

**TO:- Licensing Sub-Committee**

Notice is hereby given that a meeting of the Licensing Sub Committee will be held as detailed below for the purpose of transacting the business set out below.

Date: Wednesday, 17 April 2024

Time: 14:00

Venue: Council Chamber, Council Offices, Wolverhampton Road, Codsall, South Staffordshire, WV8 1PX



D. Heywood  
Chief Executive

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**A G E N D A**

**Part I – Public Session**

Minutes **1 - 2**  
To approve the minutes of the Licensing Sub Committee meeting of 6 March 2024.

Apologies  
To receive any apologies for non-attendance.

Declarations of Interest  
To receive any declarations of interest.

Application for a Premises License - The Field Edward March Centre (aka KSCA) **3 - 62**  
Sterrymere Gardens, Kinver DY7 6ET  
Report of Licensing Officer

**Part II – Private Session**

**RECORDING**

**Please note that this meeting will be recorded.**

**PUBLIC ACCESS TO AGENDA AND REPORTS**

Spare paper copies of committee agenda and reports are no longer available. Therefore should any member of the public wish to view the agenda or report(s) for this meeting, please go to [www.sstaffs.gov.uk/council-democracy](http://www.sstaffs.gov.uk/council-democracy).

14 March 2024

Minutes of the meeting of the **Licensing Sub-Committee** South Staffordshire Council held in the Council Chamber Community Hub, Wolverhampton Road, Codsall, South Staffordshire, WV8 1PX on Wednesday, 06 March 2024 at 14:00

**Present:-**

Councillor Andrew Adams, Councillor Penny Allen, Councillor Meg Barrow

28      **MINUTES**

**RESOLVED:** that the minutes of the meeting of the Licensing Sub Committee held on 17 January 2024 be approved and signed by the Chairman.

29      **APOLOGIES**

There were no apologies.

30      **DECLARATIONS OF INTEREST**

There were no declarations of interest.

31      **APPLICATION FOR A PREMISES LICENCE - CHILLINGTON PLAY BARN LTD T/A HOCKERHILL FARM, KIDDMORE GREEN ROAD BREWOOD, ST19 9BQ**

**RESOLVED:** that the application was granted subject to the addition of conditions.

32      **APPLICATION FOR A PREMISES LICENCE - THE CROWN INN, NORTON ROAD, IVERLEY, DY8 2RX**

**RESOLVED:** that the application was granted subject to the conditions set out in the appendix.

The Meeting ended at: 16:40

**CHAIRMAN**



**SOUTH STAFFORDSHIRE COUNCIL**

**LICENSING AND REGULATORY SUB-COMMITTEE – WEDNESDAY 17TH APRIL 2024**

**APPLICATION FOR A PREMISES LICENCE – THE FIELD EDWARD MARSH CENTRE (AKA KSCA) STERRYMERE GARDENS, KINVER DY7 6ET**

**REPORT OF LICENSING OFFICER - ENVIRONMENTAL HEALTH & LICENSING**

**PART A – SUMMARY REPORT**

**1. SUMMARY OF PROPOSALS**

To consider the premises licence application submitted by Alive Group Ltd T/a The Field Edward Marsh Centre (aka KSCA) Sterrymere Gardens, Kinver DY7 6ET

**2. RECOMMENDATIONS**

- 2.1** That the Licensing Authority (Sub-Committee) determine the Premises licence application for The Field Edward Marsh Centre (aka KSCA) Sterrymere Gardens, Kinver DY7 6ET

**3. SUMMARY IMPACT ASSESSMENT**

POLICY/COMMUNITY IMPACT	Do these proposals contribute to specific Council Plan objectives?	
	Yes	A safe and sustainable district.
	Has an Equality Impact Assessment (EqIA) been completed?	
	Yes/No	Not applicable as item relates to individual determination within the existing policy.
SCRUTINY POWERS APPLICABLE	Yes/No – Report to Legal and Regulatory Committee	
KEY DECISION	Yes/No	
TARGET COMPLETION/ DELIVERY DATE	Details – Not Applicable	
FINANCIAL IMPACT	No	
LEGAL ISSUES	Yes/No	The sub-committee must seek to ensure that this premises promotes the objectives of the licensing regime. The sub- committee must have regard to the authority’s licensing policy (where relevant) and any central government guidance. The sub-committee is entitled to question the applicant, Pattingham Vineyard so as to satisfy itself that the licensing objectives will be met.

		All parties have a right of appeal to a Magistrates Court. Appeals should be in writing to the Magistrates Court within 21 days from the date the applicant is notified of the licensing authority decision.
OTHER IMPACTS, RISKS & OPPORTUNITIES	No	Summary of Details
IMPACT ON SPECIFIC WARDS	No	Details as necessary

## **PART B – ADDITIONAL INFORMATION**

### 4. INFORMATION

4.1 An application for a premises licence was received from Alive Group Ltd via the GOV.UK portal on the 1<sup>st</sup> March 2024. This was forwarded to the 'other responsible authorities' and notices displayed and was advertised in accordance with the requirements of the Act. The application and plan are attached as **Appendix A and A1**

4.2 The premises site is situated on the edge of Kinver village an area plan is attached as **Appendix B.**

4.3 The application requests the following licensable activities:

<b>Proposed Licensable Activities</b>	<b>Days of the Week</b>	<b>Time from /Time to</b>
Sale of Alcohol (On Sales)	Saturday & Sunday	12 noon to 10pm (sat) 12 Noon to 9pm (sun)
Live Music (outdoors)	Saturday & Sunday	12 noon to 10pm
Recorded Music (Outdoors)	Saturday & Sunday	12 noon to 10pm
Performance of Dance (Outdoors)	Saturday & Sunday	12 noon to 10pm
Opening and Closing Times	Saturday & Sunday	12 noon to 10pm

4.4 It is the understanding of the Licensing Authority that the application for the premises licences has been properly made. The statutory requirement to give notice of the application has also been complied with.

4.5 No outstanding representations have been received from any of the responsible authorities namely: Planning Enforcement and Environmental Protection; Environmental Health and Licensing; Development Control; Staffordshire Fire and Rescue; Children and Lifelong Learning; Primary Care Trust (PCT), Staffordshire Police, Staffordshire County Council (Trading Standards) and Home Office (immigration).

4.6 Staffordshire Fire and Rescue has made representation against the application, their letter is attached as **Appendix C** This has now been withdrawn as the applicant has agreed to the proposed conditions

4.7 Kinver Parish Council has made representation against the application, their letter is attached as **Appendix D & D1** The grounds for the representation are made against the licensing objectives of :

- The Prevention of Crime and Disorder
- Public Safety
- The protection of Children from Harm

4.8 A Ward Councillor has made representation against the application, their letter is attached as **Appendix E**. The grounds for the representation are made against the licensing objectives of

4.7 Copies of all the objections have been served on the applicant "Alive Group Ltd"

4.8 On 22nd March the applicant agreed a number of conditions with Staffordshire Police the agreed conditions are attached as **Appendix F**

4.9 On the 21<sup>st</sup> March 2024 the applicant proposed a number of additional conditions these are listed below

There shall only be 2 events PA covering a max of two weekends

The maximum number of person at any one time shall not exceed 2,000 people inc staff, security etc

There shall be no on-site public parking except (70 parking spaces in centre car park) number of blue badge parking

There shall be off site parking located at farmers field off Church Hill i believe it was used as parking for the Kinver Summer Fayre. The map for the parking is attached as **Appendix G** (A16 min to walk from car park to the Edward Marsh Centre)

With the exception of the event on 25th May 2024 all future events will not clash dates with the Kinver Farmers Market.

The proposed additional conditions were emailed to the two parties objecting to the application. Their objections have not been withdrawn.

## **5. Licensing Act 2003 - Section 182 Guidance**

### **Licensing objectives and aims**

1.2 The legislation provides a clear focus on the promotion of four statutory objectives which must be addressed when licensing functions are undertaken.

1.3 The licensing objectives are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and
- The protection of children from harm.

### **Section 182 Guidance**

Determining actions that are appropriate for the promotion of the licensing objectives

Protection of children from harm

2.28 The protection of children from harm includes the protection of children from moral, psychological and physical harm. This includes not only protecting children from the harms associated directly with alcohol consumption but also wider harms such as exposure to strong language and sexual expletives (for example, in the context of exposure to certain films or adult entertainment). Licensing authorities must also consider the need to protect children from sexual exploitation when undertaking licensing functions.

