

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

Premises licence number

NWL20192

Part 1 – Premises details

Postal address of premises, or if none, ordnance survey map reference or description

VIP Rooms, North Street, Ashby de la Zouch

Post town

Leicestershire

Post code

LE65 1HS

Telephone number

01530 415606

Where the licence is time limited the dates

Not applicable

Licensable activities authorised by the licence

1. Indoor Sporting events
2. Live Music (indoors)
3. Recorded Music (indoors)
4. Performance of Dance (indoors)
5. Anything of a similar description to 2, 3 or 4 (indoors)
6. Provision of facilities for making music (indoors)
7. Provision of facilities for dancing (indoors)
8. Provision of facilities for entertainment of a similar description to that falling within 6 or 7 (indoors)
9. Late Night Refreshment – Indoors and Outdoors
10. Sale of alcohol by retail for consumption on and off the premises

The time the licence authorises the carrying out of licensable activities

Indoor sporting events, Live Music, Recorded Music, Performance of dance, Anything of a similar description to that falling within 2, 3 or 4 (see above), Provision of facilities for making music, Provision of facilities for dancing, Provision of facilities for entertainment of a similar description to that falling within 6 or 7 (indoors) (see above):

Monday to Wednesday 09:00hrs until 12 midnight

Thursday 09:00hrs until 02:30hrs the following morning

Friday and Saturday 09:00hrs until 03:30hrs the following morning (VIP Main Room 09:00hrs until Midnight)

Sunday 09:00hrs until 02:30hrs the following morning

New Years Eve from the end of permitted hours to the start of permitted hours on New Years Day

Good Friday, Bank Holiday Sundays and Boxing Day 09:00hrs until 03:00hrs the following Morning.

An additional hour to the standard finish time on the day when British summertime commences.

Late Night Refreshment – Indoors and Outdoors

Monday to Wednesday 23:00hrs until 12 midnight

Thursday 23:00hrs until 02:30hrs the following morning

Friday and Saturday 23:00hrs until 03:30hrs the following morning (VIP Main Room 09:00hrs until Midnight)

Sunday 23:00hrs until 02:30hrs the following morning

New Years Eve from the end of permitted hours to the start of permitted hours on New Years Day

Good Friday, Bank Holiday Sundays and Boxing Day 23:00hrs until 03:00hrs the following Morning.

An additional hour to the standard finish time on the day when British summertime commences.

Sale by retail of alcohol for consumption on and off the premises:

Monday to Wednesday 09:00hrs until 12 midnight

Thursday 09:00hrs until 02:00hrs the following morning

Friday and Saturday 09:00hrs until 03:00hrs the following morning (VIP Main Room 09:00hrs until Midnight)

Sunday 09:00hrs until 02:00hrs the following morning

New Years Eve from the end of permitted hours to the start of permitted hours on New Years Day

Good Friday, Bank Holiday Sundays and Boxing Day 09:00hrs until 03:00hrs the following

Morning.

An additional hour to the standard finish time on the day when British summertime commences.

The opening hours of the premises

Monday to Wednesday 09:00hrs until 12 midnight

Thursday 09:00hrs until 02:30hrs the following morning

Friday and Saturday 09:00hrs until 03:30hrs the following morning (VIP Main Room 09:00hrs until Midnight)

Sunday 09:00hrs until 02:30hrs the following morning

New Years Eve from the end of permitted hours to the start of permitted hours on New Years Day

Good Friday, Bank Holiday Sundays and Boxing Day 09:00hrs until 03:00hrs the following Morning.

An additional hour to the standard finish time on the day when British summertime commences.

Where the licence authorises supplies of alcohol whether these are on and/or off supplies

The sale by retail of alcohol for consumption on and off the premises

Part 2

Name, (registered) address, telephone number and e-mail (where relevant) of holder of premises licence

Suzette Elizabeth Lisette Bell-Simmonds
VIP Rooms
North Street
Ashby de la Zouch
Leicestershire
LE65 1HS

Tel: 01530 415606

Registered number of holder, for example company number, charity number (where applicable)

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol

Suzette Elizabeth Lisette Bell-Simmonds
VIP Rooms
North Street
Ashby de la Zouch
Leicestershire
LE65 1HS

Tel: 01530 415606

Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol

Personal Licence number of Designated Premises Supervisor: NWL10019

Issuing Authority: North West Leicestershire District Council

Annex 1 – Mandatory conditions

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 must be made or authorised by a person who holds a personal licence.

