



Licensing Sub-Committee

Fri 28 Aug
2026
11.30 am

Parkside Suite, Parkside,
Market Street,
Bromsgrove,
Worcestershire, B61 8DA

 **Redditch**
Borough Council
Working together for our communities

If you have any queries on this Agenda please contact

**Gavin Day
Democratic Services Officer**

**Town Hall, Walter Stranz Square, Redditch, B98 8AH
Tel: (01527) 64252 (Ext. 3304)
e.mail : gavin.day@bromsgroveandredditch.gov.uk**

GUIDANCE ON FACE-TO-FACE MEETINGS

Please note that this is a public meeting and is open to the public to attend.

If you have any questions regarding the agenda or attached papers, please do not hesitate to contact the officer named above.

LICENSING SUB-COMMITTEE (Premises)

1. Rights of Applicants

- a. An applicant will be permitted the opportunity of being heard by the Committee before his/her application is determined.
- b. The applicant will also be allowed to be accompanied by a legal or other representative to assist them if he/she so desires.

2. Notice of Meeting

- a. As much notice as is practicable will be given to the applicant of the date of the Committee meeting at which his/her application will be heard, in order to enable him/her to prepare his/her case adequately.
- b. Every member of the Committee will be issued with copies of every document which has been supplied, both by and to the applicant and any third parties.

3. HEARING PROCEDURE

- a. The Chair will open the hearing and ask Members of the Sub-Committee and Officers present to introduce themselves.
- b. The Chair will ask all parties to the proceedings to introduce themselves.
- c. The Chair will ask all parties if they are satisfied with the hearing procedure to be followed. Any variation to the hearing procedures will be at the discretion of the Chairman.
- d. The Technical Officer (Licensing), Worcestershire Regulatory Services will present the report.
- e. The Chair will invite Members of the Sub-Committee and all parties to the proceedings to put any relevant questions to the Technical Officer.

- f. The Chair will invite the Applicant and/or their representative to present their case and call any witnesses. A total of 15 minutes will be allowed.
- g. The Chair will invite Members of the Sub-Committee and all parties to the proceedings to put any relevant questions to the Applicant and/or their representative.
- h. The Chair will invite the Responsible Authorities to present their representations. A total of 15 minutes will be allowed.
- i. The Chair will invite Members of the Sub-Committee and all parties to the proceedings to put any relevant questions to the Responsible Authorities.
- j. All Other Parties to the proceedings will be invited to present their representations or elect a spokesperson to speak on their behalf. A total of 15 minutes will be allowed.
- k. The Chair will invite Members of the Sub-Committee and all parties to the proceedings to put any relevant questions to the Other Parties.
- l. The Responsible Authorities will be invited to sum up. A total of 5 minutes will be allowed.
- m. The Other Parties will be invited to sum up. A total of 5 minutes will be allowed.
- n. The Applicant and/or their representative will be invited to sum up. A total of 5 minutes will be allowed.
- o. The Chair will ask the Legal Advisor if there is any legal advice to be given.
- p. The Chair will close the Hearing so that the Sub-Committee can reach its decision in private.
- q. The Sub-Committee's decision will be confirmed in writing to the Applicant and those parties who made representations within 5 working days.
- r. If any party to the proceedings wishes to appeal against the Sub-Committee's decision an appeal must be commenced by the appellant giving a notice of appeal to the designated officer for the magistrates' court within a period of 21 days beginning with the day on which the appellant was notified by the licensing authority of the decision which is being appealed.

4. Adjournment

If an application is made for an adjournment, the Committee should grant the request if refusal would deny the applicant a fair hearing and thereby result in a breach of the rules of natural justice.

NB

In considering any representations or notice made by a party the Sub- Committee may take into account documentary or other information produced by a party in support of their application, representations or notice either before the hearing or with the consent of all other parties at the hearing.

Please Note:

Each application coming before the Licensing Sub-Committee will be treated on its own merits, and the Sub-Committee will take its decision based upon:

- 1. the promotion of the four licensing objectives, as given by the Licensing Act 2003, namely:
 - a. the prevention of crime and disorder;***
 - b. public safety;***
 - c. the prevention of public nuisance; and***
 - d. the protection of children from harm.******
- 2. Redditch Borough Council's Statement of Licensing Policy;***
- 3. guidance issued under section 182 of the Licensing Act 2003; and the Licensing Act 2003;***
- 4. The Licencing Act 2003;***
- 5. The report presented to the Sub-Committee by the Technical Officer, and all relevant written and oral representations.***

Licensing Sub-Committee

Friday, 28th August, 2026
11.30 am
Parkside Suite - Parkside

Agenda

Membership:

Cllrs:	Brandon Clayton	Wanda King
	Simon Farmer	Reserve Member TBC

- 1.** Election of the Chair for the meeting
- 2.** Apologies and Substitutes
- 3.** Declarations of Interest
- 4.** Application For Variation Of A Premises Licence (Pages 7 - 52)
- 5.** Exclusion of the Public and Press

Should it be necessary, in the opinion of the Borough Director, during the course of the meeting to consider excluding the public from the meeting on the grounds that exempt information is likely to be divulged, it may be necessary to move the following resolution:

“that under S.100 I of the Local Government Act 1972, as amended by the Local Government (Access to Information) (Variation) Order 2006, the public be excluded from the meeting for the following item(s) of business on the grounds that it/they involve(s) the likely disclosure of exempt information as defined in the following paragraphs of Part 1 of Schedule 12 (A) of the said Act, as amended:

