

<b>Report to:</b>	<b>Licensing Sub Committee A</b>
<b>Report of:</b>	<b>Director of Regulation &amp; Enforcement</b>
<b>Date of Meeting:</b>	<b>Monday 15<sup>th</sup> September 2025</b>
<b>Subject:</b>	<b>Licensing Act 2003 Premises Licence – Grant</b>
<b>Premises:</b>	<b>Plonk, 1835 Pershore Road, Bournville, Birmingham, B30 3DJ</b>
<b>Ward affected:</b>	<b>Bournville and Cotteridge</b>
<b>Contact Officer:</b>	<b>Bhapinder Nandhra, Senior Licensing Officer, <a href="mailto:licensing@birmingham.gov.uk">licensing@birmingham.gov.uk</a></b>

**1. Purpose of report:**

To consider the representations that have been made in respect of an application for a Premises Licence, which seeks to permit the Sale of Alcohol (for consumption both on and off the premises) to operate from 10:00am until 11:00pm (Monday to Sunday).

Premises to remain open to the public from 07:00am until 11:30pm (Monday to Sunday).

**2. Recommendation:**

To consider the representations that have 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:**

An application for a Premises Licence was received on 22<sup>nd</sup> July 2025 in respect of Plonk, 1835 Pershore Road, Bournville, Birmingham, B30 3DJ.

Representations have 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:**

AGWD Holdings Limited applied on 22<sup>nd</sup> July 2025 for the grant of a Premises Licence for Plonk, 1835 Pershore Road, Bournville, Birmingham, B30 3DJ.

Representations have been received from other persons, which are attached at Appendices 1 & 2.

The application, including supporting documents, are attached at Appendix 3.

Conditions have been agreed with West Midlands Police and the applicant, which are attached at Appendix 4.

Conditions have been agreed with Birmingham City Council Licensing Enforcement and the applicant, which are attached at Appendix 5.

Site Location Plans at Appendix 6.

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:-

- 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:**

Copies of the representations as detailed in Appendices 1 & 2.

Application Form and supporting documents, Appendix 3.

Conditions agreed with West Midlands Police, Appendix 4.

Conditions agreed with Birmingham City Council Licensing Enforcement, Appendix 5.

Site Location Plans, Appendix 6.

## **7. Options available**

To Grant the licence in accordance with the application.

To Reject the application.

To Grant the licence subject to conditions modified to such an extent as considered appropriate.

Exclude from the licence any of the licensable activities to which the application relates.

Refuse to specify a person in the licence as the premises supervisor.

**From:**

**Sent:** 31 July 2025 22:28

**To:** Licensing

**Subject:** Objection to Alcohol Sale at 1835 Pershore Road, Cotteridge

Hi,

I've just seen your post about allowing a shop at 1835 Pershore Road, Cotteridge, Birmingham, B30 3DJ to sell alcohol. This area already has many shops selling alcohol, and I've noticed a rise in underage drinking in the local park.

I believe granting another alcohol licence here could lead to more anti-social behaviour in the community. For that reason, I strongly object to this application.

**From:**

**Sent:** 20 August 2025 22:52

**To:** Licensing

**Subject:** Objection to grant premises licence 1835 Pershore Road, B30 3DJ

FAO Licensing Officer

I would like to submit an objection to grant a premises licence at the above location.

I am a resident of Midland Road and concerned that by granting the license it will add to the ongoing antisocial behaviour, street drinking, beggars, crime, littering, noise nuisance, parking that has already had a negative affect on the residents who live on/near this location and use the local amenities in Cotteridge

The following pubs/bars/social clubs are already within a 0.2 mile distance on Pershore Road Cotteridge near the residential area:

Picture & Pint - Bar

Red Beer'd - Bar

The cotteridge Inn

Kings Norton Service Man Club

The Grant Arms Public House

In addition to the following shops selling alcohol -

Drinks 4 u

Spar

Co op

I do not feel there is a need or justification for having another drinking establishment within this small high street.

I have witnessed asb, people hanging around on the junction of MidlandRoad/PershoreRoad intimidating passers by, a male urinating against the wall of the premises in broad daylight and believe by granting this license it will increase unwanted behaviour. Residents vehicles have already been broken into and vandalised and the proposed premises is next to where we park our cars. There are families, children, elderly people living near the location

I have already complained to the local Police NHT, councillor Liz Clements ,MP Al Carn, Community Safety Partnership about the increase in asb and the impact this is having on the local community.

