

**Application for a premises licence :
Moneyhull. 7 Lindsworth Approach
Kings Norton. B30 3QH**

Documentation lodged on behalf of the Premises Licence Holder

Acting for the Premises Licence Holder, I have given full regard to:

- The representation made against this application.
- The licensing objectives set out in the Licensing Act 2003.
- The Council's Statement of Licensing Policy.
- The Home Office guidance issued under Section 182 of the Act.

Attached to this pack are the following appendices:

- A. Additional Conditions agreed with police licensing
- B. Challenge 25 Poster.
- C. Refusals log
- D. Incident log
- E. Staff training log
- F. DPS Authorisations
- G. LA2003 Signage
- H. Till prompt
- I. Response to those who have objected.

Rob Edge (Director)
Licence Leader Ltd. (Birmingham/Hertfordshire)
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Web. www.licence-leader.co.uk Tel. 07982917819

**Additional conditions agreed with
West Midlands Police Licensing Team**

- a. Licensable activities will cease at 2300 hrs
- b. The premises licence holder is to place signage at various points within the premises and at the exit from the building, encouraging patrons to be quiet until they leave the area.

Example of the Challenge 25 Posters - Prominently displayed at the premises.



**UNDER
25?**



**IF YOU ARE LUCKY
ENOUGH TO LOOK UNDER
25 YOU WILL BE ASKED
TO PROVE THAT YOU ARE
AGED 18 OR OVER WHEN
YOU BUY ALCOHOL**

**IF YOU ARE UNDER 18
YOU ARE COMMITTING
AN OFFENCE IF YOU
ATTEMPT TO BUY
ALCOHOL**



BEER
SOUTH
BY THE AUSTRALIAN GOVERNMENT

WWW.CHALLENGE25.ORG

Licensing Act 2003 - Staff Training

Training delivered to all staff will include, not least the following list below, and should also include the fact that staff fully understand all of the content.

➤ It is illegal to sell alcohol to anyone under the age of 18.
➤ It is illegal to sell alcohol to anyone 18 or over if they are buying on behalf of someone under the age of 18.
➤ All premises that sell alcohol must have a Premises Licence and a Designated Premises Supervisor
➤ Staff under the age of 18 must not sell alcohol unless each sale has been approved by the Personal Licence Holder or responsible person aged over 18
➤ The premises Licence holder must display the premises licence inside the premises in a public place
➤ If you are not sure that the customer is 18, ask for proof of age, use the Challenge 25 scheme. If you are not sure, refuse the sale and record in the Refusals Log
➤ Make sure you know the hours allowed within the licence for the sales of alcohol.
➤ Ensure you know all of the conditions within the operating schedule of the premises licence.
➤ Make sure the CCTV is always on and working when the premises is open and trading.
➤ Never serve anyone who is drunk
➤ Always offer 'free' water to anyone who has drunk too much
➤ No alcoholic drink shall be sold for consumption off the premises.
➤ No persons carrying open bottles shall be admitted to the premises at any time.
➤ A record of staff training in relation to the sale of alcohol will be kept on the premises and available to Police or Licensing Authority on request.

Staff that have been trained must sign below to confirm they have received and understood the training.

Name	Date	Signature	Comments

Signed by the DPS.

Name (Print)	
Signature	
Date	

**Designated Premises Supervisor (DPS)
Authorisation for Sale/Supply of alcohol**

I am the Designated Premises Supervisor (DPS), and the holder of a Personal Licence and I am the person in a position of authority at the premises.

I hereby authorise the following named personnel to sell and supply alcohol, to comply with the Licensing Act 2003.

This being either when I am present on the premises or in my absence. I can always be contactable on the following telephone number:

Names of Authorised persons:

I, being a person named below am aware of and accept my responsibilities under the Licensing Act 2003 and will endeavour to comply in accordance with the licensing law and the licence conditions attached to the premises licence.

Name	Personal Licence Number (If Applicable)	Date	Signature

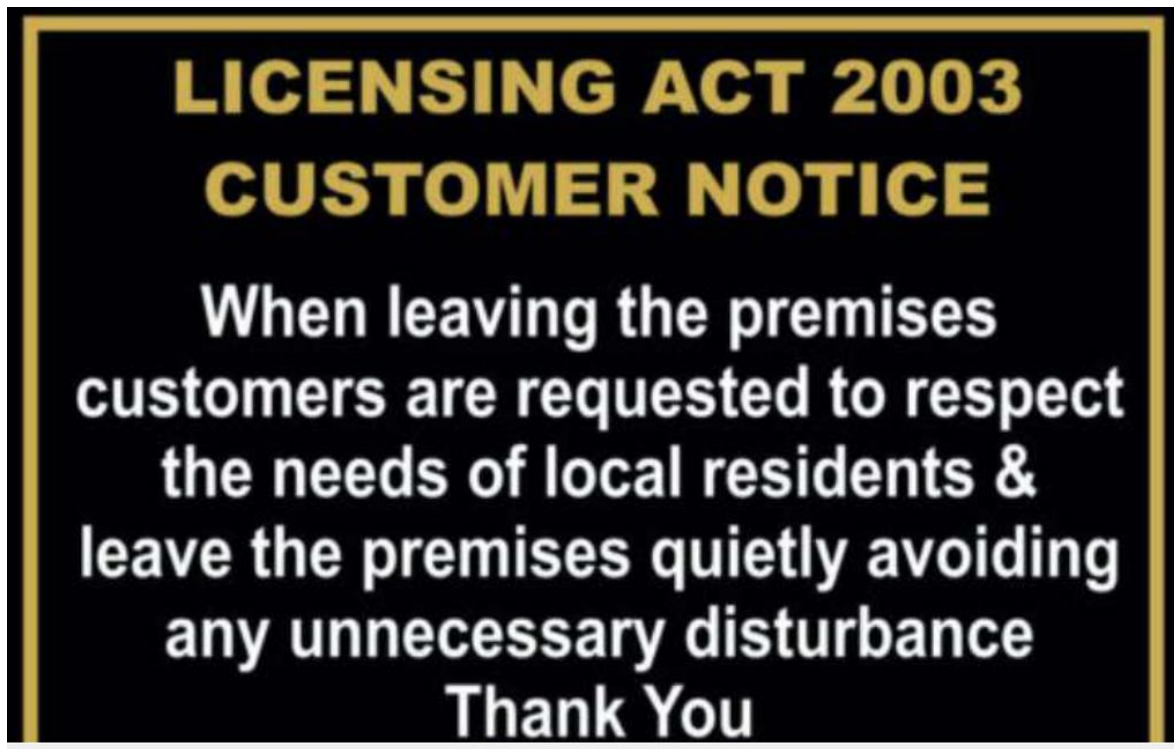
Designated Premises Supervisor - Authorisation.