2.29 The Government believes that it is completely unacceptable to sell alcohol to children. Conditions relating to the access of children where alcohol is sold and which are appropriate to protect them from harm should be carefully considered. Moreover, conditions restricting the access of children to premises should be strongly considered in circumstances where:

- adult entertainment is provided;
- a member or members of the current management have been convicted for serving alcohol to minors or with a reputation for allowing underage drinking (other than in the context of the exemption in the 2003 Act relating to 16 and 17 year olds consuming beer, wine and cider when accompanied by an adult during a table meal);
- it is known that unaccompanied children have been allowed access;
- there is a known association with drug taking or dealing; or
- in some cases, the premises are used exclusively or primarily for the sale of alcohol for consumption on the premises.

2.30 It is also possible that activities, such as adult entertainment, may take place at certain times on premises but not at other times. For example, premises may operate as a café bar during the day providing meals for families but also provide entertainment with a sexual content after 8.00pm. It is not possible to give an exhaustive list of what amounts to entertainment or services of an adult or sexual nature. Applicants, responsible authorities and licensing authorities will need to consider this point carefully. This would broadly include topless bar staff, striptease, lap-, table- or pole-dancing, performances involving feigned violence or horrific incidents, feigned or actual sexual acts or fetishism, or entertainment involving strong and offensive language.

2.31 Applicants must be clear in their operating schedules about the activities and times at which the events would take place to help determine when it is not appropriate for children to enter the premises. Consideration should also be given to the proximity of premises to schools and youth clubs so that applicants take appropriate steps to ensure



that advertising relating to their premises, or relating to events at their premises, is not displayed at a time when children are likely to be near the premises.

2.32 Licensing authorities and responsible authorities should expect applicants, when preparing an operating schedule or club operating schedule, to set out the steps to be taken to protect children from harm when on the premises.

2.33 Conditions, where they are appropriate, should reflect the licensable activities taking place on the premises. In addition to the mandatory condition regarding age verification, other conditions relating to the protection of children from harm can include:

- restrictions on the hours when children may be present;
- restrictions or exclusions on the presence of children under certain ages when particular specified activities are taking place;
- restrictions on the parts of the premises to which children may have access;
- age restrictions (below 18);
- restrictions or exclusions when certain activities are taking place;
- requirements for an accompanying adult (including for example, a combination of requirements which provide that children under a particular age must be accompanied by an adult); and
- full exclusion of people under 18 from the premises when any licensable activities are taking place.

2.35 Licensing authorities should give considerable weight to representations about child protection matters. In addition to the responsible authority whose functions relate directly to child protection, the Director of Public Health may also have access to relevant evidence to inform such representations. These representations may include, amongst other things, the use of health data about the harms that alcohol can cause to underage drinkers. Where a responsible authority, or other person, presents evidence to the licensing authority linking specific premises with harms to children (such as ambulance data or emergency department attendances by persons under 18 years old with alcohol-related illnesses or injuries) this evidence should be considered, and the licensing authority should also consider what action is appropriate to ensure this licensing objective is effectively enforced. In relation to applications for the grant of a licence in areas where evidence is presented on high levels of alcohol-related harms in persons aged under 18, it is recommended that the licensing authority considers what conditions may be appropriate to ensure that this objective is promoted effectively.

9.34 Applicants should be encouraged to contact responsible authorities and others, such as local residents, who may be affected by the application before formulating their applications so that the mediation process may begin before the statutory time limits come into effect after submission of an application. The hearing process must meet the requirements of regulations made under the 2003 Act. Where matters arise which are not covered by the regulations, licensing authorities may make arrangements as they see fit as long as they are lawful.

9.38 In determining the application with a view to promoting the licensing objectives in the overall interests of the local community, the licensing authority must give appropriate weight to:

- the steps that are appropriate to promote the licensing objectives;
- the representations (including supporting information) presented by all the parties;
- this Guidance;
- its own statement of licensing policy.

9.42 Licensing authorities are best placed to determine what actions are appropriate for the promotion of the licensing objectives in their areas. All licensing determinations should be considered on a case-by-case basis. They should take into account any representations or objections that have been received from responsible authorities or other persons, and representations made by the applicant or premises user as the case may be.

9.43 The authority's determination should be evidence-based, justified as being appropriate for the promotion of the licensing objectives and proportionate to what it is intended to achieve.

9.44 Determination of whether an action or step is appropriate for the promotion of the licensing objectives requires an assessment of what action or step would be suitable to achieve that end. While this does not therefore require a licensing authority to decide that no lesser step will achieve the aim, the authority should aim to consider the potential burden that the condition would impose on the premises licence holder (such as the financial burden due to restrictions on licensable activities) as well as the potential benefit in terms of the promotion of the licensing objectives. However, it is imperative that the authority ensures that the factors which form the basis of its determination are limited to consideration of the promotion of the objectives and nothing outside those parameters. As with the consideration of licence variations, the licensing authority should consider wider issues such as other conditions already in place to mitigate potential negative impact on the promotion of the licensing objectives and the track record of the business. Further advice on determining what is appropriate when imposing conditions on a licence or certificate is provided in Chapter 10. The licensing authority is expected to come to its determination based on an assessment of the evidence on both the risks and benefits either for or against making the determination.

## **6. Legal status**

Section 4 of the 2003 Act provides that, in carrying out its functions, a licensing authority must 'have regard to' guidance issued by the Secretary of State under section 182. This Guidance is therefore binding on all licensing authorities to that extent. However, this Guidance cannot anticipate every possible scenario or set of circumstances that may arise and, as long as licensing authorities have properly understood this Guidance, they may depart from it if they have good reason to do so and can provide full reasons. Departure from this Guidance could give rise to an appeal or judicial review, and the reasons given will then be a key consideration for the courts when considering the lawfulness and merits of any decision taken.

Nothing in this Guidance should be taken as indicating that any requirement of licensing law or any other law may be overridden (including the obligations placed on any public authorities under human rights legislation). This Guidance does not in any way replace the statutory provisions of the 2003 Act or add to its scope and licensing authorities should note that interpretation of the 2003 Act is a matter for the courts. Licensing authorities and others using this Guidance must take their own professional and legal advice about its implementation.

## **7. Local Authority's Powers**

7.1 Should the Licensing Authority consider it appropriate for the promotion of the licensing objectives it is required to modify the conditions of the premises licence and/or reject the whole or part of the application as appropriate for the promotion of those objectives.

If the Licensing Authority does not consider it appropriate for the promotion of the licensing objectives to take such steps the application must be granted as sought.

In determining the application with a view to promoting the licensing objectives in the overall interests for the local community, the licensing authority must give appropriate weight to:

- the steps that are appropriate to promote the licensing objectives;
- the representation (including supporting information) presented by all the parties;
- the Home Office guidance issued under Section 182 of the Licensing Act 2003;
- its own statement of licensing policy.

The Licensing Authority is not bound to follow such guidance but must have regard to it and if departing from it have rational reasoning for doing so.

## **8. HUMAN RIGHTS IMPLICATIONS**

8.1 This report has human rights implication for the premises licence holder as "every natural or legal person is entitled to the peaceful enjoyment of his possessions." [a licence]. No one shall be deprived of his possessions except in the public interest and subject to the conditions provided for by law. This does not impair the right of a State [the committee] to enforce such laws as it deems necessary to control the use of property in accordance with the general interest.

8.2 In addition as regards the conduct of the hearing there is the right to a fair hearing as "in the determination of his civil rights and obligations" everyone is entitled to a fair and public hearing within a reasonable time by an independent and impartial tribunal [the committee] established by law. "Judgment" shall be pronounced publicly but the press and public may be excluded from all or part of the hearing where the protection of the private life of the parties so require, or to the extent strictly necessary in the opinion of the committee where publicity would prejudice the interests of justice.

## **9. IMPACT ASSESSMENT – ADDITIONAL INFORMATION**

EqIA not applicable

## **10. PREVIOUS MINUTES**

Not applicable

## **11. BACKGROUND PAPERS**

List of background papers used in preparation of report:

Licensing Act 2003  
Section 182 Guidance  
South Staffordshire Licensing Policy  
Human Rights Act 1998

Report prepared by: John Chislett

Name and Post: John Chislett, Licensing Officer, Environmental Health & Licensing



Continued from previous page...

Your position in the business

Home country

The country where the headquarters of your business is located.

**Registered Address**

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Section 2 of 21**

**PREMISES DETAILS**

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 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.

**Premises Address**

Are you able to provide a postal address, OS map reference or description of the premises?

- Address     OS map reference     Description

**Postal Address Of Premises**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Further Details**

Telephone number

Non-domestic rateable value of premises (£)

**Section 3 of 21**

**APPLICATION DETAILS**

In what capacity are you applying for the premises licence?

