

BIRMINGHAM CITY COUNCIL

PUBLIC REPORT

Report to:	Licensing Sub Committee C
Report of:	Director of Regulation & Enforcement
Date of Meeting:	Wednesday 29th April 2026
Subject:	Licensing Act 2003 Premises Licence – Variation
Premises:	Burger Me Up, 1403 – 1407 Pershore Road, Stirchley, Birmingham, B30 2JR
Ward affected:	Stirchley
Contact Officer:	David Kennedy, Principal Licensing Officer, licensing@birmingham.gov.uk

1. Purpose of report:

To consider a relevant representation that has been made in respect of an application to vary the Premises Licence which seeks to extend the hours for the Sale of Alcohol (for consumption on and off the premises), to operate from 11:00am until 12:00midnight (Monday to Sunday).

The application initially sought to extend the provision of Regulated Entertainment consisting of recorded music, to operate indoors only, from 11:00am until 01:00am (Sunday to Wednesday) and 11:00am until 02:00am (Thursday to Saturday).

Due to an administrative error in the public notice, the applicant has removed the proposal to extend the hours for the playing of recorded music from the scope of the application.

The provision of late-night refreshment, to operate from 11:00pm until 01:00am (Sunday to Wednesday) and 11:00pm until 02:00am (Thursday to Saturday).

Premises to remain open to the public from 11:00am until 01:30am (Sunday to Wednesday) and 11:00am until 02:30am (Thursday to Saturday).

Other dates and times are specified in the application form.

2. Recommendation:

To consider the representation that has been made and to determine the application, having regard to:

- The submissions made by all parties
- The Statement of Licensing Policy
- The Public Sector Equality Duty
- The s182 Guidance

3. Brief Summary of Report:

Variation application received on 10th March 2026 in respect of the Burger Me Up, 1403 – 1407 Pershore Road, Stirchley, Birmingham, B30 2JR.

A representation has been received from other persons.

4. Compliance Issues:
4.1 Consistency with relevant Council Policies, Plans or Strategies:
The report complies with the City Council’s Statement of Licensing Policy and the Council’s Corporate Plan to improve the standard of all licensed persons, premises and vehicles in the City.

5. Relevant background/chronology of key events:
<p>Burger Me Up Limited applied on 10th March 2026 to vary the Premises Licence for Burger Me Up, 1403 – 1407 Pershore Road, Stirchley, Birmingham, B30 2JR.</p> <p>A representation has been received from other persons, which is attached at Appendix 1.</p> <p>The application is attached at Appendix 2.</p> <p>Conditions have been agreed with West Midlands Police and the applicant, which are attached at Appendix 3.</p> <p>The current Premises Licence is attached at Appendix 4.</p> <p>Site Location Plans at Appendix 5.</p> <p>When carrying out its licensing functions, a licensing authority must have regard to Birmingham City Council's Statement of Licensing Policy and the Guidance issued by the Secretary of State under s182 of the Licensing Act 2003. The Licensing Authority is also required to take such steps as it considers appropriate for the promotion of the licensing objectives, which are:-</p> <ul style="list-style-type: none"> a. The prevention of crime and disorder; b. Public safety; c. The prevention of public nuisance; and d. The protection of children from harm.

6. List of background documents:
<p>Copy of the representation as detailed in Appendix 1.</p> <p>Application Form, Appendix 2.</p> <p>Conditions agreed with West Midlands Police, Appendix 3.</p> <p>Current Premises Licence, Appendix 4.</p> <p>Site Location Plans, Appendix 5.</p>

7. Options available
<p>To grant the variation application</p> <p>To refuse the whole or part of the application</p> <p>To modify the conditions of the Licence</p>

From:

Sent: 23 March 2026 18:44

To: Licensing

Subject: URGENT: Formal Objection to Licensing Application 215692 – Burger-me-up, 1403-1407 Pershore Road

To the Licensing Department,

I am writing as a local resident and active community member to formally object to the application (Ref: 215692) by BURGER-ME-UP LTD to extend their licensing hours to 1:30 AM.

As someone who works in this area and is involved with local community safety groups, I see firsthand the challenges our streets face. I believe this extension will cause significant chaos and harm to the neighborhood based on the following:

1. Prevention of Public Nuisance

A 1:30 AM closing time is excessive for the Pershore Road/Bournville area. This extension will cause persistent annoyance and disturbance to residents. It isn't just about the noise inside the building; it is about the "chaos" outside—shouting, slamming car doors, and delivery bikes—continuing until nearly 2:00 AM. This is unfair to residents who need rest.

2. Impact on New Housing and Vulnerable Residents

New flats are being developed nearby specifically for people requiring accommodation and support. These residents, many of whom may work shift patterns or have specific wellbeing needs, require a quiet environment to sleep. Introducing a late-night alcohol and food hub until 1:30 AM directly undermines the suitability of these new homes.

