

**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 03.07.2026 to the following address:

London Borough of Croydon  
Place, Licensing Team,  
3<sup>rd</sup> 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

Business/Premises Name \*

Ellalan Supermarket

Premises Address \*

ELLALAN 232-236 LONDON ROAD CROYDON CR0 2TF

Telephone number at premises (if any)

[REDACTED]

Non-domestic value of premises. \*

£ 85250

### 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 \*

VP & Sons Limited

Registered Address \*

234/236 London Road

Address line 2

[REDACTED]

Address line 3

[REDACTED]

## Other Applicant (Non Individual)

Town/City \*

Croydon

County

Postcode \*

CR0 2TF

Registered Number (where applicable)

07935009

Description of applicant (for example partnership, company, unincorporated association, etc) \*

Limited Company

Telephone Number \*

Email \*

## Operating Schedule

When do you want the premises licence to start? \*

04/07/2026

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. \*

This application is for the grant of a new Premises Licence, however this application to amalgamate the two Premises Licences reference 234-236 London Road (06/00687/LIPREM) and 230-232 London Road (09/00803/LIPREM). Both these premises trade under these current Premises Licences however on the request of the Licensing Authority these premises are to operate as the same business and therefore this application has been made to amalgamate the two Premises Licences under a single Licence. The layout is described on enclosed plans - AD/25/LON228-236/OL00. The hours requested for this application mirror those which are already granted under 06/00687/LIPREM and the Applicant is requesting this Licence based on those terms. The only licensable activity requested is for the sale of alcohol for consumption off the premises. This premises is a supermarket business which is requesting permission to sell alcohol for retail purposes. The Applicant has enclosed a schedule of conditions which include the themes of CCTV, Age Verification Policies, training, refusals registers and also incident logs. The Applicant believes that the proposed application is mirroring what is already granted by this Licensing Authority and has been permitted by the Licensing Authority and it is believed that this application will not risk the promotion of licensing objectives and the application has been drafted on that basis.

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

## 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, late night refreshment or supply of alcohol (please read guidance note 2) \*

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

## j) 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

06:00

## j) Supply of Alcohol Standard Times

03:00

## j) Supply of Alcohol

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

Off Premises

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

No

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

None

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)

None

## 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 \*

First name \*

Surname \*

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.

## 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

06:00

03:00

## Opening Hours

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

None.

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)

None.

## 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)

b) The prevention of crime and disorder \*

1. An incident/refusals log (which can be digital) shall be kept at the premises, in which details of crime and/or disorder relating to the premises shall be recorded. Such records to be retained for at least 12 months and available to the police for inspection upon receipt of a reasonable request, which complies with data protection legislation. 2. Staff will receive training concerning, the below areas, a. Underage sales/ Challenge 25 scheme /Proxy Sales/Fake ID's b. Completion of incident/refusal register c. CCTV operation (authorised staff only) 3. A CCTV system will be fitted, maintained and in use whilst the premises are open. The CCTV images will be stored for 28 days and police and authorised officers of the council will be given copies of images for purposes in connection with the prevention and detection of crime and disorder relating to the premises, in line with GDPR guidance. Members of the management team will be trained

## Licensing Objectives

	in the use of the system. The CCTV system will contain the correct time and date stamp information.
c) Public safety *	1. Fire Exits and means of escape shall be kept clear and in good operational condition.
d) The prevention of public nuisance *	1. Noise shall not emanate from the premises so as to cause a nuisance to nearby noise sensitive properties.
e) The protection of children from harm *	1. Staff will receive training on matters concerning underage sales and operating procedures. 2. The premises shall operate a proof of age scheme and will require photographic identification from any person who appears to be under the age of 25 years. 3. A Challenge 25 scheme must operate including a refusals log, signage and the maintenance of staff training records.

## 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.

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).

## Declarations

Full Name \*

[Redacted]

Date \*

05/06/2026

Capacity \*

[Redacted]

Declaration made

Do you wish to provide alternative correspondence details? \*

Yes

## Alternative Correspondence

Please provide Contact Name and postal address for correspondence associated with this application.