- An individual or individuals
- A limited company / limited liability partnership
- A partnership (other than limited liability)
- An unincorporated association
- Other (for example a statutory corporation)
- A recognised club
- A charity
- The proprietor of an educational establishment
- A health service body
- A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- The chief officer of police of a police force in England and Wales

**Confirm The Following**

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- I am making the application pursuant to a statutory function
- I am making the application pursuant to a function discharged by virtue of His Majesty's prerogative

**Section 4 of 21**

**NON INDIVIDUAL APPLICANTS**

Provide name and registered address of applicant in full. Where appropriate give any registered number. In the case of a partnership or other joint venture (other than a body corporate), give the name and address of each party concerned.

**Non Individual Applicant's Name**

Name

**Details**

Registered number (where applicable)

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

Continued from previous page...

Limited Company

**Address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Contact Details**

E-mail

Telephone number

Other telephone number

\* Date of birth

\* Nationality  Documents that demonstrate entitlement to work in the UK

**Section 5 of 21**

**OPERATING SCHEDULE**

When do you want the premises licence to start?  /  /   
dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end  /  /   
dd mm yyyy

Provide a general description of the premises  
For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off- supplies you must include a description of where the place will be and its proximity to the premises.

large Playing fields at the rear of The Edward Marsh Center, Legion Drive, off High St, Kinver, Stourbridge DY7 6ET



**Continued from previous page...**

If 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend

**Section 6 of 21**

**PROVISION OF PLAYS**

See guidance on regulated entertainment

Will you be providing plays?

- Yes  No

**Section 7 of 21**

**PROVISION OF FILMS**

See guidance on regulated entertainment

Will you be providing films?

- Yes  No

**Section 8 of 21**

**PROVISION OF INDOOR SPORTING EVENTS**

See guidance on regulated entertainment

Will you be providing indoor sporting events?

- Yes  No

**Section 9 of 21**

**PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS**

See guidance on regulated entertainment

Will you be providing boxing or wrestling entertainments?

- Yes  No

**Section 10 of 21**

**PROVISION OF LIVE MUSIC**

See guidance on regulated entertainment

Will you be providing live music?

- Yes  No

**Standard Days And Timings**

MONDAY

Start

End

Start

End

TUESDAY

Start

End

Start

End

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

Continued from previous page...

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Will the performance of live music take place indoors or outdoors or both?

Indoors

Outdoors

Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

Live bands, DJ and dancing. Music is amplified.

State any seasonal variations for the performance of live music

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Summer months would include a Sunday preceding a bank holiday Monday.

Non-standard timings. Where the premises will be used for the performance of live music at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

none

Continued from previous page...

**Section 11 of 21**

**PROVISION OF RECORDED MUSIC**

[See guidance on regulated entertainment](#)

Will you be providing recorded music?

Yes  No

**Standard Days And Timings**

MONDAY

Start   
Start

End   
End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

TUESDAY

Start   
Start

End   
End

WEDNESDAY

Start   
Start

End   
End

THURSDAY

Start   
Start

End   
End

FRIDAY

Start   
Start

End   
End

SATURDAY

Start   
Start

End   
End

SUNDAY

Start   
Start

End   
End

Will the playing of recorded music take place indoors or outdoors or both?

Indoors  Outdoors  Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

A DJ will perform between live bands and assist with public announcements both entertainment and event regulations etc  
Music will be amplified.

Continued from previous page...

State any seasonal variations for playing recorded music

For example (but not exclusively) where the activity will occur on additional days during the summer months.

a Sunday preceding a bank holiday Monday

Non-standard timings. Where the premises will be used for the playing of recorded music at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

None

## Section 12 of 21

### PROVISION OF PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Will you be providing performances of dance?

Yes  No

#### Standard Days And Timings

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

Continued from previous page...

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Will the performance of dance take place indoors or outdoors or both?

Indoors  Outdoors  Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

People will dance to music

State any seasonal variations for the performance of dance

For example (but not exclusively) where the activity will occur on additional days during the summer months.

a Sunday preceding a Bank Holiday Monday

Non-standard timings. Where the premises will be used for the performance of dance at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

None

**Section 13 of 21**

**PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE**

[See guidance on regulated entertainment](#)

Will you be providing anything similar to live music, recorded music or performances of dance?

Yes  No

**Section 14 of 21**

**LATE NIGHT REFRESHMENT**

Will you be providing late night refreshment?

Yes  No

Continued from previous page...

**Section 15 of 21**

**SUPPLY OF ALCOHOL**

Will you be selling or supplying alcohol?

Yes  No

**Standard Days And Timings**

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Will the sale of alcohol be for consumption:

On the premises  Off the premises  Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

A Sunday preceding a Bank Holiday Monday

**Continued from previous page...**

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve,

None

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

**Name**

First name

Adrian

Family name

Swain

Date of birth

**Enter the contact's address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Personal Licence number  
(if known)

Issuing licensing authority  
(if known)

**PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT**

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

- Electronically, by the proposed designated premises supervisor
- As an attachment to this application

Continued from previous page...

Reference number for consent form (if known)

If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

**Section 16 of 21**

**ADULT ENTERTAINMENT**

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

None

**Section 17 of 21**

**HOURS PREMISES ARE OPEN TO THE PUBLIC**

**Standard Days And Timings**

MONDAY

Start

End

Start

End

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End



Continued from previous page...

SUNDAY

Start

End

Start

End

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

The Sunday event will only occur before Bank Holiday Monday

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

None

## Section 18 of 21

### LICENSING OBJECTIVES

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

a) General – all four licensing objectives (b,c,d,e)

List here steps you will take to promote all four licensing objectives together.

Alive Music Group is committed to promoting the four licensing objectives—The Prevention of Crime and Disorder, Public Safety, The Prevention of Public Nuisance, and The Protection of Children from Harm—through a comprehensive and unified strategy. Our approach is designed to ensure a safe, secure, and enjoyable environment for all patrons, performers, and staff members. Here's an outline of the steps we will take:

Each event will have an event specific site plan.

### Comprehensive Staff Training and Development

- **Security Training:** All security and door staff will be SIA-trained, with a focus on conflict resolution, emergency response, and diligent enforcement of age verification procedures.
- **Staff Awareness:** We will conduct regular training sessions for all staff to reinforce the importance of the licensing objectives, detailing how each role contributes to these goals and the specific practices that promote a safe and inclusive environment.

### Effective Management of Security and Safety

- **SIA Staff Register:** Maintain an up-to-date register of all SIA-licensed staff, including their personal details, license numbers, and work schedules, ensuring this information is readily available for inspection by the relevant authorities.
- **Ingress and Egress Management:** Implement strategic crowd control measures using barriers and fencing to efficiently manage entry and exit points, facilitating safe and orderly patron movement.

### Robust Policy Implementation

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- **Alcohol Management Policies:** Enforce strict policies regarding alcohol consumption, including prohibiting open vessels of alcohol beyond the premises and utilizing non-glass drinking receptacles to minimize alcohol-related risks and prevent injuries from glassware.
- **Noise Management:** Adopt effective noise control measures, such as soundproofing and enforcing entertainment curfews, to mitigate public nuisance.
- **Waste Management:** Implement a rigorous waste disposal and recycling protocol to ensure the premises and surrounding areas remain clean and presentable.

### Engagement with Local Authorities and Community

- **Liaison with Authorities:** Foster ongoing communication with local law enforcement, licensing authorities, and the SIA, ensuring compliance with all legal requirements and promoting collaborative community safety efforts.
- **Community Feedback:** Establish open channels for community feedback regarding our operations and address any concerns proactively to maintain positive community relations.

### Safety and Emergency Preparedness

- **Emergency Plans:** Develop, maintain, and regularly review detailed emergency response plans, including protocols for fire safety, medical emergencies, and evacuations.
- **First Aid and Safety Equipment:** Ensure that first aid kits and safety equipment are readily accessible throughout the premises, with staff trained in basic first aid techniques.

### Protection of Children and Vulnerable Individuals

- **Age Verification Systems:** Implement strict age verification systems at all points of sale and entry to prevent underage access to alcohol and age-restricted performances.
- **Child Protection Training:** Provide comprehensive training for staff on child protection laws and practices, enabling them to identify and mitigate potential risks to minors.

### Monitoring and Continuous Improvement

- **Regular Audits:** Conduct systematic audits of our operations with respect to the licensing objectives, identifying areas for improvement and implementing necessary adjustments.
- **Technology Utilization:** Leverage advanced technology, including state-of-the-art CCTV systems, to enhance security and monitor activities on the premises effectively.