3. Public Safety and Crime & Disorder

Through my involvement with local security groups and community social media, I am aware of the existing issues with antisocial behavior in this corridor. Extending the hours will only attract more "alcohol-related junk" and late-night loitering. It is not "fair" to ask the local community or the police to manage the increased risk of disorder that a 1:30 AM license would bring to this specific location.

4. Conclusion

The applicant should stick to their original, standard opening hours. The jump to 1:30 AM is a step too far for a residential community. I urge the Licensing Committee to refuse this variation in full.

My Details:

Name:

Address: Oak Farm, Birmingham, B30

Yours faithfully,

Application to vary a premises licence under the Licensing Act 2003

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We Burger-Me-Up Ltd

(Insert name(s) of applicant)

being the premises licence holder, apply to vary a premises licence under section 34 of the Licensing Act 2003 for the premises described in Part 1 below

Premises licence number 188083

Part 1 – Premises Details

Burger Me Up Ltd 1403-1407 Pershore Road, Stirchley, Birmingham B30 2JR			
Post town	Birmingham	Postcode	B30 2JR

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£23,500

Part 2 – Applicant details

Daytime contact telephone number	
E-mail address (optional)	
Current postal address if different from premises address	
Post town	
Postcode	

Please tick as appropriate

Do you want the proposed variation to have effect as soon as possible? Yes

If not, from what date do you want the variation to take effect?

DD	MM	YYYY

Do you want the proposed variation to have effect in relation to the introduction of the late-night levy? (Please see guidance note 1) No

Please describe briefly the nature of the proposed variation (Please see guidance note 2)

The conditions outlined in Section M are to be added to my original premises licence.

This application is for a full variation of the licence, as I would like to introduce Late Night Refreshment and permit the supply of alcohol for consumption off the premises. Allowing Late Night Refreshment would give us the option to keep the kitchen open until 12:00am or 1:00am in the future, should we decide to do so.

Permitting the supply of alcohol for off-site consumption would allow customers to take home any unfinished, paid-for drinks. We may also consider offering bundle deals that include canned drinks for customers to take away, while still operating within the permitted hours for the sale of alcohol.

If your proposed variation would mean that 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend:

Part 4 Operating Schedule

Please complete those parts of the Operating Schedule below which would be subject to change if this application to vary is successful.

- | Provision of regulated entertainment (Please see guidance note 3) | Please tick all that apply |
|---|-------------------------------------|
| a) plays (if ticking yes, fill in box A) | <input type="checkbox"/> |
| b) films (if ticking yes, fill in box B) | <input type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C) | <input type="checkbox"/> |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D) | <input type="checkbox"/> |
| e) live music (if ticking yes, fill in box E) | <input type="checkbox"/> |
| f) recorded music (if ticking yes, fill in box F) | <input checked="" type="checkbox"/> |
| g) performances of dance (if ticking yes, fill in box G) | <input type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H) | <input type="checkbox"/> |

Provision of late night refreshment (if ticking yes, fill in box I)

Supply of alcohol (if ticking yes, fill in box J)

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 8)			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 4)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
Day	Start	Finish	Both <input type="checkbox"/>		
Mon	-----	-----	Please give further details here (please read guidance note 5)		
Tue	-----	-----			
Wed	-----	-----	State any seasonal variations for performing plays (please read guidance note 6)		
Thur	-----	-----			
Fri	-----	-----	Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list (please read guidance note 7)		
Sat	-----	-----			
Sun	-----	-----			
	-----	-----			

B

Films Standard days and timings (please read guidance note 8)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 4)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
Day	Start	Finish	Both <input type="checkbox"/>		
Mon	-----	-----	Please give further details here (please read guidance note 5)		
Tue	-----	-----			
Wed	-----	-----	State any seasonal variations for the exhibition of films (please read guidance note 6)		
Thur	-----	-----			
Fri	-----	-----	Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list (please read guidance note 7)		
Sat	-----	-----			
Sun	-----	-----			
	-----	-----			

C

Indoor sporting events Standard days and timings (please read guidance note 8)			Please give further details (please read guidance note 5)
Day	Start	Finish	
Mon	-----	-----	
Tue	-----	-----	
Wed	-----	-----	
Thur	-----	-----	
Fri	-----	-----	
Sat	-----	-----	
Sun	-----	-----	State any seasonal variations for indoor sporting events (please read guidance note 6)
			Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list (please read guidance note 7)

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 8)			Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick (please read guidance note 4)	
Day	Start	Finish	Indoors	<input type="checkbox"/>
Mon	-----	-----	Outdoors	<input type="checkbox"/>
Tue	-----	-----	Both	<input type="checkbox"/>
Wed	-----	-----	Please give further details here (please read guidance note 5)	
Thur	-----	-----	State any seasonal variations for boxing or wrestling entertainment (please read guidance note 6)	
Fri	-----	-----		
Sat	-----	-----		
Sun	-----	-----		
			Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list (please read guidance note 7)	

