

# Licensing Panel (Licensing Act 2003 Functions)

Date:           **3 October 2025**

Time:           **10.00am**

Venue           **Virtual**

Members:   **Councillors:** Bagaeen, Lyons and Nann

Contact:       **Francis Mitchell**  
Democratic Services Officer  
01273 294183  
Francis.Mitchell@brighton-hove.gov.uk

Agendas and minutes are published on the council's website [www.brighton-hove.gov.uk](http://www.brighton-hove.gov.uk).  
Agendas are available to view five working days prior to the meeting date.

Electronic agendas can also be accessed through our meetings app available through  
ModernGov: [iOS/Windows/Android](#)

This agenda and all accompanying reports are printed on recycled paper.

# 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.

If unsure, Members should seek advice from the committee lawyer or administrator preferably before the meeting.

(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.

**NOTE:** Any item appearing in Part Two of the Agenda states in its heading the category under which the information disclosed in the report is exempt from disclosure and therefore not available to the public.

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

## 3 THE WELL LICENSING PANEL (LICENSING ACT 2003 FUNCTIONS)

7 - 62

Contact Officer: Corinne Hardcastle  
Ward Affected: Brunswick & Adelaide

Tel: 0127329

Date of Publication - Thursday, 25 September 2025

The City Council actively welcomes members of the public and the press to attend its meetings and holds as many of its meetings as possible in public. Provision is also made on the agendas for public questions to committees and details of how questions can be raised can be found on the website and/or on agendas for the meetings. The closing date for receipt of public questions and deputations for the next meeting is 12 noon on the fourth working day before the meeting.

Meeting papers can be provided, on request, in large print, in Braille, on audio tape or on disc, or translated into any other language as requested. Infra-red hearing aids are available for use during the meeting. If you require any further information or assistance, please contact the receptionist on arrival.

### **FURTHER INFORMATION**

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

### **WEBCASTING NOTICE**

This meeting may be filmed for live or subsequent broadcast via the Council's website. At the start of the meeting the Chair will confirm if all or part of the meeting is being filmed. You should be aware that the Council is a Data Controller under the Data Protection Act 1998. Data collected during this web cast will be retained in accordance with the Council's published policy.

Therefore, by entering the meeting room and using the seats in the chamber you are deemed to be consenting to being filmed and to the possible use of those images and sound recordings for the purpose of web casting and/or Member training. If members of the public do not wish to have their image captured, they should sit in the public gallery area.

### **ACCESS NOTICE**

The Public Gallery is situated on the first floor of the Town Hall and is limited in size but does have 2 spaces designated for wheelchair users. The lift cannot be used in an emergency. Evac Chairs are available for self-transfer, and you are requested to inform Reception prior to going up to the Public Gallery. **For your own safety please do not go beyond the Ground Floor if you are unable to use the stairs.** Please inform staff on Reception of this affects you so that you can be directed to the Council Chamber where you can watch the meeting or if you need to take part in the proceedings e.g. because you have submitted a public question.

### **FIRE / EMERGENCY EVACUATION PROCEDURE**

If the fire alarm sounds continuously, or if you are instructed to do so, you must leave the building by the nearest available exit. You will be directed to the nearest exit by council staff. It is vital that you follow their instructions:

- You should proceed calmly; do not run and do not use the lifts;
- Do not stop to collect personal belongings;
- Once you are outside, please do not wait immediately next to the building, but move some distance away and await further instructions; and
- Do not re-enter the building until told that it is safe to do so.





# Licensing Panel (Licensing Act 2003 Functions)

Brighton & Hove City Council

Subject:	Application for a New Premises Licence under the Licensing Act 2003
Premises:	The Well, 77 - 78 Western Road, Hove, BN3 2JQ
Applicant:	The Well Hove Limited
Date of Meeting:	3 October 2025
Report of:	Corporate Director for City Operations
Contact Officer: Name:	Sarah Cornell
Email:	Sarah.cornell@brighton-hove.gov.uk
Ward(s) affected:	Brunswick & Adelaide

## 1. PURPOSE OF REPORT AND POLICY CONTEXT

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

## 2. RECOMMENDATIONS:

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

## 3. CONTEXT/BACKGROUND INFORMATION & CONSULTATION

The application is for a New Premises Licence under the Licensing Act 2003. The application proposes ***“New Premises Application. The Premises, previously a convenience store, and previous to that an off licence of beers, wines & spirits. Is situated on Palmeira Sq and consists of one main shop front in an L shape design, and basement. The upstairs used for business operations and downstairs for stock hold, customers toilets and exit. Three large shop fronted windows situated at the front of the shop.”***

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

### 3.2 Summary table of proposed activities

	<b>Proposed</b>	
<b>Recorded Music</b>	<b>Every Day: 12:00-23:00</b>	<b>Indoors</b>
<b>Supply of Alcohol</b>	<b>Every Day: 12:00-23:00</b>	<b>On and Off the Premises</b>
<b>Hours premises are open to public</b>	<b>Every Day: 12:00-23:30</b>	

### 3.3 Cumulative Impact. The premises falls within the Cumulative Impact Area ("The Area") (see paragraphs 3.1 – 3.1.10).

#### **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 3 objecting representations and 16 supporting representations were received. They were received from local residents.

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

### 3.7 Agreements were made between Sussex Police, Environmental Protection and the Applicant.

### 3.8 Full details of the representations are attached at Appendix C. Sussex Police and Environmental Protection agreements are attached at Appendix D. 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**

### **3.1 Cumulative impact**

3.1.1 The licensing authority may receive representations from either a responsible authority or other persons that the premises will give rise to a negative cumulative impact on one or more of the licensing objectives. This should not, however, be confused with 'need' which relates more to the commercial demand for a particular type of premises. The issue of 'need' is therefore a matter for the market to decide and can, in some circumstances, be a matter for planning consideration; need therefore, does not form part of this licensing policy statement.

3.1.2 **Special Policy** - Cumulative Impact is defined as the potential impact upon the promotion of the licensing objectives of a significant number of licensed premises concentrated in one area.

3.1.3 The licensing authority, after careful consideration, has determined that the concentration of licensed premises in an area of the city centre is causing problems of crime and disorder and public nuisance, and that therefore an approach to 'Cumulative Impact' is necessary as part of its statement of licensing policy. The first Special Policy incorporating a Cumulative Impact Zone (CIZ) and Special

Stress Areas (SSA's) was adopted in March 2008. Since that date, the licensing authority has kept the CIZ and SSA's under review. On 15 December 2011 Full Council resolved to expand the CIZ and the special stress area, covering 1.5% of the administrative area of Brighton & Hove City Council. On 20th November 2014 Licensing Committee resolved to confirm the current CIZ and SSA as defined in the current Statement of Licensing Policy. On the 29th November 2018 Licensing Committee resolved to expand the SSA into Central Hove. It is now proposed to expand the SSA into Preston Road and Beaconsfield Road. The licensing authority has published a Cumulative Impact Assessment which can be found at Appendix E.

3.1.4 This special policy will refer to a Cumulative Impact Zone ("the CIZ") in the Brighton city centre, a detailed plan of which is shown below.