Alive Music Group is dedicated to upholding these steps to ensure not only compliance with the licensing objectives but also to enhance the overall experience for everyone involved with our events. By prioritizing safety, security, and community engagement, we aim to set a standard for responsible event management within the music industry.

## b) The prevention of crime and disorder

### Overview

A full and detailed overview is in the EMP.

The four licensing objectives are designed to ensure that licensed premises operate in a manner that promotes public welfare and community safety. Here's a detailed explanation of each objective:

1. **Prevention of Crime and Disorder:** This objective aims to combat crime and antisocial behaviour within and around licensed premises. We will implement security measures such as hiring trained door staff, installing CCTV body cameras, and using metal detectors to prevent the entry of weapons. Staff should be trained to recognize and de-escalate potentially volatile situations, handle conflicts, and identify signs of drug use or dealing. We will cooperate with law enforcement and share information about crime and disorder associated with the premises. Controlled sale of alcohol, including challenge 25 age verification checks and refusing service to intoxicated individuals, is crucial in preventing alcohol-related crimes.

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2. **Public Safety:** This objective focuses on ensuring the physical safety of everyone who visits or uses the licensed premises. It includes adhering to fire safety regulations, maintaining structural integrity, managing capacity limits to prevent overcrowding, and providing adequate first aid facilities and trained personnel.

3. **Prevention of Public Nuisance:** We aim to minimize the impact of licensed premises on the surrounding environment and community. Measures include implementing noise control measures, ensuring that lighting does not disturb nearby residential areas, implementing effective waste management practices, and managing traffic and parking to prevent obstruction and inconvenience to local residents.

4. **Protection of Children from Harm:** We will not expose children to harmful activities. Measures we will include a strict age verification systems to prevent underage sale and consumption of alcohol and tobacco, ensuring that entertainment provided is appropriate for all ages, setting access restrictions to certain areas of the venue, and training staff to recognize and prevent harm to children.

By adhering to these objectives, licensed premises can contribute to a safer and more responsible environment for both their patrons and the community as a whole.

#### Prevention of Crime and Disorder & Public Safety

**Ingress and Egress Control:** To maintain a safe and orderly environment, I've implemented comprehensive crowd control measures, including the strategic use of barriers and fencing. These measures are essential for ensuring the perimeter is not breached and for managing the flow of attendees into and out of the premises effectively. By controlling access points, we can prevent overcrowding and facilitate a smooth evacuation in case of emergency, significantly enhancing overall safety.

**Security/Door Staff Management:** Recognizing the critical role that Security/Door Staff play in the safety and security of the premises, I've instituted a mandatory register for every SIA-licensed individual employed. This register includes:

Name, date of birth, and home address of the staff member

Security Industry Authority licence number

The time and date the Security/Door Staff starts and finishes duty

A signature from the Security/Door Staff for each entry

This register is meticulously maintained, kept up-to-date at all times, and stored securely on the premises. It is readily available for immediate inspection by any authorized officer of the Licensing Authority, the Security Industry Authority, or the Police, ensuring compliance and facilitating transparency.

**Control of Alcoholic Drinks:** To prevent any potential disorder and ensure the safety of patrons beyond the premises, no open vessels containing alcoholic drinks are allowed to be taken beyond the boundaries of the premises. This measure helps in minimizing the risk of alcohol-related incidents outside the venue.

**Use of Non-Glass Drinking Receptacles:** In accordance with the Event Management Plan/Risk Assessment, and to prevent injuries related to broken glass, a requirement is set for the use of non-glass drinking receptacles. Drinks must be served in materials other than glass where necessary, and any beverages that are not available in such packaging are to be decanted. Original glass bottles are retained by the staff, not handed to customers, further ensuring a safe environment for all attendees.

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#### b) The prevention of crime and disorder

**SIA-Trained Security Personnel:** A key aspect of my security strategy is employing security staff who are rigorously trained and licensed by the SIA. This ensures they are well-versed in conflict resolution, physical intervention techniques, and the legal aspects of their duties, which is vital for maintaining a secure and orderly environment.

**Identification and Search Procedures:** To prevent underage alcohol consumption and deter the carrying of weapons or illegal substances, I've implemented strict ID checks and systematic search procedures. My SIA-trained staff are skilled in conducting these checks efficiently while respecting patrons' rights and privacy.

**Surveillance and Monitoring:** I've placed a strong emphasis on the strategic use of CCTV systems across the premises to continuously monitor activities. This serves as a deterrent to criminal behaviour and as a means to collect evidence if incidents occur.

**Incident Response and Reporting:** My staff are equipped to handle emergencies and unusual situations promptly, ensuring that any incidents are immediately reported to management and, when necessary, to law enforcement agencies.

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**Prevention of Crime and Disorder & Public Safety**

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**b) The prevention of crime and disorder**

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#### c) Public safety

**Crowd Management:** The training my security personnel have received includes advanced crowd management techniques, enabling them to manage the flow of patrons effectively, prevent overcrowding, and keep evacuation routes clear at all times. This is crucial not only during regular operations but also in emergency situations.

**Emergency Response:** My team is trained in emergency procedures, including fire safety and first aid, and is capable of coordinating evacuations. This ensures a swift and organized response to any emergencies, minimizing risks to patrons.

**Health and Safety Compliance:** Regular inspections by my security team help identify potential hazards, ensuring the venue complies with health and safety regulations and minimizing risks to patrons.

**Communication with Emergency Services:** I've established clear communication channels with emergency services to ensure quick and professional assistance for any incident, further enhancing the safety and security of the venue.

#### d) The prevention of public nuisance



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**Noise Control:** Implementing sound control measures, setting volume limits for music and live performances, and managing patron behavior to reduce noise disturbance.

**Light Pollution:** Ensuring that lighting from the premises does not intrude into nearby residential areas, using appropriate shading or directional lighting.

**Waste Management:** Implementing effective waste management practices to control litter and refuse from the premises, including providing adequate disposal bins and regular cleanup.

**Traffic and Parking:** Managing the impact of traffic and parking generated by the premises to prevent obstruction and inconvenience to local residents.

e) The protection of children from harm

**Age Verification Systems:** Implementing and enforcing strict age verification systems to prevent underage sale and consumption of alcohol and tobacco.

**Content Control:** Ensuring that entertainment provided is appropriate for audiences of all ages, especially when children are permitted on the premises.

**Access Restrictions:** Setting clear policies on the access of children to certain areas of the venue, particularly where alcohol is sold or entertainment may be unsuitable.

**Staff Training:** Training staff to recognize and prevent any harm to children, including understanding their responsibilities under child protection laws.

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**NOTES ON DEMONSTRATING ENTITLEMENT TO WORK IN THE UK**

*Continued from previous page...*

**Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:**

A licence may not be held by an individual or an individual in a partnership who is resident in the UK who:

- does not have the right to live and work in the UK; or
- is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any premises licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this in one of two ways: 1) by providing with this application copies or scanned copies of the documents listed below (which do not need to be certified), or 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

**Documents which demonstrate entitlement to work in the UK**

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK [please see note below about which sections of the passport to copy].
- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.
- A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.
- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A certificate of registration or naturalisation as a British citizen, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

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- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to work relation to the carrying on of a licensable activity.
- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.
- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 18(3) or 20(2) of the Immigration (European Economic Area) Regulations 2016, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.
- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an immigration decision, such as an appeal or administrative review reference number.
- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK including:-
  - evidence of the applicant's own identity – such as a passport,
  - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
  - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
    - (i) working e.g. employment contract, wage slips, letter from the employer,
    - (ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
    - (iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
    - (iv) self-sufficient e.g. bank statements.

Family members of European Economic Area nationals who are studying or financially independent must also provide evidence that the European Economic Area national and any family members hold comprehensive sickness insurance in the UK. This can include a private medical insurance policy, an EHIC card or an S1, S2 or S3 form.

**Original documents must not be sent to licensing authorities.** If the document copied is a passport, a copy of the following pages should be provided:-

- (i) any page containing the holder's personal details including nationality;
- (ii) any page containing the holder's photograph;
- (iii) any page containing the holder's signature;
- (iv) any page containing the date of expiry; and
- (v) any page containing information indicating the holder has permission to enter or remain in the UK and is permitted to work.

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If the document is not a passport, a copy of the whole document should be provided.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

### **Home Office online right to work checking service**

As an alternative to providing a copy of the documents listed above, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their 9-digit share code (provided to them upon accessing the service at <https://www.gov.uk/prove-right-to-work>) which, along with the applicant's date of birth (provided within this application), will allow the licensing authority to carry out the check.