E

Live music Standard days and timings (please read guidance note 8)			Will the performance of live music take place <u>indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 5)		
Mon	-----	-----			
Tue	-----	-----	<u>State any seasonal variations for the performance of live music</u> (please read guidance note 6)		
Wed	-----	-----			
Thur	-----	-----	<u>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Fri	-----	-----			
Sat	-----	-----			
Sun	-----	-----			

F

Recorded music Standard days and timings (please read guidance note 8)			Will the playing of recorded music take place <u>indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 5)		
Mon	11:00	01:00			
Tue	11:00	01:00	Recorded background music will be played inside the premises only. The music will be maintained at a moderate, conversational level so as not to cause disturbance to nearby residents.		
Wed	11:00	01:00	<u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 6)		
Thur	11:00	02:00	On New Year's Eve, recorded music may continue beyond the standard licensed hours through to the start of licensed hours on New Year's Day.		
Fri	11:00	02:00	<u>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sat	11:00	02:00	New Years Eve, recorded music may be played until 01:30.		
Sun	11:00	01:00			

G

Performances of dance Standard days and timings (please read guidance note 8)			Will the performance of dance take place indoors or outdoors or both – please tick (please read guidance note 4)		Indoors	<input type="checkbox"/>
					Outdoors	<input type="checkbox"/>
Day	Start	Finish			Both	<input type="checkbox"/>
Mon	-----	-----	Please give further details here (please read guidance note 5)			
Tue	-----	-----				
Wed	-----	-----	State any seasonal variations for the performance of dance (please read guidance note 6)			
Thur	-----	-----				
Fri	-----	-----	Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list (please read guidance note 7)			
Sat	-----	-----				
Sun	-----	-----				

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 8)			Please give a description of the type of entertainment you will be providing			
Day	Start	Finish	Will this entertainment take place indoors or outdoors or both – please tick (please read guidance note 4)		Indoors	<input type="checkbox"/>
Mon	-----	-----			Outdoors	<input type="checkbox"/>
					Both	<input type="checkbox"/>
Tue	-----	-----	Please give further details here (please read guidance note 5)			
Wed	-----	-----				
Thur	-----	-----	State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 6)			
Fri	-----	-----				
Sat	-----	-----	Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list (please read guidance note 7)			
Sun	-----	-----				

Late night refreshment Standard days and timings (please read guidance note 8)			<u>Will the provision of late night refreshment take place indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	<input type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
Mon	23:00	01:00	<p>Please give further details here (please read guidance note 5)</p> <p>Late night refreshment will consist of hot food and hot drinks prepared on the premises and supplied to customers for consumption on the premises, takeaway, and delivery. The premises operates as a counter-service burger restaurant and may offer takeaway food orders which can be accompanied by alcohol purchased in accordance with the permitted hours for the sale of alcohol.</p> <p>State any seasonal variations for the provision of late night refreshment (please read guidance note 6)</p> <p>On New Year's Eve, the provision of late night refreshment may continue beyond the standard hours into New Year's Day.</p> <p>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 7)</p> <p>On New Year's Eve, the provision of late night refreshment may continue until 01:30 on New Year's Day.</p>	Both	<input checked="" type="checkbox"/>
Tue	23:00	01:00			
Wed	23:00	01:00			
Thur	23:00	02:00			
Fri	23:00	02:00			
Sat	23:00	02:00			
Sun	23:00	01:00			

J

Supply of alcohol Standard days and timings (please read guidance note 8)			Will the supply of alcohol be for consumption – please tick (please read guidance note 9)	On the premises	<input type="checkbox"/>
				Off the premises	<input type="checkbox"/>
Day	Start	Finish	Alcohol will be supplied for consumption both on the premises and off the premises. Off-sales may be provided with food orders or as part of takeaway/delivery bundles during permitted hours. Alcohol will remain ancillary to the food-led nature of the premises and will not be sold for consumption in the external seating area after 00:00. All staff are trained in responsible alcohol service, and the premises has a Challenge 25 policy in operation.	Both	<input checked="" type="checkbox"/>
Mon	11:00	00:00		<p><u>State any seasonal variations for the supply of alcohol</u> (please read guidance note 6)</p> <p>On New Year's Eve, the supply of alcohol may continue beyond the standard licensed hours into New Year's Day.</p> <p><u>Non-standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list</u> (please read guidance note 7)</p> <p>On New Year's Eve, the supply of alcohol may continue until 01:00</p>	
Tue	11:00	00:00			
Wed	11:00	00:00			
Thur	11:00	00:00			
Fri	11:00	00:00			
Sat	11:00	00:00			
Sun	11:00	00:00			

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 10).

The premises does not provide adult entertainment or services. All activities and entertainment are suitable for children accompanied by an adult. Alcohol is served responsibly as ancillary to food, and staff will enforce the Challenge 25 policy to prevent sales to under 18s. No other activities take place that could give rise to concern in respect of children.