- Paragraph 1 – Any Individuals**
- Paragraph 2 – Identity of Individuals**
- Paragraph 3 – Financial or Business Affairs**
- Paragraph 7 – The Prosecution of a Crime.”**

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REDDITCH BOROUGH COUNCIL

LICENSING SUB-COMMITTEE

19 AUGUST 2026

LICENSING ACT 2003

APPLICATION FOR VARIATION OF A PREMISES LICENCE

POPZONE AND GORGEOUS

PUBLIC HEARING	
Director:	Head of Worcestershire Regulatory Services
Contact Officer:	Sarah Royall Technical Officer (Licensing) enquiries@worcsregservices.gov.uk
Ward(s) affected:	Abbey
Appendices:	Appendix 1 – Application Form Appendix 2 – Existing Licence Appendix 3 – Representations from other parties

1. PURPOSE OF REPORT

- 1.1. To consider and determine an application for variation of the premises licence in respect of the premises below:

Popzone And Gorgeous
12 Market Place
Redditch
Worcestershire
B98 8AA

- 1.2. A copy of the application is attached at **Appendix 1.**
- 1.3. A copy of the existing licence is attached at **Appendix 2.**

2. BACKGROUND

- 2.1. On 29 June 2026 an application was received from Pop Venues Redditch Ltd for variation of the premises licence in respect of

**Popzone And Gorgeous
12 Market Place
Redditch
Worcestershire
B98 8AA**

- 2.2. The application contained all the requisite documentation including the fee.
- 2.3. It can be confirmed that the application has been advertised in accordance with the requirements of the Licensing Act 2003 and associated regulations and that the application has also been served on all responsible authorities.
- 2.4. The applicant is applying for variations to their existing licence.
- 2.5. The current licence authorises the following licensable activities on the premises
- The sale of alcohol every day from 11:00 hours until 04:00 hours for consumption on the premises.
 - The playing of recorded music every day from 11:00 hours until 04:00 hours indoors.
 - The playing of live music every day from 11:00 hours until 04:00 hours indoors.
 - The performance of dance every day from 11:00 hours until 04:00 hours indoors.
 - The provision of late night refreshment every day from 11:00 hours until 04:30 hours indoors.
 - Anything of a similar description to regulated entertainment every day from 11:00 hours until 04:00 hours indoors.

Also, the licence provides cover for the following non-standard timings:

At the start of British Summertime the terminal hour for all licensable activities shall be extended by one hour.

From the end of permitted hours on New Years Eve to the start of permitted hours New Years Day.

- 2.6. The proposed variations to the licensable activities are as follows:
- The sale of alcohol every day from 11:00 hours until 06:00 hours for consumption on the premises.
 - The playing of recorded music every day from 11:00 hours until 06:00 hours indoors.
 - The playing of live music every day from 11:00 hours until 06:00 hours indoors.
 - The performance of dance every day from 11:00 hours until 06:00 hours indoors.

- The provision of late night refreshment every day from 11:00 hours until 06:00 hours indoors.

2.7. The application also seeks to make the following amendments to the conditions attached to the current premises licence.

General

- Remove 'Challenge 21 Scheme' and insert 'Challenge 25 Scheme.'
- Remove 'Under 18s are permitted until 20.00 and must be accompanied by an adult at all times and when attending a specific event eg family fun days' and insert 'Persons under the age of 18 shall be permitted on the premises until 23:00 only when accompanied by a responsible adult and attending a pre-booked private function or organised event, including (but not limited to) birthday parties, wedding receptions, baby showers, family fun days, or similar events'

The Prevention of Crime and Disorder

- Remove 'Under 18s are permitted until 20.00 and must be accompanied by an adult at all times and when attending a specific event eg family fun days' as it is a duplication.

Public Safety

- Remove 'Challenge 21 Scheme' as it is a duplication
- Remove 'Under 18s are permitted until 20.00 and must be accompanied by an adult at all times and when attending a specific event eg family fun days' as it is a duplication
- Remove the same two sentences from The Prevention of Public Nuisance and The Protection of Children from Harm as they are duplications.

Other Operating Conditions

- Remove 'The DPS or manager will join and attend all Redditch pubwatch monthly meetings and have a working radio link to control the entre during opening times'

and insert

'The Designated Premises Supervisor (DPS) or duty manager shall be an active member of Redditch Pubwatch, attend its regular meetings wherever reasonably practicable, and maintain a working radio link with the Pubwatch radio network during the premises' trading hours.'

- Remove 'A minimum of two SIA registered door supervisors will work between 20.00hrs and the terminated hour on Friday and Saturday nights. They will also be required on the eve of a bank holiday and the bank holiday itself. They are required to wear high visibility jackets at all times. They will be deployed at the discretion of the DPS and the police, to cater for special events likely to increase the potential for disorder (eg local derby football matches)'

and insert

‘A minimum of two SIA-registered door supervisors shall be on duty from 23:00 until the premises close on Friday and Saturday evenings, as well as on the eve of a Bank Holiday and on Bank Holidays. Door supervisors shall wear high-visibility clothing at all times whilst on duty. Additional SIA-registered door supervisors shall be deployed at the discretion of the Designated Premises Supervisor (DPS), in consultation with West Mercia Police where appropriate, for special events or occasions likely to increase the risk of crime or disorder (for example, local derby football matches or other high-profile events).’

