

Appendix A

Section 16 of 18
LICENSING OBJECTIVES
Describe the steps you intend to take to promote the four licensing objectives:
a) General – all four licensing objectives (b,c,d,e) List here steps you will take to promote all four licensing objectives together.
Annex 1 – Mandatory Conditions Condition 6 (To Remove): We request removal of Annex 1 Condition 6 (mandatory drink measures) as these restrictions are unsuitable for our beachfront café-bar. The measures prevent us from serving popular beach drinks like pitchers, cocktails and larger servings that tourists expect. With no history of alcohol-related incidents and robust safeguards like Challenge 25 and staff training in place, this change will better reflect our casual seaside atmosphere while maintaining responsible service standards. The current measure limits unnecessarily constrain our business model now that we're introducing vertical drinking area. Annex 2 – Operating Schedule Condition 1 (To Remove): Alcohol ancillary to a meal – Delete to allow standalone drinks. We propose removing Condition 1 (alcohol ancillary to a meal) to better serve our beachfront clientele who often wish to enjoy drinks without food, particularly in our outdoor areas. This change reflects common seaside hospitality practices while maintaining our commitment to responsible service. We will continue to refuse alcohol sales to intoxicated persons, implement Challenge 25 policies, and ensure all drinks are served by trained staff. The removal of this condition will not lead to irresponsible promotions or drinking, as evidenced by our incident-free history and comprehensive existing safeguards including CCTV monitoring and an incident log system Condition 2 (To Remove): No vertical drinking – Delete to permit standing service. We request removal of Condition 2 (no vertical drinking) to better accommodate our beachfront customers who naturally prefer standing service in our outdoor bar areas, particularly during busy periods and good weather. This change aligns with typical seaside venue operations and improves customer flow. Existing safeguards, strict policies against serving intoxicated patrons - will ensure this doesn't compromise responsible alcohol service. The introduction of plastic cups in standing areas provides additional safety measures.
b) The prevention of crime and disorder
Enhanced CCTV Coverage Digital CCTV must cover all entry/exit points, vertical drinking zones (beach bar & main bar), and outdoor seating. Cameras must capture clear facial images (day/night) and be recorded continuously during operations. Footage stored for 31 days, immediately available to police/licensing officers on request. Incident Log + Refusals Register Maintain an electronic/physical log to record: All alcohol refusals (underage, intoxication). Log reviewed weekly by DPS and kept for 24 months. Staff Training & Security

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All staff serving alcohol complete responsible sales training every 6 months (records kept).
At least 1 trained SIA door supervisor on Fridays/Saturdays (18:00–close) during peak season (May–September).
Plastic Cup Policy for Vertical Drinking
Alcohol in standing areas (beach bar/main bar) served only in plastic/polycarbonate cups.
Glassware permitted exclusively for seated table service.
Any violent/antisocial behavior on/near premises.
Staff interventions (e.g., stopping vertical drinking area overcrowding).
All alcohol sold for consumption off the premises must be supplied in a sealed container (e.g., factory-sealed cans/bottles, or securely capped/lidded containers filled on-site). No open vessels (e.g., glasses or cups) may be used for off-sales at any time. Off the premises alcohol is generally factory-sealed cans of beer (maximum 6% ABV)

c) Public safety

Maximum capacity strictly limited to 120 patrons with regular headcounts by staff
All vertical drinking areas must use plastic/polycarbonate cups only
Clear, unobstructed fire exits marked with illuminated signs
First aid kit available at the premises at all times

d) The prevention of public nuisance

All windows/doors to remain closed after 22:30 (except for entry/exit)
Staff to monitor outdoor areas every 30 minutes to prevent noise/disturbance
Prominent signage: "Please respect our neighbors, leave quietly"

e) The protection of children from harm

The premises will operate a strict "Challenge 25" policy where any customer appearing under 25 years old must present valid photographic ID to purchase alcohol. Acceptable forms of ID include:

Passports
UK driving licences with photograph
Military ID cards
Proof of age cards bearing the PASS hologram
EU national identity cards with security features
Signage and Staff Training
Clear signage promoting the Challenge 25 policy will be prominently displayed at all points of sale and alcohol display areas. All staff involved in alcohol sales, including temporary workers, will receive comprehensive training before commencing duties, covering:

The premises will maintain:

A refusals register recording all age verification challenges and service refusals
An incident log documenting any relevant occurrences
These records will be:
Reviewed at least monthly by the Designated Premises Supervisor
Retained for 24 months
Available for inspection by authorised officers
Staff will receive regular feedback based on logged incidents to reinforce responsible service practices.