In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be checked online. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copy documents as set out above.

## **Section 20 of 21**

### **NOTES ON REGULATED ENTERTAINMENT**

*Continued from previous page...*

In terms of specific **regulated entertainments** please note that:

- Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
- Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
- Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
- Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- Live music: no licence permission is required for:
  - o a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
  - o a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
  - o any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

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- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
  - o any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
  - o any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
  - o any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
  - o any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

**Section 21 of 21**

**PAYMENT DETAILS**

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card. Premises Licence Fees are determined by the non domestic rateable value of the premises. To find out a premises non domestic rateable value go to the Valuation Office Agency site at [http://www.voa.gov.uk/business\\_rates/index.htm](http://www.voa.gov.uk/business_rates/index.htm)

Band A - No RV to £4300	£100.00
Band B - £4301 to £33000	£190.00
Band C - £33001 to £8700	£315.00
Band D - £87001 to £12500	£450.00*
Band E - £125001 and over	£635.00*

\*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then you are required to pay a higher fee

Band D - £87001 to £12500	£900.00
Band E - £125001 and over	£1,905.00

There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government. If, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.

Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.

If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time

Capacity 5000-9999	£1,000.00
Capacity 10000 -14999	£2,000.00
Capacity 15000-19999	£4,000.00
Capacity 20000-29999	£8,000.00
Capacity 30000-39000	£16,000.00
Capacity 40000-49999	£24,000.00
Capacity 50000-59999	£32,000.00
Capacity 60000-69999	£40,000.00
Capacity 70000-79999	£48,000.00

Continued from previous page...

Capacity 80000-89999 £56,000.00  
Capacity 90000 and over £64,000.00

\* Fee amount (£)

**ATTACHMENTS**

**AUTHORITY POSTAL ADDRESS**

**Address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**DECLARATION**

\* I/we understand it is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application.

Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

\* Full name

\* Capacity

Date (dd/mm/yyyy)

Once you're finished you need to do the following:  
1. Save this form to your computer by clicking file/save as..  
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/south-staffordshire/apply-1> to upload this file and continue with your application.  
Don't forget to make sure you have all your supporting documentation to hand.

**IT IS AN OFFENCE LIABLE TO SUMMARY CONVICTION TO A FINE OF ANY AMOUNT UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION**

**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**





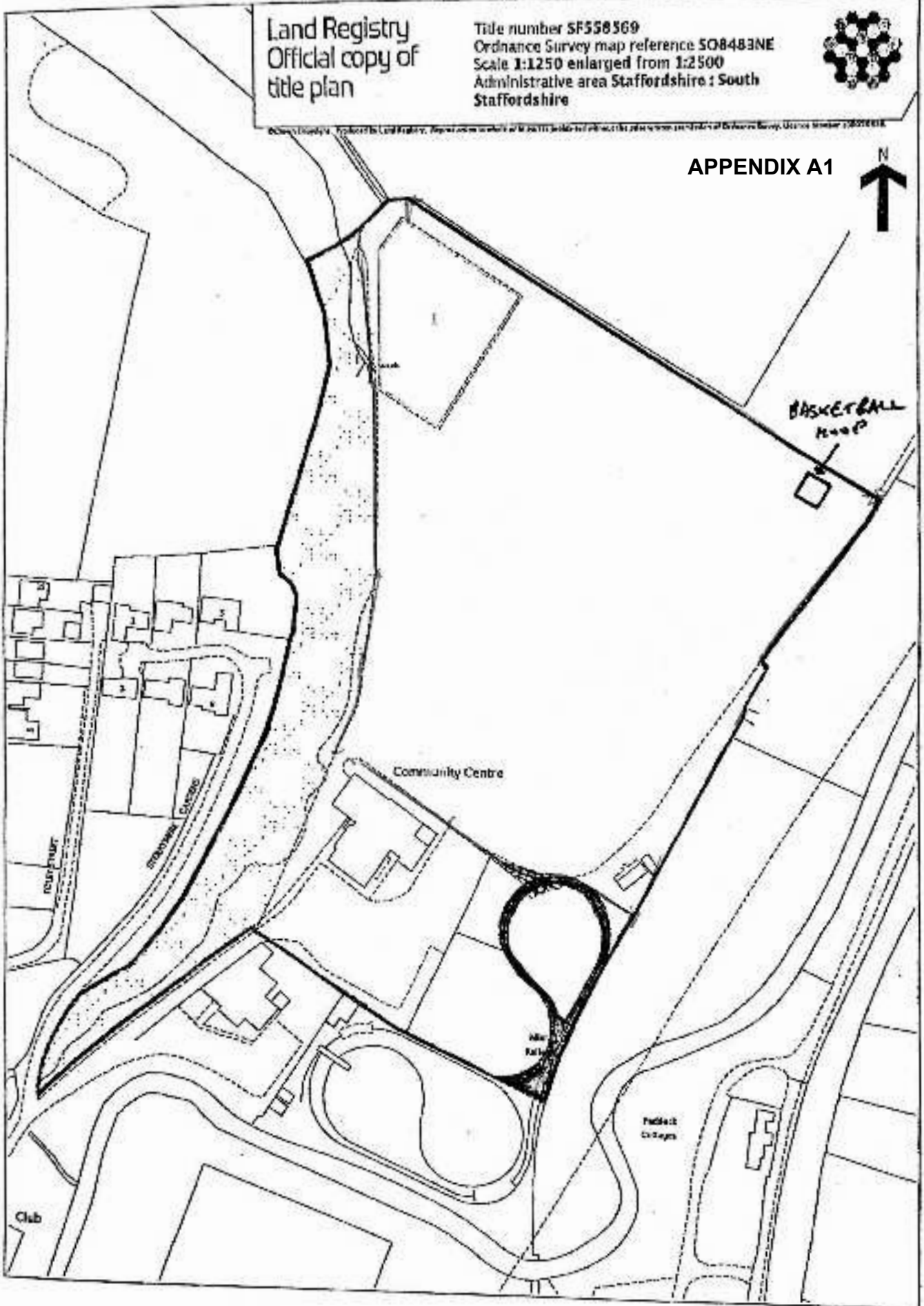
Land Registry  
Official copy of  
title plan

Title number SF558569  
Ordnance Survey map reference SO8483NE  
Scale 1:1250 enlarged from 1:2500  
Administrative area Staffordshire : South  
Staffordshire