- 2.8. On 20 April 2026 compliance visit was carried out by a Licensing Officer and members of the Licensing team from West Mercia Police, and no significant compliance issues were identified at that time. Further visits and compliance requirements were to be followed up by West Mercia Police and the Local SNT team.

3. REPRESENTATIONS

RESPONSIBLE AUTHORITIES

- 3.1. The application has been forwarded to all responsible authorities prescribed under the Licensing Act 2003. No representations have been received from any of these responsible authorities.

OTHER PERSONS

- 3.2. A valid representation has been received from a member of Redditch Borough Council on behalf of the Redditch Market Team raising concerns regarding the prevention of crime and disorder, the prevention of public nuisance and the protection of children from harm. A copy of the representation is attached at **Appendix 3**.

4. LOCAL POLICY CONSIDERATIONS

- 4.1. The Sub-Committee should have regard to the Council’s Statement of Licensing Policy under the Licensing Act 2003.
- 4.2. The Council’s Statement of Licensing Policy is available to download from the Council’s website or to request a hard copy, contact Worcestershire Regulatory Services on 01905 822799 or email enquiries@worcestershire.gov.uk

5. LEGAL IMPLICATIONS

- 5.1. The Sub-Committee is obliged to determine this application with a view to the promotion of the licensing objectives which are:
- the prevention of crime and disorder;
 - public safety;
 - the prevention of public nuisance;

- the protection of children from harm.
- 5.2. In making its decision, the Sub-Committee is also obliged to have regard to the guidance issued by the Secretary of State under section 182 of the Licensing Act 2003 and the Council's own Statement of Licensing Policy.
 - 5.3. The Sub-Committee must also have regard to the representations made and the evidence it hears.
 - 5.4. The Sub-Committee must take such of the following steps as it considers appropriate for the promotion of the licensing objectives:
 - (a) Grant the application as requested
 - (b) Modify the conditions of the licence, by altering or omitting or adding to them.
 - (c) Reject the application in whole or in part.
 - 5.5. The Sub-Committee is asked to note that it may not modify the conditions or reject the whole or part of the application merely because it considers it desirable to do so. It must actually be appropriate in order to promote the licensing objectives.
 - 5.6. All parties to the hearing will be notified of the Sub-Committee's decision in writing within five working days of the conclusion of the hearing.
 - 5.7. Any party aggrieved by a decision taken by the Sub-Committee may appeal against the decision to a Magistrates' Court within 21 days of being notified of the decision in writing.
 - 5.8. The hearing should be conducted in accordance with the agreed procedure.

6. FOR DECISION

- 6.1. The Sub-Committee must consider and determine the application.

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Application to vary a premises licence under the Licensing Act 2003**PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST**

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We Pop Venues Redditch Ltd

(Insert name(s) of applicant)

being the premises licence holder, apply to vary a premises licence under section 34 of the Licensing Act 2003 for the premises described in Part 1 below

Premises licence number

PREM0201

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description

12 Market Place
Redditch
Worcestershire
B98 8AA

Post town

Redditch

Postcode

B98 8AA

Telephone number at premises (if any)

Non-domestic rateable value of premises

£48000

Part 2 – Applicant details

Daytime contact
telephone number

E-mail address (optional)

Current postal address if
different from premises
address

Post town

Postcode

Part 3 - Variation

Please tick as appropriate

Do you want the proposed variation to have effect as soon as possible?

X Yes

☐
No

If not, from what date do you want the variation to take effect?

DD		MM		YYYY			

Do you want the proposed variation to have effect in relation to the introduction of the late night levy? (Please see guidance note 1) ☐ Yes X No

Please describe briefly the nature of the proposed variation (Please see guidance note 2)

To vary the licensed hours from:

11.00 – 04.00 (Licensable Activities)

To

11.00 – 06.00 (Licensable Activities)

And

11.00 – 04.30 (Opening and closing)

To

11.00 – 06.30 (Opening and closing)

If your proposed variation would mean that 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend:

N/A

Part 4 Operating Schedule

Please complete those parts of the Operating Schedule below which would be subject to change if this application to vary is successful.

Provision of regulated entertainment (Please see guidance note 3)	Please tick all that apply
a) plays (if ticking yes, fill in box A)	☐
b) films (if ticking yes, fill in box B)	☐
c) indoor sporting events (if ticking yes, fill in box C)	☐
d) boxing or wrestling entertainment (if ticking yes, fill in box D)	☐
e) live music (if ticking yes, fill in box E)	X
f) recorded music (if ticking yes, fill in box F)	X
g) performances of dance (if ticking yes, fill in box G)	X
h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)	☐

Provision of late night refreshment (if ticking yes, fill in box I) X

Supply of alcohol (if ticking yes, fill in box J) X

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 8)			<u>Will the performance of a play take place indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	☐
				Outdoors	☐
				Both	☐
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 5)		
Tue					
Wed			<u>State any seasonal variations for performing plays</u> (please read guidance note 6)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sat					
Sun					

B

Films Standard days and timings (please read guidance note 8)			<u>Will the exhibition of films take place indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	☐
				Outdoors	☐
				Both	☐
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 5)		
Tue					
Wed			<u>State any seasonal variations for the exhibition of films</u> (please read guidance note 6)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sat					
Sun					

C

Indoor sporting events Standard days and timings (please read guidance note 8)			<u>Please give further details</u> (please read guidance note 5)
Day	Start	Finish	
Mon			
			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 6)
Tue			
Wed			<u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u> (please read guidance note 7)
Thur			
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 8)			<u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	☐
				Outdoors	☐
				Both	☐
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 5)		
Tue					
Wed			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 6)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sat					
Sun					

