

Licensing Panel (Licensing Act 2003 Functions)

Date: **2 September 2025**

Time: **10.00am**

Venue **Virtual**

Members: **Councillors:** Helliwell, Hewitt and Lyons

Contact: **Francis Mitchell**
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AGENDA

1 TO APPOINT A CHAIR FOR THE MEETING

WELCOME & INTRODUCTIONS

2 PROCEDURAL BUSINESS

(a) **Declaration of Substitutes:** Where Councillors are unable to attend a meeting, a substitute Member from the Licensing Committee may attend, speak and vote in their place for that meeting.

(b) **Declarations of Interest:**

- (a) Disclosable pecuniary interests;
- (b) Any other interests required to be registered under the local code;
- (c) Any other general interest as a result of which a decision on the matter might reasonably be regarded as affecting you or a partner more than a majority of other people or businesses in the ward/s affected by the decision.

In each case, you need to declare

- (i) the item on the agenda the interest relates to;
- (ii) the nature of the interest; and
- (iii) whether it is a disclosable pecuniary interest or some other interest.

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(c) **Exclusion of Press and Public:** To consider whether, in view of the nature of the business to be transacted, or the nature of the proceedings, the press and public should be excluded from the meeting when any of the following items are under consideration.

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A list and description of the exempt categories is available for public inspection at Brighton and Hove Town Halls.

3 BEERBELLY LICENSING PANEL (LICENSING ACT 2003 FUNCTIONS)

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Contact Officer: Corinne Hardcastle

Tel: 0127329

Ward Affected: Central Hove

Date of Publication - Monday, 25 August 2025

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FURTHER INFORMATION

For further details and general enquiries about this meeting contact Francis Mitchell, (01273 294183, email Francis.Mitchell@brighton-hove.gov.uk) or email democratic.services@brighton-hove.gov.uk

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Licensing Panel (Licensing Act 2003 Functions)

Brighton & Hove City Council

Subject:	Application for a New Premises Licence under the Licensing Act 2003		
Premises:	BeerBelly, 15 Victoria Terrace, Hove, BN3 2WB		
Applicant:	BeerBelly Ltd		
Date of Meeting:	02 September 2025		
Report of:	Corporate Director for City Operations		
Contact Officer:	Name:	Corinne Hardcastle	Tel (01273) 292100
	Email:	Corinne.hardcastle@brighton-hove.gov.uk	
Ward(s) affected:	Central Hove		

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 To determine an application for a New Premises Licence under the Licensing Act 2003 for BeerBelly.

2. RECOMMENDATIONS:

- 2.1 That the Panel determine an application for a New Premises Licence under the Licensing Act 2003 for BeerBelly.

3. CONTEXT/BACKGROUND INFORMATION & CONSULTATION

The application is for a New Premises Licence under the Licensing Act 2003. The application proposes ***“BeerBelly will be a Micropub & Bottleshop offering a selection of both local and international craft beer, handpicked wines and specialist spirits. The focus will be on allowing people to taste great quality products in a relaxed environment. Our stock will also be available for sale by retail off the premises***

We are planning on having 10 draught keg beers, alongside a selection of cask ale and cider. There will also be a small selection of wine and spirits, however, it's envisaged that the vast majority of sales to be beer focused. We will also offer regular tasting events, tap takeovers, meet the brewer and other beer focused community events.

The premises will be run by husband and wife directors who have over 25 years of management experience in hospitality. We are both personal licence holders and have extensive knowledge and experience of responsible service of alcohol from both the UK and Australia. The premises will not revolve around loud or live music and will not show any sport

As per the Brighton & Hove City Council's current Statement of Licensing Policy it is noted that this application falls inside the stipulated Special Stress Area. However, we believe that the reduced hours and the measures put forward to promote the four licensing objectives will not have a detrimental impact on the overall cumulative impact of the local area and will not increase any issues locally that the SSA was brought in to mitigate against in the first place

The conditions and measures put forward by us have been given special thought to strike the right balance between promoting the four licensing objectives and having conditions in place that fit our business model We are open and willing to engage with any responsible authority that wishes to correspond with us and we will consider any measures or amendments put forward to us that promote the four licensing objectives."

3.1 Part M of the application is detailed at Appendix A and the plan of the premises is attached at Appendix B.

3.2 Summary table of proposed activities

	Proposed
Supply of Alcohol	Monday – Saturday – 12:00 - 22:30 On and Off the Premises Sunday – 12:00 – 22:00 On and Off the Premises
Hours premises are open to public	Monday – Saturday - 12:00 – 23:00 Sunday – 12:00 – 22:00

3.3 Special Stress Area: The premises falls within the Special Stress Area. This area is deemed an area of special concern in terms of the levels of crime, disorder, and public nuisance experienced within them. (See paragraphs 3.2 – 3.2.5)

Representations received

3.4 Details of the representations made are notified to applicants on receipt by the Licensing Authority using a pro-forma. A summary appears below:

3.5 6 representations were originally received. They were received from local residents and The Licensing Authority. 1 representation from a local resident was subsequently withdrawn following liaison with the applicant.

3.6 Representations received had concerns relating to Prevention of Crime and Disorder, Prevention of Public Nuisance and Protection of Children from Harm.

3.7 Conditions have been agreed between Sussex Police and the applicant.

3.8 Full details of the representations and Sussex Police agreed conditions are attached at Appendix C.

3.9 The applicant contacted all local residents who made representations. A copy of this email is attached at Appendix D.

3.10 A map detailing the location of the premises is attached at Appendix E.

4. COMMENTARY ON THE LICENSING POLICY

4.1 The following extracts from Brighton & Hove City Council Statement of Licensing Policy are considered relevant to this application and **are numbered as they appear in the policy**:

1 Introduction

1.1 This Statement of Licensing Policy has been prepared in accordance with the provisions of the Licensing Act 2003 (the Act) and having regard to Guidance issued by the Home Office under Section 182 of the act. This policy takes effect from the 4th February 2021. The licensing authority is Brighton & Hove City Council. The purpose of this statement is to promote the licensing objectives and set out a general approach to making licensing decisions. The discretion of the licensing authority in relation to applications under the act is only engaged if 'relevant representations' are made by other persons or responsible authorities. This policy will inform the approach to be taken when deciding applications and imposing conditions when relevant representations are received. It is also intended as a guide for applicants as to what to include in their operating schedules, always recognising that if no representations are received, the application must be granted. The licensing authority must carry out its functions with a view to promoting the licensing objectives and this policy is framed around those objectives. Each application will be given individual consideration on its merit. The scope of this policy covers the following:

- Retail sales of alcohol.
- The supply of alcohol by or on behalf of a club, or to the order of, a member of the club.
- The provision of regulated entertainment.
- The provision of late night refreshment.

1.2 The licensing objectives 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.

1.3 Scope

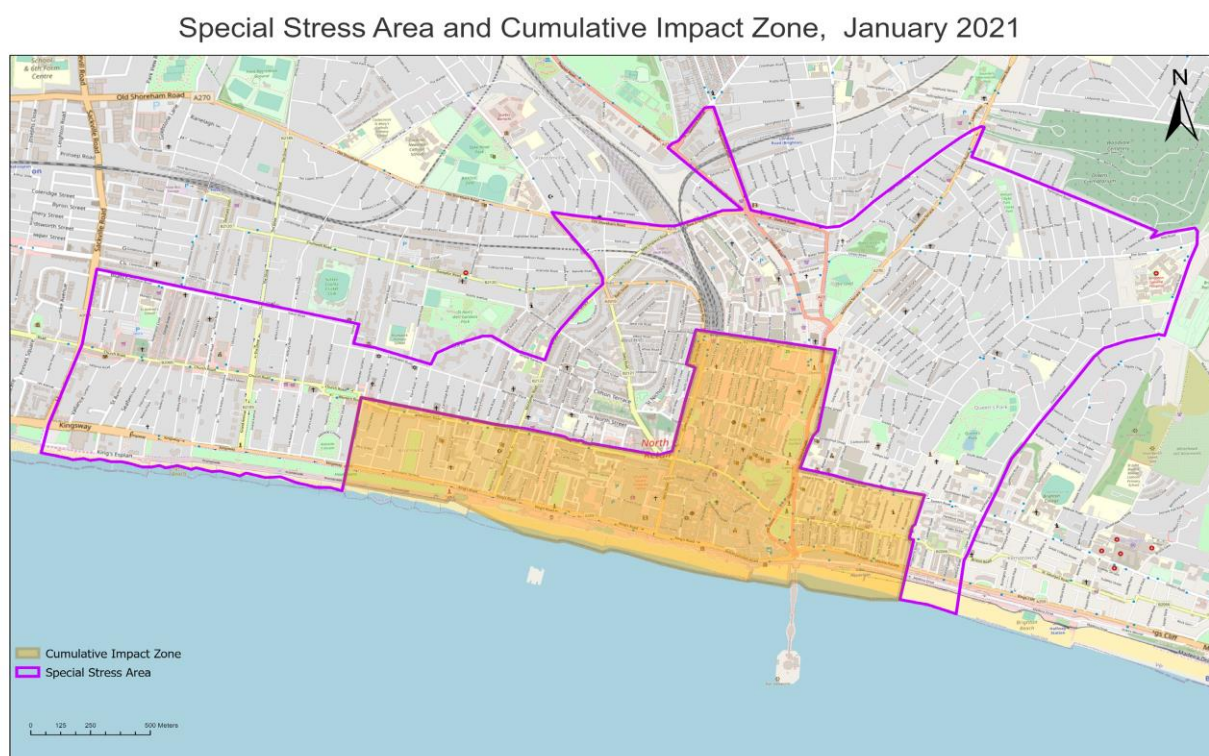
1.3.1 Licensing is about regulating licensable activities on licensed premises, by qualifying clubs and at temporary events. Any conditions attached to various authorisations will be focused on matters which are within the control of individual licensees and others with relevant authorisations, i.e. the premises and its vicinity. Each application will be given individual consideration on its merit. Nothing in this policy shall undermine the right of any individual to apply under the terms of the act for a variety of permissions and to have any such application considered on its individual merits. Similarly, nothing in this policy shall override the right of any person to make representations on an application or seek a review of a licence or

certificate where provision has been made for them to do so in the act.