Cumulative Impact Zone, January 2021



Brighton & Hove Public Health Intelligence, 2021  
© OpenStreetMap (and) contributors, CC-BY-SA © Crown Copyright. All rights reserved. Licence: 100020999. Brighton & Hove City Council. 2019. Cities Revealed © 2018

3.1.5 The Cumulative Impact Zone comprises the area bounded by and including: the north side of Western Road, Brighton from its intersection with the west side of Holland Road to the junction with the west side of Dyke Road at its eastern end; from there, north-east to the junction of the north side of Air Street with the west side of Queens Road and then northward to the north-west corner of Surrey Street junction with Queens Road; thence along the north side of Trafalgar Street eastwards to its junction with York Place and continuing south-east across to Grand Parade, then south to the junction of Edward Street; along the north side of Edward Street to the east side of its junction with Egremont Place and southward along the eastern sides of Upper Rock Gardens and Lower Rock Gardens; southward to the mean water mark and following the mean water line westward to a point due south of the west boundary of Holland Road; northward to that point and along the west side of Holland Road to its northwest boundary and then diagonally across Western Road to its intersection with the west side of Holland Road.

3.1.6 The special policy will only be overridden in exceptional circumstances. The effect of this special policy is that applications for new premises licences or club premises certificates within the area, or variations which are likely to add to the existing Cumulative Impact will be refused following relevant representations. This presumption can be rebutted by the applicant if they can show that their application will have no negative Cumulative Impact.

3.1.7 This special policy also applies to all new premises licences and club premises certificates, for example pubs, restaurants and take-away establishments. Off licences also come within this policy as they can contribute to problems of street drinking, proxy purchasing, dispersal issues, preloading and excessive drinking and related disorder.

3.1.8 The presumption of refusal does not relieve responsible authorities or other persons of the need to make a relevant representation. If there are no representations, the licensing authority must grant the application in terms consistent with the operating schedule submitted.

3.1.9 Furthermore, this special policy is not absolute. Upon receipt of a relevant representation, the licensing authority will always consider the circumstances of each case and whether there are exceptional circumstances to justify departing from its special policy in the light of the individual circumstances of the case. If an application is unlikely to add to the cumulative impact of the area, it may be granted. The impact can be expected to be different for premises with different styles and characteristics. For example, while a large nightclub or high capacity public house might add to problems of cumulative impact, a small restaurant, theatre or live music venue (where alcohol is not the primary activity) may be considered exceptional circumstances. The fact that a premises will be/is exceptionally well managed with a well-qualified applicant, or that there are no residential premises nearby, will not be considered exceptional.

3.1.10 If the licensing authority decides that an application should be refused, it will still need to show that the grant of the application would undermine the promotion of one of the licensing objectives and that conditions would be ineffective in preventing the problems involved.

### **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)

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

**3.3.3 Cafes** - the licensing authority may be prepared to look favourably upon an application for the grant of a licence, subject to the following conditions that will prevent the premises becoming a public house.

- The sale of intoxicating liquor and other beverages shall be waiter/waitress service for consumption by persons seated at tables.
- Substantial food shall be available at all times. The licensing authority shall judge each case on its own merits but as a general rule, a bowl of crisps, nuts, or olives does not constitute substantial food.

## **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.

## **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.
- 4.1.4 Measures put in place should support the intentions of Operation Marble (police operational order), which aims to prevent incidents of crime and disorder within the night time economy, at weekends. Operation Marble operates with a view to minimising the risk to the public of being a victim of public place violent crime; to



reduce incidents of violent crime and public disorder within the city centre; to deal positively with offences and offenders; to secure and preserve evidence which will assist in the prosecution of offenders and to support the night time economy and the responsibly run businesses within it.

## **4.2 Sussex Police**

4.2.1 Sussex Police have a specific Operation relating to the night time economy called Operation Marble (detailed in 3.4.1) and work closely with partners to ensure a safe and vibrant city centre. There continues to be an increasing demand for resources further into the early hours of the morning with the highest concentration of crimes occurring between 21:00 and 06:00 on a Friday into a Saturday and between 20:00 and 06:00 on a Saturday night into a Sunday. The data set used shows that up to 80% of arrests made in the timeframe 20:00 – 06:00 on these days were affected by alcohol. For full details of these statistics see the Cumulative Impact Assessment at Appendix E.

4.2.2 The dealing and use of drugs remains an issue across the city and Sussex Police welcome proactive policies from licensed premises. A drug safe and seizure recording initiative is in place of which further details can be obtained by contacting Brighton & Hove Police Licensing ([brighton.licensing@sussex.pnn.police.uk](mailto:brighton.licensing@sussex.pnn.police.uk)). This initiative encourages licensed premises with Door Supervisors to search and seize drugs from persons attempting to enter their premises and ensures that once drugs are removed from persons, they can be safely collected and destroyed by Sussex Police.

4.2.3 Dispersal from the city centre during the late evening and early morning remains a policing challenge. Over recent years, there has been a proliferation of off-licences and late night refreshment venues along the city's arterial routes. This has led to incident 'hot spots' where patrons from the night time economy continue to interact, albeit away from any safety measures afforded by on-licences. As such, Sussex Police support the Council's Special Policy in offering guidance to both applicants and the Licensing Committee in relation to off-licences and late night refreshment licences.

4.2.4 Sussex Police have continuing concerns that, despite staff training in age-restricted sales, under age individuals are still being served alcohol both on and off the premises in some of the city's licensed premises. As such, regular intelligence-led 'test-purchase' operations are conducted to highlight premises where sales are taking place and ensure appropriate enforcement action is taken to prevent further sales. The introduction of identification scanning machines at premises throughout the city has proved successful in mitigating some risk, but operators must maintain vigilance regarding the fraudulent use of genuine IDs. Sussex Police continue to work alongside the Business Crime Reduction Partnership to tackle the problem of those who use false or another's identification to enter licensed premises and purchase alcohol.

4.2.5 Sussex Police work closely with venues and other organisations within the city to protect vulnerable people from becoming victims of crime. As well as work to prevent under age sales, vulnerability training is offered to identify persons who may have been made vulnerable through alcohol or drugs. Sussex Police also support initiatives such as (but not limited to) safe spaces, mobile teams of



volunteers actively checking people's well-being and the Beach Patrol.

4.2.6 Public Space Protection Orders have proved an effective tool for Sussex Police in targeting enforcement action in problem areas of the city. It 'allows Police Officers and Police Community Support Officers to remove alcohol from any person in a public place if that person is involved in anti-social behaviour (ASB) or the officer believes that by having alcohol in their possession there is an increased risk of ASB. It is an offence to refuse to hand over alcohol when required to do so.' They have been particularly effective in the day time economy where members of the street community are causing ASB issues for members of the public and local businesses, especially during the summer months where there is a large influx of visitors to Brighton & Hove.

4.2.7 Policing the night time economy continues to provide a challenge and in the climate of limited resources and newly emerging problems, Sussex Police support maintaining the council's Special Policy which defines cumulative impact and special stress and will continue to take enforcement action where appropriate if the actions of a Premises Licence Holder, Designated Premises Supervisor, Door Supervisors or Staff have fallen below the high standard expected across the city. Sussex Police also recognise and support businesses which are aware of their social responsibilities and as such, actively contribute towards keeping Brighton & Hove a safe and enjoyable city.

### **4.3 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).

## **5 Public Safety**

The following details and measures are intended to address the need for the protection of public safety which may be associated with licensed premises and certificated club premises.

5.1.1 The permitted capacity is a limit on the number of persons who may be on the premises at any time, following a recommendation by the relevant fire and rescue authority under the Regulatory Reform (Fire Safety) Order 2005. For any application for a premises licence or club premises certificate for premises without an existing permitted capacity where the applicant wishes to take advantage of the special provisions set out in section 177 of the 2003 Act, the applicant should conduct their own risk assessment as to the appropriate capacity of the premises. They should send their recommendation to the fire and rescue authority which will consider it and decide what the "permitted capacity" of those premises should be.

