

Supplementary Agenda 2



Licensing Sub-Committee

Thu 27 Nov
2025
12.30 pm

Oakenshaw Community
Centre, Castleditch Lane

If you have any queries on this Agenda please contact

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Licensing Sub-Committee

Thursday, 27th November,
2025

12.30 pm

Oakenshaw Community Centre

Agenda

Membership:

Cllrs:

Matthew Dormer
Andrew Fry

David Munro

4. 25/05484/TEN - Popzone/Gorgeous, 12 Market Place, Redditch, Worcestershire, B98 8AA (Pages 5 - 18)

"Documents lodged pack" submitted in support of the TEN application.

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Documentation lodged on behalf of Popzone/Gorgeous

Application for a Temporary Event Notice: Popzone/Gorgeous - (Popworld & Zinc)

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Acting for the Premises Licence Holder, We have given full regard to:

- The Representations made against this application.
- The licensing objectives set out in the Licensing Act 2003.
- The Council's Statement of Licensing Policy.
- The Home Office guidance issued under Section 182 of the Act.

Within this compliance pack are the following appendices:

- A. Noise Management Strategy
- B. Dispersal Policy
- C. Challenge 25 Poster.
- D. Refusals log.
- E. Incident log
- F. Staff training log
- G. DPS Authorisations
- H. LA2003 Signage
- I. Till prompt
- J. Safeguarding Measures in place at the venue for this event

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Licence Leader Ltd. (Birmingham/Hertfordshire)
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Noise Management Plan

Purpose of the Noise Management Plan

The purpose of this plan is to minimise noise disturbance to nearby residents and businesses while ensuring the premises operate safely and lawfully. It supports the Licensing Objectives under the Licensing Act 2003:

Noise Sources:

Potential sources of noise include:

- Music activities
- Amplified speech
- Patrons entering and leaving the premises.
- Outdoor areas (smoking area/talking)
- Deliveries and waste disposal

Noise Control Measures

- Building
 - Double glazing, door seals).
- Limiting external doors/windows open except access/egress.
- Restricting noise-generating activities to indoor areas.

Music and Amplification

- Keep music levels at a safe and reasonable volume.
- Use sound limiters if required by the licence.
- Adjust speaker placement to minimise external noise.
- Monitor noise levels periodically, especially during live events.

Staff Training and Responsibilities

- Staff are trained to identify and mitigate noise issues.
- Staff monitor patrons in outdoor areas to prevent excessive noise.

Customer Management

- Remind patrons to leave quietly when leaving the premises.
- Restrict outdoor congregating late at night.
- Provide signage encouraging quiet behaviour near neighbours.

Deliveries and Waste

- Schedule deliveries and waste collection during daytime hours.
- Use bins and storage areas away from residential windows.

Monitoring and Recording

- Regular checks of internal and external noise levels by management or designated staff.
- Incident Log to record any noise complaints or issues.
- CCTV may be used to monitor outdoor areas for compliance.

Communication with Local Authorities

- Provide contact details to the local council and police for noise issues.
- Cooperate with environmental health officers during inspections or investigations.

Review

- Noise management procedures will be reviewed annually or after a complaint.
- Staff will be updated on changes to the plan.

Dispersal Plan & Wind Down

Introduction

As a responsible licensed premises, we have an effective wind down and dispersal plan. This plan is designed to ensure the individuals or groups who remain in the venue towards the end of our operating hours support the four licensing objectives in their preparation to leave and when leaving, and disperse in an orderly manner.

- Prevention of crime and disorder
- Public safety
- Prevention of a public nuisance
- Protection of children from harm

Aim of our plan

Our plan is designed to ensure that we have a consistent approach to promoting and upholding the objectives through a well-communicated and logical approach to winding down the activities that have taken place in the venue.