3 Special Policies and Initiatives

3.2 Special Stress Area

3.2.1 The map below details the area of the city centre which borders the Cumulative Impact zone at 3.1.3 and which is deemed an area of special concern in terms of the levels of crime and disorder and public nuisance experienced within it. The area recommended for further monitoring and detailed guidance within the Special Policy comprise the following as pictured below delineated in purple:



Brighton & Hove Public Health Intelligence, 2021
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The Special Stress Area - an area bounded by and including: The west side of Hove Street/Sackville Road, northwards to the intersection with the north side of Blatchington Road, along north side of Blatchington Road and Eaton Road, southwards at the junction onto the east side of Palmeira Avenue and then eastwards at the junction onto the north side of Landsdowne Road; eastwards to the junction with Furze Hill, along the north side Furze Hill to its end and then due east along the north side of Victoria Road to its junction with Montpelier Road (west side), north to where Montpelier Road joins Vernon Terrace then north to Seven Dials; north west along the west side of Dyke Road until the junction with the Old Shoreham Road, then East along the north side of Old Shoreham Road, continuing on the north end of New England Road, north west at Preston Circus at the junction of New England Road and Preston Road along the west side of Preston Road until the junction with Stanford Avenue then and north east along the north side of Stanford Avenue until the junction with Beaconsfield Road, south along

the east side of Beaconsfield Road until the junction at Preston Circus and Viaduct Road, eastwards along the north side of Viaduct Road, then at the junction with Ditchling Road, North East along the north side of Upper Lewes Road until the junction with Lewes Road; south along the Lewes Road to junction with Hartington Road, along the north side of Hartington Road until the junction with St. Helen's Road, south into the north side of May Road, eastwards until its junction with Freshfield Road (east side), then south into Upper Bedford Street, into Bedford Street to the mean water mark south of Bedford Street, then due west until the mean water mark south of Lower Rock Gardens; North on Upper Rock gardens, to the north side of Eastern Road, west along Eastern Road and Edward Street until Grand Parade, north along the Eastern side of Grand Parade to the junction of York Place and Trafalgar Street, West along the Northern boundary of Trafalgar Street, up to and including Surrey Street and then South along the Western boundary of Queens Road to the junction with Air Street, West along the north side of Air Street, South-west to the junction of Western Road Brighton, then West along the North side of Western Road Brighton, South along the West side of Holland Road to the mean water mark south of Kingsway and Kingsway Esplanade as far as the west side of Hove Street/ Sackville Road.

3.2.2 This Special Stress Area (SSA) is of concern to the licensing authority because of the relatively high levels of crime and disorder and nuisance experienced within it. The area will be kept under review.

3.2.3 New and varied applications for premises and club premises certificates within the SSA will not be subject to the presumption of refusal, but operators will be expected to pay special attention when drawing up their operating schedules and to make positive proposals to ensure that their operation will not add to the problems faced in these areas. Appendix A of the SoLP sets out a list of potential measures the licensing authority considers may be appropriate. These may be more or less appropriate depending upon the style of operation applied for.

3.2.4 On receipt of any application in the SSA, where a relevant representation has been made, the licensing authority will scrutinise the application carefully and will look at the measures proposed in the operating schedules and compare them to the measures set out in Appendix A, Licensing Best Practice Measures. Where discretion has been engaged, those applications which fall short may be refused or conditions applied to comply with policy measures.

3.2.5 The Licensing Authority will keep the Cumulative Impact Zone and Special Stress Area under review. Should the authority find that problems of crime and disorder or nuisance are not improving, or are worsening, the Special Policy will be reviewed.

3.3 The Matrix Approach

The Licensing Authority will support:

3.3.1 Diversity of premises: ensures that there is a mix of the different types of licensed premises and attracts a more diverse range of customers from different age groups, different communities and with different attitudes to alcohol consumption. It gives potential for positively changing the ambience of the city or an area of it. This will have a positive effect in reducing people's fear of crime and in increasing the number of evening visitors to the city centre. The Community Safety Strategy recognises that too many single uses in a confined area and patrons turning out

onto the streets at the same time may create opportunities for violent crime and public disorder and therefore supports mixed use venues encouraging a wider age balance.

3.3.2 A “matrix” approach to licensing decisions has been adopted and is set out below. It provides a framework of what the licensing authority would like to see within its area and gives an indication of the likelihood of success or otherwise to investor and businesses making applications.

Matrix approach for licensing decisions in a Statement of Licensing Policy (times relates to licensable activities)

	Cumulative Impact Area	Special Stress Area	Other Areas
Restaurant	Yes (midnight)	Yes (midnight)	Yes (midnight)
Café	Yes (10 pm)	Yes (10 pm)	Yes (10 pm)
Late Night Takeaways	No	Yes (midnight)	Yes (midnight)
Night Club	No	No	No
Pub	No	Yes (11pm)	Yes (midnight)
Non-alcohol lead (e.g. Theatre)	Yes (favourable)	Yes (favourable)	Yes (favourable)
Off-licence	No	No	Yes (Up to 11pm but if in densely residential area may be earlier – see note 7 below)
Members Club (club premises certificate)	Yes (<100 capacity) (11pm)	Yes (<100 capacity) (11pm)	Yes

Notes on matrix

Subject to the following notes, the policy, as represented in the matrix, will be strictly adhered to:

- 1) Each application will be considered on individual merit
- 2) Applications within the CIZ are subject to the special policy on cumulative impact at para 3.1, and those within the special stress area to the special stress policy considerations at para 3.2.

- 3) Departure from the matrix policy is expected only in exceptional circumstances
- 4) Exceptional circumstances will not include quality of management or size of venue except where explicitly stated in policy matrix.
- 5) Exceptional circumstances may include: consultation with and meeting requirements of responsible authorities, an appropriate corporate social responsibility policy, community contribution to offset impact (such as financial contribution to infrastructure), community support, alcohol sale ancillary to business activity (demonstrable to responsible authorities and licensing authority, for instance by licence condition allowing authorised officers access to sales accounts).
- 6) The following licensing activities are encouraged and valued by the licensing authority: outdoor regulated entertainment, community based street parties, members clubs, traditional pubs outside the city centre and non-alcohol led licensable activities, particularly within city centre.
- 7) Other Areas; consideration will be given to the nature of the area and location in relation to any application. In a residential area for example the concerns of local residents will be relevant when considering applications for off-licences, pubs or cafes, especially if there is evidence of anti-social behaviour, street drinking or underage drinking. Earlier closing times may be appropriate. Regard will be had to the Public Health Framework for assessing alcohol licensing on our website.
- 8) In an area where there are already several existing off-licences or where the premises is situated within a parade with another off licence and where representations are received about negative cumulative impact on the licensing objectives of a further premises, the application may be refused on these grounds or restrictions placed on the terminal hour to reflect opening hours of other shops.
- 9) Outdoor events will be supported where arranged through the council's event planning process. Generally, regulated entertainment in the open air including tents and marquees should have a maximum closure hour of 2300. Earlier hours may be imposed in sensitive open spaces or near residential areas. The licensing authority will have regard to Noise Council guidance.
- 10) Non-alcohol led category does not include "alcohol in shared workplaces". It is recommended that sale of alcohol in shared workspaces should have a terminal hour of no later than 10pm. For further advice and guidance on "alcohol in shared workplaces" please see paragraph 3.3.4-3.3.6.

3.5 Off licences

In recent years there has been a noticeable shift towards more people buying alcohol from shops and drinking at home prior to going into premises such as pubs and clubs. The council is concerned that alcohol loading from off-licence sales is a significant problem in the city and adversely affects the licensing objectives as it gives rise to problems of drunkenness, disorderly behaviour and a higher risk of alcohol sales to children. Representations from the police, local residents and the director of public health at licensing panel hearings have testified to these problems and Information published in the Public Health Framework for assessing alcohol

licensing presents a ward by ward analysis of crime and disorder and health data which is relevant in this respect.

3.5.1 The special policy on cumulative impact and the special stress areas apply to off licences as explained in the matrix approach at 3.3. But in general, where applications are made for new premises or variations to existing licences, and where the police or others make representations against the grant of a further licence for off sales, the council will give specific consideration to restricting the number, type, and the hours of premises selling alcohol exclusively for consumption off the premises. Decisions will be grounded in the Public Health Framework for assessing alcohol licensing. The council will want to be assured that the operating schedule of premises, and their overall management, training and levels of staffing, are appropriate to ensure that the licensing objectives are promoted in what may be challenging circumstances. Retail outlets and stores where the provision of fresh produce is the principal product sold maybe considered more favourably.

3.5.2 The Licensing Authority encourage off licences to join the Council led “Sensible on Strength” scheme to reduce the availability of cheap super strength beers and ciders. Off licences voluntarily sign up not to sell cheap super-strength beers and ciders over 6% ABV and operate good practice measures (see 3.5.3) for which they receive an accreditation as a responsible retailer.

