



Walsall Council

# Additional Information

Licensing Sub – Committee

21 November 2024 at 10:30am

*Andy's Brewhouse, 49 Boundary  
Road, Streetly, Sutton Coldfield,  
B74 2JR*

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**Application for a Premises Licence: Andys Brewhouse**  
**Address: 49 Boundary Road, Streetly. Sutton Coldfield. B74 2JR**

**Submitted Documentation on Behalf of the Premises Licence Holder**

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As the representative acting for the Premises Licence Holder, I confirm that I have considered and addressed the following:

- The representation(s) made against this application.
- The Council's Statement of Licensing Policy.
- The Home Office guidance issued under Section 182 of the Licensing Act 2003.

The licensing objectives - Licensing Act 2003:

The prevention of crime and disorder.  
Public safety.  
The prevention of public nuisance.  
The protection of children from harm.

In support of this application, we have attached the following appendices to demonstrate commitment to maintaining compliance with the licensing objectives:

## **Appendices**

- Appendix A:** Additional Conditions agreed upon with Police Licensing
- Appendix B:** Challenge 25 Poster (displayed prominently within the premises)
- Appendix C:** Refusals Log (recording instances where sales of alcohol were refused)
- Appendix D:** Incident Log (detailing any incidents occurring on the premises)
- Appendix E:** Staff Training Log (ensuring all staff are trained in responsible alcohol retailing)
- Appendix F:** DPS (Designated Premises Supervisor) Authorisations
- Appendix G:** Licensing Act 2003 Signage (consideration to neighbours)
- Appendix H:** Till Prompt System (to assist staff in age verification)
- Appendix I:** Response to Objections (addressing specific concerns raised by objectors)
- Appendix J:** Campaign for Real Ale - First place award

Rob Edge (Director)  
Licence Leader Ltd. (Birmingham/Hertfordshire)  
Email. [rob.edge@licence-leader.co.uk](mailto:rob.edge@licence-leader.co.uk)  
Web. [www.licence-leader.co.uk](http://www.licence-leader.co.uk) Tel. 07982917819

Additional conditions agreed with Police Licensing and added to the operating schedule.

**Crime and Disorder Licensing objective.**

- 1. The tables and chairs situated at the front of the premises shall be reserved exclusively for use by patrons of the premises. These areas will be actively monitored by staff at all times during the hours of operation to ensure that only patrons of the premises are using them**
- 2. The premises shall not hold or host events specifically for persons under the age of 18.**

Example of the Challenge 25 Posters - Prominently displayed at the premises.



Example of the Refusals Log being utilised at the premises.

## Refusals Log –

If a customer appears to be under 25 and fails to produce a valid ID photo, the sale should be **Refused** and recorded in this refusals log. Staff should write an entry with

**No ID – No Sale**

**Licence Leader Limited**  
**Alcohol Licensing Services**  
[www.licence-leader.co.uk](http://www.licence-leader.co.uk)  
[rob.edge@licence-leader.co.uk](mailto:rob.edge@licence-leader.co.uk)  
 07982917819

DATE	PRODUCT	TIME	NAME OF PERSON OR DESCRIPTION	OBSERVATIONS	STAFF MEMBER
01/01/2024	A bottle of wine	1900 Hrs	Male blond 175 cm tall, approx. 17 years of age	Nervous and refused to show ID	Nicki Jay

Incident Log (detailing any incidents occurring at the premises).

## Incident Log Book

**Please use a separate page in this log for each incident.  
Do not put yourself or staff at risk, call 999 or 101 when  
appropriate.  
Staff should write an entry whenever an incident occurs.**

<p><b>Licence Leader</b>  <b>Alcohol Licensing Services</b>  <a href="http://www.licence-leader.co.uk">www.licence-leader.co.uk</a>  <b>Mobile: 07982917819</b></p>
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Incident Report Log			
Date of incident		Time of incident	
Location		Value of Losses/Damage	
Description of Incident			
Images available	YES/NO	Are still images available	YES/NO
Was it reported to West Midlands Police	YES/NO	Crime Number	
If reported to West Midlands Police, was it reported at the time of incident or afterwards:-			
Which staff member was involved with this incident			
What further action has been taken by Premises Licence Holder			
Final comments;			

**Licensing Act 2003 - Staff Training**

Training delivered to all staff will include, not least the following list below, and should also include the fact that staff fully understand all of the content of the premises licence conditions.