Objectives of our plan

The objectives of our plan are as follows:

- To ensure we retain control of the venue throughout the time alcohol becomes a major influencing factor in people's behaviour.
- To provide training to all staff regarding activities and actions towards the end of the operational period
- To end the evening with zero incidents
- To disperse the guests without incident or complaint

Rationale

Most incidents occur in licensed premises towards the end of the event, generally. This is due to the accumulative effect of alcohol and the emotions created throughout the event. Therefore, if we implement a planned wind down and dispersal process we are more likely to remain incident free.

Method of application

By detailing planned and proven steps for our team to implement, we will be proactive in supporting the licensing objectives and ensure customers lead toward dispersal in a fit state with managed expectations and in an emotional state, which reduces incidents.

We will carry out the following.

Time until event end	Activity	Desired result
60 minutes	Bar staff makes announce 1 hour remaining of the evening, whilst serving	Prompt people to think about travel arrangements and preparing to leave
60 – 30 minutes	Mass effort to clear venue of all unused drinks and empty receptacles	Prevents last minute clear up, removes objects which could cause a hazard.
30 minutes	Last orders called at the bar by staff.	Manage expectations of customers to purchase last drink, triggers those who are thinking of leaving that the night is coming to an end
15 minutes	Reduce bar staff to slow service and get them clearing remaining drinks and vessels	Slow down consumption in last 15 minutes
10 minutes	Ambient music is turned off	Inform everyone that this is the end of the night
Time up 0 minutes	DPS/manager thanks patrons and asks them to leave quietly music off fully	Customers are fully aware the night is over

Additionally, we will ensure these measures are in place for any event at the venue:

- The Premises Licence Holder shall ensure that sufficient signage is displayed requesting customers to have regard for residents when leaving the premises.
- The DPS is responsible for ensuring that patrons wishing to utilise the external areas to smoke do so quietly and that noise from patrons moving to and from the smoking area is kept to a minimum. The DPS/Manager will be responsible for ensuring that the smoking area does not create a nuisance to neighbours at the premises and if necessary restrict the number of people utilising the smoking areas at any one time.
- The Premise Licence Holder shall ensure that an agreement is made with a reputable taxi company to ensure that when taxis pick up/drop off customers from the premises, noise from these vehicles does not cause a nuisance to nearby residents. Customers who require a taxi from the premises are to be advised by staff to use taxi companies recommended by the Premises Licence Holder. Taxi drivers are to be informed not to use their horns whilst waiting for customers to leave the premises.

Example of the Challenge 25 Posters – Prominently displayed at the premises, and used in conjunction with the refusals log.



[illegible]

ANNEX E

Example of the Incident Log being utilised at the premises.

Incident Log Book

Please use a separate page in this log for each incident.

Do not put yourself or staff at risk, call 999 or 101 when appropriate.

Staff should write an entry whenever an incident occurs.

Licence Leader
Alcohol Licensing Services
www.licence-leader.co.uk
Mobile: 07982917819

Incident Report Log			
Date of incident		Time of incident	
Location		Value of Losses/Damage	
Description of Incident			
Images available		YES/NO	Are still images available
Was it reported to West Midlands Police		YES/NO	Crime Number
If reported to West Midlands Police, was it reported at the time of incident or afterwards:-			
Which staff member was involved with this incident			
What further action has been taken by Premises Licence Holder			
Final comments;			

ANNEX F

Licensing Act 2003 - Staff Training

Training delivered to all staff will include, not least the following list below, and will also include the fact that staff fully understand all of the content.

➤ It is illegal to sell alcohol to anyone under the age of 18.
➤ It is illegal to sell alcohol to anyone 18 or over if they are buying on behalf of someone under the age of 18.
➤ All premises that sell alcohol must have a Premises Licence and a Designated Premises Supervisor
➤ Staff under the age of 18 must not sell alcohol unless each sale has been approved by the Personal Licence Holder or responsible person aged over 18
➤ The premises Licence holder must display the premises licence inside the premises in a public place
➤ If you are not sure that the customer is 18, ask for proof of age, use the Challenge 25 scheme. If you are not sure, refuse the sale and record in the Refusals Log
➤ Make sure you know the hours allowed within the licence for the sales of alcohol.
➤ Ensure you know all of the conditions within the operating schedule of the premises licence.
➤ Make sure the CCTV is always on and working when the premises is open and trading.
➤ Never serve anyone who is drunk
➤ No persons carrying open bottles shall be admitted to the premises at any time.
➤ A record of staff training in relation to the sale of alcohol will be kept on the premises and available to Police or Licensing Authority on request.