E

Live music Standard days and timings (please read guidance note 8)			<u>Will the performance of live music take place indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	X
				Outdoors	☐
				Both	☐
Day	Start	Finish			
Mon	11.00	06.00	<u>Please give further details here</u> (please read guidance note 5) Variation of hours from existing license		
Tue	11.00	06.0			
Wed	11.00	06.00	<u>State any seasonal variations for the performance of live music</u> (please read guidance note 6)		
Thur	11.00	06.0			
Fri	11.00	06.00	<u>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sat	11.00	06.0			
Sun	11.00	06.0			

F

Recorded music Standard days and timings (please read guidance note 8)			<u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	X
				Outdoors	☐
				Both	☐
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 5) Variation of hours from existing license		
Mon	11.00	06.00			
Tue	11.00	06.0			
Wed	11.00	06.00			
			<u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 6)		
Thur	11.00	06.0			
Fri	11.00	06.00			
			<u>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sat	11.00	06.0			
Sun	11.00	06.0			

G

Performances of dance Standard days and timings (please read guidance note 8)			<u>Will the performance of dance take place indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	X
				Outdoors	☐
				Both	☐
Day	Start	Finish			
Mon	11.00	06.00	<u>Please give further details here</u> (please read guidance note 5) Variation of hours from existing license		
Tue	11.00	06.0			
Wed	11.00	06.00	<u>State any seasonal variations for the performance of dance</u> (please read guidance note 6)		
Thur	11.00	06.0			
Fri	11.00	06.00	<u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sat	11.00	06.0			
Sun	11.00	06.0			

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 8)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	<u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 4)	Indoors	☐
Mon				Outdoors	☐
				Both	☐
Tue			<u>Please give further details here</u> (please read guidance note 5)		
Wed					
Thur			<u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 6)		
Fri					
Sat			<u>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</u> (please read guidance note 7)		
Sun					

I

Late night refreshment Standard days and timings (please read guidance note 8)			<u>Will the provision of late night refreshment take place indoors or outdoors or both – please tick</u> (please read guidance note 4)		Indoors	☒
					Outdoors	☐
Day	Start	Finish			Both	☐
Mon	11.00	06.00	<u>Please give further details here</u> (please read guidance note 5) Variation of hours on existing license			
Tue	11.00	06.0				
Wed	11.00	06.00	<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 6)			
Thur	11.00	06.0				
Fri	11.00	06.00	<u>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</u> (please read guidance note 7)			
Sat	11.00	06.0				
Sun	11.00	06.0				

J

Supply of alcohol Standard days and timings (please read guidance note 8)			Will the supply of alcohol be for consumption – please tick (please read guidance note 9)	On the premises	☒	
				Off the premises	☐	
				Both	☐	
Day	Start	Finish	<u>State any seasonal variations for the supply of alcohol</u> (please read guidance note 6) Variation of hours on existing license			
Mon	11.00	06.00				
Tue	11.00	06.0				
Wed	11.00	06.0				
Thur	11.00	06.00				<u>Non-standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list</u> (please read guidance note 7)
Fri	11.00	06.0				
Sat	11.00	06.0				
Sun	11.00	06.0				

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 10). N/A

L

Hours premises are open to the public Standard days and timings (please read guidance note 8)			<u>State any seasonal variations</u> (please read guidance note 6) N/A
Day	Start	Finish	<u>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</u> (please read guidance note 7)
Mon	11.00	06.3	
Tue	11.00	06.3	
Wed	11.00	06.30	
Thur	11.00	06.3	
Fri	11.00	06.3	
Sat	11.00	06.3	
Sun	11.00	06.3	

Please identify those conditions currently imposed on the licence which you believe could be removed as a consequence of the proposed variation you are seeking.

Existing conditions to remain including non standard timings for the start of British Summertime other than:

General:

Remove 'Challenge 21 Scheme' and insert 'Challenge 25 Scheme.'

Remove 'Under 18s are permitted until 20.00 and must be accompanied by an adult at all times and when attending a specific event eg family fun days' and insert 'Persons under the age of 18 shall be permitted on the premises until 23:00 only when accompanied by a responsible adult and attending a pre-booked private function or organised event, including (but not limited to) birthday parties, wedding receptions, baby showers, family fun days, or similar events'

The Prevention of Crime and Disorder:

Remove 'Under 18s are permitted until 20.00 and must be accompanied by an adult at all times and when attending a specific event eg family fun days' as it is a duplication.

Public Safety:

Remove 'Challenge 21 Scheme' as it is a duplication

Remove 'Under 18s are permitted until 20.00 and must be accompanied by an adult at all times and when attending a specific event eg family fun days' as it is a duplication

Remove the same two sentences from The Prevention of Public Nuisance and The Protection of Children from Harm as they are duplications.

Other Operating Conditions:

Remove 'The DPS or manager will join and attend all redditch pubwatch monthly meetings and have a working radio link to control the entre during opening times'
and insert

'The Designated Premises Supervisor (DPS) or duty manager shall be an active member of Redditch Pubwatch, attend its regular meetings wherever reasonably practicable, and maintain a working radio link with the Pubwatch radio network during the premises' trading hours.'