5.1.2 Normally in the city centre, pubs and clubs will be expected to operate using polycarbonate or toughened/shatterproof glass.

5.1.3 Conditions may be imposed in accordance with operating schedules to protect public safety including where justified:

- (a) provision of closed-circuit television and panic buttons.
- (b) use of shatterproof drinking vessels; bottles requiring use of toughened glass or plastic should normally be required unless applicants can show

exceptional reasons.

(c) use of door supervisors, licensed by the Security Industry Authority.

(d) requirement of a minimum of a licensed door supervisor for every 100 customers in nightclubs and large city centre pubs or as indicated by risk assessment.

(e) occupant capacity conditions will be applied where appropriate.

(f) the provision of designated and suitably trained first aiders.

## **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.

6.1.3 Installation of sound limiting equipment and sound insulation may be required to minimise disturbance to the amenity of nearby residents by reason of noise from the licensed premises.

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.

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: 19/09/2025*

### 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: 19/09/25*

### 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 – Proposed Plan of Premises
3. Appendix C – Representations
4. Appendix D – Sussex Police and Environmental Protection Agreements
5. Appendix E – Map of the 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)**

In regards specifically to our unique location we are very aware that the location of this venue falls outside but close to the perimeter of the CIZ at the end of western road. Because of this we will take extra care to uphold the objectives stated below and consider any heightened risks due to our proximity.

We are looking to retain all the licensing objectives from our previous lapsed licence (ref: 2024/02761/LAPREV) apart from a change to condition 5 & 8 to be

5. There will be a maximum of 100 covers across the whole site. This will include a minimum of 60 covers maintained inside and a maximum of 40 covers outside at any one time. These will be in place at all times licensable activity is being carried out at the premises.”

We previously estimated how many covers we could accommodate on our previous plan, however with a change in furniture layout, and more optimal seating arrangements, the actual number of customers is slightly higher.

We are purchasing a crowd control barrier in keeping with the aesthetic to ensure we comply with our pavement license and are considerate of those needing to walk past the premises.

8. Our previous condition stated closing outside at 10pm, however this didn't allow for the later opening times on Thurs-Sat, we would like to include that we close the outside area at 11pm on these days. We will also offer disposable glasses to ensure people move on swiftly, causing the minimal disruption possible to any neighbours.

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

1. Install and maintain multiple CCTV covering all public areas and outside, with footage kept for a minimum of 28 days and made available to the police on request, several members of the team will have access to this via mobile phone app.

2. Ensure all staff are trained in responsible alcohol sales, including how to handle conflict and prevent sales to intoxicated individuals

Incident Logs: Maintain an incident logbook to record any criminal activity, refusal of service to underage people/unable to challenge 25. Any aggressive behaviour observed on site will also be recorded

Zero Tolerance Policy: Operate a zero-tolerance policy on drugs, weapons, and anti-social behaviour, with signage to be displayed.

#### **c) Public safety**

1. Adhere to a strict capacity limit to avoid overcrowding, as determined by fire safety and risk assessments.
2. Health & Safety Compliance: Ensure the premises comply with all health and safety regulations, extinguishers/first aid kits and relevant items readily available
3. Staff Training: Train staff in emergency procedures, first aid, and evacuation protocol.
4. Safe Layout: Maintain clear pathways and adequate lighting to prevent accidents or

injuries throughout the venue  
Glassware Policy: Use safety glass

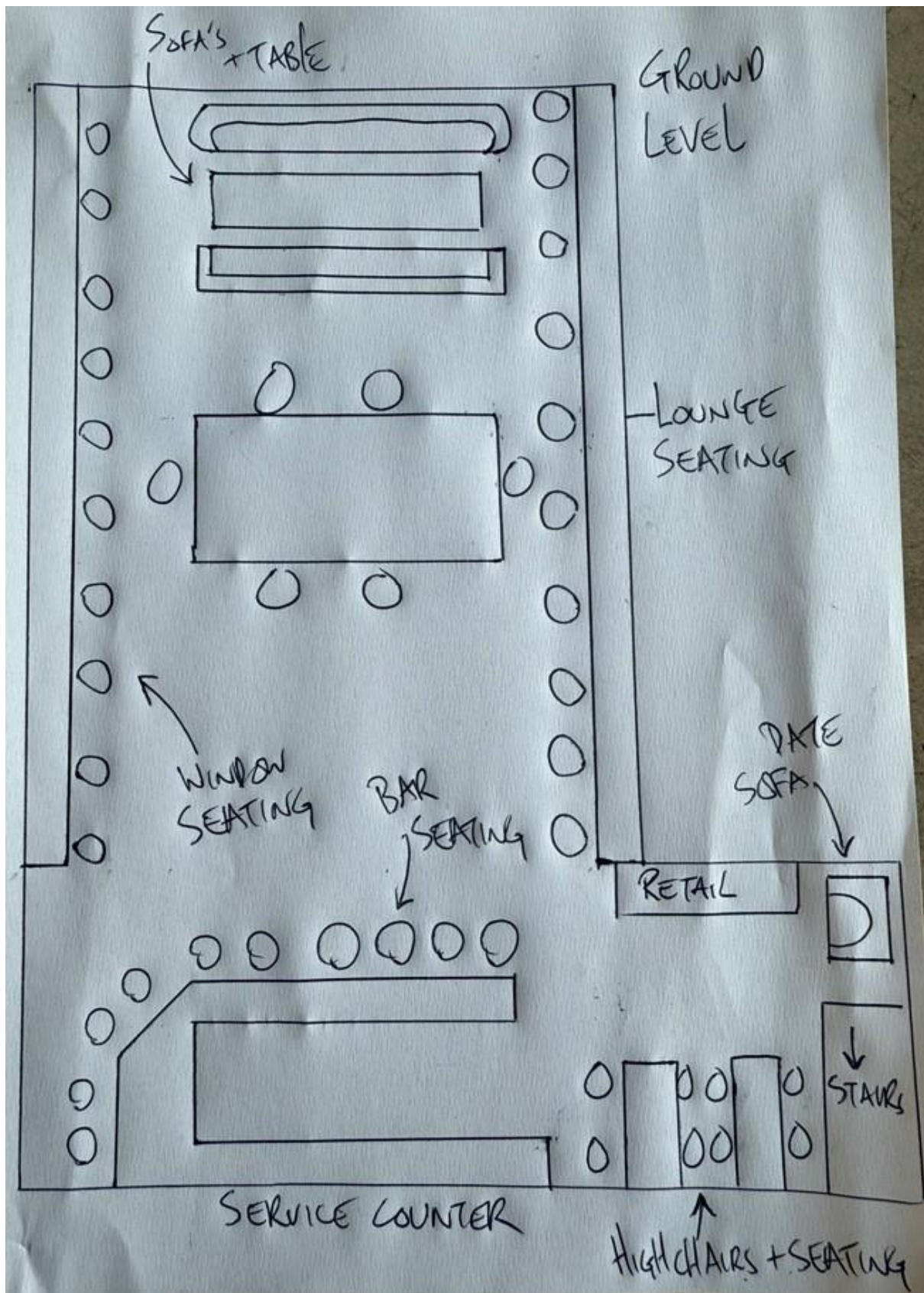
#### **d) The prevention of public nuisance**

1. While the venue has no immediate neighbouring residents we will ensure our venue sound output is not of a level to disturb our neighbouring hospitality restaurants/ coffee shops, and install any required sound proofing to combat this if required. We also carry a decibel monitor on site to track this.
2. We will Implement a wind-down routine to manage customer dispersal to minimise noise and disturbance towards the end of our evenings at the venue.  
Waste Management: Ensure timely removal of rubbish and glass, and maintain cleanliness outside the premises.
3. We will close our outdoor terrace area early than our licensed time to reduce noise/ congregation outside. We will also offer alternative drinking receptacles to reduce any risk of glassware remaining outside.

