



**Licensing Act 2003
Section 24
Premises licence**

Licensing, City of London
PO Box 270 Guildhall, London EC2P 2EJ

Premises licence number

LN/200508740

Part 1 - Premises details

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

Pizza Firezza Ltd, New Liverpool House, 15 Eldon Street

Post town
London

Post code
EC2M 7LD

Telephone Number

Where the licence is time limited - the dates

Licensable activities authorised by the licence

Alcohol Sales, Recorded Music, Late Night Refreshment

The times the licence authorises the carrying out of licensable activities

Alcohol Sales

Sunday	11:00 - 23:00	-
Monday	11:00 - 23:00	-
Tuesday	11:00 - 23:00	-
Wednesday	11:00 - 23:00	-
Thursday	11:00 - 00:00	-
Friday	11:00 - 00:00	-
Saturday	11:00 - 00:00	-

Recorded Music

Sunday	12:00 - 22:00	-
Monday	: - -	-
Tuesday	17:00 - 23:00	-
Wednesday	17:00 - 23:00	-
Thursday	17:00 - 23:00	-
Friday	17:00 - 00:00	-
Saturday	12:00 - 00:00	-

Late Night Refreshment

Sunday	: - -	-
Monday	: - -	-
Tuesday	: - -	-
Wednesday	: - -	-
Thursday	10:00 - 00:00	-
Friday	10:00 - 00:00	-
Saturday	11:00 - 00:00	-

The opening hours of the premises

Opening Hours

Sunday	12:00 - 22:00	-
Monday	10:00 - 23:00	-
Tuesday	10:00 - 23:00	-
Wednesday	10:00 - 23:00	-
Thursday	10:00 - 23:00	-
Friday	10:00 - 23:00	-
Saturday	11:00 - 00:00	-

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

On and Off the Premises

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence

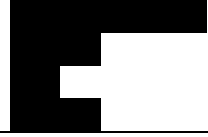
Pizza Firezza Ltd
10 Prize Walk
Stratford
EC20 1AD

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

12067499

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

Bhrijesh Patel



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

110067LAPER – London Borough of Bromley

Date granted: 27th May 2021

Director of Markets & Consumer Protection

Annex 1 - Mandatory conditions

Alcohol

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 his 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.

3.
 - (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).

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

5.
 - (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 licences 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.

6. The responsible person shall 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; and

(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 Drinks Pricing

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) “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 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 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) “value added tax” 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 the 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 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

1. The premises shall install and maintain a comprehensive digital colour CCTV system. The CCTV cameras shall continually record whilst the premises are open to the public and recordings shall be kept available for a minimum of 14 days with date and time stamping.
2. There shall be no sale of alcohol in unsealed containers for consumption off the premises.

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

Annex 4 - Plans

FLOOR PLANS AS PROPOSED

Date: 06/03/20