Remove 'A minimum of two SIA registered door supervisors will work between 20.00hrs and the terminated hour on Friday and Saturday nights. They will also be required on the eve of a bank holiday and the bank holiday itself. They are required to wear high visibility jackets at all times. They will be deployed at the discretion of the DPS and the police, to cater for special events likey to increase the potential for disorder (eg local derby football matches)'
and insert

'A minimum of two SIA-registered door supervisors shall be on duty from 23:00 until the premises close on Friday and Saturday evenings, as well as on the eve of a Bank Holiday and on Bank Holidays. Door supervisors shall wear high-visibility clothing at all times whilst on duty. Additional SIA-registered door supervisors shall be deployed at the discretion of the Designated Premises Supervisor (DPS), in consultation with West Mercia Police where appropriate, for special events or occasions likely to increase the risk of crime or disorder (for example, local derby football matches or other high-profile events).'

Please tick as appropriate

- I have enclosed the premises licence ☐
- I have enclosed the relevant part of the premises licence ☐

If you have not ticked one of these boxes, please fill in reasons for not including the licence or part of it below

Reasons why I have not enclosed the premises licence or relevant part of premises licence.
The application has been submitted online.

M Describe any additional steps you intend to take to promote the four licensing objectives as a result of the proposed variation:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 11)

See above

b) The prevention of crime and disorder

See above

c) Public safety

See above

d) The prevention of public nuisance

See above

e) The protection of children from harm

See above

Checklist:

Please tick to indicate agreement

- I have made or enclosed payment of the fee; or X
- I have not made or enclosed payment of the fee because this application has been made in relation to the introduction of the late night levy. ☐
- I have sent copies of this application and the plan to responsible authorities and others where applicable. X
- I understand that I must now advertise my application. X
- I have enclosed the premises licence or relevant part of it or explanation. X
- I understand that if I do not comply with the above requirements my application will be rejected. X

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

Part 5 – Signatures (please read guidance note 12)

Signature of applicant (the current premises licence holder) or applicant's solicitor or other duly authorised agent (please read guidance note 13). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	29/6/2026
Capacity	Company Operations

Where the premises licence is jointly held, signature of 2nd applicant (the current premises licence holder) or 2nd applicant's solicitor or other authorised agent (please read guidance note 14). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	
Capacity	

Contact name (where not previously given) and address for correspondence associated with this application (please read guidance note 15)

Post town		Post code	
Telephone number (if any)			

If you would prefer us to correspond with you by e-mail, your e-mail address (optional)

Notes for Guidance

This application cannot be used to vary the licence so as to extend the period for which the licence has effect or to vary substantially the premises to which it relates. If you wish to make that type of change to the premises licence, you should make a new premises licence application under section 17 of the Licensing Act 2003.

1. You do not have to pay a fee if the only purpose of the variation for which you are applying is to avoid becoming liable for the late night levy
2. Describe the premises. For example, the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place of consumption of these off-supplies of alcohol, you must include a description of where the place will be and its proximity to the premises.
3. In terms of specific regulated entertainments please note that:
 - Plays: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500.
 - Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
 - Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
 - Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
 - Live music: no licence permission is required for:
 - a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
 - a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
 - a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.

- Recorded Music: no licence permission is required for:
 - any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.
 - Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
 - Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
 - any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
 - any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
 - any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
 - any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.
4. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
 5. For example state type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
 6. For example (but not exclusively), where the activity will occur on additional days during the summer months.
 7. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
 8. Please give timings in 24 hour clock (e.g. 16.00) and only give details for the days of the week when you intend the premises to be used for the activity.
 9. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.
 10. Please give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups or the presence of gaming machines.
 11. Please list here steps you will take to promote all four licensing objectives together.

12. The application form must be signed.
13. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
14. Where there is more than one applicant, each of the applicants or their respective agents must sign the application form.
15. This is the address which we shall use to correspond with you about this application.

LICENSING ACT 2003**PREMISES LICENCE****PREMISES LICENCE NUMBER****PREM0201****Part 1 – Premises Details****Postal address of premises, or if none, ordnance survey map reference or description, including Post Town, Post Code**

12 Market Place
Redditch
Worcestershire
B98 8AA

Telephone number**Where the licence is time limited, the dates**

Not applicable

Licensable activities authorised by the licence and the times the licence authorises the carrying out of licensable activities

Activity – Sale of alcohol	Days	From		To	Consumption On/Off
Sale of Alcohol	Everyday	11:00	-	04:00	On Premises

Activity - Other	Days	From		To	Indoors/Outdoors
Anything of a Similar Desc to RE	Everyday	11:00	-	04:00	Indoors
Performance of Dance	Everyday	11:00	-	04:00	Indoors
Performance of Live Music	Everyday	11:00	-	04:00	Indoors
Late Night Refreshment	Everyday	11:00	-	04:30	Indoors
Playing of Recorded Music	Everyday	11:00	-	04:00	Indoors

Non-standard timings

At the start of British Summertime the terminal hour for all licensable activities shall be extended by one hour.

From the end of permitted hours on New Years Eve to the start of permitted hours New Years Day

The opening hours of the premises

Days	From		To
Everyday	11:00	-	04:30

Non-standard opening hours

At the start of British Summertime the terminal hour for all licensable activities shall be extended by one hour.

From the end of permitted hours on New Years Eve to the start of permitted hours New Years Day

Where the licence authorises supplies of alcohol whether these are on and / or off supplies

Alcohol is supplied for consumption on the premises

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence

Pop Venues Redditch Ltd
27 School Street
Wolverhampton
WV1 4LR
Email Address:
Telephone No.:

Registered number of holder, for example company number, charity number (where applicable)

16755079

Name, address and telephone number of designated premises supervisor where the premises licence authorises for the supply of alcohol

Finley Owen Simmons-Edwards



Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol

Personal Licence No



Licensing Authority:



A handwritten signature in cursive script, appearing to read 'S Wilko'.

