

Dear

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

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

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

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

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

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

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

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

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

Yours Sincerely, - REDACTED

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

**General:**

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

**For the Prevention of Crime and Disorder:**

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

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

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

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

13. The incident log will:

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

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

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

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

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

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

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

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

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

For Public Safety:

Conditions as stated in original application or agreed with another Agency

For the Prevention of Public Nuisance:

Conditions as stated in original application or agreed with Environmental Protection

For The Protection of Children from Harm:

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

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

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

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

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

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

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

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

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

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

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

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

## **Conditions put forward within the original application by Beer Belly Ltd**

### **General**

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

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

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

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

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

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

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

13. The premises will not show any live sport

For Public Safety:

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

For the Prevention of Public Nuisance:

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

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

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

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

For The Protection of Children from Harm:

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

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

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

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

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