



London Borough of Camden, Town Hall,  
Judd Street, London, WC1H 9JE

**Premises Licence**  
London Borough of Camden Licensing Authority

**Premises licence number** PREM-LIC\2035

**Part 1 – Premises details**

**Postal address of premises, or if none, ordnance survey map reference or description**

The County Hotel  
8-11 UPPER WOBURN PLACE  
LONDON  
WC1H 0JW

Certified as a true copy  
of the licence

**Telephone number** 020 7692 3601

**Where the licence is time limited the dates**  
N/A

*[Signature]*  
Suzanne Pople  
Suzanne Pople Solicitor  
Pople & Pople Solicitors  
Nottingham

**Licensable activities authorised by the licence**

Sale by Retail of Alcohol  
Recorded Music

**The times the licence authorises the carrying out of licensable activities**

1. 10.00-23.00 Monday to Saturday (excluding Christmas Day & Good Friday)  
12.00-22.30 Sunday (excluding Christmas Day)  
12.00-22.30 Good Friday  
12.00-15.00 and 19.00-22.30 Christmas Day

These hours are extended from the end of permitted hours on New Year's Eve to the start of permitted hours on New Year's Day

Public entertainment by way of music and singing only provided solely by the reproduction of recorded sound can only be provided during the hours that the sale of alcohol takes place.

**The opening hours of the premises**  
Unrestricted

**Where the licence authorises supplies of alcohol whether these are on and/or off supplies**

Sale by retail of alcohol is permitted for consumption ON & OFF the premises

**Part 2****Name, (registered) address, telephone number and e-mail (where relevant) of holder of premises licence**

Splendid Hospitality Group LLP  
2 Regal Way  
Watford  
WD24 4YJ

**Registered number of holder, for example company number, charity number (where applicable)**

OC331910

**Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol**

Jonathon Dalton  
71 Lincoln Inn Fields  
London  
WC2A 3JF

**Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises the supply of alcohol**

PERS-LIC\693 - London Borough of Camden

**For Supporting Communities, on behalf of the Licensing Authority**

Date Licence Amended: 18/02/2022 APP\PREMISES-C-LIC\108844  
Date Licence Amended: 08/01/2020 APP\PREMISES-TRANS\100476  
Date Licence Amended: 18/04/2016 APP\PREMISES-VARYDPS\004038  
Date Licence Amended: 05/11/2015 APP\PREMISES-VARY\000921  
Date Licence Granted : 05/01/ 2006

**Annex 1 - Mandatory conditions**

1. The supply of alcohol is prohibited at a time when there is no designated

premises supervisor in respect of the premises.

2. The supply of alcohol is prohibited at a time when the designated premises supervisor does not hold a personal licence or his/her licence is suspended.
3. Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
4. Where a premises licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, the licence must include a condition that each such individual must
  - (a) be authorised to carry out that activity by a licence granted under the Private Security Industry Act 2001; or
  - (b) be entitled to carry out that activity by virtue of section 4 of that Act.
5. But nothing in subsection (4) requires such a condition to be imposed -
  - (a) in respect of premises within paragraph 8(3)(a) of Schedule 2 to the Private Security Industry Act 2001 (c. 12) (premises with premises licences authorising plays or films), or
  - (b) in respect of premises in relation to -
    - (i) any occasion mentioned in paragraph 8(3)(b) or (c) of that Schedule (premises being used exclusively by club with club premises certificate, under a temporary event notice authorising plays or films or under a gaming licence), or
    - (ii) any occasion within paragraph 8(3)(d) of that Schedule (occasions prescribed by regulations under that Act).
6. For the purposes of this section
  - (a) "security activity" means an activity to which paragraph 2(1)(a) of that Schedule applies[ and which is licensable conduct for the purposes of that Act (see section 3(2) of that Act)], and
  - (b) paragraph 8(5) of that Schedule (interpretation of references to an occasion) applies as it applies in relation to paragraph 8 of that Schedule.
7.
  - (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).

8. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
9.
  - (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.
10. 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.

11. 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.