Mandatory conditions coming into force from 6th April 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.

Mandatory conditions coming into force from 1st October 2010:

1. (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.
2. 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.

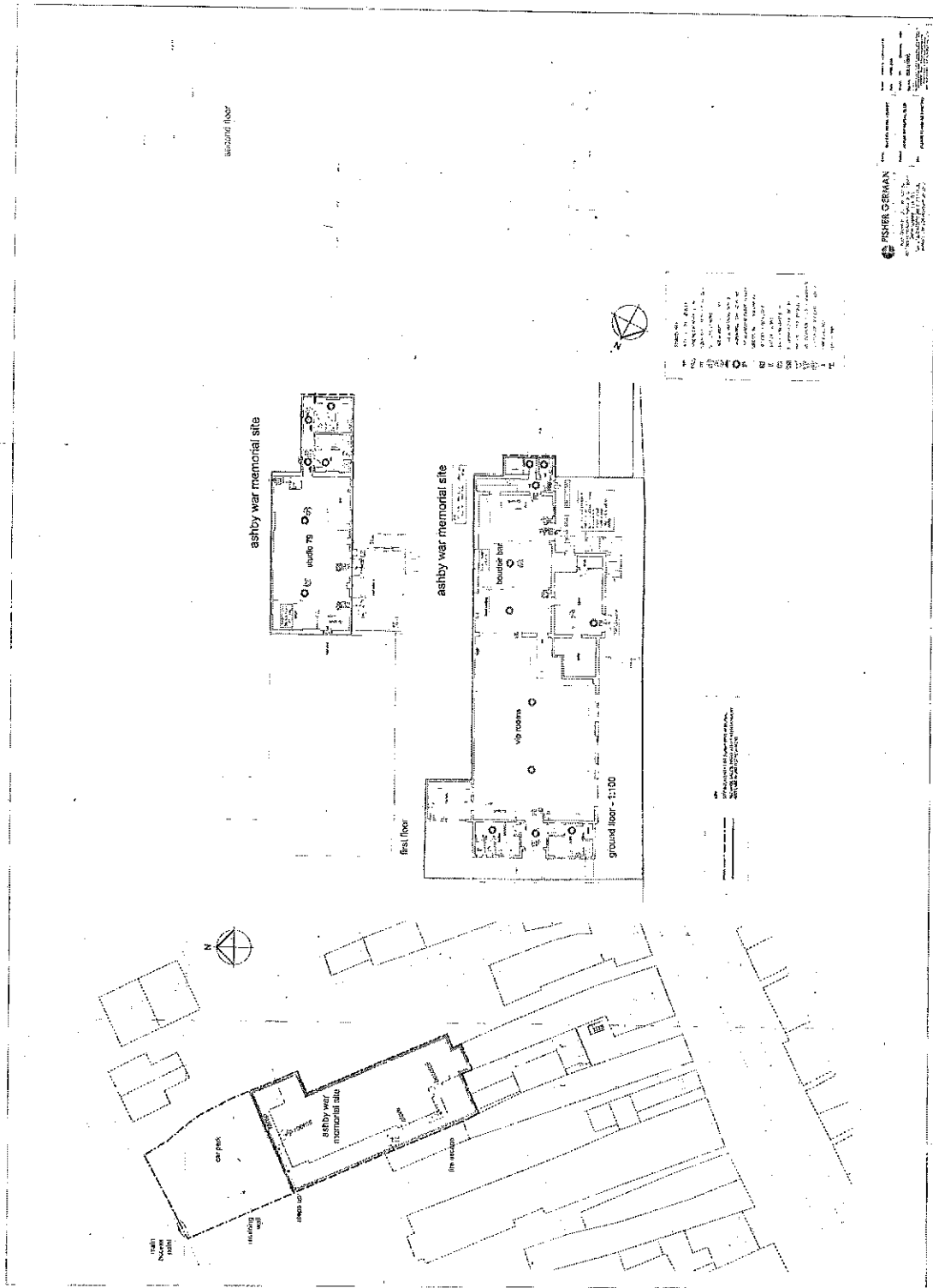
Annex 2 – Conditions consistent with the operating schedule

