

CITY OF
WOLVERHAMPTON
COUNCIL

Licensing Sub-Committee
Wednesday, 25 July 2018

Dear Councillor

LICENSING SUB-COMMITTEE - WEDNESDAY, 25TH JULY, 2018

Please find enclosed a supplementary document provided by the Solicitor for the Premise Licence Holder for consideration at the meeting.

Agenda No Item

- 3 **Licensing Act 2003 – Application for a Review of a Premises Licence in respect of The Goal Post (Lounge 107), 107 Waterloo Road, Wolverhampton, WV1 4RB (Pages 3 - 22)**

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Mighty LOCAL

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QUICK REFERENCE GUIDE

Academy Item No: 3



A large outdoor advertisement sign for beer. It features two glasses of beer, one Carlsberg and one Tetley's, and the text "ALL DAY EVERY DAY £2.65". Logos for sky SPORTS and BT Sport are also present. The sign is mounted on a post and has a gold border. The background of the sign shows a reflection of the pub building.

A GREAT PLACE TO BE...

A GREAT PLACE TO BE...



A pub that links the **LOCAL COMMUNITY....**



A GREAT PLACE TO BE...

Enjoying Every Day Value for Money.



A GREAT PLACE TO BE...

Enjoying Entertainment & Events.



A GREAT PLACE TO BE...

Watching & Playing Sport.

THIS IS US

A community local pub that exceeds consumer expectations for activities and drink led occasions.

A pub where differing ages from the local community feel comfortable; enjoying great value, friendly atmosphere and great service in the best pub surroundings within the vicinity.



**A GREAT
PLACE TO BE...**



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**AGREAT
PLACE TO BE...**

WHAT SET'S US APART



To be a successful community pub,
we believe you need to be better than your competitors.

Mighty locals aim to give customers within community pubs

“More of what customers want, less of what they don’t”

**AGREAT
PLACE TO BE...**

OUR CONSUMERS

Mighty Locals are generally driven by drink sales, with the type of customers varying throughout the day/week.

Mon-Fri during the day locals enjoy friendly staff and conversation whilst drinking a pint.

“Mines a Pint”

Mon-Fri nights & weekend days attract a mixture of ages and sexes to take part in activities like quiz's, pub teams and televised sport.

“Sporting Pint”

Mon-Fri in the early evening locals enjoy a drink after work.

“Early Doors”

Weekend nights attract a mix crowd who socialise and enjoy musical entertainment

“Night on the town”



**A GREAT
PLACE TO BE...**



A GREAT PLACE TO BE...

OUR SERVICE

Staff focus on making each customer value their “LOCAL”



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ALWAYS
FRIENDLY

A GREAT
PLACE TO BE...

OUR DESIGN



We aim to go one step further than the competition with a great value pub offer that becomes a central hub of the community. The first choice for live sports and an unrivalled centre for entertainment and traditional pub games...

A GREAT PLACE TO BE.

Entertainment area with AV technology

A TV can be seen from all areas showing Sky & BT Sport.

Décor and furniture better than all local competitors.

Pub Game area.
(Darts always, pool when sufficient room)



**A GREAT
PLACE TO BE...**

**A GREAT
PLACE TO BE...**



**A GREAT
PLACE TO BE...**

OUR FOOD

A drinks led offer, that focuses on providing a safe and clean environment for local customers.

The food range can range from great bar snacks, to a simple value food offer when appropriate and possible.



**A GREAT
PLACE TO BE...**

ONLY £8.95
FREE WIFI
COME IN, RELAX, LOG ON
WiFi
ALL DAY EVERY DAY
A GREAT PLACE TO BE...
sky SPORTS BT Sport

FLIPPIN' FANTASTIC FRIDAY
FREE DRINK *
when you buy any MIGHTY plate meal
A GREAT PLACE TO BE...
sky SPORTS BT Sport

ONLY £8.95
BOTTLE OF HOUSE WINE
ALL DAY EVERY DAY
A GREAT PLACE TO BE...
sky SPORTS BT Sport

FOLLOW US
JOIN US ON FACEBOOK
f
A GREAT PLACE TO BE...
sky SPORTS BT Sport

A GREAT PLACE TO BE...

OUR DRINKS

Mighty Locals have a very simple product and pricing strategy:

Attract guests from competitors with externally advertised discount products. "Key Value Indicators" (KVI's)

Internally we promote trade ups.

We stock mainstream national brands of draught, bottled product, spirits & soft drinks priced competitively to the local market place.



A GREAT PLACE TO BE...



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**A GREAT
PLACE TO BE...**

OUR APPROACH

- Strong value messages always advertised externally
- Internal marketing promotes events and upsell/multi buys
- Stocking the nations favourite drinks brands
- Staff always look smart and wear Mighty Local uniform
- Staff are encouraged to build rapport with guests by introducing themselves or via name badge
- Only sport, sport news or national news programmes are shown on TV's
- Musical entertainment is provided every weekend
- Community, team and social events are conducted throughout the week



**AGREAT
PLACE TO BE...**



A GREAT PLACE TO BE...

ENJOY A REFRESHING COFFEE WHILST USING OUR **FREE WiFi**

COFFEE OFFER

Americano	£1.75
Capuccino	£2.50
Latte	£2.50
Hot Chocolate	£2.50
Tea	£1.65



A photograph of a busy pub interior. In the foreground, several people are gathered around the bar. A woman in a black top is leaning over, possibly talking to a server. A woman in a red top and a woman in a blue patterned top are also visible. The bar is well-stocked with bottles and glasses. A sign on the bar reads "ONLY £7.95 HOUSE WINE EVERY DAY". The background shows more of the pub's interior, including hanging lamps and a sign that says "By the best pub in the world".

Meeting Family & Friends

Enjoying Entertainment

Receiving Great Value

Watching Live Sport

Mighty LOCAL

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QUICK REFERENCE GUIDE