I understand that the Council do not want empty shop premises and need to recoup loses, but there are already 5 drinking establishments in the high street and the community do not need any more vape shops, barbers or bars. We need more independent family friendly businesses,shops..not a bar that will have a negative impact on the quality of life for the local community and anyone visiting the area.

Thank you

Midland Road

B30

\* required information

**Section 1 of 21**

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference  This is the unique reference for this application generated by the system.

Your reference  You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?  
 Yes  No Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

**Applicant Details**

\* First name

\* Family name

\* E-mail

Main telephone number  Include country code.

Other telephone number

Indicate here if you would prefer not to be contacted by telephone

Are you:  
 Applying as a business or organisation, including as a sole trader A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.  
 Applying as an individual

**Applicant Business**

Is your business registered in the UK with Companies House?  Yes  No Note: completing the Applicant Business section is optional in this form.

Registration number

Business name  If your business is registered, use its registered name.

VAT number   Put 'none' if you are not registered for VAT.

Legal status

Continued from previous page...

Your position in the business	<input type="text" value="Director"/>	
Home country	<input type="text" value="United Kingdom"/>	The country where the headquarters of your business is located.
<b>Registered Address</b>		Address registered with Companies House.
Building number or name	<input type="text" value="1835"/>	
Street	<input type="text" value="Persnore Road"/>	
District	<input type="text" value="Cotteridge"/>	
City or town	<input type="text" value="Birmingham"/>	
County or administrative area	<input type="text" value="West Midlands"/>	
Postcode	<input type="text" value="B30 3DJ"/>	
Country	<input type="text" value="United Kingdom"/>	

\* required information

## 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	<input type="text" value="Plonk - 1835"/>
Street	<input type="text" value="Persnore Road"/>
District	<input type="text" value="Cotteridge"/>
City or town	<input type="text" value="Birmingham"/>
County or administrative area	<input type="text" value="West Midlands"/>
Postcode	<input type="text" value="B30 3DJ"/>
Country	<input type="text" value="United Kingdom"/>

#### Further Details

Telephone number	<input type="text"/>
Non-domestic rateable value of premises (£)	<input type="text" value="16,000"/>

**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	
<b>NON INDIVIDUAL APPLICANTS</b>	
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.	
<b>Non Individual Applicant's Name</b>	
Name	AGWD Holdings
<b>Details</b>	
Registered number (where applicable)	16382982
Description of applicant (for example partnership, company, unincorporated association etc)	
Limited Company	
<b>Address</b>	
Building number or name	1835
Street	Pershore Road
District	Cotteridge
City or town	Birmingham
County or administrative area	
Postcode	B30 3DJ
Country	United Kingdom
<b>Contact Details</b>	
E-mail	
Telephone number	
Other telephone number	
* Date of birth	<input type="text"/> / <input type="text"/> / <input type="text"/> dd mm yyyy
* Nationality	<input type="text"/> Documents that demonstrate entitlement to work in the UK

Section 5 of 21	
<b>OPERATING SCHEDULE</b>	
When do you want the premises licence to start?	<input type="text" value="01"/> / <input type="text" value="09"/> / <input type="text" value="2025"/> dd mm yyyy
If you wish the licence to be valid only for a limited period, when do you want it to end	<input type="text"/> / <input type="text"/> / <input type="text"/> 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.	
<input type="text" value="Café, Food and relaxed bar"/>	
If 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend	<input type="text"/>

Section 6 of 21	
<b>PROVISION OF PLAYS</b>	
<a href="#">See guidance on regulated entertainment</a>	
Will you be providing plays?	
<input type="radio"/> Yes <input checked="" type="radio"/> No	

Section 7 of 21	
<b>PROVISION OF FILMS</b>	
<a href="#">See guidance on regulated entertainment</a>	
Will you be providing films?	
<input type="radio"/> Yes <input checked="" type="radio"/> No	

Section 8 of 21	
<b>PROVISION OF INDOOR SPORTING EVENTS</b>	
<a href="#">See guidance on regulated entertainment</a>	
Will you be providing indoor sporting events?	
<input type="radio"/> Yes <input checked="" type="radio"/> No	

Section 9 of 21	
<b>PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS</b>	
<a href="#">See guidance on regulated entertainment</a>	
Will you be providing boxing or wrestling entertainments?	
<input type="radio"/> Yes <input checked="" type="radio"/> No	