1. Prominent, clear notices shall be displayed requesting customers to respect the needs of local residents and leave the premises and the area quietly.
2. The licensee shall introduce a policy requiring the production of "proof of age" for any sale that takes place where there is any suspicion that the customer is under 18. Such proof may include a pass conforming to the PASS accreditation system, photo driving licence, student cards and passports.
3. The licensee will not introduce or carry on any irresponsible sales promotion or discounting of prices of alcoholic beverages.
4. CCTV shall be installed and maintained at the premises in accordance with the information commissioners CCTV code of practice.

Annex 3 – Conditions attached after a hearing by the licensing authority

1. No bottles or glasses shall be removed from the premises and permitted onto Market Street, North Street, or any other public place.
2. The Premises Licence holder shall comply with the Dispersal Policy for the premises (see document attached) as agreed by Members at the Licensing Sub-Committee hearing held on 27th February 2012.
3. The Dispersal Policy shall be made available to interested parties within 7 days upon written request. The Dispersal Policy may be amended from time to time by agreement with the Police Authority.
4. The total capacity of the premises shall not exceed 450, comprising 200 for the main VIP room, 100 for the Boudoir Bar, and 150 for Studio 79 located upstairs.
5. Noise emanating from the premises as measured at the nearest residential property shall be no more than 5dBA greater than the existing background level.
6. During regulated entertainment, all doors and windows shall remain closed except for access, egress and in the case of emergencies.
7. Suitable sound attenuation measures shall be maintained in accordance with the premises licence holders noise risk assessments and in consultation with the District Council's Environmental Health Department.
8. Acoustic lobbies shall be installed internally to all outside doors.
9. During regulated entertainment, regular noise patrols shall be conducted by staff to ensure permitted noise levels are not exceeded.
10. A noise limiter shall be installed in conjunction with the District Council's Environmental Health Department.
11. Customers using the Boudoir Bar and / or Studio 79 shall enter and exit the premises solely from Market Street except in emergencies.
12. The first floor outside terraced area shall be cleared of patrons at midnight.
13. All licensable activities shall cease at midnight in the main VIP Room on Fridays and Saturdays.

Annex 4 - Plans



DATED: 30th May 2012

SIGNED:

Andrew Cooper
Licensing Enforcement Officer



North West Leicestershire District Council
Application for a Temporary Event Notice
Licensing Act 2003

For help contact
licensing@nwleicestershire.gov.uk
 Telephone: 01530 454545

* required information

Section 1 of 8

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 the applicant would prefer not to be contacted by telephone

Is the applicant:

Applying as a business or organisation, including as a sole trader

Applying as an individual

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

Applicant Business

* Is the applicant's business registered in the UK with Companies House? Yes No

* Is the applicant's business registered outside the UK? Yes No

* Business name If the applicant's business is registered, use its registered name.

* VAT number Put "none" if the applicant is not registered for VAT.

Continued from previous page...

* Legal status

* Applicant's position in the business

Home country

The country where the applicant's headquarters are.

Applicant Business Address

* Building number or name

If the applicant has one, this should be the applicant's official address - that is an address required of the applicant by law for receiving communications.

* Street

District

* City or town

County or administrative area

* Postcode

* Country

Agent 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:

An agent that is a business or organisation, including a sole trader

A sole trader is a business owned by one person without any special legal structure.

A private individual acting as an agent

Agent Business

* Is your business registered in the UK with Companies House? Yes No

* Is your business registered outside the UK? Yes No

* 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

Home country

The country where the headquarters of your business is located.

Agent Business Address

If you have one, this should be your official address - that is an address required of you by law for receiving communications.

* Building number or name

* Street

District

* City or town

County or administrative area

* Postcode

* Country

The information given here will be saved and will be pre-filled in future forms.

Section 2 of 8

APPLICATION DETAILS (See also guidance on completing the form, general notes and note 1)

Have you had any previous or maiden names?