L

Hours premises are open to the public Standard days and timings (please read guidance note 8)			<u>State any seasonal variations</u> (please read guidance note 6) On New Year's Eve, the premises may remain open beyond the standard licensed hours into New Year's Day to accommodate extended trading for the occasion.
Day	Start	Finish	
Mon	11:00	01:30	<u>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</u> (please read guidance note 7) On New Year's Eve, the premises may remain open until 02:30 on New Year's Day.
Tue	11:00	01:30	
Wed	11:00	01:30	
Thur	11:00	02:30	
Fri	11:00	02:30	
Sat	11:00	02:30	
Sun	11:00	01:30	

Please identify those conditions currently imposed on the licence which you believe could be removed as a consequence of the proposed variation you are seeking.

None

Please tick as appropriate

I have enclosed the premises licence



- I have enclosed the relevant part of the premises licence

If you have not ticked one of these boxes, please fill in reasons for not including the licence or part of it below

M Describe any additional steps you intend to take to promote the four licensing objectives as a result of the proposed variation:

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

The premises operates as a counter-service burger restaurant providing seated dining, takeaway and delivery services. Alcohol is supplied both for consumption on the premises and for takeaway or delivery during permitted hours. The premises is food-led and alcohol sales remain ancillary to the primary restaurant operation.

A small number of external benches may be provided at the frontage of the premises within the premises boundary. We will submit a licensable area for these after successful submission and acceptance of this application.

These will be positioned so as not to obstruct the adjacent public pathway and will be monitored by staff to ensure appropriate customer behaviour and noise levels.
Delivery drivers utilise a separate entrance and collection point to minimise congestion and ensure safe and orderly operation at the premises.

Staff are trained in responsible alcohol retailing and the premises operates a Challenge 25 policy.

b) The prevention of crime and disorder

The premises will operate a Challenge 25 policy and staff will request valid photographic identification where required. Staff receive training on responsible alcohol sales and the refusal of service to intoxicated individuals.

Management will monitor customer behaviour both inside the premises and in the external seating area. Any disorderly behaviour will be addressed promptly by staff.

The benches will be moved inside at the end of the night to prevent loitering or any unwanted behaviour.

The premises will maintain good working relationships with local authorities and police where necessary

c) Public safety

The premises will comply with all relevant health and safety legislation. Staff are trained in emergency procedures and safe customer management.

Customer areas, including any external seating benches, will be kept clear and safely arranged to avoid obstruction to pedestrian access. Delivery drivers collect orders via a designated separate entrance to reduce congestion.

d) The prevention of public nuisance

Management will monitor noise levels from customers to ensure they remain reasonable for the surrounding area. Customers using the external benches will be reminded to respect neighbouring properties and the local community.

The premises will ensure the frontage and surrounding area are regularly checked and kept clean. Any litter, spillages, or breakages such as glass will be cleared immediately by staff.

e) The protection of children from harm

The premises operates a Challenge 25 policy and only accepts recognised forms of photographic identification such as a passport or photocard driving licence.

Children are permitted on the premises when accompanied by an adult. The premises does not provide any form of adult entertainment or activities unsuitable for minors.

Checklist:

Please tick to indicate agreement

- I have made or enclosed payment of the fee; or
- I have not made or enclosed payment of the fee because this application has been made in relation to the introduction of the late night levy.
- I have sent copies of this application and the plan to responsible authorities and others where applicable.
- I understand that I must now advertise my application.
- I have enclosed the premises licence or relevant part of it or explanation.
- I understand that if I do not comply with the above requirements my application will be rejected.

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

Part 5 – Signatures (please read guidance note 12)

Signature of applicant (the current premises licence holder) or applicant’s solicitor or other duly authorised agent (please read guidance note 13). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
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Date	10/03/2026
Capacity	Director

Where the premises licence is jointly held, signature of 2nd applicant (the current premises licence holder) or 2nd applicant's solicitor or other authorised agent (please read guidance note 14). If signing on behalf of the applicant, please state in what capacity.

Signature	
Date	
Capacity	

<p>Contact name (where not previously given) and address for correspondence associated with this application (please read guidance note 15)</p> <p>Joshua Thompson-Dykes</p>			
Post town	Kings Norton	Post code	
Telephone number (if any)			

From: Christopher Jones
Sent: 12 March 2026 09:08
To: Licensing
Cc: Joshua Thompson-Dykes
Subject: FW: [External]: Re: Full Variation - Burger Me Up

Good Morning Licensing,

With regard to the premises licence variation for Burger Me Up, 1403-1407 Pershore Rd, Stirchley. B30 2JR.

West Midlands Police have reviewed this application and are happy that if the below conditions are added to the licence, then the licensing objectives will be met and promoted.