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

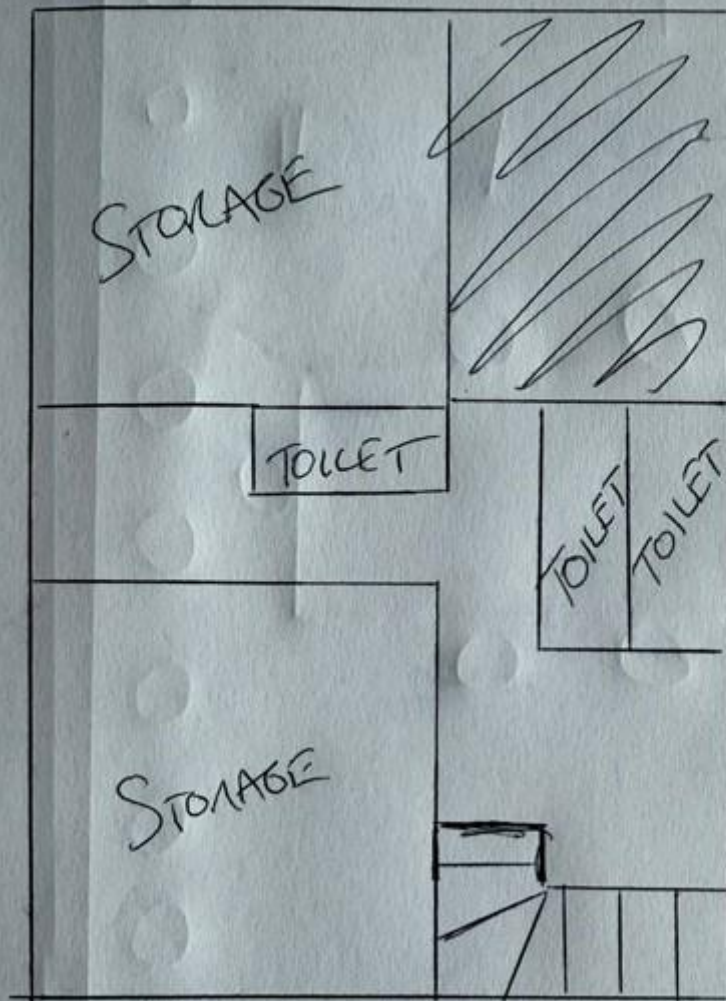
1. Enforce a strict age verification policy requiring ID for anyone appearing under 25  
Train all staff in age verification procedures and record all refusals of alcohol sales physically on site if/when they happen
2. Children Restrictions: The venue will restrict the presence of underage people after 6pm every day and be over strictly 18+ from then on to eradicate all potential danger to children in our busier periods.
3. We will always have a well stocked visible selection of alcohol free products and soft drinks on offer to dilute the choices of alcoholic products and encourage breaks/switches for customers spending lengthy time in the venue.
4. Ensure any entertainment provided is age-appropriate and complies with child safeguarding requirements.

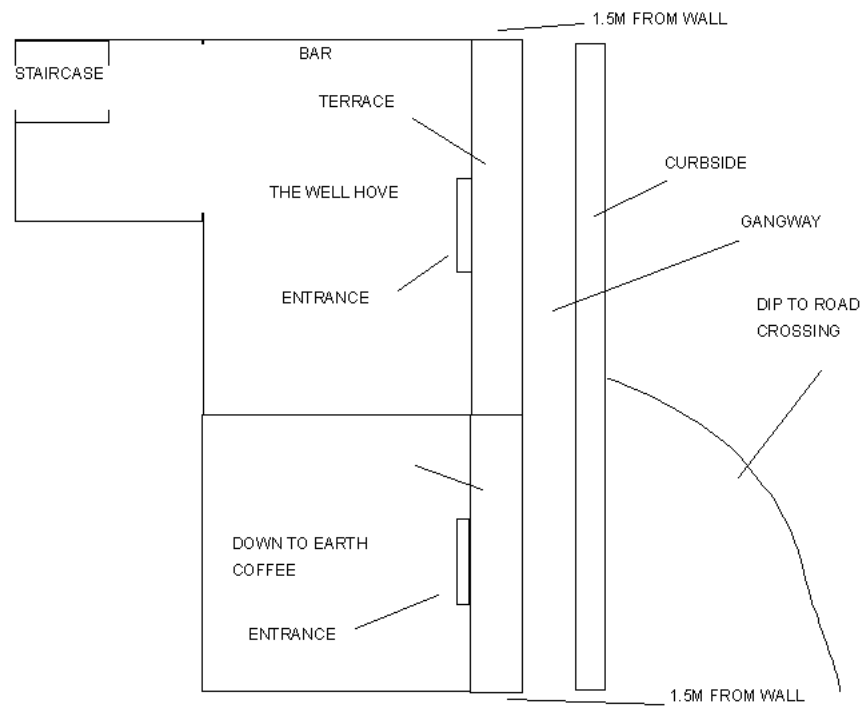
## Appendix B





# BASEMENT









## Appendix C

**REP A**

**SC CON ENDS 18.09.2025 VALID PS**

**From:** [REDACTED]

**Sent:** 30 August 2025 09:08

**To:** EHL Licensing <[EHL.Licensing@brighton-hove.gov.uk](mailto:EHL.Licensing@brighton-hove.gov.uk)>

**Subject:** The Well Hove, objection to license

Good morning,

I am writing to formally object to the licence for The Well Hove. My concerns relate to public safety and the management of customers outside the premises.

Customers regularly sit on the pavements and even spill onto the road, creating hazards both for themselves and for others. This obstructs pedestrians and poses a significant safety risk, particularly given the proximity to traffic.

The premises do not appear to have door staff or any measures in place to manage these situations. In my view, this lack of control demonstrates insufficient responsibility in upholding public safety and ensuring compliance with licensing objectives.

For these reasons, I do not believe the premises are being managed in a safe or responsible manner, and I respectfully request that the committee takes these issues into consideration when reviewing this licence.

Yours sincerely,

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**REP B**

**SC CON ENDS 18.09.2025 VALID PS**

**From:** [REDACTED]

**Sent:** 30 August 2025 16:17

**To:** EHL Licensing <[EHL.licensing@brighton-hove.gov.uk](mailto:EHL.licensing@brighton-hove.gov.uk)>

**Subject:** The Well - objection

Dear Sir or Madam,

I am writing to lodge my formal objection to the licence for The Well, Hove. My concerns focus primarily on public safety and the poor management of customers outside the premises.

Patrons are routinely permitted to sit on the pavement and often spill into the road. This not only endangers their own safety but also obstructs pedestrians and creates a serious hazard for passing traffic — particularly when glasses and bottles are left in the street.

