



Swale Borough Council, Swale House, East Street,
Sittingbourne, Kent, ME10 3HT

Premises licence number

SIT/SWALE/189/0333

Part 1 – Premises details

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

Life
76/78A High Street

Post town | Sittingbourne, Kent

Post code | ME10 4PB

Telephone number | 01795 599 766

Where the licence is time limited the dates

N/A

Licensable activities authorised by the licence

Films
Live Music
Recorded Music
Performance of dance
Anything of a similar description
Late night refreshment
Sale of alcohol

**The times the licence authorises the carrying out of licensable activities
Films , Indoor Sporting Events, Live Music, Recorded Music, Anything of a similar
description (Indoors)**

Monday – Saturday 10:00 until 03:00
Sunday 12:00 until 00:30
Bank Holiday Sundays 12:00 until 03:00
New Year's Eve 10:00 until 24:00 New Year's day

Late Night Refreshment (Indoors)

Monday – Saturday 23:00 until 03:30
Sunday 23:00 until 00:30
Bank Holiday Sundays 12:00 until 03:00
New Year's Eve 10:00 until 24:00 New Year's day

Sale of alcohol (Both off and on sales)

Monday – Saturday 10:00 until 03:00
Sunday 12:00 until 00:30
Bank Holiday Sundays 12:00 until 03:00
New Year's Eve 10:00 until 24:00 New Year's day

The opening hours of the premises

Monday – Saturday 10:00 until 04:00
Sunday 12:00 until 01:00
Bank Holiday Sundays 12:00 until 03:00
New Year's Eve 10:00 until 24:00 New Year's day

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

Both on and off sales

Part 2

Name, (registered) address, telephone number and e-mail (where relevant) of holder of premises licence

Mr Haydn Pugh
White Maes
451 Battle Road
St. Leonards-on-Sea
East Sussex
TN37 7BB

Tel No: 07941 259171
Email: haydn.pugh@hotmail.co.uk

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

N/A

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

Mr Kevin George Pearton
25 St Dunstons Drive
Gravesend
Kent
DA12 4BH

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

Issuing Authority: Gravesham Borough Council
Personal Licence No: GM PER 0506 0404

Annex 1 – Mandatory Conditions

Condition 1

No supply of alcohol may be made under this licence:-

- (a) At a time when there is no designated premises supervisor in respect of it or
- (b) At a time when the designated premises supervisor does not hold a personal licence or his/her personal licenses is suspended.

Every retail sale or supply of alcohol made under this licence must be made or authorised by a person who holds a personal licence.

Condition 2

Only individuals licensed by the Security Industry Authority (SIA) maybe used at the premises to guard against:-

- (a) Unauthorised access or occupation (e.g. through door supervision)
- (b) Outbreaks of disorder
- (c) Damage

Condition 3

The admission of children under the age of 18 to film exhibitions permitted under the terms of this licence shall be restricted in accordance with any recommendations made by:-

- (a) The British Board of Film classification (BBFC), where the film has been classified by that Board or
- (b) The Licensing Authority where no classification certificate has been granted by the BBFC, or, where the Licensing Authority has notified the licence holder that section 20 (3) (b) applies to the film in question and the admission of children must be in accordance with any recommendation made by the Licensing Authority.

Condition 7

- (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).

Condition 8

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

Condition 9

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

Condition 10

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.”

Condition 11

- (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 purpose of the condition set out in paragraph 1:-
 - (a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979(6);
 - (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(7)
- (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

Condition 1

Signage shall be displayed requesting customers to leave premises quietly.

Condition 2

No children shall be on the premises after 20:00

Conditions agreed – Minor Variation dated 15.06.2012

Condition 1

- (a) CCTV to be fitted to a standard agreed to by the police that complies with The CCTV Code of Practice (2008 edition) produced by the Information Commissioners Office, with all public areas, including all access and egress points covered. This is also to include any smoking area, exit doors, alleyways or any other areas used for the ejection of customers.
- (b) The CCTV system will be maintained and serviced on a regular basis and records kept to that effect.
- (c) CCTV shall be operational at all times that members of the public are on the premises.
- (d) Images will be retained for a period of at least one calendar month by whatever means the licence holder deems appropriate.
- (e) The Police or Local Authority will have access to these images at any reasonable time and in any case within 48 hours of the request for the image being made.
- (f) The Police or Local Authority will be allowed to take a recording by way of tape, CD Rom or any other means of the image within 48 hours on the initial request being made by either the Police or Local authority.
- (g) Staff will be fully trained in the CCTV system and there will be at least one member of staff on duty during trading hours who is able to provide a recording of any incident at the request of police or local authority.

Condition 2

- (a) Door supervisors will be employed at the premises from 2100 hours (or time of opening if later) until close of trading.
- (b) A sufficient number of door staff will be employed at the premises to provide sufficient safety and security for the capacity. The recommended number is 1: 100 customers.
- (c) All Security staff are to wear identifiable clothing and clearly display on the arm SIA identity.
- (d) The premises will produce and abide by a manual of guidance in respect of the security staff, which shall ensure that all public areas of the venue are patrolled on a regular basis. This is to include the toilet areas.

- (e) Records shall be kept of all staff (including Security staff) employed at the premises for each day of business. This is to include their name and hours of employment.

Condition 3

Only Toughened or Polycarbonate glasses will be used at the premises.

Condition 4

- (a) The premises will complete and agree with the Police a drugs policy. This will cover incidents such as drugs finds and seizures.
- (b) Access will be given at all reasonable times to the Police in order for swabs to be taken for the Ion Track Drug Testing machine.
- (c) Police will be permitted to use the Ion Track Drug Testing machine as a condition of entry at all reasonable times during trading hours.

Condition 5

The premises will maintain an incident book to record details for occurrences “out of the ordinary”. This will include any occasion where persons are injured or arrested and should be considered by the premises as their original note.

Condition 6

A continuous and accurate record will be maintained of the number of patrons within the premises. These records are to be available on request.

Condition 7

Adequate and appropriate first aid equipment and materials will be available on the premises.

Condition 8

The premises and its staff shall be responsible for the control and conduct of any queue formed outside the premises of customers waiting to enter.

Condition 9

- (a) The Premises will undertake the “Challenge 25” scheme.
- (b) All staff involved in the sale or supply of alcohol will be trained in the “Challenge 25” scheme and such training will be auditable
- (c) Notices to advise customers that “Challenge 25” is in force will be displayed prominently in all areas.
- (d) The only proof of age that will be accepted will be a passport, a photographic driving licence or an accredited “PASS” marked proof of age card.

Condition 10

When under 18's nights are held at the premises, no alcohol will be on sale to any person.

Annex 3 - Conditions attached after a hearing by the licensing authority

N/A

Annex 4 – Plans