The below conditions have been agreed with the applicant, as per below email chain who is copied in this.

- The premises will have a documented vulnerability policy. This policy will include national schemes such as 'Ask for Angela'
- CCTV will record throughout the whole of the licensable activity, CCTV images / recordings will be held for a minimum of 28 days. CCTV will be made immediately available to West Midlands Police on request.
- The premises licence holder will ensure the contract with any third party company delivering alcohol (the "Deliverer") includes that staff training will be provided by the Deliverer to all delivery drivers ("Drivers") which will stipulate that every driver will be trained in the requirements of the Licensing Act 2003 ensuring that proof in the form of photo ID is required from every person to whom alcohol is delivered who appears 25 or under and that the driver must record the identity of the person who receives the alcohol and the identity of the Driver. Any contract with a Deliverer will be kept on site and will be made available to any of the Responsible Authorities on request

If the above conditions are imposed onto the premises licence then West Midlands Police have no objection to this licence variation.

Regards and thanks



Chris Jones 55410
Police Alcohol Licensing Officer
Birmingham Licensing Team
West Midlands Police

Working in partnership, making communities safer



From: bw licensing
Sent: 12 March 2026 08:59
To: Joshua Thompson-Dykes
Subject: RE: [External]: Re: Full Variation - Burger Me Up

Morning Josh,

Many thanks for your swift reply.

I will progress the application with the council and copy you in for completeness.

Regards



Chris Jones 55410
Police Alcohol Licensing Officer
Birmingham Licensing Team
West Midlands Police

Working in partnership, making communities safer



From: Joshua Thompson-Dykes
Sent: 11 March 2026 13:32
To: bw licensing
Subject: [External]: Re: Full Variation - Burger Me Up

Hi Chris,

Thank you for your help with this matter.

The stipulations you outlined are clear, and I will begin implementing them and ensuring our staff are fully trained. In the meantime, I am proceeding with displaying the blue notice outside the premises and placing the advertisement in our local newspaper.

If you have any further issues or concerns, please don't hesitate to get in touch.

All the best,

Josh



Licensing Act 2003

Premises Licence

Premises Licence Number	188083
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Part 1 – Premises Details

Postal address of premises, or if none, ordnance survey map reference or description
Burger-me-up, 1403 - 1407 Pershore Road, Bournville, Birmingham, B30 2JR

Telephone Number
Not specified

Where the licence is time limited the dates
N/A

Licensable activities authorised by the licence
Sale of Alcohol by Retail Playing of Recorded Music

Times the licence authorises the carrying out of licensable activities

<u>Sale of Alcohol by retail:</u>		
Day	Start Time	End Time
Monday	12:00	23:00
Tuesday	12:00	23:00
Wednesday	12:00	23:00
Thursday	12:00	23:00
Friday	12:00	23:00
Saturday	12:00	23:00
Sunday	12:00	23:00
Place: For consumption on the premises		
Seasonal Variations: N/A		Non-Standard Times: N/A

<u>Playing of Recorded Music:</u>		
Day	Start Time	End Time
Monday	12:00	23:00
Tuesday	12:00	23:00
Wednesday	12:00	23:00
Thursday	12:00	23:00
Friday	12:00	23:00
Saturday	12:00	23:00
Sunday	12:00	23:00
Further Details: Recorded music will be used as background music whilst the venue is open to the public, the music will be amplified and it will be played at a volume that will allow customers to easily engage in conversation.		
Place: Indoors		
Seasonal Variations: N/A		Non-Standard Times: N/A

Reference: 188083

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BIRMINGHAM CITY COUNCIL

The opening hours of the premises		
Day	Start Time	End Time
Monday	12:00	23:00
Tuesday	12:00	23:00
Wednesday	12:00	23:00
Thursday	12:00	23:00
Friday	12:00	23:00
Saturday	12:00	23:00
Sunday	12:00	23:00
Seasonal Variations: N/A		Non-Standard Times: N/A

Where the licence authorises supplies of alcohol whether these are on and /or off supplies
For consumption on the premises

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence
BURGER-ME-UP LTD

Registered number of holder, for example company number, charity number (where applicable)
Company Number: 13994880

Name and address of designated premises supervisor where the premises licence authorises the supply of alcohol
Joshua Thompson-Dykes

Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol
Licence Number: 179937
Issuing Authority: BIRMINGHAM

Dated 24-10-2024

Bhapinder Nandhra
Senior Licensing Officer
For Director of Regulation & Enforcement

Annex 1 – Mandatory Conditions

No supply of alcohol may be made under the premises licence (a) at a time when there is no designated premises supervisor in respect of the premises licence, or (b) at a time when the designated premises supervisor does not hold a personal licence, or his personal licence is suspended.

Every retail sale or supply of alcohol made under this licence must be made or authorised by a person who holds a personal licence.

The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol. The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy. The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either - (a) a holographic mark, or (b) an ultraviolet feature.

