



**NEWCASTLE·UNDER·LYME**  
**BOROUGH COUNCIL**

Newcastle under Lyme Borough Council  
Democratic Services  
Civic Offices  
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Newcastle under Lyme  
Staffordshire  
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**LICENSING ACT 2003**  
**PREMISES LICENCE 3169**  
**003169**

**PART 1 – Premises Details**

**Postal Address of Premises, or if None, Ordnance Survey Map Reference or Description**

**Sneyd Arms**  
**1 The Village, Newcastle Under Lyme, Staffordshire, ST5 5AD**

**Where the Licence is Time Limited the Dates**

**Licensable Activities Authorised by the Licence**

Live Music Indoors

Recorded Music Indoors

Other Entertainment Similar to Live or Rec Music or Dance Performance Indoors

Supply of Alcohol On and Off Premises

**The Times the Licence Authorises the Carrying out of Licensable Activities**

ACTIVITY	LOCATION	TIMES
Live Music	Indoors	An hour's extension for every Friday, Saturday, Sunday and Monday for each May Bank Holiday, Spring/Whitsun Bank Holiday and August Bank Holiday.
		An hour's extension for every Thursday, Friday, Saturday, Sunday and Monday for each Easter Bank Holiday.
		An hour's extension to Christmas Eve and Boxing Day From opening time on New Year's Eve to Close on New Year's Day
		Monday to Wednesday 10:00-23:00
Recorded Music	Indoors	Thursday to Saturday 10:00-00:00
		Sunday 12:00-22:30
		An hour's extension for every Friday, Saturday, Sunday and Monday for each May Bank Holiday, Spring/Whitsun Bank Holiday and August Bank Holiday.
		An hour's extension for every Thursday, Friday, Saturday, Sunday and Monday for each Easter Bank Holiday.
		An hour's extension to Christmas Eve and Boxing Day From opening time on New Year's Eve to Close on New Year's Day
		Monday to Wednesday 10:00-23:00
		Thursday to Saturday 10:00-00:00
		Sunday 12:00-22:30

26 April 2018

Other Entertainment Similar to Live or Rec Music or Dance Performance	Indoors	<p>An hour's extension for every Friday, Saturday, Sunday and Monday for each May Bank Holiday, Spring/Whitsun Bank Holiday and August Bank Holiday.</p> <p>An hour's extension for every Thursday, Friday, Saturday, Sunday and Monday for each Easter Bank Holiday.</p> <p>An hour's extension to Christmas Eve and Boxing Day From opening time on New Year's Eve to Close on New Year's Day</p>
		Monday to Wednesday 10:00-23:00
		Thursday to Saturday 10:00-00:00
		Sunday 12:00-22:30
Supply of Alcohol		<p>An hour's extension for every Friday, Saturday, Sunday and Monday for each May Bank Holiday, Spring/Whitsun Bank Holiday and August Bank Holiday.</p> <p>An hour's extension for every Thursday, Friday, Saturday, Sunday and Monday for each Easter Bank Holiday.</p> <p>An hour's extension to Christmas Eve and Boxing Day From opening time on New Year's Eve to Close on New Year's Day</p>
		Monday to Wednesday 10:00-23:00
		Thursday to Saturday 10:00-00:00
		Sunday 12:00-22:30

**The Opening Hours of the Premises**

<p>An hour's extension for every Friday, Saturday, Sunday and Monday for each May Bank Holiday, Spring/Whitsun Bank Holiday and August Bank Holiday.</p> <p>An hour's extension for every Thursday, Friday, Saturday, Sunday and Monday for each Easter Bank Holiday.</p> <p>An hour's extension to Christmas Eve and Boxing Day From opening time on New Year's Eve to Close on New Year's Day</p>	
Monday to Wednesday	10:00-23:30
Thursday to Saturday	10:00-00:30
Sunday	12:00-23:00

**PART 2**

**Name Registered Address Telephone Number and Email of Holder of Premises Licence**

Punch Partnerships (PTL) Limited

Elsley Court, 20-22 Great Titchfield Street, London, W1W 8BE

**Registered Number of Holder where Applicable (Charity Number, Company Number)**

03512363

**Name and Address of Designated Premises Supervisor Where the Premise Licence Authorises the Supply of Alcohol**

**Personal Licence Number and Issuing Authority of Personal Licence Held by Designated Premises Supervisor Where the Premises Licence Authorises the Supply of Alcohol**

Stafford

ANNEXES

Annex 1

**Mandatory Conditions**

**Alcohol**

1. No supply of alcohol may be made under the premises licence:

- (a) At a time when there is no designated Premises supervisor in respect on the Premises Licence.
- (b) At a time when the Designated Premises Supervisor does not hold a personal Licence; or
- (c) At a time when the Designated Premises Supervisor does not hold a Personal Licence or his Personal Licence is suspended.