It is evident that the premises exercise little or no control over these situations, allowing customers to obstruct neighbouring businesses and public space without restraint. The absence of effective measures to manage customers outside represents a clear failure to meet licensing objectives and demonstrates a disregard for the safety and wellbeing of the wider public.

By way of evidence, I enclose a photograph showing the premises still operating at 11:07pm with customers drinking outside, despite the requirement for closure and dispersal by that time.

For these reasons, I strongly urge the committee to take these concerns into account when reviewing the licence.

Thank you

[REDACTED]

**Photo REDACTED**

**REP C**

**SC CON ENDS 18.09.2025 VALID PCD, PPN & PS**

**From:** [REDACTED]  
**Sent:** 31 August 2025 13:50  
**To:** EHL Licensing <[ehl.licensing@brighton-hove.gov.uk](mailto:ehl.licensing@brighton-hove.gov.uk)>  
**Subject:** The licensing for The Well - Hove

Objection to Licence Application for The Well Hove

To the licencing committee

I am writing to object to the licence application for The Well on Western Road, Hove. I live in the immediate vicinity and am concerned by the venue's repeated disregard for regulations and its impact on local residents.

The business has consistently shown a lack of control over its patrons. On numerous occasions, I have witnessed excessive crowds of people drinking and talking loudly on the pavement late into the night. This behaviour goes well beyond acceptable noise levels and regularly continues past the permitted closing hours. The management appears unwilling or unable to address this issue, which has a significant and constant disruptive effect on my quality of life.

The overcrowding on the pavement has become a serious safety issue. The sheer number of patrons makes it impossible to use the pavement, forcing me and other pedestrians to walk in the road to get past. This demonstrates a complete failure by the venue to manage its public space and a dangerous disregard for the safety of its neighbours.

This establishment is not operating as a responsible business but rather as a source of anti-social behaviour, noise pollution, and public safety hazards. Their actions show a clear pattern of failing to comply with licensing expectations. I urge the committee to consider this evidence and deny the licence application for The Well.

Your sincerely

[REDACTED]

[REDACTED]

**S1**

**SC CON ENDS 18.09.2025 VALID PCD & PPN**

-----Original Message-----

From: [REDACTED]  
Sent: 05 September 2025 18:34  
To: EHL Licensing <EHL.licensing@brighton-hove.gov.uk>  
Subject: The Well Hove

To whom it may concern,

My name is [REDACTED] and I am a resident of [REDACTED] who works in [REDACTED]  
[REDACTED]

I therefore spend a lot of time in Hove and every time that I have walked past The Well, it has always been a welcoming, fun, calm environment of people of all ages having a great time socially. I am appalled to hear that there have been reports of intimidating, rowdy and aggressive behaviour at this establishment. Every time I have walked past here and been here with my friends, there has not been one incident of disruption to the neighbourhood. As a resident of Kemptown, we have a 'The Well' establishment here too, which is always busy, positive and community based.

The intention to close or pose action against The Well in Hove is ridiculous and unnecessary. There are many other places in Brighton/Hove that are aggressive, disruptive and intimidating almost every night and you'd be better off spending your time investigating them than this place.

Kind regards,  
[REDACTED]

**S2**

**SC CON ENDS 18.09.2025 VALID PCD**

-----Original Message-----

From: [REDACTED]  
Sent: 05 September 2025 18:37  
To: EHL Licensing <ehl.licensing@brighton-hove.gov.uk>  
Subject: The Well Hove

To whom it may concern,

I am writing in regards to the slander being perpetuated against The Well Hove. As a local resident I cannot emphasise how much of a positive addition to the local business community The Well Hove, is.

In the months I have been living in the area, I have never witnessed anti-social or intimidating behaviour from any consumer who has chosen to spend their hard-earned money at this establishment. I would go as far as saying that The Well Hove is an instrumental venue that is a necessity for not only the local community, but those who visit Hove from afar. This is a venue that promote openness, community engagement and kindness above all.

The Well Hove remains to be a welcoming venue that others in the area would do well to aspire to. We should be proud of The Well Hove, not penalise the establishment in response to ridiculous rumours.

I look forward to your reply.

Kind regards,

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**S3**

**SC CON ENDS 18.09.2025 VALID PCD**

-----Original Message-----

From: [REDACTED]  
Sent: 05 September 2025 18:40  
To: EHL Licensing <ehl.licensing@brighton-hove.gov.uk>  
Subject: The Well Hove - an institution

To whom it may concern,

The Well Hove at 77-78 Western Rd (Brighton and Hove, Brighton BN3 2JQ) is a pillar of our community.

This bar is a place where local people, of all ages and backgrounds, can come together to enjoy some truly engaging community time.

As an [REDACTED] who has been living in the U.K. for the past 10 years, the Well is the place where I feel most at home.

I'm a local resident and this establishment is a great place to experience openness and kindness.

I'm absolutely shocked by the comments made against this establishment about anti-social behaviour. I've never seen or experienced anything like this at The Well and I can vouch for this venue with all my heart.

We should have more venue like the Well in our area. We're missing true connections amongst our communities and this establishment is one of the few that is really celebrating human connections.

I'm looking forward to hearing the response to this email.

It's a shame seeing local businesses trying to do the best for our community being bullied because they're only trying to bring people together.

My name is [REDACTED] and I live at [REDACTED]

Kind regards,

[REDACTED]

**S4**

**SC CON ENDS 18.09.2025 VALID PCD & PPN**

**From:** [REDACTED]  
**Sent:** 07 September 2025 11:26  
**To:** EHL Licensing <EHL.licensing@brighton-hove.gov.uk>  
**Subject:** Letter in support of the licensing application by The Well, Hove

**Ref 77-78 Western Road, BN32JQ**

I write to you as a resident of [REDACTED] but also a retail and cafe business owner on [REDACTED]. Our shop also holds a Premise Licence and we are therefore familiar with the obligations that places.

I understand that the need for the application is one caused solely by a change in company details, but that its presence encourages letters of objection. As such, I am writing to express my formal support for the above application.

Since opening, and having transformed a little-used site without much community utility, The Well has been a much loved, well used social hub bringing something unique, differentiated and needed to this corner of Hove. My experience as a patron is of a respectful, friendly and inclusive bar run by a welcoming, experienced team. In all my evenings there I have never seen a hint of trouble, anti social behaviour or disrespect. With strict adherence to opening/closing times and noise management. As such, I've seen nothing to suggest that any reasonable neighbour - resident or commercial - would have any sensible grounds to object. But I guess there will always be some who see reason to complain about anything, however trivial.

As such, I want to take this opportunity to ensure their view is balanced by the many of us that are grateful to [REDACTED] and the team for being the social entrepreneurs they clearly are and giving us locals a really special place that we should all be proud of and thankful for.

I implore the Council to support The Well, and other businesses like that in our section of Hove. It's a really tough environment out there for all of us right now and we need the Council to stand up for us, to ensure that all the voices of support are heard and to fully appreciate the broader, hugely positive impact these businesses bring to the community.

Thank you for reading, and registering my support.

[REDACTED]

S5

**SC CON ENDS 18.09.2025 VALID PCD & PPN**

**From:** [REDACTED]

**Sent:** 10 September 2025 13:59

**To:** EHL Licensing <EHL.Licensing@brighton-hove.gov.uk>

**Subject:** Representation to support The Well Hove - Regulation 25 notice - in support of the license

Dear Council Representative,

I would like to register my SUPPORT for the license application and submit this email as a formal representation.