(1) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price. (2) In this condition: - (a) permitted price is the price found by applying the formula $P = D + (D \times V)$, where - (i) P is the permitted price, (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty charged on the date of the sale or supply of the alcohol, and (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol. (b) duty is to be construed in accordance with the Alcoholic Liquor Duties Act 1979. (c) relevant person means, in relation to premises in respect of which there is in force a premises licence - (i) the holder of the premises licence, (ii) the designated premises supervisor (if any) in respect of such a licence, or (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence. (d) relevant person means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and (e) value added tax means value added tax charged in accordance with the Value Added Tax Act 1994. (3) Where the permitted price would not be a whole number of pennies, the permitted price shall be taken to be the price rounded up to the nearest penny. (4) Where the permitted price on a day (the first day) would be different from the permitted price on the next day (the second day) as a result of a change to the rate of duty or value added tax, the permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Each individual assigned to carrying out a security activity must be licensed by the Security Industry Agency.

Annex 2 – Conditions consistent with the Operating Schedule

The Licence Holder must ensure staff will be trained to recognise and handle potentially disorderly behaviour. This includes the responsible service of alcohol, conflict resolution, and how to refuse service to intoxicated or underage customers.

The Licence Holder must install CCTV cameras and ensure adequate lighting in and around the premises.

The Licence Holder will ensure install a monitored grade 2 alarm system, enabling an immediate police response where required.

The Licence Holder must ensure staff will be trained to enforce ID checks to prevent underage drinking, using 'Challenge 25!'.

The Licence Holder must ensure to establish and enforce a clear zero-tolerance policy against drug use, weapons, and aggressive behaviour. The Licence Holder will display signage to communicate our rules to customers.

The Licence Holder must ensure the use of a logbook to maintain a record of any incidents of disorder, refusal of service, or ejections from the premises. This will help in both managing issues and providing evidence to the authorities if required.

Regularly inspect the premises to ensure we are compliant with health and safety regulations, fire safe, structurally sound and clean.

The Licence Holder will monitor and control the number of customers to avoid overcrowding during busy periods.

The Licence Holder must ensure staff will be trained for emergency evacuation and fire exits will be clearly marked and unobstructed.

The Licence Holder will keep a well-stocked first-aid kit on the premises and ensure that some staff members are trained in basic first aid.

There will be a first aid procedure in place for designated first aiders to ensure public safety in worst-case scenarios.

The Licence Holder will maintain clear, well-lit pathways, and promptly address any spills or hazards to prevent accidents.

The Licence Holder will implement measures to minimize noise, such as regulating the music volume and using soundproof plasterboard to board the ceilings and walls.

Ensure proper disposal of waste and provide adequate commercial bins inside and outside the premises to prevent littering and the congregation of waste.

The Licence Holder will manage the behaviour of customers leaving the bar by encouraging them to do so quietly and respectfully. We will have a sign near the exit to remind customers of nearby homes and to exit the venue quietly at night.

The Licence Holder will build and maintain good relations with local residents by keeping them informed of any events or changes to operations that might affect them.

As we build relations with local residents, we will also address any complaints and/or issues politely and as required.

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Implement a robust age verification policy (Challenge 25) to ensure that no underage individuals are served alcohol. We will train our staff on the severe importance of checking IDs.

The Licence Holder will provide non-alcoholic beverages and snacks to cater to younger customers who might be on the premises with adults.