AUTHORISED OFFICER
Head of Regulatory Services
Worcestershire Regulatory Services
On behalf of Redditch Borough Council

Date of first issue: 19 May 2009
This version valid from: 25 February 2026

Issuing Authority: Redditch Borough Council
Town Hall
Walter Stranz Square
Redditch
B98 8AH

The making and authorisation of alcohol sales

No supply of alcohol may be made under the premises licence—

- a) at a time when there is no designated premises supervisor in respect of the premises licence, or
- b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.

Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

Irresponsible alcohol promotions

The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—

- (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
- (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
- (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;
- (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
- (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).

Provision of free potable water

The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

Age verification policy for the sale or supply of alcohol

The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

The policy must require individuals who appear to be the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

- (a) a holographic mark, or
- (b) an ultraviolet feature.

Availability of small measures of alcohol

The responsible person must ensure that—

- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
 - (i) beer or cider: ½ pint;
 - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
 - (iii) still wine in a glass: 125 ml;
- (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
- (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

Permitted price of alcohol

A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price

For the purposes of the condition set out in paragraph 1—

“duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979);

“permitted price” is the price found by applying the formula—

$$P=D+(D\times V)$$

where—

P is the permitted price,

D is the rate of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and

V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

“relevant person” means, in relation to premises in respect of which there is in force a premises licence—

the holder of the premises licence,

the designated premises supervisor (if any) in respect of such a licence, or

the personal licence holder who makes or authorises a supply of alcohol under such a licence;

“relevant person” means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

“valued added tax” means value added tax charged in accordance with the Value Added Tax Act 1994.

Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

- (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day (“the first day”) would be different from the permitted price on the next day (“the second day”) as a result of a change to the rate of duty or value added tax.
- (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Security activity

Where individuals are at the premises to carry out a security activity, as defined by the Private Security Industry Act 2001, each such individual must be authorised to carry out that activity by a licence granted under that Act or be entitled to carry out that activity by virtue of section 4 of that Act.

ANNEX 2 - CONDITIONS ATTACHED TO THE LICENCE CONSISTENT WITH THE RELEVANT OPERATING SCHEDULE

a) General – all four licensing objectives (b,c,d,e):

Regular Liaison with the relevant local authorities

employment of SIA registered door staff

member of local pubwatch scheme or similar

trained and adequate staff first aid trained staff

CCTV

DPS to be present or nominated representative during all opening hours

dispersal policy

challenge 21 scheme

Under 18s are permitted until 20.00 and must be accompanied by an adult at all times and when attending a specific event eg family fun days.

b) The prevention of crime and disorder:

Regular Liaison with the relevant local authorities

employment of SIA registered door staff

member of local pubwatch scheme or similar

trained and adequate staff first aid trained staff

CCTV

DPS to be present or nominated representative during all opening hours

dispersal policy

challenge 21 scheme

Under 18s are permitted until 20.00 and must be accompanied by an adult at all times and when attending a specific event eg family fun days.

c) Public safety:

Regular Liaison with the relevant local authorities

employment of SIA registered door staff

member of local pubwatch scheme or similar

trained and adequate staff first aid trained staff

CCTV

DPS to be present or nominated representative during all opening hours

dispersal policy

challenge 21 scheme

Under 18s are permitted until 20.00 and must be accompanied by an adult at all times and when attending a specific event eg family fun days.

d) The prevention of public nuisance:

Regular Liaison with the relevant local authorities

employment of SIA registered door staff

member of local pubwatch scheme or similar

trained and adequate staff first aid trained staff

CCTV

DPS to be present or nominated representative during all opening hours

dispersal policy

challenge 21 scheme

Under 18s are permitted until 20.00 and must be accompanied by an adult at all times and when attending a specific event eg family fun days.

e) The protection of children from harm:

Regular Liaison with the relevant local authorities

employment of SIA registered door staff

member of local pubwatch scheme or similar

trained and adequate staff first aid trained staff

CCTV

DPS to be present or nominated representative during all opening hours

dispersal policy

challenge 21 scheme

Under 18s are permitted until 20.00 and must be accompanied by an adult at all times and when attending a specific event eg family fun days.

Other operating conditions

Mediated Conditions with the police

The DPS or manager will join and attend all redditch pubwatch monthly meetings and have a working radio link to control the entre during opening times.

A minimum of two SIA registered door supervisors will work between 20.00hrs and the terminated hour on Friday and Saturday nights. They will also be required on the eve of a bank holiday and the bank holiday itself. They are required to wear high visibility jackets at all times. They will be deployed at the discretion of the DPS and the police, to cater for special events likey to increase the potential for disorder (eg local derby football matches)

A fully working CCTV system shall operate during opening hours should ensure the following as a minimum

Recording of good quality images at a minimum of 15 frames per second.

Recording of clear facial images of all patrons entering the premises.

Retention of recordings for no less than 28 days

Operators to be available during opening hours and be able to quickly view and export recordings upon the request of police.

System clock to be set correctly and maintained

Exported Images on Removable media should be capable of being instantly played back. The system should be upgraded in accordance with any reasonable request made by the police where that request is shown to be in accordance with the latest Home Office, PSDB Standards.