As a resident of Hove and a retailer on [REDACTED] I pass the Well everyday on my commute to & from work. It is open most evenings when I pass and is a popular spot for the Hove locals. The atmosphere is relaxed, friendly and respectful and there's never any trouble with clientele or noise. They are militant about respecting the 11pm curfew and are always winding things down by 10.30pm. I believe the applicant has taken reasonable and proactive steps to ensure the premises will not contribute to crime or disorder in the area and I am not aware of any previous issues. The applicant has also proposed several steps to minimise public nuisance.

It's a grown up bar with a grown up customer base, run by a wonderful team of people who promote inclusivity and community. They are doing something special and different for the community, which has been missing in our local area, and is evidenced by its popularity since opening.

Anyone setting up retail / hospitality in this current economic climate should be applauded not handcuffed. There will always be complainers i.e. those who quite frankly have nothing better to do than try and dampen the success of others, and their voices should not be heard the loudest but in balance.

[REDACTED]  
[REDACTED]  
[REDACTED]



S6

**SC CON ENDS 18.09.2025 VALID PCD & PS**

**From:** [REDACTED]  
**Sent:** 10 September 2025 21:23  
**To:** EHL Licensing <ehl.licensing@brighton-hove.gov.uk>  
**Subject:** The Well, Hove - Licensing

Hello,

I'm sending this email regarding concerns/objections to The Well in Hove and their supposed tolerance to anti-social behaviour and apathy towards customer and public safety.

I can only speak to my experience, however to suggest that this place tolerates, let alone promotes any level of ASBO or disregard for public safety is laughable.

As a person who struggles quite significantly with super busy venues/crowds, The Well serves as a safe place for myself. This is due to the fact that the ownership and staff ensure that while the space is busy and vibrant, there is also an incredibly low tolerance for any disruptive behaviour, for both patrons as well as neighbours of the space.

Most importantly, I believe that this venue serves as a community hub, and operates as such - any events are limited to weekends and restricted hours, licensing hours are relatively modest, and the venue promotes appreciation for alcohol as opposed to copious consumption.

All this to say, I very much would like to support The Well in this matter and I object to any concerns raised.

Kind regards,

[REDACTED]

S7

**SC CON ENDS 18.09.2025 VALID PCD, PPN, PCH & PS**

**From:** [REDACTED]  
**Sent:** 11 September 2025 14:54  
**To:** EHL Licensing <ehl.licensing@brighton-hove.gov.uk>  
**Subject:** The Well, Hove

Dear Brighton & Hove Council,

I am writing to express my support for *The Well* in Hove, an independent natural wine shop and bar. As a local resident, I believe The Well is a valued community asset, and I wish to highlight how it upholds the four Licensing Objectives.

**1. The Prevention of Crime and Disorder**

The Well fosters a safe and respectful environment. Staff are attentive, responsible, and proactive in ensuring that customers behave appropriately. It is a calm, community-focused venue that does not attract disorderly conduct, and its presence provides positive oversight in the area.

**2. The Prevention of Public Nuisance**

Unlike some late-night venues, The Well is a relaxed bar that draws in a considerate, local crowd. Noise is kept to a minimum, both inside and outside the premises, and the management take steps to ensure that the business does not cause disturbance to neighbours or passers-by.

**3. Public Safety (relating to the premises)**

The premises are well-maintained and meet high safety standards. The staff act responsibly, ensuring that the environment is welcoming and safe for all visitors. By operating in a controlled and professional manner, The Well contributes positively to the safety of the local area.

**4. The Protection of Children from Harm**

The Well does not position itself as a late-night drinking establishment, but rather as a community hub where families are also welcome during appropriate hours. The management are diligent in preventing underage sales, and their approach to responsible retailing ensures that children are not placed at risk.

In summary, The Well plays a vital role in strengthening our community. It is a responsible, well-run local business that contributes positively to Hove, both socially and economically. I respectfully urge the council to recognise the value of The Well in relation to the Licensing Objectives, and to continue supporting its place in our community.

Thank you for your time and consideration.

Yours sincerely,

[REDACTED]  
[REDACTED]

**S8**

**SC CON ENDS 18.09.2025 VALID PCD, PPN, PCH & PS**

**From:** [REDACTED]  
**Sent:** 13 September 2025 08:37  
**To:** EHL Licensing <EHL.licensing@brighton-hove.gov.uk>  
**Subject:** Representation in Support of The Well, Hove – Community Value  
**Re:** The Well, 77-78 Western Road, Hove, BN3 2JQ.

Dear Council Representative/Team,

I wish this email to be considered a formal representation in support of The Well in Hove as part of the licensing process.

The Well is far more than a hospitality venue; it has become a genuine community hub. It provides a safe, welcoming, and respectful space where people of all ages and backgrounds come together. Its staff are exceptional—professional, warm, and attentive—and the atmosphere is consistently inclusive, uplifting, and safe.

In line with the Licensing Objectives, I would like to highlight how The Well contributes positively in each area:

**1. The Prevention of Crime and Disorder**

The Well is a venue characterised by respectful, considerate patrons. The atmosphere is friendly, well managed, and fosters harmony, reducing the risk of disorder. Staff maintain excellent oversight, ensuring the space remains safe and orderly.

**2. The Prevention of Public Nuisance**

While I understand that some concerns have been raised in the past, The Well has taken clear and proactive steps to address them. Measures such as installing barriers and limiting the number of patrons outside the premises demonstrate a commitment to being a considerate neighbour. These actions show responsibility and care in protecting the wider community.

**3. Public Safety**

The Well prioritises the safety of its patrons. Staff are attentive, professional, and responsive, ensuring that the environment remains well managed at all times. This creates a secure and welcoming space where people can relax and enjoy themselves without concern.

**4. The Protection of Children from Harm**

The Well is welcoming while also being carefully managed to ensure children and young people are protected. Its inclusive ethos is balanced with attentive oversight, guaranteeing that the environment remains safe for all who visit.

Beyond these objectives, The Well plays a vital role in the local community. It supports the local economy through employment, celebrates independent culture, and provides

a rare safe space where diverse groups—including LGBTQ+ residents, younger and older generations alike—feel equally valued.

At a time when many communities are losing places that foster genuine social connection, The Well stands out as a vital anchor for cohesion, wellbeing, and belonging.

I respectfully urge the Council to recognise and support The Well not simply as a business but as a cornerstone of community life in Hove—an asset that strengthens our city and should be celebrated, not jeopardised.

Yours sincerely,

A black rectangular redaction box covering the signature of the sender.

S9

**SC CON ENDS 18.09.2025 VALID PS**

**From:** [REDACTED]  
**Sent:** 13 September 2025 10:04  
**To:** EHL Licensing <EHL.licensing@brighton-hove.gov.uk>  
**Subject:** Support for Licence Variation Application – The Well Hove Limited (77–78 Western Road, BN3 2JQ)

Dear Licensing Team,

I am writing to express my support for the premises licence variation application submitted by The Well Hove Limited at 77–78 Western Road, BN3 2JQ.

I believe that granting this application will:

- Contribute positively to the local community and economy.
- Support a well-managed and responsible business.
- Provide a welcoming space for residents and visitors.
- Encourage a vibrant and safe environment along Western Road.

From my experience, the management team at The Well Hove Limited act responsibly, and I am confident they will uphold the licensing objectives. I therefore fully support their application.