3.5.3 Areas of best practice that may be included in an Operating Schedule include

- the installation of a digital CCTV system by liaison with, and to a standard approved by Sussex Police
- Challenge 25 policy
- Refusals system
- Documented staff training including underage sales, drunkenness and proxy sales
- Voluntary restriction of high strength alcohol - operating schedules may be used to limit high ABV beers and ciders
- BCRP membership (or other accredited scheme)
- No sale of single cans
- Displays should not be located at the entrance/exit points or near checks out

3.5.4 The Licensing Authority and Sussex Police have specific concerns around the delivery of alcohol off the premises due to issues around the end location of delivery, age verification checks (Challenge 25), the increased possibility of the alcohol coming into the CIZ and SSA from other areas, as well as the personal safety of drivers when having to refuse a delivery at the end destination.

3.5.5 Alcohol delivery poses a unique set of challenges as it often transfers the final age verification to a person who has no responsibility in relation to the Premises Licence which authorised the sale of alcohol. A premises licence holder needs to be satisfied that their drivers or the delivery drivers of the third party company they chose to use, have received regular and comprehensive training in age verification and identifying persons who have consumed too much alcohol.

3.5.6 Evidence has shown that customers have previously used landmarks/businesses not related to them as addresses for delivery so that alcohol could be consumed in open spaces/parks. The risk being that this may lead to increased crime and

disorder including anti-social behaviour and criminal damage, as well as the possibility that underage persons can gain access to alcohol. Concerns have also been raised about the delivery of alcohol to known street drinking hotspots. Therefore, a condition requiring all deliveries to be to a verifiable residential or business address and a face to face ID verification is vital in mitigating some of this risk.

3.5.7 While the Licensing Authority and Sussex Police recognise this is a growing area of business, new or variation applications to include the delivery of alcohol off the premises will be subject to increased scrutiny. Suggested conditions for the provision of an alcohol delivery service can be found at Appendix A. These are not exhaustive and each application will be considered on its own merits.

3.6 Street drinking

3.6.1 The Licensing Authority will have regard to areas highlighted by Sussex Police that are at risk from alcohol related anti-social behaviour. The nature of these areas can be fluid/seasonal and so updated maps and data will be produced regularly to ensure the information is current. These hot spot areas are considered high risk for street drinkers and the Licensing Authority will have regard to prevention of crime and disorder by virtue of street drinking and anti-social behaviour when considering applications in this area.

3.9 Promoters and irresponsible drinks promotions

3.9.1 The Licensing Act 2003 makes no mention or provision for the use of promoters within licensed premises. Many of the late night bars and clubs within the Brighton & Hove Cumulative Impact Zone regularly hire promoters to sell nights at their venues. In recent years with the introduction of promoters within the Brighton night time economy, several issues have arisen. This includes promoters vouching for underage customers to get them inside licensed premises where they can access alcohol, providing flyers to passers-by who throw them on the floor and irresponsible promotions for their nights. Many premises now have an agreement with their promoter for acceptable promotions and behaviour which includes the signing of a written contract of expectations. This shows premises evidencing their due diligence and ensures that promotion companies know what is expected of them. The contract could include, obligations to pick up self-generated litter, verification of ages of their customers and users of their social media, promoters being over the age of 18 and responsible advertising on social media.

3.9.2 The Licensing Authority expect licensed premises to develop staff policy and training on recognising signs of drunkenness and vulnerability, for example, offering drinking water and tips for refusing customers who appear drunk. And discourage company policies that promote bonuses and sales incentives for selling alcohol. Licensing Authority will expect necessary precautionary processes to restrict drunkenness, e.g. Licensing Guidance states happy hours should not be designed to encourage individuals to drink excessively or rapidly.

4 Prevention of Crime and Disorder

The following details and measures are intended to address the need for the prevention of crime and disorder which may be associated with licensed

premises and certificated club premises. Conditions attached to licences and certificates will, as far as possible, reflect local crime reduction strategies.

- 4.1.1 The licensing authority acknowledges that training and good management play a key part in preventing alcohol and drug related crime. The authority expects that all licensees of on-licensed premises attend training programmes which will raise their awareness of the issues relating to drugs and violence in licensed premises, and that suitable training be extended to all bar staff and door supervisors so that drug dealers and users will be deterred from using licensed premises for illegal purposes and that incidents of violence in licensed premises will be reduced. Licensees are also encouraged to attend training programmes to help identify children at risk and issues of basic child protection. It is the duty of the designated premises supervisor (DPS) to train staff on induction concerning conditions on their premises licence.
- 4.1.2 It is expected that the DPS will spend a significant amount of time on the premises. When not on the premises it will be essential that the DPS is contactable, particularly should problems arise with the premises and that staff are authorised by the DPS.
- 4.1.3 The location of violent attacks, anti-social behaviour and hate crime or related incidents may be used to justify closing times.

4.2 Care, control and supervision of premises

4.3.1 The Licensing authority supports the Business Crime Reduction Partnership and other approved schemes. Where appropriate, premises licence holders should be members of the BCRP for the deterrence to violent crime that such membership provides. The BCRP NightSafe radio scheme is normally expected as an operational requirement for city centre bars, clubs and pubs and is an example of good practice in achieving the aim of reducing crime and disorder and improving public safety. Well managed pub-watch schemes provide information exchange between the premises licence holders and responsible authorities that reduce and deter violent crime and disorder. The council will support a responsible licensing scheme.

4.3.2 The effective management and supervision of a venue is a key factor in reducing crime and disorder, both within it and outside. The police will consider the applicants, objecting to the application where appropriate. The police may suggest crime prevention measures in relation to, for example, the internal layout of the premises, closed-circuit television, help points, lighting and security staff. The police may ask for conditions which support such measures to be imposed when licensing applications are granted, eg type of licence, capacity, operating hours restrictions.

4.3.3 Following the grant of a licence, the management and supervision of the premises, in so far as it might impact on crime and disorder, will continue to be monitored. Particular attention will be paid to any licensed premises where there is evidence of criminal activity or any association with racist or homophobic crime. The licensing authority will keep itself well briefed on the nature, location and type of premises where alcohol related violence and disorder are occurring so it can take full account of the facts and avoid exacerbating problems as required by the Community

Safety Strategy. Where licensed premises are found to cause nuisance or be associated with disorder or unreasonable disturbance, the review process may be invoked, and powers of revocation or the imposition of conditions may be considered. Conditions may include use of closed-circuit television, licensed door supervisors and earlier closing times. Such action to restrict the operation may be taken for trial periods to allow businesses an opportunity to remedy existing disorder, nuisance or disturbance.

4.3.4 This policy recognises the use of registered Door Supervisors All Door Supervisors will be licensed by the Security Industry Authority. Mobile security units and similar systems are in use by some premises operators as a means of providing security cover at very short notice at premises which may not normally require a permanent security presence. This policy endorses the use of units following such guidance and standards in appropriate circumstances.

4.3.5 The development of codes of practice and general operating standards for security companies is encouraged for local businesses; premises operators are urged to ensure that security services, when engaged, are provided by suitably qualified businesses operating to recognised standards and who should be working towards SIA accreditation.

4.3.6 Enforcement will be achieved by the enforcement policy appended (Appendix B).

6 Prevention of Public Nuisance

The following details and measures are intended to address the need for the prevention of public nuisance which may be associated with licensed premises and certificated club premises:

6.1.1 In determining applications for new and varied licences, regard will be had to the location of premises, the type and construction of the building and the likelihood of nuisance and disturbance to the amenity of nearby residents by reason of noise from within the premises, as a result of people entering or leaving the premises or from individuals or groups of customers gathered outside (eg in order to smoke).

6.1.2 Applications for new licences or for the extension in size of licensed premises should not normally be granted if the premises will use amplified or live music and operate within or abutting premises containing residential accommodation except that occupied by staff of the licensed premises. A condition may be imposed on new licences that entertainment noise shall be inaudible in any residence. Noise emanating from within licensed premises should not normally be audible outside.

6.1.5 In determining applications for new licences or extensions in hours or terminal hours of licensed premises, regard will be had to late night public transport availability and location of taxi ranks to aid dispersal of customers.

6.1.6 Reasonable controls are available to all premises operators to minimise the impact of noise from customers outside. The council's Environmental Health Department has issued guidance on a number of steps that can be taken in this respect which are endorsed by this policy (see 6.2 below).

6.2 Smoking Advice

6.2.1 Premises licence holders will be expected to:

- Develop a management plan on how to manage smoking on your premises and ensure that all staff are aware of the contents of this plan, and that it is effectively implemented. Noise from people smoking and talking can be intermittent, vary in character and volume and be intrusive. An effective smoking management plan will help prevent neighbours being disturbed.
- Comply with any planning conditions restricting the use of outdoor areas.
- Ensure that any structures used by smokers comply with the design criteria detailed in the Heath Act 2006 and that any structures, awnings, retractable canopies, etc. have the relevant planning permission.
- Ensure any new lighting to outdoor areas must be designed so as not to cause a light nuisance to neighbours and again have the relevant planning permission and building control consent.
- Ensure that the conditions on the premises licence are complied with. There may be conditions restricting the hours of use of gardens and outdoor areas. Having reviewed the contents of the premises licence you may find it necessary to request a variation of your licence.
- Licence tables and chairs on the Public Highway under the provisions of the Highways Act 1980. These licences may have conditions restricting the times that the area can be used.
- Ensure drinks, glasses and bottles are not taken onto the highway unless there is a tables and chairs licence permitting use. A system should be adopted to prevent theft and 'spiking' of drinks and reminding customers not to leave unattended items.
- Discourage smokers remaining in gardens and outdoor areas and determine terminal hours.
- Discourage smokers remaining outside by removing/disabling tables and chairs or prohibiting their use after a certain time. Lights and heaters will also be turned off.
- Introduce a system that after a certain time the number of smokers outside are restricted to a maximum number. Staff will be needed to manage this restriction.
- Employ staff and/or SIA registered door supervisors to manage doors and control customers and smokers entering and leaving the premises. Staff positioned on the doors can help to encourage customers not to cause a noise problem. It may be that staff are required to manage doors after a certain time, particularly during the hours when neighbouring residents are trying to sleep.
- Ensure door supervisors maintain order outside venues and protect customer safety. BCRP supports the use of Night Safe. Radio net and other pager systems and pub watch schemes can be used to provide

for rapid police response and alert other venues where customers and staff are endangered.