<b>Section 10 of 21</b>
<b>PROVISION OF LIVE MUSIC</b>
<a href="#">See guidance on regulated entertainment</a>
Will you be providing live music?
<input type="radio"/> Yes <input checked="" type="radio"/> No

<b>Section 11 of 21</b>
<b>PROVISION OF RECORDED MUSIC</b>
<a href="#">See guidance on regulated entertainment</a>
Will you be providing recorded music?
<input type="radio"/> Yes <input checked="" type="radio"/> No

<b>Section 12 of 21</b>
<b>PROVISION OF PERFORMANCES OF DANCE</b>
<a href="#">See guidance on regulated entertainment</a>
Will you be providing performances of dance?
<input type="radio"/> Yes <input checked="" type="radio"/> No

<b>Section 13 of 21</b>
<b>PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE</b>
<a href="#">See guidance on regulated entertainment</a>
Will you be providing anything similar to live music, recorded music or performances of dance?
<input type="radio"/> Yes <input checked="" type="radio"/> No

<b>Section 14 of 21</b>
<b>LATE NIGHT REFRESHMENT</b>
Will you be providing late night refreshment?
<input type="radio"/> Yes <input checked="" type="radio"/> No

Section 15 of 21	
SUPPLY OF ALCOHOL	
Will you be selling or supplying alcohol?	
<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Standard Days And Timings</b>	
<p>MONDAY</p> <p>Start <input type="text" value="10:00"/>                      End <input type="text" value="23:00"/></p> <p>Start <input type="text"/>                      End <input type="text"/></p>	
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<p>SUNDAY</p> <p>Start <input type="text" value="10:00"/>                      End <input type="text" value="23:00"/></p> <p>Start <input type="text"/>                      End <input type="text"/></p>	
<p>Will the sale of alcohol be for consumption:</p> <p><input type="radio"/> On the premises                      <input type="radio"/> Off the premises                      <input checked="" type="radio"/> Both</p>	
<p>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.</p>	

*Continued from previous page...*

State any seasonal variations

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

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.

New Year's Eve - potential request for extension until 01:00

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

**Name**

First name

Family name

Date of birth  /  /   
dd mm yyyy

**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?

*Continued from previous page...*

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

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'.

<b>Section 16 of 21</b>
<b>ADULT ENTERTAINMENT</b>
<p>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</p> <p>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.</p>

<b>Section 17 of 21</b>														
<b>HOURS PREMISES ARE OPEN TO THE PUBLIC</b>														
<b>Standard Days And Timings</b>														
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Continued from previous page...

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.

\* required information

## 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.

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 responsible person will ensure that members of staff do not carry out, arrange, or participate in any irresponsible promotions on this, or any associated premises. An irresponsible promotion is considered to be any one or more of the following activities, or substantially similar activities, encouraging the sale or supply of alcohol for consumption on the premises - (a) games or other activities which may require or encourage, or are designed to require or encourage, individuals to - (i) drink a quantity of alcohol within a specified time limit (except to consume alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or (ii) consume as much alcohol as possible (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed discounted fee to the public or to a specific group which carries a significant risk of undermining a licensing objective. (c) provision of free or discounted alcohol or any other item as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less which carries a significant risk of undermining a licensing objective. (d) selling or supplying alcohol in association with marketing materials such as posters or flyers on, or nearby, the premises which can reasonably be considered to condone, encourage, or glamourise any form of anti-social behaviour or to refer to the effects of drunkenness favourably. (e) dispensing alcohol directly into anyone's mouth (other than where that other person is unable to drink without assistance by reason of disability).

The premises licence 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 (DPS) in relation to the premises licence must ensure that the supply of alcohol at the premises is 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.

The responsible person must ensure that - (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures - (i) beer or cider: ½ pint; (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and (iii) still wine in a glass: 125 ml; (b) measures to be displayed on a menu, price list or other printed material which is available to customers on the premises; and (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

(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

*Continued from previous page...*

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.

b) The prevention of crime and disorder

All staff will be trained in their responsibility of the licensing act, challenge 25 and vulnerability policy. This training will be documented and signed by both the trainer and trainee and made available to any of the responsible authorities on request.

c) Public safety

Training in relation to the promotion of the licensing objectives must be provided and undertaken by all members of staff (whether paid or unpaid) before he / she makes a sale or supply of alcohol and at least every six months thereafter.