Mediated Conditions with Environmental Health

All external doors and open able windows must be kept closed for the duration of any regulated entertainment except for emergency purposes. A means of maintaining ventilation compliant with current standards during periods of regulated entertainment should be provided.

The DPS or nominated representative must ensure that noise levels during regulated entertainment are monitored and do not cause nuisance to adjacent or nearby premises.

ANNEX 3 - CONDITIONS ATTACHED TO THE LICENCE AFTER A HEARING BY THE LICENSING AUTHORITY

ANNEX 4 – PREMISES PLANS

As deposited with the licensing authority.

LICENSING ACT 2003**PREMISES LICENCE SUMMARY****PREMISES LICENCE NUMBER****PREM0201****Premises Details**

Postal address of premises, or if none, ordnance survey map reference or description, including Post Town, Post Code

12 Market Place
Redditch
Worcestershire
B98 8AA

Telephone number

Where the licence is time limited the dates

Not applicable

Licensable activities authorised by the licence and the times the licence authorises the carrying out of licensable activities

Activity – Sale of alcohol	Days	From		To	Consumption On/Off
Sale of Alcohol	Everyday	11:00	-	04:00	On Premises

Activity - Other	Days	From		To	Indoors/Outdoors
Anything of a Similar Desc to RE	Everyday	11:00	-	04:00	Indoors
Performance of Dance	Everyday	11:00	-	04:00	Indoors
Performance of Live Music	Everyday	11:00	-	04:00	Indoors
Late Night Refreshment	Everyday	11:00	-	04:30	Indoors
Playing of Recorded Music	Everyday	11:00	-	04:00	Indoors

Non-standard timings

At the start of British Summertime the terminal hour for all licensable activities shall be extended by one hour.

From the end of permitted hours on New Years Eve to the start of permitted hours New Years Day

The opening hours of the premises

Days	From		To
Everyday	11:00	-	04:30

At the start of British Summertime the terminal hour for all licensable activities shall be extended by one hour.

From the end of permitted hours on New Years Eve to the start of permitted hours New Years Day

Where the licence authorises supplies of alcohol whether these are on and / or off supplies

Alcohol is supplied for consumption on the premises

Name, (registered) address of holder of premises licence

Pop Venues Redditch Ltd
27 School Street
Wolverhampton
WV1 4LR

Registered number of holder, for example company number, charity number (where applicable)

16755079

Name of designated premises supervisor where the premises licence authorises for the supply of alcohol

Finley Owen Simmons-Edwards

State whether access to the premises by children is restricted or prohibited

Under 18s are permitted until 20.00 and must be accompanied by an adult at all times and when attending a specific event eg family fun days.



AUTHORISED OFFICER
Head of Regulatory Services
Worcestershire Regulatory Services
On behalf of Redditch Borough Council

Date of first issue: 19 May 2009
This version valid from: 25 February 2026

Issuing Authority: Redditch Borough Council
Town Hall
Walter Stranz Square
Redditch
B98 8AH

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Licensing Act 2003

**Form to make a representation about a Variation for a premises
licence**

To be read in conjunction with 'Making representations about a licence application'.

Privacy Statement

We are collecting your information in order to process a licence application in accordance with the Licensing Act 2003. For more information on how we use your information, please refer to the Privacy Notice on our website: www.worcsregservices.gov.uk/about-us

Details of the premises

Applicant name (if known): Pop Venues Redditch Ltd

Application number (if known): PREM0201

Premises name: Popzone & Gorgeous

Premises address: 12 Market Place, Redditch, B98 8AA

Application to vary an existing:

Premises licence

Details of person making representation

If you are acting as a representative, you must complete the next section as well as this one.

Full Name: Paul Reid

Address: c/o Redditch Town Hall

Walter Stranz Square

Redditch B98 8AH

Contact telephone number: [REDACTED]

Email: [REDACTED]

Please note that a full copy of your representation (including your name and address) will be sent to the applicant and will be a publicly available document at any hearing related to the application.

Additional details when making a representation on behalf of another person

In what capacity do you make a representation? A local authority employee

Which person, persons, or group do you represent:

You must include evidence of your authorisation to make a representation on behalf of the person, persons, or group you have named with your representation.

Your representation

Under the Licensing Act 2003, a representation is only considered relevant if it relates to the likely impact of the application on the promotion of the four licensing objectives:

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

Representations that are deemed vexatious (intended to cause annoyance without valid reason) or frivolous (lacking seriousness or substance) will not be considered.

Enter your representation below, indicating which licensing objective(s) you consider applicable. Be as specific as you can and provide examples where relevant.

I'm employed by Redditch Borough Council as the Redditch market manager and assist my superiors in Redditch Town centre matters.

I acknowledge that pubs and night clubs play a valuable role in the nighttime economy of the town, but along with that comes a responsibility for the licensed premise to be part of the community and to comply with the licensing objectives and the conditions attached to its premise licence.

Before I make my comments known about this premise licence variation application, I must draw your attention to the fact that this application for a full variation has been advertised on white paper on the entrance door to Pop Zone. Applications for full

variations must be made on blue paper in accordance with the Licensing Act 2003, section 182 guidance and Redditch Borough Council's licensing policy. As this hasn't been the case, I do not consider that this application for a full variation is duly made. I therefore expect that this application for a full variation is either; advertised on the correct coloured paper in accordance with the above legislation and the time period for representations to be made is reset for 28 days from the date that the notice is correctly displayed or that the variation application is refused.

