



Premises Licence

Issued in accordance with The Licensing Act 2003

Name of Premises: Hail to the Ale Micropub

Address of Premises: 2 Pendeford Avenue
Claregate
Wolverhampton
WV6 9EF

Premises Licence Number: WN/049507 - Premises Licence Application

Date Licence Granted: 14/08/2013

1. Opening hours of the premises

Normal Hours: Wednesday to Saturday from 1200 - 2330 hrs
Sunday & Bank Holidays from 1200 - 1730 hrs

Seasonal Variations: None

Non Standard Hours: None

2. Licensable activities authorised by the licence and the times the licence authorises the carrying out of these activities

Activity: Sale/Supply of alcohol on the premises

Normal Hours: Wednesday to Saturday from 1200 - 2200 hrs
Sunday & Bank Holidays from 1200 - 1700 hrs

Seasonal Variations: None

Non Standard Hours: None

Activity: Sale/Supply of alcohol off the premises

Normal Hours: As Per On Sales

Seasonal Variations: As Per On Sales

Non Standard Hours: As Per On Sales

3. Name of the designated premises supervisor if the sale of alcohol is involved

Angela Morton

Personal Licence Number: PA1003

Issued by South Staffordshire Council

4. Is access to the premises by children restricted or prohibited

Provision only as prohibited or restricted under the Licensing Act 2003.

5. Name, (registered) address of the holder of the premises licence

Mrs Angela Morton

96 Brewood Road

Coven

Staffordshire

WV9 5EF

N.P. Edwards

Assistant Director - Regeneration
On behalf of Wolverhampton City Council

Mandatory Conditions

Mandatory conditions where licence authorises supply of alcohol

(1) Where a premises licence authorises the supply of alcohol, the licence must include the following conditions:

(2) The first condition is that 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

(3) The second condition is that every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

Mandatory Conditions where the licence authorises supply of alcohol: 2010

1.— (1) 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.

(2) 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.

2. 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).

3. The responsible person shall ensure that free tap water is provided on request to customers where it is reasonably available.

4.— (1) 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.

(2) 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.

5. 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; ✓ PINT OK

(ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and N/A

(iii) still wine in a glass: 125 ml; and

175 ml BUT HAVE TO OFFER 125 ml AS NEW

(b) customers are made aware of the availability of these measures.

Conditions consistent with the Operating Schedule

General

DPS and staff will run an orderly house in a neighbourly way and will promote the licensing objectives.

The prevention of crime and disorder

Installation of CCTV, cash removed from premises, intruder alarm and incident log.

Public safety

Risk Assessments, Safety Notices, Fire Risk Assessments, Staff Training, Emergency Lights, Qualified Health & Safety appointed person, First Aid and Accident Book.

The prevention of public nuisance

Noise monitoring, notices on display regarding noise on exiting premises, external areas will be kept neat and tidy, incident log, marked out parking bays and marked out smoking zone.

The protection of children from harm

All staff will be trained in Challenge 25 and all appropriate ID checks will be undertaken by all staff to ensure no sale of alcohol is made to underage persons.

Conditions attached after a hearing by the Licensing Authority

1. The conditions agreed between the West Midlands police and the applicant on 31 July 2013, but amended as follows:

a) A CCTV system with recording equipment shall be installed and maintained at the premises.

- CCTV shall cover entry and exit points of the premises, all areas to where alcohol / money is served / taken, all areas to where public have access and the immediate vicinity outside the premises.
- Images / recordings to be downloaded in a suitable format and provided to any member of a Responsible Authority upon request and without any undue delay.
- Images and recordings must be of evidential quality, indicate the correct time and date and be kept for at least 31 days.

• All staff to be trained in the use of the CCTV system and at least one member of staff to be on duty who is trained to download the system's images, should any member of a Responsible Authority make a request.

b) No glassware (except off sales) or open drinks containers to be taken out of the premises at any time, including patrons using the smoking area.

c) Off sales not to be consumed within 20 yards of the front and side of the premises, to include where the designated smoking area is situated.

d) Signage informing patrons of the existing DPPO within the City of Wolverhampton should be overtly displayed both inside and outside the premises.

e) Signage advising customers that alcohol should not be taken outside the premises in open containers should be overtly displayed inside the premises.

f) An incident log must be maintained at the premises and a written record of any incident that occurs at the premises must be appropriately recorded. Where it is deemed appropriate, the incident must be reported to the West Midlands Police.

g) To ensure compliance with Challenge 25, the incident log book must also be used as a refusal book where the sale of alcohol is refused to persons who present themselves as underage.

2. No beverage classed as an 'alcopop' or any spirit to be sold at the premises.

3. No unaccompanied children to be allowed on the premises at any time.

4. All accompanied children to have left the premises by 2000 any day.

Plans

As submitted with application dated **04/07/2013** and retained by Wolverhampton City Council.