- Position signs to remind customers that the premises is in an area where people live. It is not always obvious in busy commercial streets with flats above. By changing the design and wording of signs customers do not forget. Signs can be located in and outside the premises and on tables.
- Use CCTV to manage outside areas.

6.2.2 Licensed premises should normally display prominent, legible signs at exits reminding customers to leave in a quiet, peaceful, orderly manner.

7 Protection of Children from Harm

The following details and measures are intended to address the need for the protection of children from harm; this includes emotional and physical harm which may be associated with licensed premises and certificated club premises (for example the exposure too early to strong language and sexual expletives, eg in the context of film exhibitions or where adult entertainment is provided). It is intended that the admission of children to premises holding a premises licence or club premises certificate should normally be freely allowed without restricting conditions (unless the 2003 Act itself imposes such conditions or there are good reasons to restrict entry or to exclude children completely).

7.1.1 Licensees should note the concern of the authority that drink related disorder frequently involves under 18's. To prevent illegal purchases of alcohol by such persons, all licensees should work with a suitable 'proof of age' scheme and ensure that appropriate identification is requested prior to entry and when requesting alcohol, where appropriate. Appropriate forms of identification are currently considered to be those recommended by police, trading standards officers and their partners in the Licensing Strategy Group (eg passport, photo driving licence or pass card).

7.1.2 It is the licensing authority's expectation that all staff responsible for the sale of intoxicating liquor receive information and advice on the licensing laws relating to children and young persons in licensed premises. Licensed premises staff are required to take reasonable steps to prevent under age sales. The licensing authority will not seek to limit the access of children to any premises unless it is necessary for the prevention of emotional or psychological harm to them. Each application will be considered on its own merit but particular areas that will give rise to concern in respect of children are to be found in section 7.1.4 below.

7.1.3 To reduce alcohol-induced problematic behaviour by under 18 year olds, to enforce underage purchase and drinking laws and to assist in the protection of children from harm, the licensing authority supports the following measures:-

- a) Police should exercise powers (Confiscation of Alcohol (Young Persons) Act 1997) to remove alcohol from young people on the street
- b) Police and trading standards should implement test purchasing to reduce

sales to under 18s in on and off sales licensed premises

c) Further take-up of proof of age schemes will be promoted

d) In-house, mystery shopper type schemes operated by local businesses will be supported

e) Providers of events specifically catering for unaccompanied children should consider whether all staff at such events need to be DBS checked

7.1.4 The licensing authority will not seek to require that access to any premises is given to children at all times – under normal circumstances this will be left to the discretion of the licensee. The following areas give rise to concern in respect of children, who will normally be excluded from premises:

- where there have been convictions for serving alcohol to minors or with a reputation for underage drinking.
- with a known association with drug taking or dealing.
- where there is a strong element of gambling on the premises.
- where entertainment of an adult or sexual nature is commonly provided.
- where premises are used primarily or exclusively for the sale and consumption of alcohol and there is little or no seating for patrons.

Options may include:

- limitations on the hours when children may be present.
- age limitations (below 18).
- limitations or exclusions when certain activities are taking place.
- requirements for an accompanying adult.
- full exclusion of people under 18.

The “What to do” booklet is a national one and can be accessed at:

www.brightonandhovehscb.org.uk/wp-content/uploads/What-to-do-if-a-child-is-being-abused.pdf

Probably also worth getting him to put in that if you are concerned about a child locally to contact the Multi-Agency Safeguarding Hub (MASH) on 01273 290400, or you can contact Sussex Police on 101. If they think a child is in immediate danger to dial 999.

7.1.7 Trading standards and the police undertake ongoing enforcement operations around under-age sales and test purchasing. Sussex Police and BCRP undertake work concerning proxy purchases and counterfeit ID as part of the partnership support work with Community Safety and Trading Standards.

7.1.8 Trading standards have a programme of business support including training for local businesses to avoid under-age sales.

8 Integration of Strategies

8.1.1 The licensing authority shall secure the proper integration of this policy with local crime prevention, planning policy, transport, tourism and cultural strategies by:-

- Liaising and consulting with the Sussex Police, Community Safety Forum, Sustainability Commission representatives and following the guidance in community safety and crime and disorder strategy
- Liaising and consulting with Public and Alcohol Programme Board
- Liaising and consulting with the East Sussex Fire & Rescue Service
- Liaising and consulting with the Local Strategic Partnership, Safety Advisory Group (Emergency Planning) and Equalities and Social Justice Consultation Forum
- Liaising and consulting with the Planning authority
- Liaising and consulting with the Highways authority
- Liaising and consulting with local business and business associations. Having regard to any future documents issued relating to the Private Security Industry Act 2001, for example liaison or information sharing protocols
- Liaising and consulting with the Trading Standards Team, for example with regard to test purchasing codes of practice

8.1.2 In line with statutory requirements and the council's Inclusion Policy, the Licensing Authority shall have due regard to the need to eliminate unlawful discrimination, and to promote equality of opportunity and positive relations between persons of diverse backgrounds, for example communities of interest such as: lesbian, gay, bisexual and transgender people; disabled people; racial and ethnic groups; religious and faith groups.

8.1.3 This policy supports the aims of the tourism strategy, recognising the benefits for the tourism economy of creating a safer and more attractive city centre and improving competitiveness with other European cities. The Licensing Committee should receive any reports relevant to the needs of the local tourist economy and the cultural strategy for the area to ensure that it considers these matters.

8.1.4 The Licensing Committee should receive relevant information relating to the employment situation of the area and the need for new investment and employment where appropriate.

8.1.5 Specific conditions may be attached to premises licences to reflect local crime prevention strategies. Such conditions may include the use of closed circuit television cameras, use of the NightSafe radio system or accredited scheme, the provision and use of shatterproof drinking receptacles, drugs and weapons search policy, the use of registered door supervisors, specialised lighting requirements, hours of opening. Certificates issued to club premises shall reflect local crime prevention strategies and may include any or all of the requirements listed above.

8.1.6 The licensing authority will have regard to the need to disperse people quickly and safely from the city centre to avoid concentrations which may produce disorder and disturbance.

8.3 Enforcement

8.3.1 The Enforcement of licensing law and inspection of licensed premises is detailed in the Protocol between Sussex Police, the East Sussex Fire & Rescue Service and Brighton & Hove City Council. This protocol reflects the need for more efficient

deployment of Police and Local Authority staff commonly engaged in licensing enforcement and can be found at Appendix D (Lead Agency Status) of the Statement of Licensing Policy. In addition, the Licensing Authority will have regard to its published Licensing Enforcement Policy in making enforcement decisions in accordance with Brighton & Hove City Council's Statement of Licensing Policy (Appendix B). In order to better target enforcement resources, inspections will be undertaken outside of normal office hours and the sharing of information between all enforcement agencies will be encouraged through joint meetings or similar arrangements.

8.3.2 Attention is drawn to the targeting of agreed problem and high risk premises requiring greater attention as identified in the protocol. A number of other council and government policies, strategies and guidance documents must be taken into account to complement the policy, including:

- Community Safety & Crime Reduction Strategy
- Drugs and alcohol strategies – local alcohol harm reduction strategy
- Objectives of the Security Industry Authority
- The Anti-Social Behaviour Act 2003/ASBPC Act 2014
- The Health Act 2006
- The Violent Crime Reduction Act 2006
- Policing and Crime Act 2009

APPENDIX A – Licensing Best Practice Measures

Best Practice Measures to be included for consideration, in particular in SSA: Matters that would normally be expected in operating schedules:

- the adoption of a policy (e.g. Challenge 25) with acceptable proof of ID as per existing Statement of Licensing Policy
- all off sales to be made in sealed containers for consumption away from the premises
- a smoking policy which includes an assessment of noise and litter created by premises users
- the use of plastic or polycarbonate drinking vessels and containers, especially in outside areas or after specified hours
- a policy in relation to searching customers and for drugs, weapons, seized or lost and found property
- use of a refusals book for registering attempts to buy alcohol by under-age persons or refusals to those intoxicated
- the installation of a digital CCTV system by liaison with, and to a standard approved by, Sussex Police
- policies for dispersal of customers which may include signage regarding taxi services' telephone numbers and advice to respect neighbours and minimize noise

Items to which positive consideration would be given:

- membership of Business Crime Reduction Partnership, Pubwatch, Neighbourhood Watch or similar schemes
- use of 'Night Safe' radio system or similar accredited scheme
- regular training and reminders for staff in respect of licensing legislation, policies and procedures; records of which should be properly recorded and available for inspection

- records of regular checks of all parts of the premises in relation to drug use
- systems in place to ensure details of barred clients are exchanged with other operators
- giving an agreed minimum notice of special events (screening of major sports events, birthday parties, adult entertainment, etc.) to relevant authorities and use of appropriate additional measures at such events

Recommend best practice for both on and off premises

- Staff must be aware of the risk of the problem of proxy sales and offer assistance to responsible authorities to deter offences
- Signage on premises should set out legal duties
- Voluntary restriction of high strength alcohol – operating schedules may be used to limit high ABV beers and ciders
- Staff training – in addition to personal licence holders training, staff must be adequately trained for duties
- Challenge 25 would be the norm, particularly in the off licence trade
- Signage – proxy sale – deterrence

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The licensing Act 2003 provides for fees to be payable to the licensing authority in respect of the discharge of their functions. The fee levels are set centrally at a level to allow licensing authorities to fully recover the costs of administration, inspection and enforcement of the regime.