2. Every supply of alcohol under the Premises Licence must be made, or authorised by a person who holds a Personal Licence

3. (1) 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.

(2) 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).

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

5. (1) 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.

(2) 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.

(3) The policy must require individuals who appear to 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 holographic mark, or.
- (b) an ultraviolet feature..

6. 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.”.

7. All individual(s) at the premises for the purpose of carrying out a security activity must
- (a) be authorised to carry out that activity by a licence granted under the Private Security Industry Act 2001; or
  - (b) be entitled to carry out that activity by virtue of section 4 of that Act..

**Mandatory Condition in Force From 28th May 2014**

1. 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.

2. For the purposes of the condition set out in paragraph 1—
- (a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
  - (b) “permitted price” is the price found by applying the formula—

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

where—

- (i) P is the permitted price,
- (ii) D is the amount 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
- (iii) 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;
- (c) “relevant person” means, in relation to premises in respect of which there is in force a premises licence—
  - (i) the holder of the premises licence,
  - (ii) the designated premises supervisor (if any) in respect of such a licence, or
  - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
- (d) “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
- (e) “value added tax” means value added tax charged in accordance with the Value Added Tax Act 1994.

3. 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.

4. (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.

**Annex 2**

**Conditions Consistent with the Operating Schedule**

**EMBEDDED RESTRICTIONS**

Alcohol shall not be sold or supplied except during the hours stipulated on this licence. In this condition hours means:

1. On New Year’s Eve from the end of licensable hours on New Year’s Eve to the start of licensable hours on the following day (or, if there are no permitted hours on the following day, midnight on 31st December). The above restriction does not

prohibit

- (a) during the first thirty minutes after the above hours the consumption of the alcohol on the premises by persons taking meals there if the alcohol was supplied for consumption as ancillary to the meals;
- (b) consumption of the alcohol on the premises or the taking of sale or supply of alcohol to any person residing in the licensed premises;
- (c) the ordering of alcohol to be consumed off the premises, or the despatch by the vendor of the alcohol so ordered;
- (d) the sale of alcohol to a trader or club for the purposes of the trade or club;
- (e) the sale or supply of alcohol to any canteen or mess, being a canteen in which the sale or supply of alcohol is carried out under the authority of the Secretary of State or an authorised mess of members of Her Majesty's naval, military or air forces;
- (f) the taking of alcohol from the premises by a person residing there; or
- (g) the supply of alcohol for consumption on the premises to any private friends of a person residing there who are bona fide entertained by him at his own expense, or the consumption of alcohol by persons so supplied; or the supply of alcohol for consumption on the premises to persons employed there for the purposes of the business carried on by the holder of the licence, or the consumption of liquor so supplied, if the liquor is supplied at the expense of their employer or of the person carrying on or in charge of the business on the premises

**PREVENTION OF CRIME AND DISORDER**

- 1. The CCTV system covering the internal areas of the premises shall be maintained in effective working order and all tapes/recordings shall be kept for a minimum of 31 days.
- 2. The DPS shall be a member of the local pub watch scheme.
- 3. Lighting shall be provided to the front of the premises within the car park and it shall be maintained in effective working order.

**PUBLIC SAFETY**

- 1. Fire-fighting extinguishers, emergency lighting and illuminated exit signs shall be provided and maintained in effective working order.

**PREVENTION OF PUBLIC NUISANCE**

- 1. Clear, prominent and legible notices shall be displayed at all exits from the premises requesting patrons to respect the needs of local residents and to leave the premises and area quietly.
- 2. All windows at the premises shall be shut after 19.00 hours during the provision of music or similar public entertainment.
- 3. The entry door at the premises shall remain closed to limit the escape of noise.

**PROTECTION OF CHILDREN FROM HARM**

- 1. A "no smoking" area of such a size and design that it genuinely provides a suitable area for customers and their children wishing to be separated from smoking areas shall be available.
- 2. Gaming machines and AWP's shall not be situated in or around the area set aside for children.

**Annex 3**

**Conditions attached following a Hearing**

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

**Annex 4**

**Plans**

ANNEX 4 - PLAN(S)

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John Sellgren  
Chief Executive