Staff that have been trained must sign below to confirm they have received and understood the training.

Name	Date	Signature	Comments

Signed by the DPS.

Name (Print)	
Signature	
Date	

ANNEX G

Designated Premises Supervisor (DPS)
Authorisation for Sale/Supply of alcohol

I am the Designated Premises Supervisor (DPS), and the holder of a Personal Licence and I am the person in a position of authority at the premises.

I hereby authorise the following named personnel to sell and supply alcohol, to comply with the Licensing Act 2003. This being either when I am present on the premises or in my absence. I can always be contactable on the following telephone number:

Names of Authorised persons:

I, being a person named below am aware of and accept my responsibilities under the Licensing Act 2003 and will endeavour to comply in accordance with the licensing law and the licence conditions attached to the premises licence.

Name	Personal Licence Number (If Applicable)	Date	Signature

Designated Premises Supervisor - Authorisation.

Name:	
Personal Licence Number:	
Signature:	

Reminder for training

➤ It is illegal to sell alcohol to anyone under the age of 18.
➤ It is illegal to sell alcohol to anyone 18 or over if they are buying on behalf of someone under the age of 18.
➤ All premises that sell alcohol must have a premises licence and a Designated Premises Supervisor
➤ Staff under the age of 18 must not sell alcohol unless each sale has been approved by the personal licence holder or responsible person aged over 18
➤ It is illegal to sell liqueur chocolates to anyone under the age of 16
○ If you are not sure that the customer is 18 (alcohol) or 16 (liqueur chocolates, ask for proof of age - use a Challenge 25 scheme
➤ If you are still not sure, refuse the sale and record in the Refusals Log
➤ The premises Licence holder must display the premises licence on the premises in a public place

ANNEX H

Example of the Signage being utilised and displayed prominently at the premises.



ANNEX I

In addition to any existing electronic till prompt, this will be placed beside the till, as an aide memoire for staff.

TILL PROMPT -- CHALLENGE 25

Does the person buying alcohol look under 25

:

Check ID.

Enter in "Refusals Log" if sale is refused.

ANNEX J

Safeguarding Measures Presented for Licensing Sub-Committee Consideration

This document sets out the measures we will implement to address the concerns raised regarding the presence of minors at the proposed event. These actions are designed to ensure full compliance with the Licensing Objectives and to reassure the Sub-Committee that risks have been robustly controlled.

1. Exposure to Intoxicated Adults and Disorderly Behaviour

- Additional SIA-licensed security officers will be deployed specifically to safeguard and monitor interactions.
- A strict zero-tolerance policy will operate for disorderly or inappropriate conduct, with immediate removal of any adult whose behaviour may place minors at risk.
- Enhanced CCTV coverage and frequent staff patrols will ensure swift identification and intervention in any emerging issues.

2. Risk of Underage Drinking

- A dual-stage age verification process will be applied at entry: full ID checks plus wristband identification for minors.
- All bar staff will follow mandatory Challenge 25 procedures, reinforced through refresher training prior to the event.
- Minors will be prohibited from approaching bar areas, supported by clear signage, and active supervision.
- Managers and security teams will conduct ongoing spot checks to prevent proxy purchasing and ensure full compliance throughout the event.

3. Inappropriate Environment

- Music levels will be reduced during the period minors are present, and a quieter, enclosed breakout space will be provided exclusively for them.
- Adequate seating, rest areas, and safe movement routes will be available at all times.
- Access to dance floors and high-intensity areas will be restricted for minors unless accompanied by authorised supervising staff.

Summary

These measures are designed to ensure that minors remain protected, the risk of underage drinking is eliminated, and the environment is made safe and appropriate. We respectfully submit this plan to

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