Finance Officer Consulted David Wilder

Date: 15/08/25

Legal Implications:

- 5.2 The licensing authority must act to promote the four licensing objectives which are:

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

The licensing authority must have regard to its statement of licensing policy and the guidance issued by the Secretary of State in carrying out its functions.

Lawyer Consulted: Rebecca Sidell

Date: 13/08/25

Equalities Implications:

- 5.3 Diversity is valued and strong, safe communities are vital to future prosperity. Licensing policy aims to protect children from harm including sale and supply of alcohol to children.

Sustainability Implications:

- 5.4 Licensing policy aims to prevent public nuisance and develop culture of live music, dancing and theatre.

SUPPORTING DOCUMENTATION

Appendices:

1. Appendix A – Part M of the Application
2. Appendix B – Plan of Premises
3. Appendix C – Representations and Sussex Police agreed conditions
5. Appendix D – Email from Applicant to Resident
6. Appendix E - Map of area

Documents in Members' Rooms

Brighton & Hove City Council, Licensing Act 2003: Statement of Licensing Policy 2021.

Home Office, Revised Guidance issued under section 182 of the Licensing Act 2003, February 2025.

Public Health Framework for Assessing Alcohol Licensing – January 2022.

Background Documents

Brighton & Hove City Council, Licensing Act 2003: Statement of Licensing Policy 2021.

Appendix A

M

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)

The DPS shall produce a written list of all staff members who are authorised to sell alcohol on behalf of the DPS. This list shall have the staff members name, the signature of the staff member and the authorisation date.

All off sales to be made in sealed containers for consumption away from the premises.

b) The prevention of crime and disorder

The premises shall operate and maintain a digital colour CCTV system. The CCTV system shall continually record whilst the premises are open for licensable activities and all recordings shall be kept for 31 days.

The CCTV system shall display the correct date and time of the recording on any footage,

The CCTV system shall be capable of obtaining clear images of every person entering or leaving the premises with further CCTV cameras covering the internal areas stipulated on the premises plan.

A staff member who is conversant with the operation of the CCTV system shall always be available at the premises whilst the premises are open to the public. CCTV footage shall be made available for viewing upon request the Police and any authorised Officers from Brighton & Hove City Council.

CCTV footage shall be provided on either removable media (i.e., USB, hard drive, CD etc..) or via digital transfer within 24 hours of request by Police and any authorised Officers from Brighton & Hove City Council.

Signage stating that CCTV is in operation shall be clearly and prominently displayed at the premises.

An incident log shall be kept at the premises and made available for inspection on request to an authorised officer of Brighton & Hove City Council or the Police, which shall record the following:

- a. any incidents of crime and disorder.
- b. any ejections from the premises.
- c. any complaints received.
- d. any faults in the CCTV system
- e. any visit by a relevant authority or emergency service.

Any entries into the log shall be made within 12 hours of any incident and shall contain the time/date of the incident, the nature of the incident, a description of the people involved, the action taken and details of the person responsible for the management of the premises at the time of the incident.

Staff training shall be undertaken by all members of staff involved with licensable activities at the premises. Additionally, all staff shall undergo refresher training every 12 months which shall also be recorded. Staff training shall include the following topics:

- a. age verification policy.

- b. refusals and conflict management
- c. CCTV operation (If deemed appropriate by management)
- d. permitted hours and relevant conditions.
- e. Ask for Angela scheme (any other similar initiative)

Training records shall include the time/date of the training, staff members name, training topic and must be signed off by the relevant staff member and the respective premises licence holder/designated premises supervisor/duty manager. A copy of staff training shall be available upon request by Police and authorised officers from Brighton & Hove City Council.

Ask for Angela (any other similar initiative) posters shall be displayed at the premises to raise awareness for customers.

The premises will not show any live sport.

c) Public safety

All entry and exit points (including fire exits) shall be free from any obstructions.

d) The prevention of public nuisance

Clear and legible signage shall be prominently displayed at the exit and immediately outside the front of the premises advising patrons to respect the needs of local residents and to keep noise to a minimum.

Customers shall not be permitted to take their drinks outside the front of the premises after 21:00. Clear and legible signage shall be prominently displayed at the front of the premises advising customers of this provision.

The placing of bottles into receptacles outside the building shall not be permitted between 23.00hrs hours and 07.00 hours.

e) The protection of children from harm

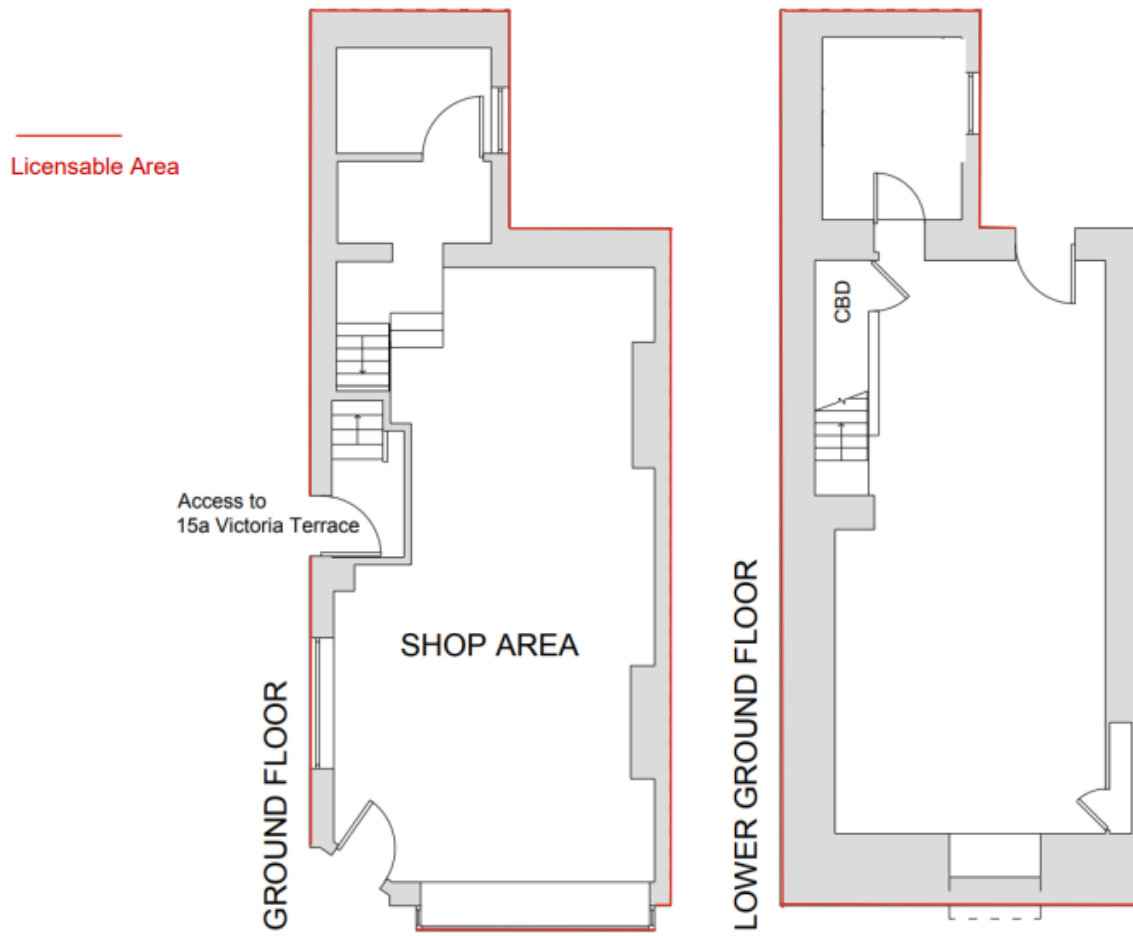
A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport, or proof of age card with the PASS Hologram.

A Challenge 25 notice shall be conspicuously displayed at the point of sale.

A logbook shall be kept recording all refused sales of alcohol. The log shall contain the time/date of the refusal, a description of the customer, the name of the staff member who refused the sale, the reason the sale was refused and any other relevant observation. The refusals register shall be made available for inspection upon request of an authorised officer of Brighton & Hove City Council and the Police.

No children under the age of 18 shall be allowed on the premises unless accompanied by a responsible adult. After 20:00, there shall be no children permitted at the premises at all.

Appendix B



APPENDIX C

REP A

CH CON ENDS 21/07/2025 VALID PCD & PPN

From: [REDACTED]
Sent: 02 July 2025 09:29
To: EHL Licensing <EHL.licensing@brighton-hove.gov.uk>
Cc: [REDACTED]
Subject: BEER BELLY LTD/ ALCOHOL LICENSE APPLICATION/ 15 VICTORIA TERRACE HOVE BN32WB

Dear [REDACTED]

My wife and I are owners of a buy to let house in [REDACTED]

We object to an alcohol license for the above referenced address for the following reasons.

There are two small supermarkets selling alcohol in very close proximity .. [REDACTED] and [REDACTED]

There are three pubs in very close proximity.. [REDACTED], [REDACTED], [REDACTED].

The combination of on premises and off premises alcohol purchase and consumption is likely to be detrimental to an area where too often already drunken people are noisy way after 10-10.30.