Documented training records must be kept at the Premises and made available to an officer of a responsible authority on Request.

The premises will operate a vulnerability policy. This policy will include nationally recognised schemes such as 'Ask forAngela'. This policy will be made available to any of the responsible authorities on request.

An incident book must be kept at the Premises and maintained up to date (no later than 24 hours after the incident) at all times and will record the following:

- Time date and details of all incidents/complaints of crime and disorder or anti-social behaviour
- All crimes reported to the venue
- Any visit by a responsible authority or emergency service
- The incident book must be made available to officers of a responsible authority upon request or during an inspection.

d) The prevention of public nuisance

Customers will be encourage to leave quietly if required

Outdoor seating will be managed to minimise noise

e) The protection of children from harm

The premises will adopt the Challenge 25 scheme with appropriate signage to be placed at the entrance to the premises and adjacent to the counter area.

A refusals register must be kept at the Premises and maintained up to date at all times recording the date time, type of

*Continued from previous page...*

product refused, reasons for every refusal to sell alcohol to a customer and the name and signature of member of staff refusing the sale. The refusals record must be made available to an officer of a responsible authority upon request.

## Section 19 of 21

## NOTES ON DEMONSTRATING ENTITLEMENT TO WORK IN THE UK

**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.

*Continued from previous page..*

- 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.

**Continued from previous page..**

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**

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.

Continued from previous page..

- 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.

response information

## 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 <https://www.tax.service.gov.uk/business-rates-find/search>

Band A - No RV to £4300 - £100.00

Band B - £4301 to £33000 - £190.00

Band C - £33001 to £87000 - £315.00

Band D - £87001 to £125000 - £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 £125000 - £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 30000-39999 - £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

Capacity 80000-89999 - £56,000.00

Capacity 90000 and over - £64,000.00

\* Fee amount (£)

190.00

### DECLARATION

[APPLICABLE TO INDIVIDUAL APPLICANTS ONLY, INCLUDING THOSE IN A PARTNERSHIP WHICH IS NOT A LIMITED LIABILITY PARTNERSHIP] I UNDERSTAND I AM NOT ENTITLED TO BE ISSUED WITH A LICENCE IF I DO NOT HAVE THE

- ENTITLEMENT TO LIVE AND WORK IN THE UK (OR IF I AM SUBJECT TO A CONDITION PREVENTING ME FROM DOING WORK RELATING TO THE CARRYING ON OF A LICENSABLE ACTIVITY) AND THAT MY LICENCE WILL BECOME INVALID IF I CEASE TO BE ENTITLED TO LIVE AND WORK IN THE UK (PLEASE READ GUIDANCE NOTE 15).

THE DPS NAMED IN THIS APPLICATION FORM IS ENTITLED TO WORK IN THE UK (AND IS NOT SUBJECT TO CONDITIONS

- PREVENTING HIM OR HER FROM DOING WORK RELATING TO A LICENSABLE ACTIVITY) AND I HAVE SEEN A COPY OF HIS OR HER PROOF OF ENTITLEMENT TO WORK, IF APPROPRIATE (PLEASE SEE NOTE 15).

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

Continued from previous page...

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/birmingham/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**



**Breakdown of points raised in Representations:**

**Prevention of Crime and Disorder** – The suggestion that granting the license will increase anti-social behaviour and crime is speculative. I have met with the police personally at the premises, they did not have any concerns and were supportive of our application. The following two points in the application address the points relating to anti-social behaviour:

- The responsible person must ensure that staff on relevant premises do not carry out, arrange, or participate in any irresponsible promotions in relation to the premises. In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or (ii) drink as much alcohol as possible (whether within a time limit or otherwise) (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective. (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective. (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage, or glamourise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner. (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).
- Training in relation to the promotion of the licensing objectives must be provided and undertaken by all members of staff (whether paid or unpaid) before he / she makes a sale or supply of alcohol and at least every six months thereafter.

Documented training records must be kept at the Premises and made available to an officer of a responsible authority on Request.

The premises will operate a vulnerability policy. This policy will include nationally recognised schemes such as Ask for Angela. This policy will be made available to any of the responsible authorities on request.

An incident book must be kept at the Premises and always maintained up to date (no later than 24 hours after the incident) and will record the following:

- Time date and details of all incidents/complaints of crime and disorder or anti-social behaviour
- All crimes reported to the venue
- Any visit by a responsible authority or emergency service
- The incident book must be made available to officers of a responsible authority upon request or during an inspection.

