Spring Bank Holiday (last Monday in May) • Summer Bank Holiday (last Monday in August) • Any additional UK Bank Holidays officially declared by the government. Outside of these specified dates, alcohol sales will remain within the standard hours of 09:00–21:00, Tuesday to Saturday. No on-site consumption or other activities are proposed.

## Licensing Objectives

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

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

Punch by Shar Ltd (trading as The Jerk & Punch Kitchen) will operate responsibly and in full compliance with licensing law. Alcohol is prepared and dispatched only from licensed areas. All products are sealed before leaving the premises. Collections are strictly controlled at the front door. Staff are trained on Challenge 25, hygiene, and safe handling. A Ring Doorbell provides security monitoring at handovers.

## Licensing Objectives

b) The prevention of crime and disorder \*

Alcohol is stored in a locked larder cupboard in the utility room. The licensed kitchen and utility areas are behind a lockable door, preventing unauthorised access. Challenge 25 is applied for all deliveries and pick-ups. A Ring Doorbell records handovers for security and evidence. No on-site consumption or gatherings are permitted. Orders are fulfilled only during approved hours.

c) Public safety \*

All cocktails are prepared using food-grade bottles and cups. The business maintains a 5-Star Food Hygiene Rating from Croydon Council. HACCP procedures and cleaning schedules are followed. Smoke alarms are fitted and tested regularly. A fire extinguisher is kept in the kitchen. Only trained personnel handle alcohol, and all equipment is maintained in safe working order.

d) The prevention of public nuisance \*

Handovers are quick and quiet at the front door no queues or outdoor gatherings. No amplified music or public events will take place at the premises. Deliveries will cease by 21:00, except for approved festive variations. Waste is disposed of via Croydon Council Waste Disposal to prevent litter or odours.

e) The protection of children from harm \*

Challenge 25 age verification is enforced for all alcohol handovers. No minors are employed or permitted in licensed preparation areas. Alcohol is stored securely in a locked larder when not in use. Sealed products are only passed to responsible adults, and no on-site consumption is allowed.

## 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.

## Declarations

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 \*

Sade Foster

Date \*

20/09/2025

Capacity \*

Applicant



Declaration made

Do you wish to provide alternative correspondence details? \*

No

## Email confirmation

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

Forename

Sade

Surname /Company Name

Foster / Punch by Shar LTD / The Jerk & Punch Kitchen

Email \*

Telephone