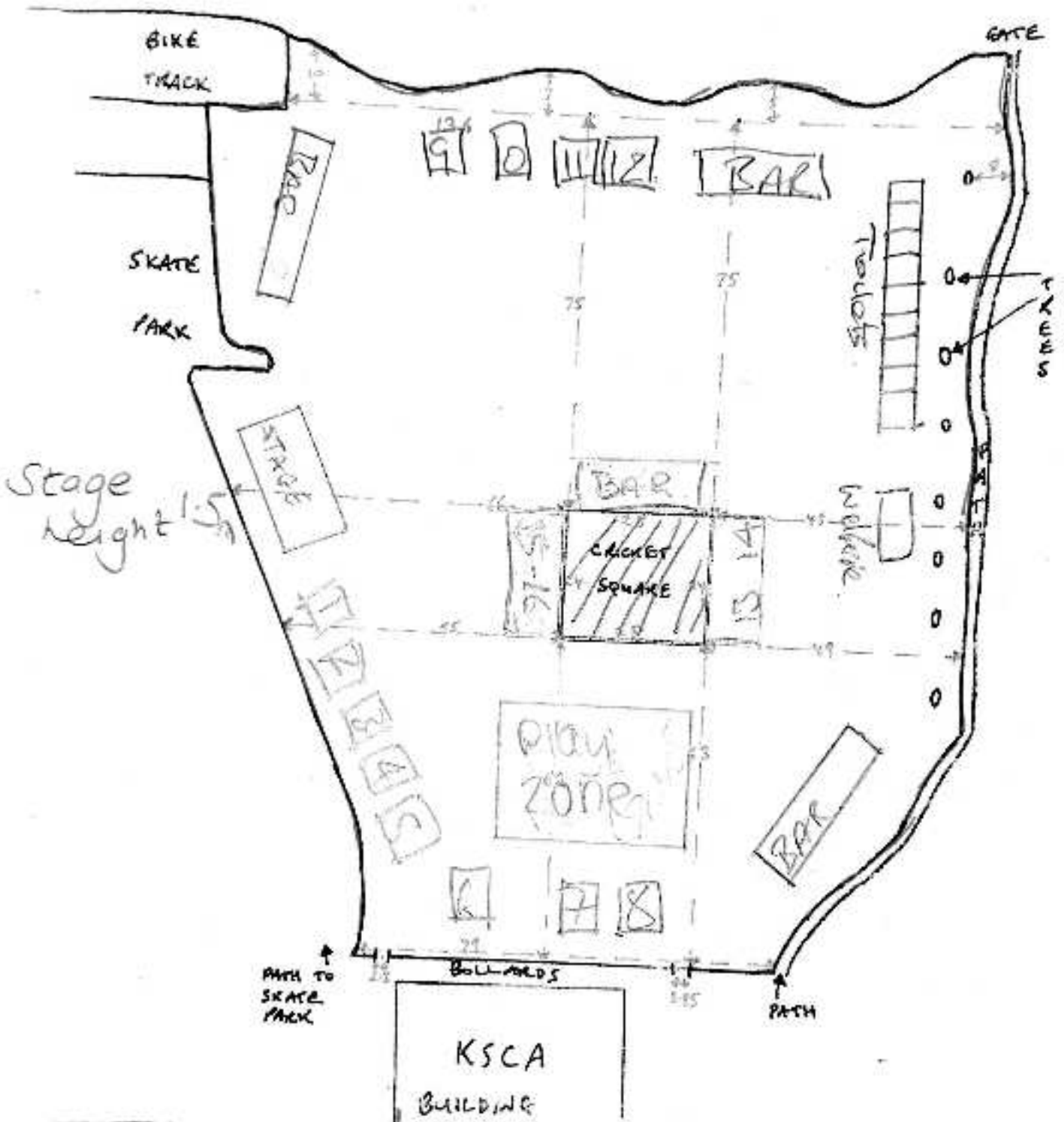


Not a statutory product of Land Registry. Any reference to the title plan is for information only and does not constitute an offer of insurance. Office number 1000000000

APPENDIX A1

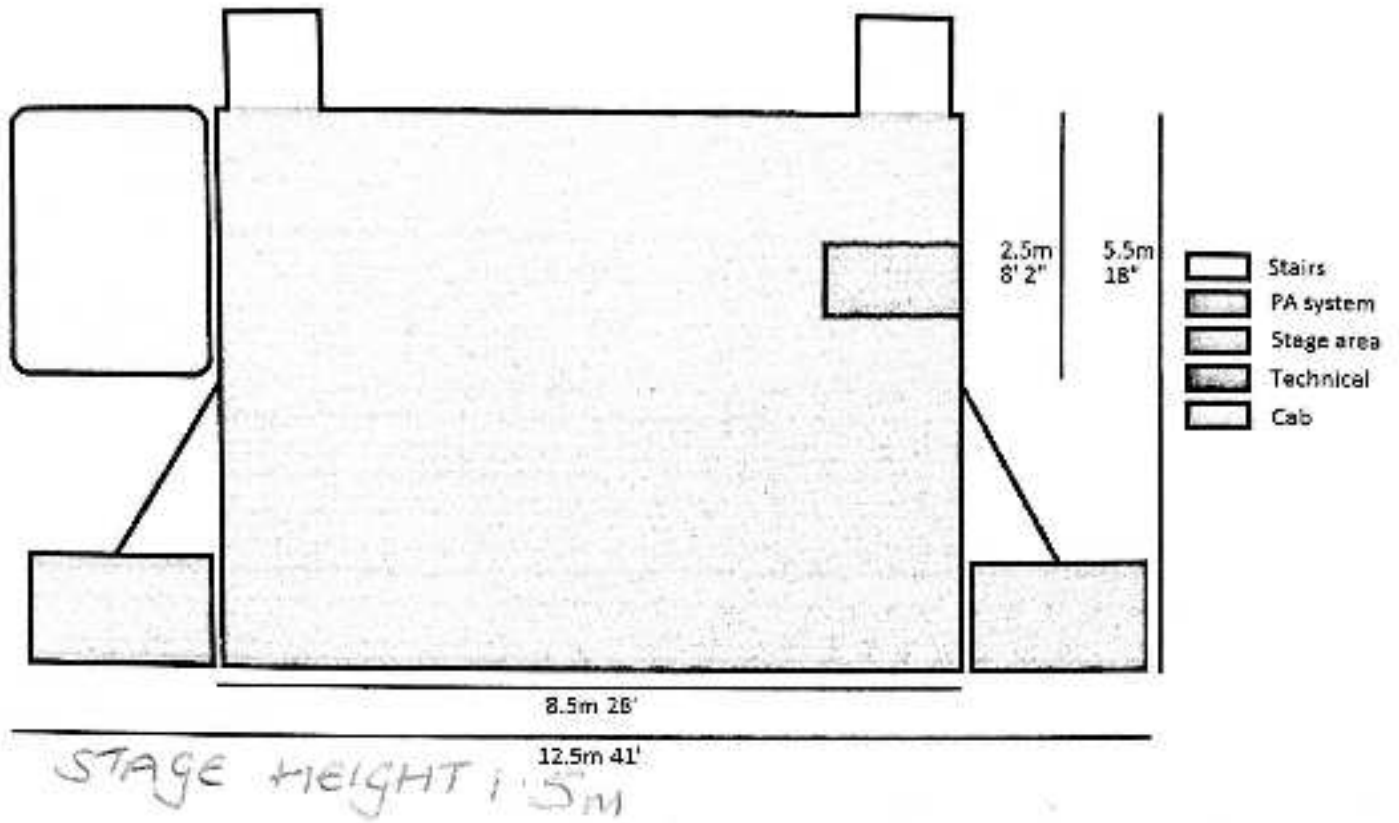


# OUTLINE OF MARSH PLAYING FIELD

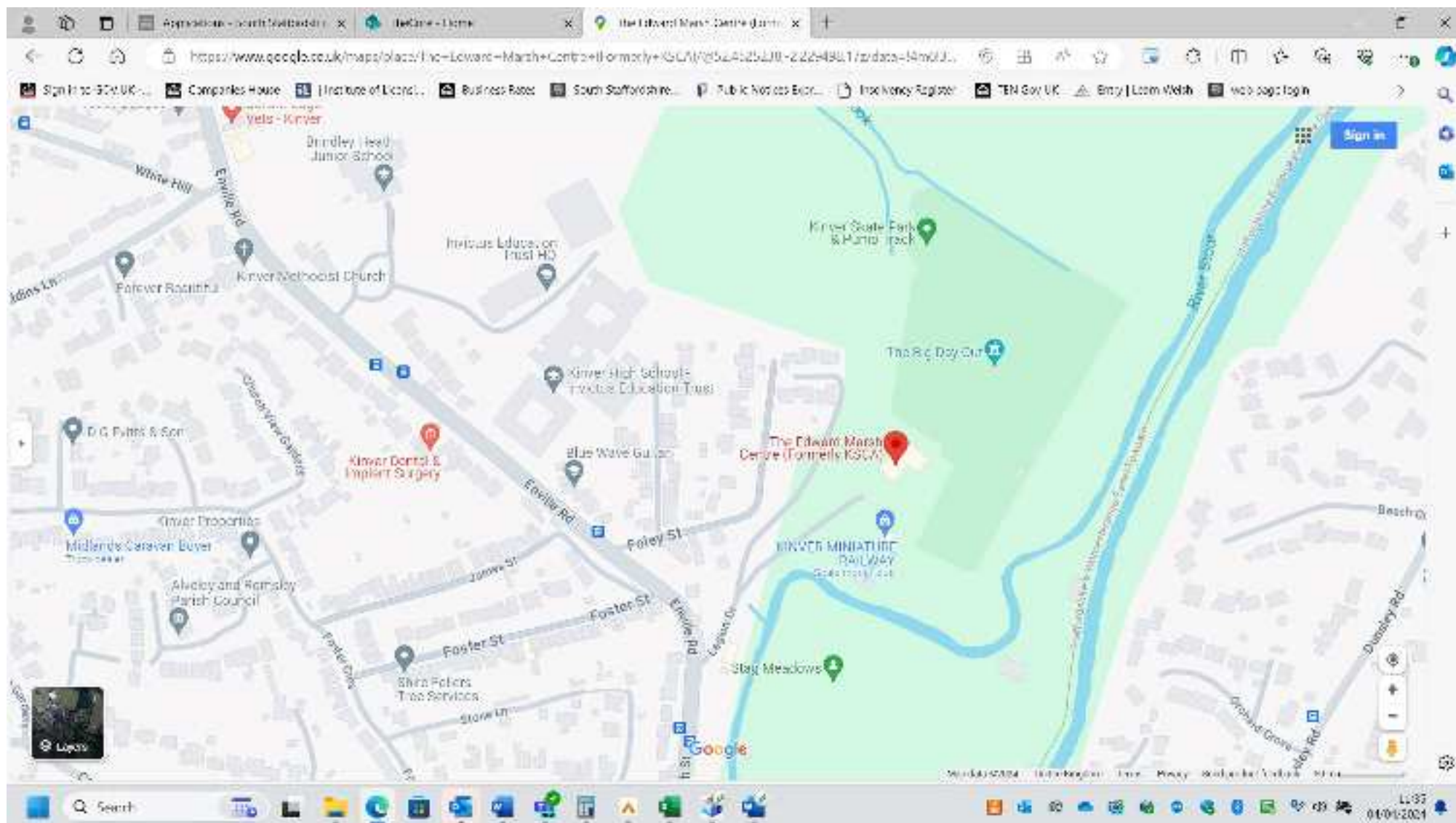


- Key**
- 1-5 & 9-12: food vendors
  - 6: security
  - 7: event management
  - 8: welfare & information point
  - 13-16: stalls