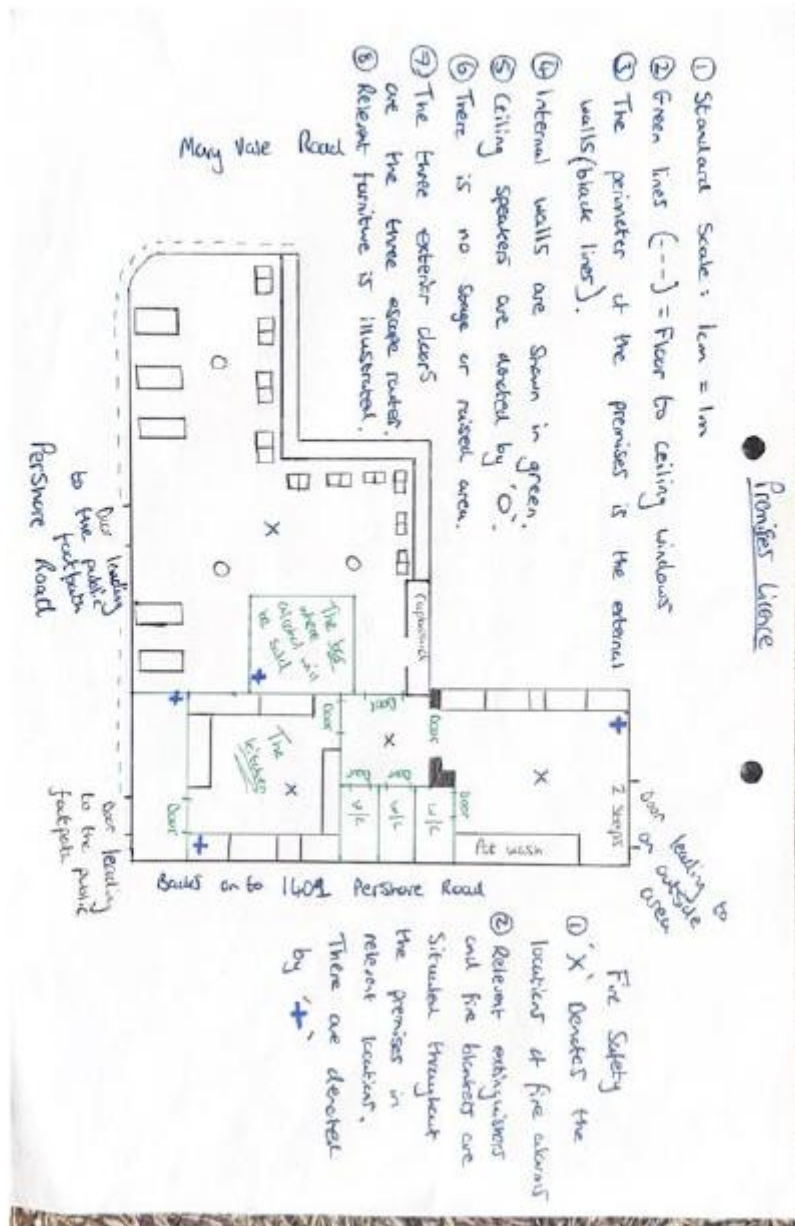
Under 18s must be accompanied by an adult.

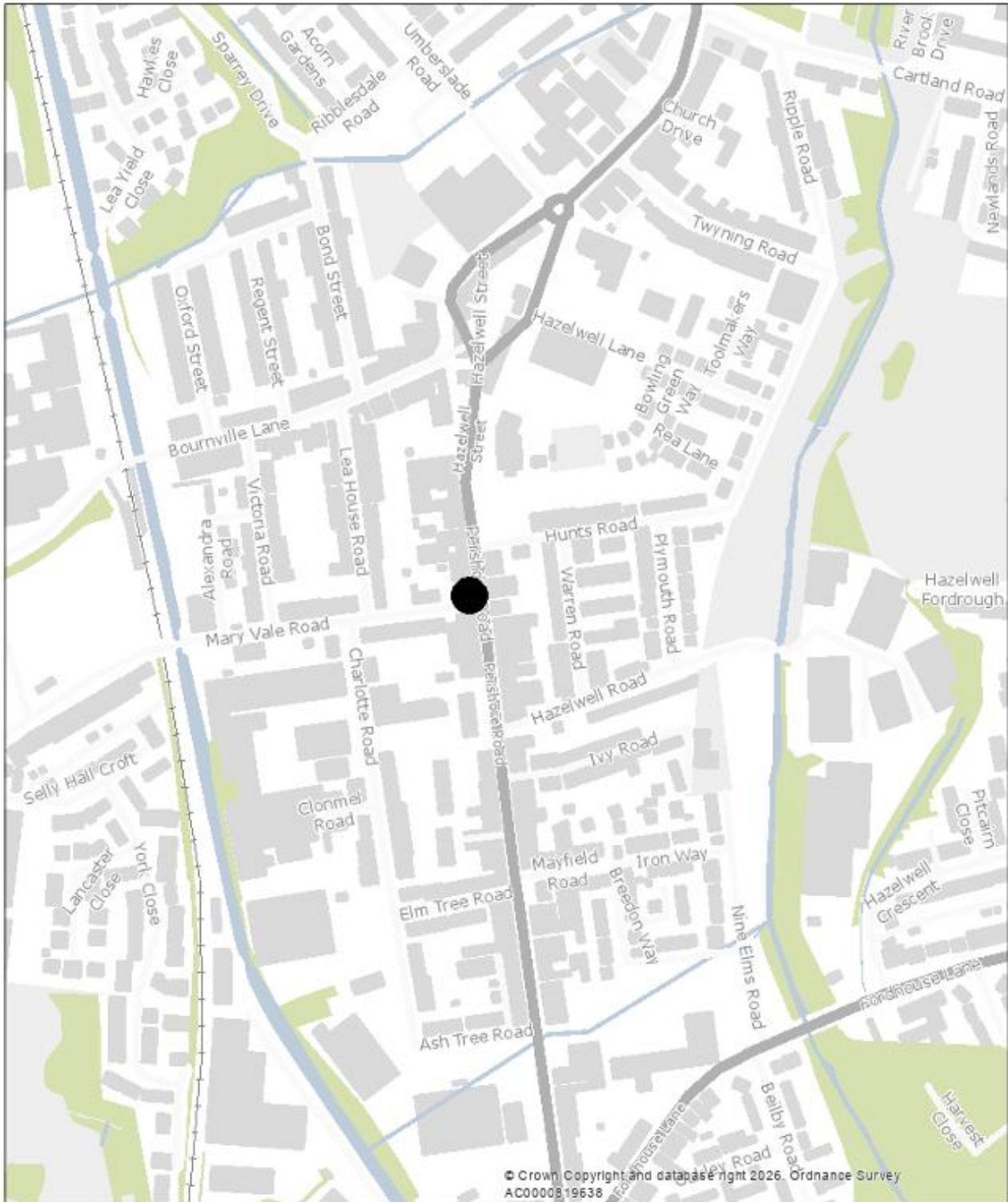
Annex 3 – Conditions attached after a hearing by the Licensing Authority