12. For the purposes of the condition set out in paragraph 11

(a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979

(b) "permitted price" is the price found by applying the formula

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

where

(i) P is the permitted price,

(ii) D is the rate 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 person" 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 person" 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 tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

13. Where the permitted price given by Paragraph (b) of 12 above 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.
14. (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day ("the first day") would be different from the permitted price on the next day ("the second day") 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.

## **Annex 2 - Conditions consistent with the operating schedule**

15. Alcohol shall not be sold or supplied except during the permitted hours. In this condition, permitted hours means:  
  
10.00-23.00 Monday to Saturday (excluding Christmas Day and Good Friday)  
12.00-22.30 Sunday (excluding Christmas Day)  
12.00-22.30 Good Friday  
12.00-15.00 and 19.00-22.30 Christmas Day  
These hours are extended from the end of permitted hours on New Year's Eve (i.e. 23.00 or 22.30) to the start of permitted hours on New Year's Day (i.e. 10.00 or 12.00).
16. The above condition (4) does not prohibit:
  - a) during the first twenty minutes after the terminal hour for the sale of alcohol, the consumption of alcohol on the premises;
  - b) during the first twenty minutes after the terminal hour for the sale of alcohol, the taking of alcohol from the premises unless the alcohol is taken in an open vessel;
  - c) the ordering of alcohol to be consumed off the premises, or the despatch by the vendor of alcohol so ordered;
  - d) the consumption of the alcohol on the premises by, or the taking of, sale or supply to, any person residing on the premises;
  - e) the sale or supply of alcohol to a trader or club for the purposes of the trade or club;
  - f) the taking of alcohol from the premises by a person residing there;
  - g) the supply of alcohol for consumption on the premises to any private friends of a person residing there who are bona fide entertained by him at his own expense, or the consumption of alcohol by persons so

- supplied;
  - h) the supply of alcohol for consumption on the premises to persons employed there for the purposes of the business carried on by the holder of the licence, or the consumption of alcohol, so supplied, if the alcohol is supplied at the expense of their employer or of the person carrying on or in charge of the business on the premises;
  - i) the sale or supply of alcohol to any canteen or mess, being a canteen in which the sale or supply of alcohol is carried out under the authority of the Secretary of State or an authorised mess of members of Her Majesty's naval, military or air forces.
17. Unless otherwise specified on this licence, no regulated entertainment, other than by way of music and singing only which is provided solely by the reproduction of recorded sound, shall take place at the premises with the exception of pre-booked private events limited to the provision of music and dancing for pre-invited guests.
18. Regulated entertainment may only take place on the licensed premises, as detailed by the plan, if provided for persons residing on the premises (and their bona fide guests) or with proper authorisation.
19. Where alcohol is sold for consumption off the premises it must not be sold in an open container.
20. Fresh drinking water shall be available at all times

**Annex 3 - Conditions attached after hearing by the licensing authority**

N/A

**Annex 4 - Plans**



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### Premises licence summary

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### Premises details

<b>Postal address of premises, or if none, ordnance survey map reference or description</b>
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The County Hotel  
8-11 UPPER WOBURN PLACE  
LONDON  
WC1H 0JW

Certified as a true copy  
of the licence

Suraj Desai Solicitor  
Poppleston Allen Solicitors  
Nottingham

<b>Telephone number</b>	<b>020 7692 3601</b>
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<b>Where the licence is time limited the dates</b>
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N/A

<b>Licensable Activities authorised by the licence</b>
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Sale by Retail of Alcohol  
Recorded Music

<b>The times the licence authorises the carrying out of licensable activities</b>
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**The opening hours of the premises**

Unrestricted

**Where the licence authorises supplies of alcohol whether these are on and/or off supplies**

Sale by retail of alcohol is permitted for consumption ON & OFF the premises

**Name, (registered) address of holder of premises licence**

Splendid Hospitality Group LLP  
2 Regal Way  
Watford  
WD24 4YJ

**Registered number of holder, for example company number, charity number (where applicable)**

OC331910

**Name of designated premises supervisor where the premises licence authorises the supply of alcohol**

Jonathon Dalton

**State whether access to the premises by children is restricted or prohibited**

No restrictions