➤ It is illegal to sell alcohol to anyone under the age of 18.
➤ It is illegal to sell alcohol to anyone 18 or over if they are buying on behalf of someone under the age of 18.
➤ All premises that sell alcohol must have a Premises Licence and a Designated Premises Supervisor
➤ Staff under the age of 18 must not sell alcohol unless each sale has been approved by the Personal Licence Holder or responsible person aged over 18
➤ The premises Licence holder must display the premises licence inside the premises in a public place
➤ If you are not sure that the customer is 18, ask for proof of age, use the Challenge 25 scheme. If you are not sure, refuse the sale and record in the Refusals Log
➤ Make sure you know the hours allowed within the licence for the sales of alcohol.
➤ Ensure you know all of the conditions within the operating schedule of the premises licence.
➤ Make sure the CCTV is always on and working when the premises is open and trading.
➤ Never serve anyone who is drunk
➤ Always offer 'free' water to anyone who has drunk too much
➤ No alcoholic drink shall be sold for consumption off the premises.
➤ No persons carrying open bottles shall be admitted to the premises at any time.
➤ A record of staff training in relation to the sale of alcohol will be kept on the premises and available to Police or Licensing Authority on request.

**Staff that have been trained must sign below to confirm they have received and understood the training.**

<b>Name</b>	<b>Date</b>	<b>Signature</b>	<b>Comments</b>

**Signed by the DPS.**

<b>Name (Print)</b>	
<b>Signature</b>	
<b>Date</b>	



**Designated Premises Supervisor (DPS)  
Authorisation for Sale/Supply of alcohol**

I am the Designated Premises Supervisor (DPS), and the holder of a Personal Licence and I am the person in a position of authority at the premises.

I hereby authorise the following named personnel to sell and supply alcohol, to comply with the Licensing Act 2003.

This being either when I am present on the premises or in my absence. I can always be contactable on the following telephone number: .....

**Names of Authorised persons:**

I, being a person named below am aware of and accept my responsibilities under the Licensing Act 2003 and will endeavour to comply in accordance with the licensing law and the licence conditions attached to the premises licence.

Name	Personal Licence Number (If Applicable)	Date	Signature

**Designated Premises Supervisor - Authorisation.**

<b>Name:</b>	
<b>Personal Licence Number:</b>	
<b>Signature:</b>	

**Reminder for training**

➤ It is illegal to sell alcohol to anyone under the age of 18.
➤ It is illegal to sell alcohol to anyone 18 or over if they are buying on behalf of someone under the age of 18.
➤ All premises that sell alcohol must have a premises licence and a Designated Premises Supervisor
➤ Staff under the age of 18 must not sell alcohol unless each sale has been approved by the personal licence holder or responsible person aged over 18
➤ It is illegal to sell liqueur chocolates to anyone under the age of 16
➤ If you are not sure that the customer is 18 (alcohol) or 16 (liqueur chocolates, ask for proof of age
➤ I recommend you use a Challenge 25 scheme
➤ If you are still not sure, refuse the sale and record in the Refusals Log
➤ The premises Licence holder must display the premises licence on the premises in a public place

Example of the Signage being utilised at the premises.



As a backup to an electronic till prompt, this will be placed beside the till.

TILL PROMPT -- CHALLENGE 25

Does the person buying alcohol look under 25 .

**Check ID.**

Enter in "Refusals Log" if sale is refused.

**From:** Rob Edge. (Agent for the applicant)  
Licence Leader Ltd  
[rob.edge@licence-leader.co.uk](mailto:rob.edge@licence-leader.co.uk)  
Mob. 07982917819

**To:** All objectors via the Licensing Authority

**CC.** Licensing Authority [licensing@walsall.gov.uk](mailto:licensing@walsall.gov.uk)

**Dated.** 16 October 2024

*Dear Ruby*

*Could you please ensure this is passed on to those who have objected.*

**Premises Licence Application- Licensing Act 2003.**

Firstly, we held a meeting a few days ago with the Licensing Authority and members of the Responsible Authorities, the general discussion points were:

The main points put across by me and the applicant were as follows:

- Should not be judged by the way the previous owner ran the premises
- Application has a very robust operating schedule as conditions on the licence
- This is a craft ale bar, with an older demographic of clientele
- The price point is higher than average & will attract a more discerning patronage
- Reasonable hours requested, and most likely be closed by 2130/2200 hrs during the week
- Comprehensive delivery of staff training to management and the team.
- A full licensing compliance pack will be used to uphold licensing objectives.
- Likely to utilise a dispersal plan to aid peaceful exit
- Noise Management Plan will be in place
- Already runs another premises (6 years) with no complaints at all
- No Responsible Authorities have objected

Here is a summary of the licensing conditions within the operating schedule:

Monday to Sunday - Sale of Alcohol On the premises 1000 -0000 hrs  
Late Night Refreshment and Regulated Entertainment 2300 – 0000 hrs

Under new ownership, and located in a busy industrial area, it will offer a full range of high quality food and beverage, wines, spirits, and assorted hot & cold beverages, as a lounge bar/café.

