

Southend-on-Sea Borough Council

Report of The Executive Director of Neighbourhoods and
the Environment

To

Licensing Sub-Committee B

On

29th April 2021

Report prepared by: Paul Richards

Agenda
Item No.

**Mad Dogs & Englishmen Interior Ltd, 1349-1353 London Road, Leigh-On-Sea, Essex
SS9 2AB**

Application for a Premises Licence

LICENSING ACT 2003

A Part I Public Agenda Item

1. Purpose of Report

This report considers an application by Mad Dog & Englishmen Interiors Ltd for a Premises Licence.

2. Recommendation

2.1 That the Sub-Committee determines the application.

2.2 Should the Sub-Committee decide to approve the application, the relevant mandatory licence condition must be applied. (This is set out in Appendix 1).

2.3 Appendix 2 sets out conditions drawn from the operation schedule, together with amended and additional conditions (following consultation with The Licensing Authority and Environmental Health Authority during the consultation period) for the Sub-Committee's consideration.

3. Background

3.1 This application is for a New Premises Licence. The premises is currently a Tea room in one third of the shop with an associated kitchen. The other 2 thirds of the premises area are a retail shop selling furniture and accessories. The shop is located on the London Road opposite West Leigh Graveyard and situated on the corner of Flemming Avenue at the end of a row of commercial premises.

3.2 The premises forms part of a mixed commercial premises on this part of London Road, with Sainsbury's Local on the other corner of Flemming Avenue. Fleming Avenue is a Residential Street.

4. Proposals

- 4.1 The application was submitted to the Licensing Authority on the 29th December 2020. The Consultation process on the 30th December 2020. The hearing was delayed due to an advertisement abnormality.
- 4.2 Details of this Application which are to be determined by the Sub-Committee can be briefly summarised as follows:
- a) The supply of alcohol for consumption on the premises:
- Monday to Sunday 12:00hrs – 22:00hrs.
- 4.3 The proposals are more fully documented in the application form which has been copied to Sub-Committee Members.

5. Application Procedures

- 5.1 Copies of Applications for a New Premises Licence are required by law to be sent to all of the "Responsible Authorities". They are also required to display a notice giving brief details of the application in a prescribed form at the application site, and to publish the same information in a newspaper circulating in the area.
- 5.2 Eight (8) valid representations were received from local residents, objecting to the application.
- 5.3 Eleven (11) representations in total were received from local residents, objecting to the application. But only Eight (8) will form part of this process.
- 5.4 Three (3) representations from residents that will not be considered in this process for the following reasons: -
- a) One (1) was invalid, not referring to any of the Four Licensing Objectives.
- b) One (1) did not want their address passed on, nor published.
- c) One (1) received after the expiration of the consultation process.
- 5.5 Conditions listed within the Application were agreed with the Police, the Licensing Authority and Environmental Health, all acting as a Responsible Authority, prior to the submission of the application and can be found at **Appendix 2**.
- 5.6 Copies of the representations have been provided to the Sub-Committee Members. In accordance with the legislation, all parties have been invited to attend the hearing.

6. Matters for Consideration

- 6.1 Formal objections having been made and not withdrawn or resolved, the Licensing Authority is obliged to hold a hearing to consider them. Further, having regard to such representations, the Authority is required to take steps (if any) as it considers appropriate for the promotion of the Licensing Objectives.

Thus, the Authority may:

- a) Grant the licence, subject to conditions consistent with the operating schedule (modified as considered appropriate for the promotion of the Licensing Objectives) and subject to relevant mandatory conditions;

- b) Exclude from the scope of the licence any of the licensable activities to which the application relates;
- c) Refuse the application.

6.2 The Licensing Act 2003 requires that the Licensing Authority must carry out its functions under the Act with a view to promoting the Licensing Objectives. These 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.

6.3 In carrying out its licensing functions, the Licensing Authority must also have regard to:

- 1. Its Licensing Statement, and
- 2. The guidance issued by the Secretary of State.

6.4 The Licensing Authority has, in accordance with the requirements of the Act, prepared and published a Statement of Licensing Policy, following formal consultation. Copies of this document, together with the statutory guidance, have been made available to all Licensing Committee Members.

7. Existing Licensing Controls

7.1 No existing licence is in place for this premises

8. Background Papers

8.1 Council's Statement of Licensing Policy.

9. Appendices

9.1 Appendix 1 - Mandatory condition.

9.2 Appendix 2 - Conditions drawn from the the operation schedule.

APPENDIX 1

MANDATORY CONDITION

The Licensing Act 2003 lays down certain mandatory conditions which must be applied to Premises Licences. These are summarised below:-

1. 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.
2. Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
3. Any individual who carries out security activities at the premises must be licensed by the Security Industry Authority.
4. The responsible person shall take all reasonable steps to 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 in a manner which carries a significant risk of leading or contributing to crime and disorder, prejudice to public safety, public nuisance, or harm to children:-

- (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 (other than any promotion or discount available to an individual in respect of alcohol for consumption at a table meal, as defined in section 159 of the Act);
- (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;
- (d) Provision of free or discounted alcohol in relation to the viewing on the premises of a sporting event, where that provision is dependent on:-

- (i) The outcome of a race, competition or other event or process, or
 - (ii) The likelihood of anything occurring or not occurring;
- (e) 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 glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner.
5. The responsible person shall ensure that no alcohol is dispensed directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
6. The responsible person shall ensure that free tap water is provided on request to customers where it is reasonably available.
7. The premises licence holder or club premises certificate holder shall ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol.

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 a holographic mark.

8. The responsible person shall 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; and
 - (b) Customers are made aware of the availability of these measures.
9. 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.