In the lane behind Sussex Road there is a daily load of empty alcohol bottles left every day already which we feel would worsen further.

Tks for considering our views.

Kind Regards,

[REDACTED]
[REDACTED]

REP B

CH CON ENDS 21.07.2025 VALID PCD, PPN & PCH

From: [REDACTED]
Sent: 09 July 2025 11:14
To: EHL Licensing <ehl.licensing@brighton-hove.gov.uk>

Subject: Regulation 25 Notice: BeerBelly [15 Victoria Terrace, Hove BN3 2WB](#)

To Whom it May Concern,

I write in respect of the Regulation 25 Notice for BeerBelly at [15 Victoria Terrace, BN3 2WB](#).

Firstly, within this approximate 250m stretch of mixed residential/commercial road, there are already one supermarket and a shop selling take-out alcohol, two pubs, and two restaurants which also serve alcohol. This is more than enough to service this small local area. Another outlet selling alcohol is absolutely unnecessary.

Secondly, this is a residential area which already suffers from the noise, litter and anti-social consequences of the minority of people who buy alcohol and food take them down to the beach close by but appear incapable of clearing up after themselves. Making alcohol yet more easily available will only encourage this.

Thirdly, facilitating the purchase of take-out alcohol to be drunk on the beach can have dangerous consequences. A number of rescues from the sea have taken place as a result of alcohol misuse.

Fourthly, there is a small grassed area off Victoria Terrace and adjacent to Medina Terrace which is often used by family groups. It is not wise, or suitable, to encourage people to use this area as a spot for drinking alcohol.

Finally, this area also has a number of twittens (between Victoria Terrace and Sussex Road, behind [REDACTED], and between [REDACTED] and [REDACTED]) which are poorly lit and not patrolled by the police or security. There is already an issue there with anti-social behaviour by those who prefer to relieve themselves in the twitters rather than walk the short distance to the public facilities by the [REDACTED]. Encouraging the sale and consumption of yet more alcohol in this vicinity will simply exacerbate this unpleasant behaviour.

For the above reasons, we request you to turn down this application in its entirety.

[REDACTED]

[REDACTED]

REP C

CH CON ENDS 21.07.2025 VALID PCD, PPN & PCH

From: [REDACTED]
Sent: 10 July 2025 10:20
To: EHL Licensing <ehl.licensing@brighton-hove.gov.uk>
Subject: Fwd: Regulation 25 Notice Beerbelly 15 Victoria Terrace

Subject: Regulation 25 Notice Beerbelly 15 Victoria Terrace

To Whom it May Concern,

I write in respect of the Regulation 25 Notice for BeerBelly at 15 Victoria Terrace.

Firstly, within this approximate 250m stretch of mixed residential/commercial road, there are already two shops selling take-out alcohol, two pubs, and two restaurants which serve alcohol. This is more than enough to service this small local area. Another outlet selling alcohol is absolutely unnecessary.

Secondly, there are a large number of residential units close by (due to the area being one of nearly all flats) which already suffer from the noise and anti-social consequences of people being able to buy take-out alcohol and sit out on the beach, which is very close by.

Thirdly, encouraging the buying of take-out alcohol to be drunk on the beach has been proved to have dangerous consequences and a number of rescues from the sea already take place regularly as a result of alcohol misuse.

Fourthly, this area has a child's play area contained within it and is used by a lot of family groups, so it is not a suitable area to encourage people to be drinking larger amounts of alcohol.

Finally, this area also has a number of twitterns running down to the beach which are ill lit and not patrolled by the police or security, where there is already an issue with anti-social behaviour, and the ability for yet more alcohol to be purchased and consumed in these areas will just exacerbate this unpleasant and dangerous environment.

For these reasons, the residents and shareholders of [REDACTED] request that you turn down this application in it's entirety.

Kind regards,

[REDACTED]



Corinne Hardcastle
Licensing Officer
Licensing Team
Brighton & Hove City Council
Bartholomew House
Bartholomew Square
Brighton, BN1 1JP

Regulatory Services

Bartholomew House
 Bartholomew Square
 Brighton
 BN1 1JP

Date: 21 July 2025
 Our Ref: ELG/BeerBellyRep
 Phone: 07826 951829
 Email: [REDACTED]

Dear Corinne

CH CON ENDS 21.07.2025 VALID PCD & PPN (E)

Re: Licensing Act 2003 - Representation regarding the application for a New Application for a Premises Licence For: BeerBelly, 15 Victoria Terrace, Hove, BN3 2WB

I refer to the application made by BEERBELLY LTD for a new Premises Licence to be issued for BeerBelly, 15 Victoria Terrace, Hove. The Licensing Team, in its role as a Responsible Authority, has concerns about this application and therefore I am submitting this representation on the grounds of the prevention of crime & disorder and public nuisance and to uphold our Statement of Licensing Policy (SoLP).

The applicant has applied for a Premises Licence for alcohol for consumption on and off the premises from 12:00 to 22:30 Monday to Saturday and 12:00 to 22:00 Sunday. Closing at 23:00 Monday to Saturday and 22:00 on Sunday.

This representation is submitted as there are concerns that the premises is within the Special Stress Area of the city, that can be found in our Statement of Licensing Policy (SoLP) from page 15. The Special Stress Area is of concern to the Licensing Authority because of the relatively high levels of crime and disorder and nuisance experienced within it and we believe that the granting of this application could lead to increased associated issues with regard to crime & disorder and public nuisance in the nearby surrounding area.

The Council's SoLP includes a Matrix Model approach for licensing decisions, which recognises the diverse operation and different risks presented by different classes of licensed premises. It provides a vision of what the licensing authority would like to see within its area and gives an indication of likelihood of success or otherwise to investors and local businesses making applications.

The Matrix Model, on page 18 of the Council's SoLP, states that in the Special Stress Area, cafes could be granted until 10pm. The policy does state that each application is still considered on its individual merit and there is discretion to depart from the policy where justified. However, departure from the Matrix Model is only expected in exceptional circumstances.

I have seen the agreement the applicant has made with the Police and agreed conditions therein but in light of the above and the fact that this new premises falls within our Special Stress Area, I invite the Sub-Committee Panel to decide the outcome of this application on

behalf of the Licensing Authority and whether the applicant has demonstrated whether there are exceptional circumstances to depart from our policy.

Yours sincerely

Emma Grant
Licensing Officer
Licensing Team
Regulatory Services

REP E

CH CON ENDS 21.07.2025 VALID PCD & PPN

From: [REDACTED]
Date: 18 July 2025 at 17:21:10 BST
To: ehlllicensing@brighton-hove.gov.uk
Subject: Regulation 25 —- Alcohol licence application for BeerBelly Ltd, 15 Victoria Terrace, Hove BN3 2WB

Dear Sirs,

I must write to object to the above application on the grounds that as a homeowner living very close to 15 Victoria Terrace we are already overwhelmed by premises selling alcohol for consumption on and/or off the premises

I like a drink myself but within a 250 metre radius of the proposed site we already have 3 pubs, 2 licensed supermarkets & 2 restaurants so we are hardly in need of any more new premises

If you were to walk 5 mins north to Church Road you have another 5 licensed convenience stores/supermarkets, 1 pub & countless restaurants

The proposed site itself is tiny and so if as proposed it licensed for on premises drinking the clients would inevitably spill out onto the pavement on Kingsway causing more noise & possible anti social behaviour to the residents of Sussex Rd (on the corner of which the site is situated)

I therefore object & would request that I am kept informed of any decisions taken by BHCC re the licence

Regards. [REDACTED]
[REDACTED]

Sussex Police Agreed Conditions for Beer Belly Ltd. 15 Victoria Terrace, Hove –

16th July 2025 General:

1. There will be no sales of any spirits or draft alcohol products 'off' the premises.
2. There will be no delivery service of alcohol 'off' the premises provided under this premises licence.
3. Sales of alcohol for consumption 'off' the premises will only be in sealed containers.
4. All spirits for sale 'on' the premises will be stored securely behind the bar area out of reach and access of members of the public.
5. No beer, lager, cider or perry with an ABV over 6% or above shall be sold at the premises save that this shall not apply to premium beer, lager, cider or perry with an ABV over 6% or above such as craft or speciality brands or brands produced by a micro-brewery, or brands produced to commemorate a national or local event.
6. All wines and spirits for sale under this licence will be of a specialist nature e.g. craft, small batch and/or locally produced.
7. All alcohol will be displayed/stored in full sight of the serving counter in an area covered by CCTV.
8. No alcohol sold by the premises will be permitted to be consumed in the immediate vicinity e.g. if customers go outside to smoke then drinks will remain inside.
9. Should the premises licence holder, Beerbelly Ltd (Company no: 16309427), cease trading at 15 Victoria Terrace, then the licence will be surrendered and any new occupants will need to apply for a new premises licence.
10. Authorised staff employed by Sussex Police shall have free access to all parts of the licensed premises at all times licensable activity is taking place or when open to members of the public, for the purpose of inspection to ensure compliance with the terms and conditions of the premises licence and to ensure the promotion of the licensing objectives.

Additional conditions as stated in original application or agreed with another Agency

For the Prevention of Crime and Disorder:

11. Subject to GDPR guidance and legislation:
 - (a) Digital CCTV and appropriate recording equipment to be installed in accordance with Home Office Guidelines relating to UK Police Requirements for Digital CCTV System (PSDB Publication Number 09/05), operated and maintained throughout the premises internally and externally to cover all public areas including the entrances/exits to the premises and the fridges/shelves where alcohol is stored. The system shall be on and recording at all times the premises licence is in operation.
 - (b) The CCTV cameras and recording equipment must be of sufficient quality to work in all lighting levels inside the premises at all times.