- The premises will install a CCTV system which will be operational when carrying licensable activity. Images from the CCTV system will be made available to any of the responsible authorities on request. Images will be stored for a minimum of 7 days

**Prevention of Public Nuisance** – Concerns regarding noise and disturbance have been carefully considered, we will not be a late night drinking establishment but a well-managed venue that promotes responsible drinking in a calm, community-focused environment. The following point deals with this point in our application:

- Notices will be displayed in a prominent position asking customers to leave the premises quietly and to have consideration for our neighbours.

**Protecting Children from harm** – the representation made by [redacted] in relation to underage drinking is not relevant to our application, however relates to an existing issue. My applications covers this point in the following section:

- the license holder will ensure all staff are trained in their responsibility of the licensing act, challenge 25 and vulnerability policy. This training will be documented and signed by both the trainer and trainee and made available to any of the responsible authorities on request.
- 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.
- A refusals register must be kept at the Premises and maintained up to date at all times recording the date time, type of product refused, reasons for every refusal to sell alcohol to a customer and the name and signature of member of staff refusing the sale. The refusals record must be made available to an officer of a responsible authority upon request.
- The refusals register will be signed by the DPS every month, even when there are no refusals.

Irrelevant points:

- Both representations state that there are many premises selling alcohol in the area, this is not a matter to be considered by the sub-committee.
- Existing anti-social behaviour and intimidation on the Pershore Road cannot be attributed to my business, safeguards (covered in the application) will be in place such as CCTV, trained staff and co-operation the local authorities to ensure a positive contribution to the area
- Public urination, litter and vehicle vandalism are broader policing issues and they are not linked to my application

**From:** bw licensing  
**Sent:** 05 August 2025 11:34  
**To:** Licensing  
**Cc:** Anton Davies  
**Subject:** : Plonk - 1835 - Grant - 1665845

Good Morning Licensing,

With regard to the premises licence application for Plonk, 1835 Pershore Road, Birmingham. B30 3DJ.

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

The below condition has been agreed with the applicant at a meeting at the premises, who is copied in this email for completeness.

- The premises will install a CCTV system which will be operational when carrying licensable activity. Images from the CCTV system will be made available to any of the responsible authorities on request. Images will be stored for a minimum of 7 days.

If the above condition is imposed onto the licence then West Midlands Police have no objection to this licence application.

Regards and thanks



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

**Working in partnership, making communities safer**



**From:** Anton Davies  
**Sent:** 13 August 2025 14:47  
**To:** Ravinder Jalaf  
**Subject:** Re: AGWD HOLDINGS LTD - 1835 Pershore Road, Cotteridge Road, Cotteridge, Birmingham, B30 3DJ

Hi Rav,

Thank you for your email.

I'm happy to proceed with your revisions.

Have there been any representations so far?

Thanks,  
 Anton

**From:** Ravinder Jalaf  
**Sent:** Wednesday, August 13, 2025 2:33:45 pm  
**To:** Anton Davies  
**Subject:** AGWD HOLDINGS LTD - 1835 Pershore Road, Cotteridge Road, Cotteridge, Birmingham, B30 3DJ

Dear Mr Davies

I am in receipt of the application submitted in respect of the above premises.

You will appreciate it is important that any conditions attached to a premises licence are clear, precise and enforceable in order to effectively promote the four licensing objectives.

In considering the application submitted and the measures outlined in the operating schedule the Licensing Enforcement Team has applied the tests of necessity and reasonableness in order to promote the four licensing objectives and I have therefore attached a list of conditions which the Licensing Enforcement Team will require you to accept as conditions which will be applied to the licence.

As you will see the conditions generally relate to measures already offered in the application but they have been worded in a manner which makes them more meaningful and enforceable.

