

**REDDITCH BOROUGH COUNCIL**

**LICENSING SUB-COMMITTEE**

**19 AUGUST 2026**

**LICENSING ACT 2003**

**APPLICATION FOR VARIATION OF A PREMISES LICENCE**

**POPZONE AND GORGEOUS**

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

**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@worcsregservices.gov.uk](mailto:enquiries@worcsregservices.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.