- (c) CCTV footage will be stored for a minimum of 31 days
 - (d) The management will give full and immediate cooperation and technical assistance to the Police in the event that CCTV footage is required for the prevention and detection of suspected or alleged crime.
 - (e) The CCTV images will record and display dates and times, and these times will be checked regularly to ensure their accuracy.
 - (f) The management of the premises will ensure that key staff are fully trained in the operation of the CCTV, and will be able to download selected footage onto a disk (or other electronic portable device acceptable to Sussex Police e.g. USB) for the police without difficulty or delay and without charge to Sussex Police.
 - (g) Any breakdown or system failure will be notified to the police immediately & remedied as soon as practicable. This can be via email - brighton.licensing@sussex.police.uk. Repair records /invoices shall be kept on site for at least 12 months and be readily available to be viewed by all authorised person upon request.
 - (h) In the event of the CCTV system hard drive being seized as evidence as part of a criminal investigation by Sussex Police or for any other reason, the premises will be expected to install a replacement hard drive or a temporary replacement drive as soon as practicable.
12. An incident log shall be kept at the premises and must be completed within 24 hours of the incident. It can be in paper or electronic form and will record the following:
- a) all crimes reported to the venue
 - b) any refusals made of alcohol service e.g. underage, intoxication
 - c) all ejections of patrons
 - d) any complaints received concerning crime and disorder
 - e) any incidents of disorder
 - f) all seizures of drugs or offensive weapons
 - g) any visit by a relevant authority or emergency service.
13. The incident log will:
- a) be inspected and signed off by the DPS (or a person with delegated authority) at least once a fortnight.
 - b) be kept on the premises and be available for inspection at all times the premises are open by authorised officers of the Licensing Authority or the police. An incident will be defined as being one which involves an allegation of a criminal offence or as listed in condition 8 above.
 - c) be used to give feedback to staff to ensure that the log is used on each occasion that a refusal, ejection or incident occurs at the premises and to identify any patterns or trends.
 - d) be kept for a minimum of twenty four (24) months.

14. Signage stating that the premises has a zero tolerance towards drugs will be displayed prominently at all entrances to the premises, and the entrances to all toilets.
15. Regular checks of all toilets will take place on every day that the premises remains open for business. These checks will be documented and records made available on request to Sussex Police and officers of the local community.
16. A documented risk assessment must be produced by the premises and agreed by Sussex Police, which identifies the activities undertaken at the premises and the controls necessary to promote the licensing objectives. It will include a written assessment demonstrating what considerations have been made for both normal day to day activities and any special events or functions which may arise during the year. This document shall be immediately available for inspection by the Police and the Licensing Authority, upon request and reviewed every 12 months. The written risk assessment will include:
 - a) When SIA trained and licenced door supervisors shall be employed on occasions when a requirement is identified by the licence holders written risk assessment or requested by Sussex Police in writing with a minimum of 48 hours notice.
 - b) When it is appropriate for the premises to employ a mobile support unit (MSU) operated by ISA registered door staff. In the event that a MSU is contracted, the management will contract the back-up services of an approved MSU 24 hours a day, with a minimum of 2 SIA registered Door Supervisors operating from it. A copy of the MSU contract will be retained at the premises and made available for immediate inspection upon request by Sussex Police or Council Officials. The MSU will be accredited by the Brighton Business Crime Reduction Partnership (BCRP) or other similar organisation approved by Sussex Police should the BCRP not be in existence.
 - c) What considerations have been made by the licence holder regarding any additional special events which may arise in the city during the year.
 - d) The use of glassware versus shatterproof or polycarbonate drinking vessels and the supply of glass bottles to customers.

Additional conditions as stated in original application or agreed with another Agency

For Public Safety:

Conditions as stated in original application or agreed with another Agency

For the Prevention of Public Nuisance:

Conditions as stated in original application or agreed with Environmental Protection

For The Protection of Children from Harm:

17. No unaccompanied children or young persons under 18 shall be permitted to enter or be on the premises at any time.
18. No children or young person under the age of 18 will be permitted to enter or remain on the premises at any time from 20:00 until close.
19.
 - (a) The Premises Licence Holder / Management shall ensure that all staff members engaged or to be engaged in selling, serving or delivering alcohol shall receive induction training. If this training is to be conducted in electronic form, it will at a

minimum also include a face-to-face discussion session. This training will take place prior to the selling, serving or delivering of such products and will include:

- *The lawful selling of age restricted products – including but not limited to, the requirement of the staff member conducting the transaction to ensure they carry out Challenge 25 checks regardless of any other staff member checks that may already have taken place

- *Identifying if a person may be intoxicated and refusal of sale

- *Vulnerability initiatives and how to respond to potential drink spiking

- (b) Further verbal reinforcement/refresher training covering the above will be carried out thereafter at intervals not to exceed 8 weeks, with the date and time of the verbal reinforcement/refresher training documented.
 - (c) All such training undertaken by staff members shall be fully documented and recorded. All training records shall be made available to Sussex Police, officers of the local authority and officers from the Trading Standards team upon request. These records will be retained for a minimum of twenty four (24) months.
20. The premises will operate a "Challenge 25" policy whereby any person attempting to buy alcohol who appears to be under 25 will be asked for photographic ID to prove their age. The recommended forms of ID that will be accepted are passports, official Photographic Identity Cards issued by EU states bearing a hologram or ultraviolet feature, driving licences with a photograph, photographic military ID or proof of age cards bearing the 'PASS' mark hologram. The list of recommended forms of ID may be amended or revised with the prior written agreement of Sussex Police, the Licensing Authority and Trading Standards without the need to amend the licence or conditions attaching to it.
21. Signage advertising the 'Challenge 25' policy will be displayed in prominent locations in the premises.
22. A list of staff members who are authorised to sell alcohol on the premises shall be kept. This shall be endorsed by the DPS with the date such authorisation commences.

Dear

Thank you for your response in relation to our premises licence application and for bringing your concerns to our attention.

We hope to provide some additional context and reassurance around our plans, as we appreciate the public notice doesn't allow us to share the full picture of what we intend to offer.

We're looking to open a small, independently run micropub offering a curated selection of local and international craft beers and handpicked wines. The focus will be on quality, taste, and creating a relaxed, welcoming environment. This concept differs from a traditional pub, as we aim to appeal to professional patrons who are interested in the craft and appreciation of selected beers, rather than those primarily seeking a premises for social intoxication, which can sometimes be found at pubs. We also want to clarify that we do not intend to host live music, nor will we be showing sports.

We are a husband-and-wife team with over 25 years of combined experience in hospitality, both in the UK and Australia. We are both personal licence holders and have a strong understanding of the responsible sale and service of alcohol.

We believe that our proposed licensable hours (Monday to Saturday 12:00 - 22:30, Sunday 12:00 - 22:00) and the conditions we have put forward strike a careful balance between promoting the four licensing objectives and ensuring that our premises does not negatively impact the local area. We've also included our conditions, some of which have already been agreed with the Police, are listed at the rear of this correspondence. Consequently, I am hopeful that such measures, and the reduced operating hours go a long to mitigating against concerns that you have regarding this premises licence application.

I would like to refer you to condition 8 of the agreed conditions with the Police, which prohibits patrons consuming alcohol directly outside the front of our premises – therefore significantly reducing the likelihood of noise and/or anti-social behaviour.

Of course, if there are any additional measures you would like us to consider, we would be more than happy to discuss and, where appropriate, incorporate them as part of our premises licence. It should be noted that we would like to address any concerns that you have as proactively as possible.

If the proposed conditions go some way toward addressing your concerns, we would be very grateful if you would consider withdrawing your representation. However, we are more than happy to answer any further questions you might have about our plans for the business.

Please don't hesitate to get in touch with either myself or REDACTED directly.

Yours Sincerely, - REDACTED

Agreed Conditions between Brighton & Hove Licensing Unit and Beer Belly Ltd on 16 July 2025.

General:

1. There will be no sales of any spirits or draft alcohol products 'off' the premises.
2. There will be no delivery service of alcohol 'off' the premises provided under this premises licence.
3. Sales of alcohol for consumption 'off' the premises will only be in sealed containers.
4. All spirits for sale 'on' the premises will be stored securely behind the bar area out of reach and access of members of the public.
5. No beer, lager, cider or perry with an ABV over 6% or above shall be sold at the premises save that this shall not apply to premium beer, lager, cider or perry with an ABV over 6% or above such as craft or speciality brands or brands produced by a micro-brewery, or brands produced to commemorate a national or local event.
6. All wines and spirits for sale under this licence will be of a specialist nature e.g. craft, small batch and/or locally produced.
7. All alcohol will be displayed/stored in full sight of the serving counter in an area covered by CCTV.
8. No alcohol sold by the premises will be permitted to be consumed in the immediate vicinity e.g. if customers go outside to smoke then drinks will remain inside.
9. Should the premises licence holder, Beerbelly Ltd (Company no: 16309427), cease trading at 15 Victoria Terrace, then the licence will be surrendered and any new occupants will need to apply for a new premises licence.
10. Authorised staff employed by Sussex Police shall have free access to all parts of the licensed premises at all times licensable activity is taking place or when open to members of the public, for the purpose of inspection to ensure compliance with the terms and conditions of the premises licence and to ensure the promotion of the licensing objectives. Additional conditions as stated in original application or agreed with another Agency

For the Prevention of Crime and Disorder:

11. Subject to GDPR guidance and legislation:
 - (a) Digital CCTV and appropriate recording equipment to be installed in accordance with Home Office Guidelines relating to UK Police Requirements for Digital CCTV System (PSDB Publication Number 09/05), operated and maintained throughout the premises internally and externally to cover all public areas including the entrances/exits to the premises and the fridges/shelves where alcohol is stored. The system shall be on and recording at all times the premises licence is in operation.