ALL DIMENSIONS IN METRES











**Our Ref:** 7044/497182/E0500746

**Your Ref:**

**Date:** 11 March 2024

FAO: Saleha Simms

**Please reply to:**

Cannock Community Fire Station  
Western Service Delivery Group  
Old Hednesford Road  
Cannock  
WS11 6LD

**Contact:** Amanda Shakespear

**Direct line:**

**E-mail:**

[amanda.shakespear@staffordshirefire.gov.uk](mailto:amanda.shakespear@staffordshirefire.gov.uk)

**Switchboard:** 0300 330 1000

Dear Sir

**THE REGULATORY REFORM (FIRE SAFETY) ORDER 2005**

Playing Fields at rear of The Edward Marsh Center, Legion Drive, off High St, Kinver,  
Stourbridge, DY7 6ET

Staffordshire Fire and Rescue Service, as a responsible authority wishes to make an objection to the grant of a new premises licence for Playing Fields at rear of The Edward Marsh Center, Legion Drive, off High St, Kinver, Stourbridge, DY7 6ET from the applicant Saleha Simms on the licensing objectives of public safety.

Under section 18 the applicant has stated *"A full and detailed overview is in the EMP"*

As each event is likely to be different and specific to the event site, I would therefore expect to see an up to date EMP which is specific for each event. This should also include a suitable and sufficient Fire Risk Assessment, relevant for each event, which details the fire risks and the measures in place to reduce the risk of a fire.

Furthermore, the plan attached to the application, are you able to confirm that each and every event held on site have the same bar, stage etc in the same place or will the layout be different for each event. Therefore, with this in mind, Staffordshire Fire and Rescue Service would like to see the following conditions attached to any new licence granted. If the applicant is willing to accept and understands the proposed conditions the objection will be withdrawn.

1. A suitable and sufficient, event and site-specific Event Management Plan (EMP) will be



[www.staffordshirefire.gov.uk](http://www.staffordshirefire.gov.uk)

developed and shared with the Licensing Authority and SAG no later than 3 months prior to an event, with the final approved EMP 7 days prior to each event.

2. The EMP will include details on such topics as the following: - (but this list is not exhaustive and will depend on the type of event held):

Event Risk Assessments, Event Schedule, Site Plan, Fire Risk Assessment, Security & Marshalling Details and Plan, Crowd Management Plan, Drugs Policy, Liquids Policy, Search Policy, Alcohol Management Plan, Traffic Management Plan, Ingress/Egress Plan, Waste Management Plan, Medical Management Plan, Concessions and Retail Management Plan, Adverse Weather Plan, Crisis Communication Plan, Noise Management Plan, Egress Plan, Water Provisions, Sanitation Plan, Child Welfare/Vulnerable Persons Policy, Capacity Calculations, Barrier Plan, Emergency Evacuation Procedures, Emergency Services procedure, Command & Control Arrangements etc.

These documents will be living documents which will be reviewed and revised in the planning phases of the events.

3. A suitable Fire Risk Assessment for each specific event.

No later than 3 months prior to an event, this allows ample time for us to review your event documentation and confirm with you should there be any queries raised from the



documentation, with the final approved event specific site plan 7 days prior to each event.

Yours faithfully



Amanda Shakespear  
Fire Safety Officer





**From:** clerk@kinver-pc.gov.uk <clerk@kinver-pc.gov.uk>

**Sent:** Monday, March 18, 2024 9:15 AM

**To:** John Chislett <J.Chislett@sstaffs.gov.uk>;

**Subject:** RE: Grant of a new premises licence for Edward Marsh Centre playing fields DY7 6ET

**Please find below comments from Kinver Parish Council**

**Recommend Refusal for this application on the grounds detailed below:-**

**Prevention of crime and disorder**

The licence, if approved, allows for events to be held every Saturday and Sunday going forwards.

Events of the scale advertised will result in a large number of people attending an event in a parish with very limited police resources and parking.

Concerns over the financial viability of the company that is organising the event and adequate insurance liability.

Lack of enough public transport provision on Saturdays and no busses at all run to or from Kinver on a Sunday so it would be reasonable to assume there would be issues of potential drink driving which again would put increased pressure on Kinver's very stretched Police service.

**Public safety**

There is no parking for significant numbers of visitors to use for events of this nature. The Edward Marsh Centre has a relatively small public car park, accessed up a single-track driveway, and which shares it's use with visitors to the Bowling Club, Children's play area, Model Engineers Club, and general visitors to the village. We expect events of this scale will cause those attending these events to park in the narrow side streets around the Parish, this would cause serious issues for emergency vehicles getting around the Parish and to people that need them.

The driveway to the event is a single track in places (Legion Drive) with a footpath and unfenced body of water at the side (The Sterrymere). The driveway is also the only access to the residential dwellings in Sterrymere Gardens.

Although the car park is not part of the licence application, people attending the venue and those accessing the other facilities would have still want to drive down the driveway to gain access. This could have serious implications for public safety for those walking down to the facilities with vehicles driving past.

Emergency vehicle access would be very restricted to this area impacting on the safety not just of attendees of the event, but also the play area, skate park, and other nearby facilities.

The access to the site is along an unadopted driveway with an unfenced body of water to one side (The Sterrymere) and the unfenced, often fast flowing, River Stour to the other. Inebriated people leaving the site along an unadopted track, with no street lighting could pose a significant danger to themselves.

**Prevention of public nuisance**

This licence application is for every weekend in perpetuity consequently, the noise nuisance would be unbearable for surrounding residential areas.

**Protection of children from harm.**

The close proximity to the children's facilities in this area, skate park, bike track, PROW, children's park which have to use the driveway of Legion to access the facilities. There is also the Bowling Club and Model Engineers that need access along this road.

The parish council owns the children's play area, and this is the only play area in the parish. The parish council will face the dilemma of either closing the play area every weekend and denying local children of their only recreation area or trying to manage the safeguarding consequences of significant numbers of event goers being in direct proximity to the young children.

In addition there appears to be little support for this event from the community who have had this thrust upon them at very short notice, the site is positioned in such a way that any noise would resonate around the village from Dunsley to Enville, acting as it does as an Roman amphitheatre putting an unacceptable burden on the people who live here.











**From:** Councillor Paul Harrison <P.Harrison@sstaffs.gov.uk>  
**Sent:** Wednesday, March 20, 2024 10:26 AM  
**To:** External Email for Licensing <Licensing@sstaffs.gov.uk>  
**Subject:** New Premises License Edward Marsh Centre Kinver/The Big Day Out 25th May

Dear Licensing Team,

I would like to register my formal objection to the above application. Firstly I am concerned that the application would allow for events every weekend which in itself would potentially be a major nuisance issue for local residents. However I also have specific concerns and objections based on public safety, nuisance and protection of children from harm.