Title

[Redacted]

First name

[Redacted]

Surname

[Redacted]

Street address \*

[Redacted]

Address line 2

[Redacted]

Address line 3

[Redacted]

Town/City \*

[Redacted]

County

[Redacted]

Postcode \*

[Redacted]

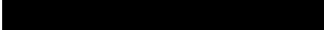
Telephone Number \*

[Redacted]

Email \*

[Redacted]

## Email confirmation



## Email confirmation

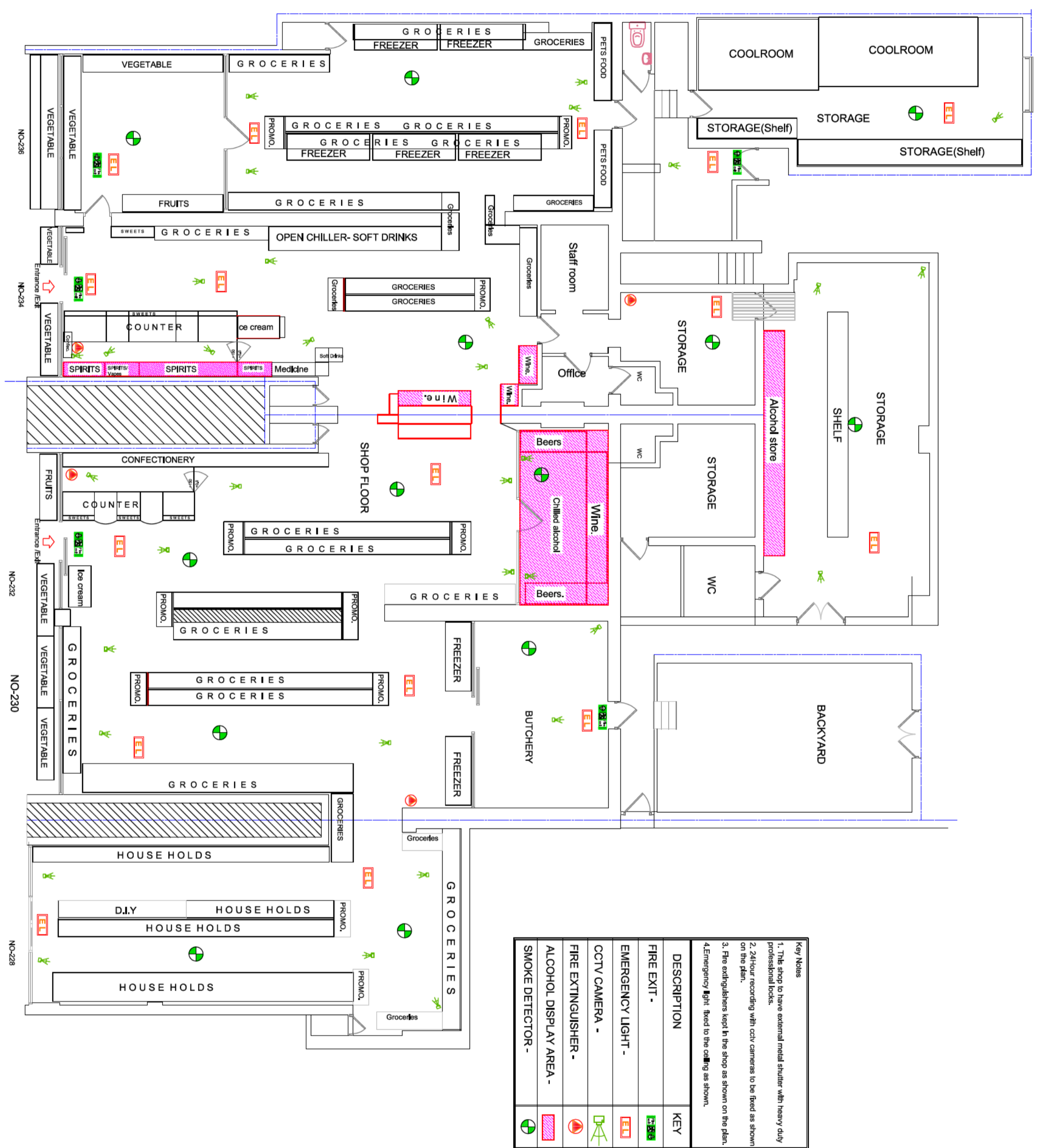
On submission an email confirmation will be sent using the details below

Forename

Surname /Company Name

Email \*

Telephone



EXISTING GROUND FLOOR PLAN

Paper Size-A2@1:100



TITLE: FLOOR PLAN FOR PREMISES LICENCE

NAME :  
 ADDRESS : 228-236 LONDON ROAD  
 CROYDON  
 CR0 2TF

Notes:  
 • The Drawing is Copyright of ARCC DESIGN and may not be reproduced or copied, in whole or in part, without express permission.  
 • This plan is drawn for planning purposes only. (Planning Act 2003)  
 • Do not use this drawing for construction or building purposes.  
 Scale : 1:100  
 Drawn By: ST  
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