- (b) The CCTV cameras and recording equipment must be of sufficient quality to work in all lighting levels inside the premises at all times.
- (c) CCTV footage will be stored for a minimum of 31 days
- (d) The management will give full and immediate cooperation and technical assistance to the Police in the event that CCTV footage is required for the prevention and detection of suspected or alleged crime.
- (e) The CCTV images will record and display dates and times, and these times will be checked regularly to ensure their accuracy.
- (f) The management of the premises will ensure that key staff are fully trained in the operation of the CCTV, and will be able to download selected footage onto a disk (or other electronic portable device acceptable to Sussex Police e.g. USB) for the police without difficulty or delay and without charge to Sussex Police.
- (g) Any breakdown or system failure will be notified to the police immediately & remedied as soon as practicable. This can be via email - brighton.licensing@sussex.police.uk. Repair records /invoices shall be kept on site for at least 12 months and be readily available to be viewed by all authorised person upon request.
- (h) In the event of the CCTV system hard drive being seized as evidence as part of a criminal investigation by Sussex Police or for any other reason, the premises will be expected to install a replacement hard drive or a temporary replacement drive as soon as practicable.

12. An incident log shall be kept at the premises and must be completed within 24 hours of the incident. It can be in paper or electronic form and will record the following:

- (a) all crimes reported to the venue
- (b) any refusals made of alcohol service e.g. underage, intoxication
- (c) all ejections of patrons d) any complaints received concerning crime and disorder
- (e) any incidents of disorder f) all seizures of drugs or offensive weapons g) any visit by a relevant authority or emergency service.

13. The incident log will:

- (a) be inspected and signed off by the DPS (or a person with delegated authority) at least once a fortnight.
- (b) be kept on the premises and be available for inspection at all times the premises are open by authorised officers of the Licensing Authority or the police. An incident will be defined as being one which involves an allegation of a criminal offence or as listed in condition 8 above.
- (c) be used to give feedback to staff to ensure that the log is used on each occasion that a refusal, ejection or incident occurs at the premises and to identify any patterns or trends.
- (d) be kept for a minimum of twenty four (24) months.

14. Signage stating that the premises has a zero tolerance towards drugs will be displayed prominently at all entrances to the premises, and the entrances to all toilets.

15. Regular checks of all toilets will take place on every day that the premises remains open for business. These checks will be documented and records made available on request to Sussex Police and officers of the local community.

16. A documented risk assessment must be produced by the premises and agreed by Sussex Police, which identifies the activities undertaken at the premises and the controls necessary to promote the licensing objectives. It will include a written assessment demonstrating what considerations have been made for both normal day to day activities and any special events or functions which may arise during the year. This document shall be immediately available for inspection by the Police and the Licensing Authority, upon request and reviewed every 12 months. The written risk assessment will include:

(a) When SIA trained and licenced door supervisors shall be employed on occasions when a requirement is identified by the licence holders written risk assessment or requested by Sussex Police in writing with a minimum of 48 hours notice.

(b) When it is appropriate for the premises to employ a mobile support unit (MSU) operated by ISA registered door staff. In the event that a MSU is contracted, the management will contract the back-up services of an approved MSU 24 hours a day, with a minimum of 2 SIA registered Door Supervisors operating from it. A copy of the MSU contract will be retained at the premises and made available for immediate inspection upon request by Sussex Police or Council Officials. The MSU will be accredited by the Brighton Business Crime Reduction Partnership (BCRP) or other similar organisation approved by Sussex Police should the BCRP not be in existence.

(c) What considerations have been made by the licence holder regarding any additional special events which may arise in the city during the year.

(d) The use of glassware versus shatterproof or polycarbonate drinking vessels and the supply of glass bottles to customers.

Additional conditions as stated in original application or agreed with another Agency

For Public Safety:

Conditions as stated in original application or agreed with another Agency

For the Prevention of Public Nuisance:

Conditions as stated in original application or agreed with Environmental Protection

For The Protection of Children from Harm:

17. No unaccompanied children or young persons under 18 shall be permitted to enter or be on the premises at any time.

18. No children or young person under the age of will be permitted to enter or remain on the premises at any time from 20:00 until close.

19. The Premises Licence Holder / Management shall ensure that all staff members engaged or to be engaged in selling, serving or delivering alcohol shall receive induction training. If this training is to be conducted in electronic form, it will at a minimum also include a face-to-face discussion session. This training will take place prior to the selling, serving or delivering of such products and will include:

*The lawful selling of age restricted products – including but not limited to, the requirement of the staff member conducting the transaction to ensure they carry out

Challenge 25 checks regardless of any other staff member checks that may already have taken place

- *Identifying if a person may be intoxicated and refusal of sale

- *Vulnerability initiatives and how to respond to potential drink spiking

Further verbal reinforcement/refresher training covering the above will be carried out thereafter at intervals not to exceed 8 weeks, with the date and time of the verbal reinforcement/refresher training documented.

All such training undertaken by staff members shall be fully documented and recorded. All training records shall be made available to Sussex Police, officers of the local authority and officers from the Trading Standards team upon request. These records will be retained for a minimum of twenty four (24) months.

20. The premises will operate a "Challenge 25" policy whereby any person attempting to buy alcohol who appears to be under 25 will be asked for photographic ID to prove their age. The recommended forms of ID that will be accepted are passports, official Photographic Identity Cards issued by EU states bearing a hologram or ultraviolet feature, driving licences with a photograph, photographic military ID or proof of age cards bearing the 'PASS' mark hologram. The list of recommended forms of ID may be amended or revised with the prior written agreement of Sussex Police, the Licensing Authority and Trading Standards without the need to amend the licence or conditions attaching to it.

21. Signage advertising the 'Challenge 25' policy will be displayed in prominent locations in the premises.

22. A list of staff members who are authorised to sell alcohol on the premises shall be kept. This shall be endorsed by the DPS with the date such authorisation commences.

Conditions put forward within the original application by Beer Belly Ltd

General

1. The DPS shall produce a written list of all staff members who are authorised to sell alcohol on behalf of the DPS. This list shall have the staff members name, the signature of the staff member and the authorisation date.
2. All off sales to be made in sealed containers for consumption away from the premises.

The prevention of crime and disorder

3. The premises shall operate and maintain a digital colour CCTV system. The CCTV system shall continually record whilst the premises are open for licensable activities and all recordings shall be kept for 31 days. The CCTV system shall display the correct date and time of the recording on any footage,
4. The CCTV system shall be capable of obtaining clear images of every person entering or leaving the premises with further CCTV cameras covering the internal areas stipulated on the premises plan.
5. A staff member who is conversant with the operation of the CCTV system shall always be available at the premises whilst the premises are open to the public.
6. CCTV footage shall be made available for viewing upon request the Police and any authorised Officers from Brighton & Hove City Council. CCTV footage shall be provided on either removable media (i.e., USB, hard drive, CD etc..) or via digital transfer within 24 hours of request by Police and any authorised Officers from Brighton & Hove City Council.
7. Signage stating that CCTV is in operation shall be clearly and prominently displayed at the premises.
8. An incident log shall be kept at the premises and made available for inspection on request to an authorised officer of Brighton & Hove City Council or the Police, which shall record the following:
 - a. any incidents of crime and disorder.
 - b. any ejections from the premises.
 - c. any complaints received.
 - d. any faults in the CCTV system
 - e. any visit by a relevant authority or emergency service.
9. Any entries into the log shall be made within 12 hours of any incident and shall contain the time/date of the incident, the nature of the incident, a description of the people involved, the action taken and details of the person responsible for the management of the premises at the time of the incident.
10. Staff training shall be undertaken by all members of staff involved with licensable activities at the premises. Additionally, all staff shall undergo refresher training every

12 months which shall also be recorded. Staff training shall include the following topics:

- a. age verification policy.
- b. refusals and conflict management
- c. CCTV operation (If deemed appropriate by management)
- d. permitted hours and relevant conditions.
- e. Ask for Angela scheme (any other similar initiative)

11. Training records shall include the time/date of the training, staff members name, training topic and must be signed off by the relevant staff member and the respective premises licence holder/designated premises supervisor/duty manager. A copy of staff training shall be available upon request by Police and authorised officers from Brighton & Hove City Council.

12. Ask for Angela (any other similar initiative) posters shall be displayed at the premises to raise awareness for customers.

13. The premises will not show any live sport

For Public Safety:

14. All entry and exit points (including fire exits) shall be free from any obstructions.

For the Prevention of Public Nuisance:

15. Clear and legible signage shall be prominently displayed at the exit and immediately outside the front of the premises advising patrons to respect the needs of local residents and to keep noise to a minimum.

~~16. Customers shall not be permitted to take their drinks outside the front of the premises after 21:00.~~

17. Clear and legible signage shall be prominently displayed at the front of the premises advising customers of this provision.

18. The placing of bottles into receptacles outside the building shall not be permitted between 23.00hrs hours and 07.00 hours

For The Protection of Children from Harm:

19. 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.

20. A Challenge 25 notice shall be conspicuously displayed at the point of sale.

21. A logbook shall be kept recording all refused sales of alcohol. The log shall contain the time/date of the refusal, a description of the customer, the name of the staff member who refused the sale, the reason the sale was refused and any other

relevant observation. The refusals register shall be made available for inspection upon request of an authorised officer of Brighton & Hove City Council and the Police.

22. No children under the age of 18 shall be allowed on the premises unless accompanied by a responsible adult. After 20:00, there shall be no children permitted at the premises at all.

Appendix D