#### Public Safety:

As advertised the planned event seeks to attract a significant number (several thousand) attendees. Given the event is being advertised on social media etc. (and the almost non-existent public transport to Kinver) it is inevitable that a large number of attendees will have to travel to the event by car. Whilst there is some limited car parking available on site this is usually fully utilised on Saturdays for other events in the village (football matches, the bowling club, miniature railway, senior citizens club etc.) The proposed date also clashes with the monthly Kinver Market. In addition to this the vehicle access to the Edward Marsh Centre (which is also the only access to houses on Sterrymere Gardens and the Senior Citizens club is single track along most of its length. It also has the river Stour on one side for some of its length and the open water of the Sterrymere on the other. As it is cars often park on the verges/alongside the wider sections of this access road at busy times (e.g. Saturdays). It is inevitable that there will be inconsiderate and potentially dangerous parking given the lack of designated and available parking for the event. This would potentially severely impede emergency service access to houses on Sterrymere Gardens, to the Edward Marsh Centre and the event site as well as to the Senior Citizens Club. Furthermore it seems likely that parking would inevitably occur outside the immediate area of the site potentially causing emergency access problems elsewhere in the village. It should also be noted that the entrance onto the Edward Marsh Centre from the main road is difficult with a difficult turn in coming from Potters Cross direction and limited visibility when pulling out onto the main road from the access road.

The parking problems are also likely to cause safety issues for pedestrians attending the event or indeed other activities in the area. For example, impeding the footpath/verge to the Edward Marsh Centre would push pedestrians either towards the river/Sterrymere or onto the road. Given that this is marketed as a family day out this is particularly an issue for children – either going to the event itself or to the play area on the site and to nearby football pitches for Saturday matches.

#### Nuisance:

In addition to public safety issues the increased traffic and parking issues are very likely to cause a significant nuisance to residents of Kinver. It is worth noting that the access to the site is off the main road through Kinver and is busy, especially on Saturdays. Given the lack of parking there is likely to be significant on-street parking on village roads which are simply not wide enough to take partial obstruction and maintain traffic flow. Access to residents' properties is likely to be impaired. In addition to the parking/traffic issues there is the obvious issue of noise disturbance from outside music as planned for this event. There are a significant number of properties in Sterrymere Gardens, Mill Brook Meadow and Castle Street that are close to the site. Some residents of The Hyde- who have recently been affected by the nearby Chances Event at Stourton Court and are facing another event there close to this planned event, are also likely to be affected by noise.

Protection of Children from Harm:

Quite apart from questioning as to if the selling of alcoholic drinks is appropriate for an event marketed as a “family festival”, there are the pedestrian safety issues on the access/approach to the site that I have detailed above.

There is a real question as to how the event will be managed to avoid drunken behaviour that may impact on the large numbers of children who one assumes will attend this family event. There is also the question as to if the event will have enough suitable trained staff to handle alcohol sales – both to avoid drunkenness and also to avoid underage drinking. I note that the event is still advertising for bar staff and although the organisers say a Challenge 21 policy will be put in place it is difficult to see how this will happen in practice at a crowded event – especially if staff are overstretched or not trained.

I hope the above is clear, but I am happy to elaborate/clarify if it helps and, of course, I am always happy to discuss. I hope the above comments will be taken into consideration both with respect to the license application and review of the EMP and Sag meeting.

Best wishes,

Paul

**Dr Paul Harrison**  
**Councillor**  
**South Staffordshire Council**

## APPENDIX F

These conditions are to replace all your proposed conditions within section 18 (a) (b) (c) (d) and (e) of the application.

This does not apply to any other conditions requested by any other responsible authority in relation to this application.

\*\*In additions to this, the licence be limited to two events per calendar year. With each event covering 1 weekend only.(This is to be formalised with South Staffordshire District Council and is to be reflected on the Premises Licence)

### **To incorporate conditions in section 18 (b) The prevention of crime and disorder:**

1.An Event Management Plan (EMP) /Risk Assessment (RA) must be provided to Staffordshire Police Force Events Unit (email: [events@staffordshire.police.uk](mailto:events@staffordshire.police.uk)) 3 months prior to the event taking place. The EMP/RA must include details of security/stewarding arrangements having regard to the anticipated numbers attending the event. The Event Management Plan must include fire risk assessment, provisions for injury/ill health and emergency/evacuation plans, Policing/security/searching provisions (including a drug and weapon search policy), child protection policy including lost child procedure, noise management plan, crowd control/audience behaviour, dispersal policy, traffic management and food hygiene procedures. A Final EMP will be sent no less than 30 days prior to the event.

2.Staff training must include procedures to deal effectively with emergency incidents including:

1. Reporting an emergency to the relevant emergency service
2. Safe evacuation of customers
3. Dealing with terrorist threats or incidents

Staff training to also incorporate:

1. Responsible Alcohol Service, including recognising signs of drunkenness, refusal skills, drugs awareness
2. Managing and resolving conflict
3. Premises Licence conditions
4. Relevant obligations and offences under the Licensing Act 2003, including those associated with the sale of alcohol
5. Safeguarding awareness in child protection matters (protecting children from harm)

Records of training must be documented and kept on the premises for inspection by the Responsible Authorities.

3. Where the Event Management Plan/Risk Assessment indicates that Security/Door Staff are required, then they must be Security Industry Authority (SIA) registered and conditions 3a and 3b, as referenced below, must be complied with.

3a. The Premises Licence Holder/Designated Premises Supervisor must identify the requirement for Security/Door Staff at all times by way of a risk assessment. Where the Risk Assessment identifies the need for Security/Door Staff to be deployed, staff must be of sufficient number to be able to control entry to the premises and deal with any instances of disorderly behaviour within the premises simultaneously. Security/Door Staff must remain at the premises until such time the premises are closed and all members of the public have left the venue. All persons utilised at the premises in the capacity of a Security/Door Staff must wear yellow high visibility clothing and must utilise radios and Body Worn Cameras with the facility to record at all times they are deployed.

## APPENDIX F

All images must be kept for a consecutive 28 day period and to be produced to the Police, Trading Standards or Local Authority Officers in relation to the investigation of crime and/or disorder issues and suspected licence breaches, upon request or within 24 hours of such request where it is necessary to do so for the prevention of crime and disorder, prosecution or apprehension of offenders or where disclosure is required by law.

3b. Where Security/Door Staff are employed there must be a register of every SIA person employed at the premises that contains the following details:

1. Name, date of birth and home address
2. Security Industry Authority licence number (In Full)
3. Time and date Security/Door Staff starts and finishes duty
4. Each entry shall be signed by the Security/Door Staff

That register must be kept fully updated at all times and remain at the licensed premises and be available for inspection immediately by an authorised officer of the Licensing Authority, the Security Industry Authority or Police.

4. No entertainment, performance, service, or exhibition involving nudity or sexual stimulation permitted, except when the premises are operating under the authority of a Sexual Entertainment Venue Licence.

5. No open vessels containing alcoholic drinks must be taken from the boundaries of the premises.

6. All drinking receptacles (including bottles) must be of an alternative material other than glass. Any drinks not available in this packaging must be decanted and the glass/bottle retained by the staff at the location and not handed to the customer.

7. No person in possession of an alcoholic drink in a sealed or unsealed container must be allowed to enter the premises, unless it relates to deliveries being made to the bar/s.

### **To incorporate conditions in section 18 (e) The protection of children from harm:**

1. Challenge 25 must be operated at the premises whereby all persons who appear to be under 25 and purchasing or attempting to purchase alcohol must be asked to provide identification to prove they are over 18 years of age.

2. The only acceptable forms of identification allowed must be a valid passport, valid photo ID driving licence or valid proof of age scheme card with the PASS approved hologram.

3. Challenge 25 signage must be displayed in a clear and prominent public place and at every point of sale at the location.

4. All staff must be fully trained in relation to the Challenge 25 scheme before being allowed to sell alcohol and a record must be kept of staff training. Training must be refreshed at least every 12 calendar months. Such training must be recorded and be maintained at the premises and made available for inspection upon request by a Responsible Authority. Records for each person must be retained for a minimum of 12 months.

## **APPENDIX F**

5. A refusals register must be held at the premises and contain details of the time and date of any sales that are refused in relation to persons that are under age. This refusals register must be checked following each event by the Designated Premises Supervisor or Duty Manager and endorsed accordingly. This register must be made available for inspection upon request by a Responsible Authority. Records must be retained for a minimum of 12 months. This register can be written or electronic.

6. The Designated Premises Supervisor must ensure that a written notice of authority is kept at the premises for all staff who sell alcohol. The notice must be made available for inspection upon request by a Responsible Authority and all staff selling alcohol must be in possession of formal identification to enable to verify their identity against the notice.



52.445441, -2.232642

### Create Route

Activity Type

16 min  
Route time

1.07 km  
Route distance

Route name\*  
100 characters

Route description  
5000 characters

Who can see this route?

- Private  
Only you can see this route
- Anyone with Link  
Only people with a link can see
- Public  
Anyone can see the route

CANCEL SAVE

Map Activities Find Routes Create Route Print

Plot Snap Remove Reverse Undo Style

300m 1000ft