N/A

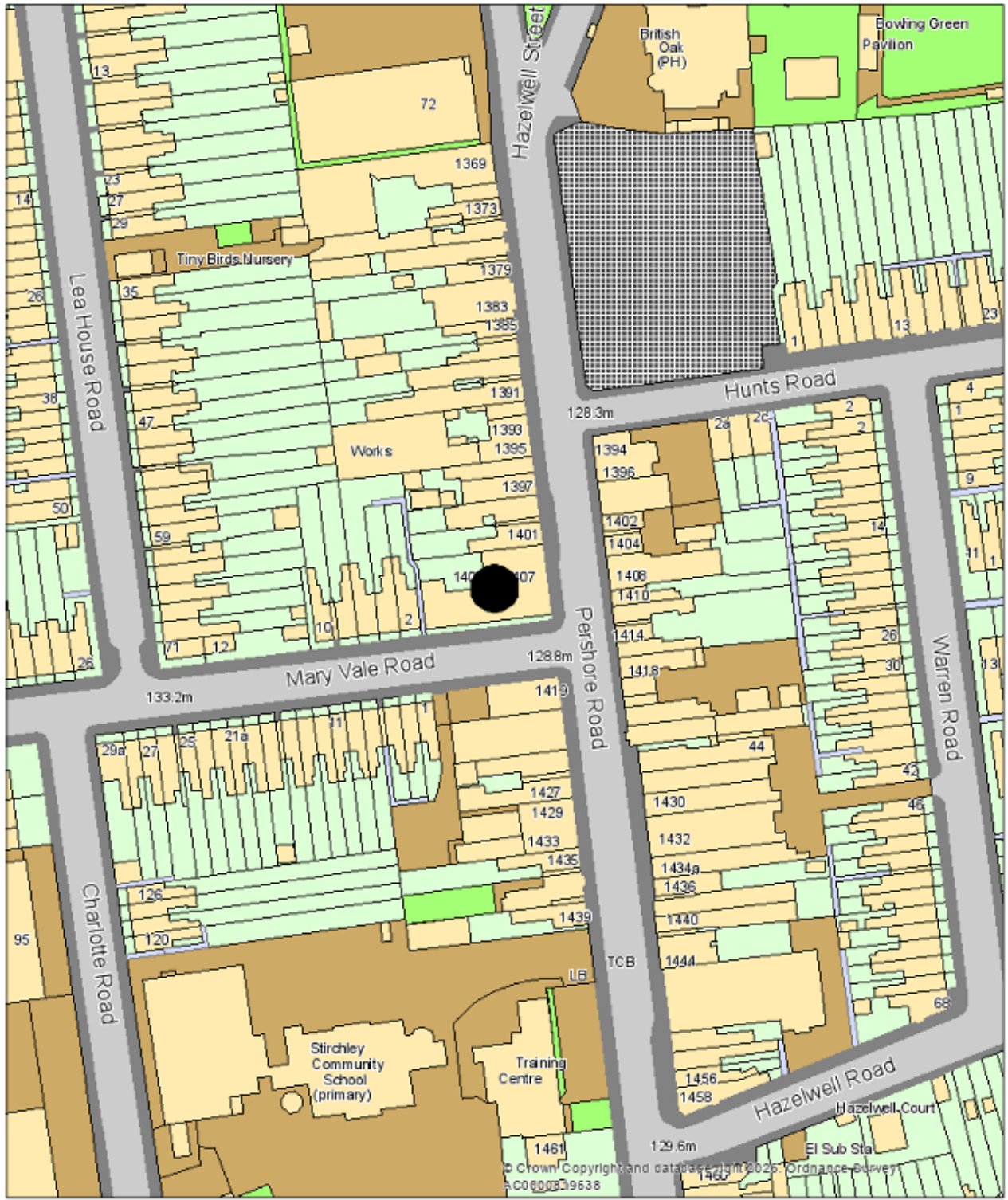
Annex 4 – Plans

Plan Reference: - 188083 as attached.





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