Its aim will always be to serve the community and give a full and comprehensive service to all of its customers.

The premises will have a positive impact on the community, which includes employees, suppliers, customers, the environment, and the people in the local area. It will always show due diligence to the licensing objectives and ensure it has a positive impact.

The licensing compliance pack will consist of: (not least)

- DPS authorisation
- Refusals log.
- Staff training log
- Signage
- Challenge 25 policy
- Till prompts (Electronic or visual)

#### **b) The prevention of crime and disorder**

A refusals log will be kept at the premises and completed on any occasion a sale is refused; this will be made available to all Responsible Authorities on request.

1. A CCTV system with recording equipment shall be installed prior to the premises carrying out licensable activities and maintained in accordance with the system. It shall be recording at all times the premises is open to the public.

All recordings used in conjunction with CCTV shall:

- be of evidential quality
- Cover the point of sale, outside area entrance, and exit.
- be retained for a period of 28 days.
- Sufficient staff will be trained to use the system.
- The original images will be made available for inspection immediately upon the request of Police officers, or other authorised officers.
- Copies of recordings shall be provided in a format which can be viewed on readily available equipment without the need for specialist software.

2. All members of staff engaged in the sale of alcohol, except personal licence holders, shall be trained in the retail sale of alcohol. The training shall be ongoing, and each relevant member of staff shall be reviewed every six months. All details of the level of training shall be recorded. This information shall be made available for inspection by any Responsible Authority, all such records shall be retained at the premises for at least 12 months.

3. A refusals log shall be kept to record all refusals for sales in relation to challenge 25.

4. No customers carrying open bottles upon entry shall be admitted to the premise at any time the premise is open to the public.

5. Alcoholic and other drinks may not be removed from the premise in open containers save for consumption in any external area provided for that purpose.

6. A Challenge 25 scheme shall operate at the premises. Any person who appears to be under 25 years of age shall not be allowed to purchase alcohol unless they produce an acceptable form of photo identification. (e.g. passport, driving licence, Military ID or PASS accredited card). Challenge 25 posters shall be displayed in prominent positions throughout the premises.

7. A refusals log is to be kept at the premises detailing the time and date of all refusals and the reason for refusal. This log is to be kept on the premises and handed to any responsible authority upon request.

8. The DPS or a nominated person must attend Pubwatch if one is available.

**c) Public safety**

A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport, or proof of age card with the PASS hologram.

All staff involved in the sale of alcohol will be trained in the main aspects of the Licensing Act 2003, records will be kept of all training and retraining will take place on a regular basis.

Till prompts will be used when all alcohol sales are made {these may be electronic or visual}.

A fire risk assessment will be carried out annually and the document retained at the premises.

In accordance with the Licensing Act 2003, any person who appears to be drunk or heavily under the influence of alcohol will be refused entry.

The Licence Holder shall ensure that all entrances, exits and passageways will be kept clear of debris or furniture.

The DPS will ensure that tables are cleared at regular intervals during trading hours to avoid an accumulation of glassware.

**d) The prevention of public nuisance**

The Licence Holder shall ensure that sufficient signage is displayed requesting customers to have proper regard for local residents when leaving the premises.

Regular litter picks will take place to ensure the frontage of the premises is kept clean and tidy at all times.

Trade deliveries must not take place between the hours of 2200 – 0700 hrs.

**e) The protection of children from harm**

A "challenge 25" policy will be used for age verification, meaning any person who appears to be under 25 will be asked for approved proof of age when attempting to purchase alcohol.

Staff will be diligent in observing those who attempt to make proxy purchases on behalf of underage persons and alert the DPS should this occur.

The applicants are responsible operators and reputable people, having run a local venue for six years without any concerns.

Please feel free to contact me if you require any further information in relation to the application.

Unless you inform the Licensing Authority that you are willing to withdraw your representation, I believe we will leave the final decision to the Licensing Subcommittee to determine this application.

Kind regards

**Campaign for Real Ale  
First place award 2019**



**Campaign for Real Ale  
First place award 2022**