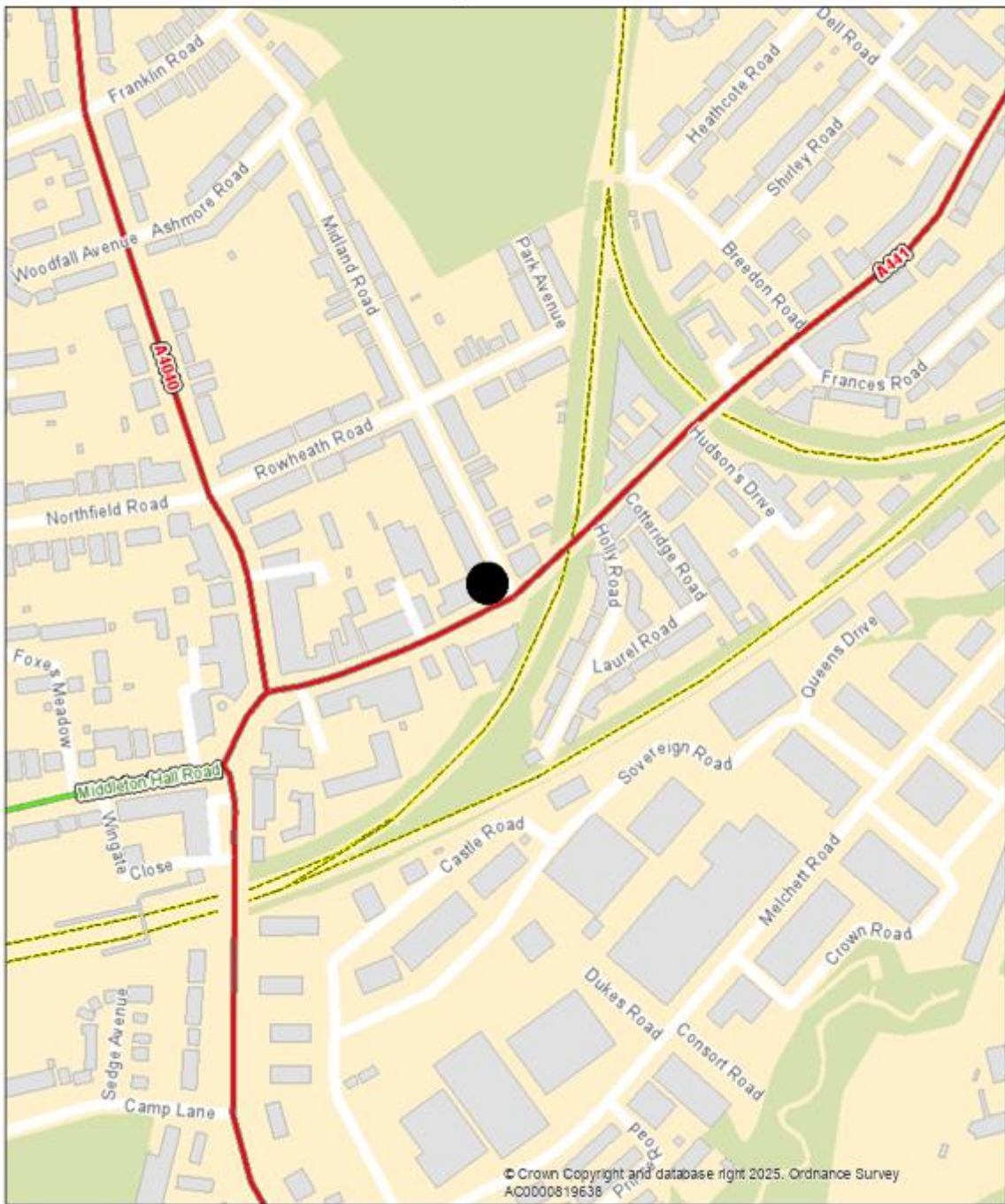
CONDITION ALREADY PUT FORWARD	PROPOSED REVISED CONDITION
Customers will be encourage to leave quietly if required	Notices will be displayed in a prominent position asking customers to leave the premises quietly and to have consideration for our neighbours.
A refusals register must be kept at the Premises and maintained up to date at all times recording the date time, type of product refused, reasons for every refusal to sell alcohol to a customer and the name and signature of member of staff refusing the sale. The refusals record must be made available to an officer of a responsible authority upon request.	A refusals register must be kept at the Premises and maintained up to date at all times recording the date time, type of product refused, reasons for every refusal to sell alcohol to a customer and the name and signature of member of staff refusing the sale. The refusals record must be made available to an officer of a responsible authority upon request. <b>The refusals register will be signed by the DPS every month, even when there are no refusals.</b>

Subject to your confirmation in writing that you agree to accept the attached conditions there will be no need for the Licensing Enforcement Team to make a representation regarding the application submitted.

If you wish to discuss the matter please don't hesitate to contact me.

Rav Jalaf

Licensing Enforcement Officer



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