Yes

No

* Your date of birth / /
dd mm yyyy

Applicant must be 18 years of age or older

National Insurance number

This box need not be completed if you are an individual not liable to pay UK national insurance.

Place of birth

Continued from previous page...

Correspondence Address

Is the address the same as (or similar to) the address given in section one?

Yes No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Building number or name	Poppleston Allen, Solicitors
Street	37 Stoney Street
District	The Lace Market
City or town	Nottingham
County or administrative area	
Postcode	NG1 1LS
Country	United Kingdom

Additional Contact Details

Are the contact details the same as (or similar to) those given in section one?

Yes No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

E-mail	j.willis@popall.co.uk
Telephone number	0115 953 8511
Other telephone number	0115 953 8500

Section 3 of 8

THE PREMISES

I, the proposed user, hereby give notice under section 100 of the Licensing Act 2003 of my proposal to carry out a temporary activity at the premises described below.

Give the address of the premises where you intend to carry on the licensable activities or if it has no address give a detailed description (including the Ordnance Survey references). (See also guidance on completing the form, note 2)

* Does the premises have an address?

Yes No

Continued from previous page...

Address

Is the address the same as (or similar to) the address given in section one?

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Yes No

* Building number or name	VIP Rooms
* Street	North Street
District	
* City or town	Ashby De La Zouch
County or administrative area	Leicestershire
* Postcode	LE65 1HS
* Country	United Kingdom

* Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)?

Neither Premises licence Club premises certificate

* Premises licence number	NWL20192
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Location Details

* Provide further details about the location of the event

VIP Rooms, The Boudoir and Studio 79

If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, give a description and details below (see also guidance on completing the form, note 3)

VIP Rooms, The Boudoir and Studio 79

Describe the nature of the premises below (see also guidance on completing the form, note 4)

Licensed Premises

Describe the nature of the event below (see also guidance on completing the form, note 5)

Party Night

Continued from previous page...

Section 4 of 8

LICENSABLE ACTIVITIES

State the licensable activities that you intend to carry on at the premises
(see also guidance on completing the form, note 6):

- The sale by retail of alcohol
- The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club
- The provision of regulated entertainment
- The provision of late night refreshment
- The giving of a late temporary event notice

(see also guidance on completing the form, note 7)

State the dates on which you intend to use these premises for licensable activities
(see also guidance on completing the form, note 8)

Sunday 30th September 2012 into Monday 1st October 2012

The maximum period for using premises for licensable activities under the authority of a temporary event notice is 96 hours (four days).

State the times during the event period that you propose to carry on licensable activities (give times in 24 hour clock)
(see also guidance on completing the form, note 9)

12 midnight until 03:00 hours for alcohol and from 12 midnight until 04:00 hours for regulated entertainment

State the maximum number of people at any one time that you intend to allow to be present at the premises during the times when you intend to carry on licensable activities, including any staff, organisers or performers
(see also guidance on completing the form, note 10)

450

Note that the maximum number of people cannot exceed 499.

If the licensable activities will include the supply of alcohol, state whether the supplies will be for consumption on or off the premises, or both
(see also guidance on completing the form, note 11):

- On the premises only
- Off the premises only
- Both

Section 5 of 8

PERSONAL LICENCE HOLDERS (See also guidance on completing the form, note 12)

Continued from previous page...

Do you currently hold a valid personal licence? Yes No

Provide the details of your personal licence below.

Issuing licensing authority

Licence number

Date of Issue / /
dd mm yyyy

Date of expiry / /
dd mm yyyy

Any further relevant details

Section 6 of 8

PREVIOUS TEMPORARY EVENT NOTICES (See also guidance on completing the form, note 13)

Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice? Yes No

State the number of temporary event notices you have given for events in that same calendar year

Have you already given a temporary event notice for the same premises in which the event period:
a) Ends 24 hours or less before; or Yes No
b) Begins 24 hours or less after the event period proposed in this notice?

Section 7 of 8

ASSOCIATES AND BUSINESS COLLEAGUES (See also guidance on completing the form, note 14)

Continued from previous page...

Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?

Yes No

Has any associate of yours already given a temporary event notice for the same premises in which the event period:

Yes No

- a) Ends 24 hours or less before; or
- b) Begins 24 hours or less after the event period proposed in this notice?