Name:	
Personal Licence Number:	
Signature:	

Reminder for training

➤ It is illegal to sell alcohol to anyone under the age of 18.
➤ It is illegal to sell alcohol to anyone 18 or over if they are buying on behalf of someone under the age of 18.
➤ All premises that sell alcohol must have a premises licence and a Designated Premises Supervisor
➤ Staff under the age of 18 must not sell alcohol unless each sale has been approved by the personal licence holder or responsible person aged over 18
➤ It is illegal to sell liqueur chocolates to anyone under the age of 16
➤ If you are not sure that the customer is 18 (alcohol) or 16 (liqueur chocolates, ask for proof of age
➤ I recommend you use a Challenge 25 scheme
➤ If you are still not sure, refuse the sale and record in the Refusals Log
➤ The premises Licence holder must display the premises licence on the premises in a public place

Example of the Signage being utilised at the premises.



As a backup to an electronic till prompt, this will be placed beside the till.

TILL PROMPT -- CHALLENGE 25

Does the person buying alcohol look under 25 .

Check ID.

Enter in "Refusals Log" if sale is refused.

From: Rob Edge. (Agent for the applicant)
Licence Leader Ltd rob.edge@licence-leader.co.uk
Mob. 07982917819

To: Other Persons (those who have submitted objections to the application)
All emails are blind copied.

CC. **Licensing Authority** licensing@birmingham.gov.uk

Dated: 12 June 2024

Dear Sir or Madam,

Premises Licence Application- Licensing Act 2003.
Lindsworth Approach.

Thank you for your correspondence, Firstly, to introduce myself, I am the licensing agent acting on behalf of the applicants for this premises licence. As your representations to the application for this premises licence has been forwarded to me by the licensing Authority, I am responding with the aim of finding a middle ground for mediation.

I will now attempt to answer your questions, and hopefully allay any concerns you, may have initially had. I have spoken with the owners of the premises, and they have taken seriously the comments made by you, and have acted accordingly.

In answer to the points raised by you :

a. It is noted that you have experienced anti-social behaviour problems in the area for some considerable time. I would suggest that if you have witnessed anti-social behaviour or noise disturbance in the area over recent years, that these are matters that should be reported to the Police or Environmental Health, and you should supply any evidence to them, especially if it is coming from existing local shops.

Additionally, it is not possible to say that the current ASB and other related problems are attributable to this specific premises, when it is not yet open or trading with a premises licence; and therefore, all of the comments related to this are supposition, and not evidence based, as required.

b. It should be noted that the number of premises in any one area is not a consideration and usually helps to make businesses more competitive and more regulated.

Operating schedule of premises licence.

In agreement and mediation with both West Midlands Police Licensing and Environmental Health, the operating hours for sale of alcohol have been **reduced to 2300 hrs (11pm)**. Additional conditions have been placed on the operating schedule

of the premises licence in agreement with both of these Responsible Authorities, and these will go a long way to ensuring that the premises remain compliant. If they fail in any of these, a Review of their licence may be called at any time, which could lead to a revocation of the licence.

The premises will have a positive impact on the community, which includes employees, suppliers, customers, the environment, and the people in the local area. It will always show due diligence to the licensing objectives and ensure it has a positive impact.

Policies and procedures will be in place for the safe and efficient running of the premises, including (not least):

1. Staff training and operations manual
2. Refusals log
3. Challenge 25
4. DPS Authorisations
5. Signage for customers to show consideration to neighbours

The applicant will ensure that they fully uphold all of the licensing objectives, at all times.

They have therefore submitted a robust operating schedule with very reasonable hours of operation, demonstrating a commitment to due diligence at the premises.

The prevention of public nuisance The Premises Licence Holder will ensure that the disturbance caused to the general public is kept to a minimum, signage will be placed in a prominent place near the exit, asking customers to respect their neighbours.

It should always be remembered, that while complete control over indirect actions of members of the public may not be possible, demonstrating their commitment to addressing the issue and actively taking steps to minimize its impact will help foster a positive relationship with the local community.

It must also be noted that the Premises Licence Holder intends to implement effective training, operational systems, and robust policies to a high level in the pursuit of good practice, and due diligence.

Please feel free to contact me if you require any further information in relation to this application. If you think I have addressed all of your concerns, you may wish to notify licensing at the council that you intend to withdraw your objection to this application via email and copy me in.

Rob

Kind regards

Rob Edge (Director/Founder)

Licence Leader Ltd