Yours sincerely,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**S10**

**SC CON ENDS 18.09.2025 VALID PS**

**From:** [REDACTED]

**Sent:** 13 September 2025 10:10

**To:** EHL Licensing <EHL.licensing@brighton-hove.gov.uk>

**Subject:** Fwd: ubject: Support for Licence Variation Application – The Well Hove Limited (77–78 Western Road, BN3 2JQ)

Dear Licensing Team,

I am writing to express my support for the premises licence variation application submitted by The Well Hove Limited at 77–78 Western Road, BN3 2JQ.

I believe that granting this application will:

- Contribute positively to the local community and economy.
- Support a well-managed and responsible business.
- Provide a welcoming space for residents and visitors.
- Encourage a vibrant and safe environment along Western Road.

From my experience, the management team at The Well Hove Limited act responsibly, and I am confident they will uphold the licensing objectives. I therefore fully support their application.

Yours sincerely,

[REDACTED]

S11

SC CON ENDS 18.09.2025 VALID PCD, PCH, PPN & PS

**From:** [REDACTED]  
**Sent:** 16 September 2025 00:27  
**To:** EHL Licensing <EHL.licensing@brighton-hove.gov.uk>  
**Subject:** Letter of support for the Well in Hove

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

15th September 2025

Re: Licensing Application for The Well Hove, 77-78 Western Road

To Whom it may concern,

I am writing in support of the licensing application submitted by The Well Hove. As a Brighton and Hove resident for over 25 years and a local business owner, I believe this venue is a positive asset to the local area, providing a safe and enjoyable social environment for the local community, operated and owned by members of that very same local community. I believe that independently owned, unique establishments like The Well are part of the fabric of what makes our city special.

I understand that licensing applications have to meet four major requirements so I have set out my views on them here.

**1. The prevention of crime and disorder**

The management team at The Well run an an organised, orderly and professional venue. The atmosphere curated is one of friendly, relaxed enjoyment with the types of drinks offered being best enjoyed slowly. The entire environment is in no way conducive to antisocial behaviour, binge drinking or any kind of disorder or crime and I have never witnessed anything of the sort at The Well.

## **2. Public safety**

The Well Hove is a small a community-focused bar with good staffing levels and oversight. It is clear they take the safety of their patrons very seriously and are very careful with capacity levels and making sure to adhere to fire safety protocols. Being on street level, the bar itself is very easy to enter and exit should there be any accident or danger such as a fire.

## **3. The prevention of public nuisance**

Whilst any bar with groups of people congregating will cause noise, the staff at The Well Hove encourage a respectful and considerate environment, taking steps to make sure it is never beyond an appropriate level and certainly much quieter than much of central Brighton and Hove. They have added railings to the outside of the bar to ensure easy passage for others walking past the bar along the ample main road. They take steps to ensure the music is always at a reasonable volume and easy to have a conversation over without having to shout.

## **4. The protection of children from harm**

I don't believe The Well Hove is the type of establishment that attracts under age drinking due to the type of atmosphere and the older age range to which it caters. I am very certain any children attempting to drink there would have zero chance of getting through the door due to the

attentiveness of the staff and quite frankly due to how much they would stand out compared to the rest of the patrons.

In short I offer my full support for the application of the Well as it offers both economic and cultural benefits to our city as an employer, a supporter of other local businesses and arts groups, and by providing a respectful and enjoyable space for the diverse people of Brighton and Hove to come together.

Yours faithfully,





**S12**

**SC CON ENDS 18.09.2025 VALID PCD, PPN & PS**

**From:** [REDACTED]

**Sent:** 18 September 2025 12:54

**To:** EHL Licensing <EHL.Licensing@Brighton-Hove.gov.uk>

**Subject:** Representation in support of 'The Well Hove' premise licence application

To Whom It May Concern,

I am writing in support of the licensed premises application for *The Well Hove*. Since opening last year, The Well has quickly established itself as a valued local community hub and has contributed positively to the life of the area. In considering the application against the Licensing Objectives, I would like to highlight the following:

**1. The Prevention of Crime and Disorder**

Since The Well began trading, there has been little, or no evidence of anti-social behaviour or disorder associated with its customers. This stands in marked contrast to issues that have historically arisen from other licensed premises in both the immediate vicinity and across Brighton and Hove more generally. The Well has proven itself to be a well-managed and responsible venue, where patrons enjoy a safe and respectful environment.

**2. Public Safety**

The managers, [REDACTED], have demonstrated consistent and proactive attention to the safety of customers and the local community. Their approach to running the premises ensures that The Well remains a welcoming and secure space, with careful oversight and a strong emphasis on customer care. The atmosphere they foster is calm and community-oriented, which contributes positively to public safety in the area.

**3. The Prevention of Public Nuisance**

Far from causing nuisance, The Well has enhanced the neighbourhood by bringing new life and vibrancy. It has established itself as an inclusive community hub, offering a safe and welcoming space for women and minorities, particularly LGBTQ+ people. Rather than contributing to noise, disruption, or disorder, The Well has become a place of enrichment and positive engagement, harnessing support not only from residents of Hove but also from across the wider Brighton region.

Overall, The Well should be viewed as an asset to the community. [REDACTED] have done a fantastic job in building a venue that balances vibrancy with responsibility, creativity with care, and community spirit with high standards of management. Their contribution to the arts scene and to the social fabric of the area cannot be overstated.

For these reasons, I strongly support The Well Hove in their application and urge the Council to recognise the significant benefits this premises brings in line with the Licensing Objectives.

Yours faithfully,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**S13**

**SC CON ENDS 18.09.2025 VALID PCD & PPN**

**From:** [REDACTED]  
**Sent:** 18 September 2025 10:47  
**To:** EHL Licensing <EHL.Licensing@brighton-hove.gov.uk>  
**Subject:** The Well Hove licensing application

Dear Licensing committee

I am writing to express my full support for the licence application submitted by The Well Hove

As a long term resident of Brighton and Hove I believe that reinstating the licence will bring positive benefits to the local area. The owners run a well-managed, responsible, and community-oriented establishment. They have an excellent understanding of the licensing objectives, particularly in relation to the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm.

The Well has proven to be a valuable asset to the local community, particularly considering the poor standard of bars in the Hove area. It is unique locally as a community hub, rather than simply a drinking establishment. They prioritise responsible drinking by only serving high quality beers and wines, the focus is on the atmosphere and social aspect of the venue.

They offer a safe, welcoming space for socialising, support local employment, and contribute to the area's economy and vibrancy. The popularity of the bar over the previous months, coupled with the lack of disorder of any kind is testament to its value and the hard work of the owners.

I know that appropriate steps have already been taken to minimise any noise or disruption to neighbours, including sound proofing and barriers to prevent overspill onto the public walkway. In my view, the applicant is a responsible operator who always takes their duties seriously. I have no concerns about this premises causing nuisance or disorder, and I believe it is an asset to the area. I respectfully urge you to grant this application

Regards

[REDACTED]  
[REDACTED]  
[REDACTED]

S14

**SC CON ENDS 18.09.2025 VALID PCD & PPN**

**From:** [REDACTED]  
**Sent:** 18 September 2025 14:24  
**To:** EHL Licensing <EHL.Licensing@brighton-hove.gov.uk>  
**Subject:** Re: The swell, hove.

Hi Charlie,

Thanks for your help and clarification on this , please see below.