Has any person with whom you are in business carrying on licensable activities given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?

Yes No

Has any person with whom you are in business carrying on licensable activities already given a temporary event notice for the same premises in which the event period:

Yes No

- a) Ends 24 hours or less before; or
- b) Begins 24 hours or less after the event period proposed in this notice?

Section 8 of 8

CONDITION

It is a condition of this temporary event notice that where the relevant licensable activities described in Section 4 above include the supply of alcohol that all such supplies are made by or under the authority of the premises user.
(See also guidance on completing the form, note 16)

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.

This formality requires a fixed fee of £21

ATTACHMENTS

AUTHORITY POSTAL ADDRESS

Continued from previous page...

Address

Building number or name	North West Leicestershire District Council
Street	Whitwick Road
District	Coalville
City or town	Leicestershire
County or administrative area	
Postcode	LE67 3FJ
Country	UK

DECLARATION

- * The information contained in this form is correct to the best of my knowledge and belief
 - * I understand that it is an offence:
 - * (i) to knowingly or recklessly make a false statement in connection with this temporary event notice and that a person is liable on conviction for such an offence to a fine up to level 5 on the standard scale; and
 - * (ii) to permit an unauthorised licensable activity to be carried on at any place and that a person is liable on conviction for any such offence to a fine not exceeding £20,000, or to imprisonment for a term not exceeding six months, or to both
- Ticking this box indicates you have read and understood the above declaration

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	Palmer
* Capacity	lic. holder
Date (dd/mm/yyyy)	3/8/12