Redditch market currently operates on Thursdays and Saturdays, and my staff are on the market site, which is directly in front of Pop Zone, from 04:30hrs on market days to erect the market, ready for the traders.

My staff routinely encounter anti-social behaviour (ASB) from customers exiting Pop Zone in the early hours of Saturday morning. The ASB issues that are encountered are foul and abusive language, fighting, urination, vomiting, sex and general drunken behaviour. This is apart from the littering that takes place from the premise. This is generally cigarette ends and broken glass.

Extending the licensing hours for a premise that currently isn't complying with its licensing conditions, the licensing objectives, Redditch Borough Councils licensing policy and section 182 guidance, is in my opinion making a mockery of the Licensing Act 2003 and this will negatively impact on Redditch town centre.

I therefore wish to raise a formal objection to the proposed Premise Licence variation for Pop Zone and the issues I consider to be relevant are:

The protection of children from harm

Having under 18's on a licensed premises until 23:00hr fails to promote the protection of children from harm.

The prevention of crime and disorder

Over the past 12 months my team have experienced various episodes of anti-social behaviour and littering from Pop Zone. This was mentioned to the DPS of Pop Zone at a pubwatch meeting, but no improvements have been witnessed.

The existing termination time of licensable activities at 04:00 am and the patrons exiting the premise at 04:30hrs, means that there is an overlap with my staff whilst they erect the market. There have been occasions where they have had to return to the sanctuary of the van to escape violent encounters from patrons exiting the premise, people having sex outside of the premise, patrons vomiting and urinating outside of the premise.

This has impacted on the service delivery for my staff and has resulted in my staff having to clear vomit from the anchoring points on the market site and having to encounter contamination from people urinating outside. This level of behaviour from patrons exiting a licensed premise is unacceptable and indicates that the DPS and licence holder have no regard for the community in which it is a part of and has no regard for the

licensing objectives it should be seeking to comply with. Extending this for an additional 2 hours is only going to increase the potential for bad behaviour, crime and disorder in this location, and will leave the council very little time to undertake street cleansing prior to the start of the next working day.

The prevention of public nuisance

The market site is routinely littered with cigarette ends and broken glass which is likely to be from Pop Zone. The premise has no cigarette bins located outside and no designated smoking area. Consequently, cigarette ends from staff and patrons are disregarded/littered in the nearby vicinity to both entrances to the premise.

The same issue is observed with broken glass outside the venue on the market site. I'm unaware of any conditions on the premise licence prohibiting the removal of glass from the venue whilst its patrons are smoking outside.

General concerns

I note that the applicant hasn't added any additional conditions to the premise operating schedule to plan for the proposed additional 2 hours applied for in this variation. It is inevitable and foreseeable that patrons will consume more alcohol during this period and ASB and disorder is likely to continue until the termination time of 06:30hrs. At the very least I would expect to see a dispersal policy and some indication with regards to how the premise is going to address the additional issues relating to the licensing objectives.

The removal or dilution of existing conditions attached to the premise licence only seeks to go against the licensing objectives and principles and this will only have a negative impact on the locality and the community as a whole.

Whilst considering this variation application, I would urge the committee members to consider:

- No entry or re-entry into the premise after 04:00hrs
- The proposal in the variation states that: 'the DPS or duty manager will attend the pubwatch meetings whenever it is reasonably practical to do so'. This is an unenforceable condition, as it could always be unpractical to attend. I therefore suggest that the DPS or his duty manager attends a pubwatch meeting at least once every quarter. However, the real question is, why can't at least one of them attend every pubwatch meeting?
- Cigarette bins are located outside the premise.
- No glass is to be taken outside the premise at all times.

It is clear that Redditch Borough Council has been responsible for cleaning the area around this premises for some considerable time. I see no valid or justifiable reason why

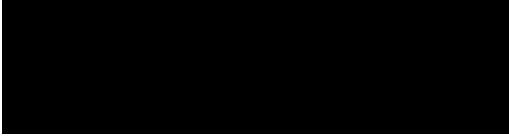
this should be allowed to continue. The licensing objectives exist for a reason, and it is unacceptable for this, or any other licensed premises, to disregard them.

Taking all of the above into account, and the blatant erosion of the licensing objectives, I would consider it irresponsible for this application for a variation to the premise licence for Pop Zone to be granted.

Signature of person making a representation

It is an offence, under Section 158 of the Licensing Act 2003, to knowingly or recklessly make a false statement in connection with a licence application. This is punishable, on conviction, by a fine of up to £5,000.

Signature:



Print Name: Paul; Reid

Date: 30th July 2026

Submitting your representation

You can submit this form by email to: enquiries@worcestersregservices.gov.uk Postal representations can be sent to:

Licensing, Worcestershire Regulatory Services, Wyre Forest House, Finepoint Way, Kidderminster, DY11 7WF

In all cases, representations must be RECEIVED by the licensing authority before the end of the consultation period.

Notes

Submitting the form electronically

If completing this form on your computer, save it as a new document and check your changes have been retained *before* sending it to Worcestershire Regulatory Services.

If you have problems with saving the PDF, try printing it using 'Microsoft print to PDF'. This will create a new PDF of the document as it would be if printed out on paper, which should retain your content.

Attendance at a Licensing Sub-Committee hearing

As a person making a representation about a licence application you are entitled to attend any hearing called to determine whether the licence can be issued and, if so, in what form. You will be notified of the hearing date should one be necessary.

If you do not withdraw your representation and do not attend the hearing for any reason, your representation will still be considered.