

**APPLICATION TO VARY 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 Wednesday 17<sup>th</sup> June 2026 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)

Please note - an applicant has the right to know the name and address of any person making representations, so they can assess from a fairness point of view, if the person is genuinely likely to be affected by the licensable activities if the application is granted as applied for. Therefore, you must supply your name and address when making any representations. Please contact the Licensing Team should you wish to discuss this at [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.

## 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

24/00676/LIVDPS

Current Premises address

17-21 George Street Croydon Surrey CR0 1LA

### Premises Details

Premises Licence Number \*

24/00676/LIVDPS

Business/Premises Name \*

The George

Premises Address \*

17-21 George Street Croydon Surrey CR0 1LA

Telephone Number at Premises (if any)

Non-domestic rateable value of premises. \*

£ 113000.00

### Variation

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

Yes

### 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) \*

The application seeks to vary the Premises Licence as per the separate attachment

## Variation

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.

Provision of regulated entertainment, late night refreshment or supply of alcohol (please read guidance note 3) \*

a) Plays

b) Films

c) Indoor Sporting Events

d) Boxing or Wrestling

e) Live Music

f) Recorded Music

g) Performances of Dance

h) Anything of a similar description falling under Music or Dance

i) Provision of Late Night Refreshment

j) Supply of Alcohol

No changes to licensable activities being requested

## Type of Variation - f) Recorded Music

## Type of Variation - f) Recorded Music

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

Change an existing Activity

## f) Recorded Music Standard Times

Standard days and timings, where you intend to use the premises for the performance of recorded music. (please read guidance note 8) \* Please enter times in 24hr format (HH:MM)

Day \*




## Opening Hours Standard Times Changes

Do you wish to make changes to the standard days and timings that the premises is open to the public? \*

No

## Opening Hours

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

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)

No change existing save for the addition of St Patrick's Day for an additional hour

## 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

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:

## Licensing Objectives

a) General - all four licensing objectives (b, c, d and e)  
(please read guidance note 11)

There will be no changes to the operating style of procedures of the premises as a consequence of the variation sought and therefore existing management practices will continue to operate to promote licensing objectives

b) The prevention of crime and disorder

There will be no changes to the operating style of procedures of the premises as a consequence of the variation sought and therefore existing management practices will continue to operate to promote licensing objectives

c) Public safety

There will be no changes to the operating style of procedures of the premises as a consequence of the variation sought and therefore existing management practices will continue to operate to promote licensing objectives

d) The prevention of public nuisance

There will be no changes to the operating style of procedures of the premises as a consequence of the variation sought and therefore existing management practices will continue to operate to promote licensing objectives

e) The protection of children from harm

There will be no changes to the operating style of procedures of the premises as a consequence of the variation sought and therefore existing management practices will continue to operate to promote licensing objectives

## 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 \*

Jennie Odell

Date \*

20/05/2026

Capacity \*

Applicant

## Declarations



Declaration made

Do you wish to provide alternative correspondence details? \* 

## Email confirmation

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

Forename

Surname /Company Name

Email \*

Telephone

## **OPERATING PLAN**

### **The George, 17-21 George Street, Croydon**

The application seeks to vary the plan attached to the Premises Licence, to include the following changes:-

1. Alterations & new layout to the main bar.
2. Wash up alterations and new layout.
3. Removal of 2nd Bar, creating 400 sq ft additional customer area.
4. Conversion of 2nd cellar into a new staff room
5. New Walk-In coldstores in adjoining room to the kitchen.

The application also seeks to add in St Patrick's Day as a non-standard timing to all licenseable activities for an additional hour.

The application also seeks to vary the wording of Condition 5 in Annex 2 of the Premises Licence to now read as follows:-

5. Children shall vacate the licensed area by 2130 hours daily, unless they are consuming a meal in which case they shall vacate the licensed area by 2200 hours.

The variation of the plan is to take effect on completion of the works

There are no further changes to the Premises Licence.