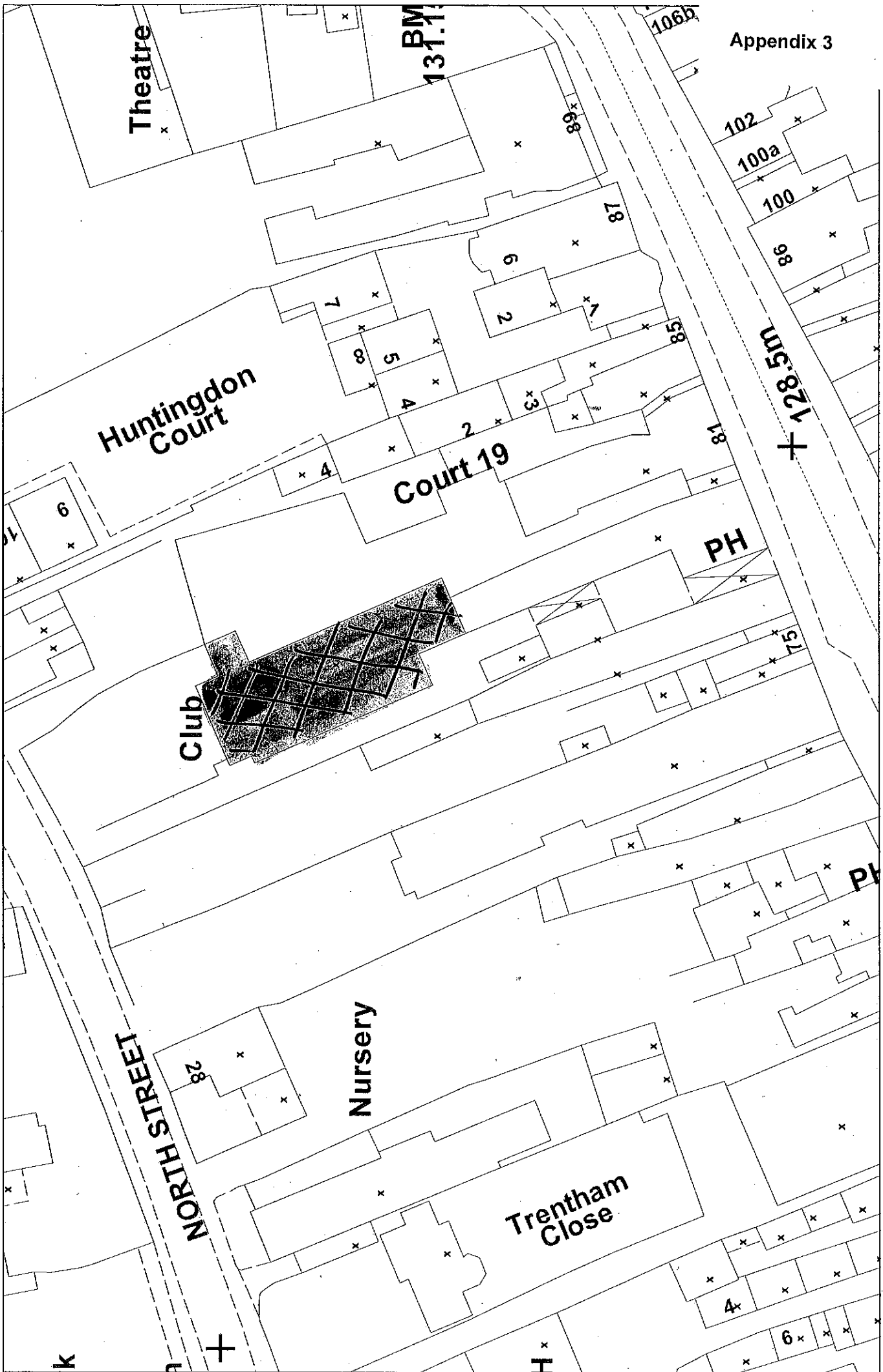
Add another signatory

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?"

Digital signature	J Willis
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You can digitally sign the form if you wish, this will be verified and passed to the authority.

When you are satisfied that you have completed the form correctly, save it and continue with the application process. If the online application screen is no longer available in your browser, [click here](#) to resume.



Appendix 3

04 September 2012
Not Set
1:625

Date:
SLA:
Scale

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Leicestershire Police



Licensing Act 2003 – Given pursuant of Section 104
Objection Notice in respect of Temporary Event Notice

Details of person or body making representation	
Your Name:	Inspector 915 Rixon
Your Address:	Licensing Department, Mansfield House, 74 Belgrave Gate, Leicester LE1 3GG

Details of premises representation is about	
Name of Premises:	VIP Rooms
Address of premises:	North Street Ashby De La Zouch Leicester LE65 1HS
Applicant	Suzette Bell - Simmonds
Date of Event	Sunday 30 th September 2012
Date application received by Police	3 rd September 2012

Please tick one or more of the licensing objectives that your representation relates to:	
Prevention of crime and disorder	<input checked="" type="checkbox"/>
Public Safety	<input checked="" type="checkbox"/>
Prevention of public nuisance	<input checked="" type="checkbox"/>
Protection of children from harm	<input type="checkbox"/>

Please summarise your concerns about this application:
I write in my capacity as Licensing Officer for the Leicestershire Constabulary on the authority delegated to me by the Chief Constable Simon Cole.

Take notice that I am satisfied that allowing the premises to be used in accordance with the notice would undermine the Crime Prevention, Public Safety and Prevention of Public Nuisance objective.

North West Leicester has adopted a Special Policy in relation to applications for new licences and material variations. The effect of this policy is set out in the Council's own policy document. It creates a rebuttable presumption against the grant of any further licences.

The VIP Rooms is within the "saturation zone" identified in the Council's policy.

It is the police view that granting this application will add to the existing, late night, problems in the Town centre as the proposed late night selling of alcohol will cause revellers to drink more, drink for longer and linger in the area longer than they otherwise would.

Paragraph 13.25 in the current Guidance, issued under section 182 of the Licensing Act, states,

"In some areas, where the number, type and density of premises selling alcohol for - consumption on the premises are unusual, serious problems of nuisance and disorder may be arising or have begun to arise outside or some distance from licensed premises".

These premises are centrally located in the town at the heart of the area where the night time economy continues to result in a "hot spot" for crime and disorder as described in the attached report from Sergeant 531 Watson.

Inspector 915 Rixon

Date 4th September 2012

Copy to:

Applicant

Suzette Bell-Simmonds
Queens Head Hotel
79 Market Street
Ashby De La Zouch
Leicester
LE65 1AH

Licensing Department,
North West Leicestershire
District Council
Council Offices
Coalville
LEICS
LE67 3FJ