***I believe the applicant has taken reasonable and proactive steps to ensure the premises will not contribute to crime or disorder in the area and I am not aware of any previous issues. The applicant has also proposed several steps to minimise public nuisance.***

***I also am aware of their commitment to public safety both in the venue and on the outer terrace and have a policy in place that would not harm children.***

***Thanks again Charlie,***

***Appreciated,***

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

S15

SC CON ENDS 18.09.2025 VALID PCD, PPN, PS, & PCH

From: [REDACTED]

Sent: 17 September 2025 15:39

To: EHL Licensing <[EHL.licensing@brighton-hove.gov.uk](mailto:EHL.licensing@brighton-hove.gov.uk)>

Subject: Support for Licence Variation Application – The Well, [77–78 Western Road, BN3 2JQ](#)

Dear Licensing Team,

I'm writing to show my support for the licence variation application from The Well Hove Limited at [77–78 Western Road, BN3 2JQ](#).

The Well is a brilliant addition to the area – it's independently run, thoughtful in its approach, and clearly cares about being a positive part of the local community.

In terms of the licensing objectives, I believe they are more than covered here:

- **Prevention of Crime and Disorder:** This is not a rowdy pub – quite the opposite. The team are responsible and want to create a safe and wholesome environment for their local community.
- **Public Safety:** The Well is a space that feels inclusive and open to everyone, with a real focus on creating a welcoming atmosphere where people feel at ease.
- **Prevention of Public Nuisance:** They have no interest in being a noisy late-night bar – that's the opposite of their business model. Instead, they want to provide a relaxed setting that complements the area rather than disrupts it.
- **Protection of Children from Harm:** As with any responsible premises, they take safeguarding seriously and operate in line with all requirements.

For all these reasons, I'd really like to see the application granted. The Well has shown itself to be a considerate, community-minded venue and will continue to be an asset to the neighbourhood.

Best regards,

[REDACTED]

[REDACTED]

**S16**

**SC CON ENDS 18.09.2025 VALID PCD & PPN**

**From:** [REDACTED]

**Sent:** 18 September 2025 17:01

**To:** EHL Licensing <EHL.Licensing@brighton-hove.gov.uk>

**Subject:** Representation in support of The Well (Hove) premise licence application.

Premise Details:

The Well Hove, Palmeria Square.

18/09/25

Dear Sir/Madam,

I am writing to express my support to the application of The Well in Hove for a premises licence.

To my knowledge, the owners are respectable, with an honourable reputation both personally and professionally. Their business not only serves the local community, but also further afield.

As a resident of Brighton & Hove, I have observed the positive impact The Well has had on our community. I believe that the addition of a licensed establishment would further enhance the local area by creating a new, desirable social space for residents and visitors. By offering support for local businesses this would enable the premises to offer a wider range of products and services, such as wine and beer pairings with food or small-group tasting sessions, providing new opportunities for the business to thrive and creating a more vibrant high street area.

The increased activity generated by The Well would likely contribute positively to the local economy, creating new jobs or increasing footfall for other local businesses.

I have confidence that The Well will operate responsibly and adhere to all licensing objectives, contributing positively to our community without undermining the four licensing objectives of the Licensing Act 2003.

Thank you for considering my views.

Sincerely,

[REDACTED]

[REDACTED]

## **Appendix D**

### **Agreed Conditions Between Applicant and Sussex Police – 01.09.2025**

#### **The Well, 77-78 Western Road, Hove – Conditions**

##### **General:**

1. Authorised staff employed by Sussex Police in the role of licensing officer shall have the right of access to the licensed premises during hours of operation for the purpose of inspection of the premises and premises records in order to ensure the promotion of the licensing objectives.
2. No beer, lager, cider or perry with an ABV over 6% shall be sold at the premises save that this shall not apply to premium beer, lager, cider or perry with an ABV over 6% such as craft or speciality brands or brands produced by a micro-brewery, or brands produced to commemorate a national or local event.
3. Off sales:
  - (a) Open containers permitted only to an outside seating area that is subject to approval for use by the lease holder or relevant pavement and chairs licence. Should the termination time of use on any outside area licence be early than that stated within the permitted times on this licence, the earlier times will apply.
  - (b) All other off sales will only be in sealed containers.
4. The sale of alcohol and other beverages shall be consumption by persons seated at tables and there will be no vertical drinking.
5. Prior to taking orders from customers, staff will ensure they have a table to be sat at to ensure compliance to condition 4 above.
6. The outside seating area will be closed to the public from 23.00 every day (or earlier if stipulated within the table & chairs licence) and no drinks will be allowed outside from this time. All moveable street furniture overnight e.g. tables/chairs etc will be brought inside the premises at close. The outside area can continue to be used as a smoking area until the premises closes.
7. Although not within the licensable area, conditions set out within the licence apply to any approved outside seating area being serviced under the off sales permissions on condition 3(a).
8. Spirits shall not be sold for consumption on or off the premises unless they are part of a pre-packaged, pre-mixed cocktail

##### **For the prevention of crime and disorder:**

9. 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 as well as any outside space. 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 Police e.g. USB) or provide footage via an online link as initiated by Police, without difficulty or delay and without charge.

(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](mailto:brighton.licensing@sussex.police.uk)

(h) In the event of the CCTV system hard drive being seized as evidence as part of a criminal investigation by 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.

10. (a) An incident and refusals log (book or electronic) will be maintained by the premises showing a detailed note of incidents and refusals that occur in the premises. The logs will be inspected and signed off by the Designated Premises Supervisor (or a person with delegated authority) at least once a fortnight.  
  
(b) The logs should be kept on the premises for at least twenty four (24) months 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. Refusals of alcohol for reasons such as underage, no ID and intoxication.
11. 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.
12. 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.

**For Public Safety:**

13. The outside areas shall be monitored and regularly cleared of glasses and bottles.
14. A documented risk assessment must be produced by the premises 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 SIA 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.

**For the prevention of public nuisance:**

- 15. Staff will verbally remind all patrons to be quiet and respect the needs of local residents as they leave the premises.
- 16. Music shall not be played at levels that will cause disturbance to the occupants of any properties in the vicinity.
- 17. There will be no external amplified music and speakers shall not be located or operated close to the entrance or outside the premises.
- 18. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises that gives rise to a nuisance.
- 19. The placing and collection of refuse such as bottles into receptacles outside the premises shall take place no later than 22:00 hours and no earlier than 07:00 hours.
- 20. The licensee shall ensure that people on or leaving the premises including those using the outside area conduct themselves in an orderly manner at all times and do not in any way cause annoyance to residents and people passing by the premises.
- 21. All doors and windows will be kept closed from 22.00 except for ingress and egress.

**For the protection of children from harm:**

- 22. From 20:00, no under 18's will be permitted on the premises. Prior to 20:00, all under 18's must be accompanied by a responsible adult.
- 23. 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 license 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 license or conditions attaching to it.

24. Signage advertising the 'Challenge 25' policy will be displayed in prominent locations in the premises.
25. 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 for the staff member conducting the transaction to ensure they do Challenge 25 checks regardless of any other staff member / door staff checks that may already have taken place
  - ❖ Identifying if a person may be intoxicated and refusal of sale
  - ❖ Vulnerability initiatives such as 'Ask for Angela' and how to deal with 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.

**Agreed Conditions Between Applicant and Environmental Protection – 17.09.2025**

1. After consulting with licensing and police licensing, we have agreed to the condition that the outdoor area will be closed for drinks at 10pm mon-weds and 11pm Thurs-Sat. After this, no drinks are permitted outside.
2. No waste will be collected or removed after 5pm



## Appendix E