For the purposes of the above condition —

- a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979(1);

- b) “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 were 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;
- 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. “valued added tax” means value added tax charged in accordance with the Value Added Tax Act 1994(2)
10. Where the permitted price given by sub-section (b) of Condition 9 would (apart from this condition) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny
- (i) Sub-section (ii) applies where the permitted price given by sub-section (b) of sub-section (ii) 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.
 - (ii) 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.

APPENDIX 2

CONDITIONS DRAWN FROM THE OPERATING SCHEDULE,

1. Where licensable activity takes place on special occasions or where the need arises, the provision of SIA door staff shall be provided on a risk assessment basis in order to ensure the safety and security of patrons. When SIA licensed door supervisors are used at the premises on special occasions or where the need arises, a record shall be maintained (on the premises) which is legible and details:
 - The day and date when door supervisors were deployed;
 - The name and SIA registration number of each door supervisor on duty at the premises; and
 - The start and finish time of each door supervisor's worked duty period.
2. This record shall be retained on the premises for 31 days and be immediately provided to police or licensing authority staff upon reasonable request. Staff may not supply alcohol unless that individual has the written consent of the Designated Premises Supervisor. A written record of this consent shall be retained on the premises at all times when such an individual supply's or proposes to supply alcohol. Such records shall be made available immediately upon reasonable request of the police or licensing authority.
3. The premises shall have installed and maintain a closed-circuit television surveillance (CCTV) The system which at all times complies with the below requirements:
 - a) CCTV shall be provided in the form a recordable system, capable of providing pictures of evidential quality in all lighting conditions particularly facial recognition;
 - b) CCTV cameras shall cover all public areas including all entrances and exits;
 - c) Equipment shall be maintained in good working order, be correctly time and date stamped, recordings must be kept in good working order and kept for a minimum period of 31 days;
 - d) At all times, whilst the premises is open for licensable activities, there shall be members of staff able to immediately provide viewable copies of recordings to the Police or Licensing Authority staff upon reasonable request;
 - e) The recording equipment and data storage devices shall be kept in a secure environment and fitted with security functions (such as passwords) to prevent recordings being tampered with;
4. An operational daily log report shall be maintained and endorsed by signature, indicating the system has been checked and is compliant: in the event of any failure, this will be recorded immediately.
5. Signs shall be displayed at all entrances and exits advising customers that CCTV is operating at the premises and shall be a minimum size of 200 x 148 mm and clearly legible at all times when the premises conducts any licensable activities.

6. An incident log shall be kept at the premises and made immediately available to police or licensing authority staff upon reasonable request.

The log shall be completed as soon as is possible and within any case within 4 hours of the occurrence and shall record the following:

- a) all crimes reported to the venue
- b) all ejections of patrons
- c) any complaints received concerning crime and disorder
- d) any incidents of disorder
- e) all seizures of drugs or offensive weapons
- f) any faults in a CCTV system, searching equipment or scanning equipment mandated as a condition of the licence.

The incident log shall be electronic and be retained for at least 12 months from the date of the last entry.

7. The premises shall have in place and operate a zero-tolerance policy with regard to the use/possession of controlled drugs and psychoactive substances and advertise the same within the premises on posters and similar means.

This policy shall specifically include but not be limited to:

- i. Searching practices upon entry;
- ii. Dealing with patrons suspected of using drugs on the premises;
- iii. Scrutiny of spaces including toilets or outside areas;
- iv. Clear expectations of staff roles (including the DPS, managers/supervisors and door supervisors);
- v. Staff training regarding identification of suspicious activity and what action to take;
- vi. The handling of items suspected to be illegal drugs or psychoactive substances;
- vii. Steps taken to discourage and disrupt drug use on the premises
- viii. Steps to be taken to inform patrons of the premises drug policy/practices.

A copy of this policy document shall be lodged with the police and licensing authority.

8. During the period in which the premises is open for licensable activities, the toilets shall be checked on at least an hourly basis for the purpose:

a) of detecting and deterring the use of controlled drugs and psychoactive substances; and

b) maintaining public safety.

9. A record of these checks shall be maintained with the date, time, and condition of the toilets and staff member conducting the check. These records shall be made contemporaneously, retained at the premises for at least 3 months and made available immediately upon demand to police or licensing authority staff.

10. Customers will not be permitted to remove from the premises any drinks supplied by the premises in open containers.

11. A Challenge 25 scheme shall be operated, whereby any person who appears to be under the age of 25 years of age is required to produce on request an item which meets the mandatory age verification requirement which is either a:
- Proof of age card bearing the PASS Hologram;
 - Photocard driving licence;
 - Passport; or
 - Ministry of Defence Identity Card.
12. The premises shall clearly display signs at each point of sale and in areas where alcohol is displayed advising customers that a 'Challenge 25' policy is in force.
13. A refusals record shall be maintained at the premises that details all refusals to sell alcohol. Each entry shall, as a minimum, record the date and time of the refusal and the name of the staff member refusing the sale.
- All entries must be made as soon as possible and in any event within 4 hours of the refusal and the record must be made immediately available to police, trading standards or licensing authority staff upon reasonable request. The refusals record shall be either electronic or maintained in a bound document and retained for at least {12} months from the date of the last entry
14. All staff engaged in the sale or supply of alcohol on the premises shall have received training in relation to the protection of children from harm (including under-age sales), how to recognise drunkenness and the duty not to serve drunk persons. Refresher training shall be carried out at least every six months.
15. Training records shall be kept on the premises (or otherwise be accessible on the premises) for a minimum of 12 months and made immediately available to police, trading standards or licensing authority staff upon reasonable request.