



NEWCASTLE·UNDER·LYME
BOROUGH COUNCIL

Newcastle under Lyme Borough Council
Licensing Admin Team
Castle House
Barracks Road
Newcastle-under-Lyme
Staffordshire
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LICENSING ACT 2003
PREMISES LICENCE 3341
003341

PART 1 – Premises Details

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

The Archer
21 Church Lane, Wolstanton, Newcastle Under Lyme, Stafford, ST5 0EH

Where the Licence is Time Limited the Dates

Licensable Activities Authorised by the Licence

Recorded Music Indoors
Supply of Alcohol On and Off Premises

The Times the Licence Authorises the Carrying out of Licensable Activities

ACTIVITY	LOCATION	TIMES
Recorded Music	Indoors	Seasonal Variations: The provision of regulated entertainment of recorded music shall be permitted on Christmas Eve till 00:30am, Boxing Day till 00:00 and New Years Eve till 01:00am
Supply of Alcohol		Monday to Saturday 11:00-23:00
		Sunday 12:00-22:30

The Opening Hours of the Premises

Monday to Saturday	11:00-23:20
Sunday	12:00-22:30

PART 2

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

Mr Ilia Klekokin	Hop Back Brewery Plc, Unit 22 Batten Road, Downton, Wiltshire, SP5 3HU 01725 510986
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Registered Number of Holder where Applicable (Charity Number, Company Number)

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

Miss Gemma Jessica Louise Ridgway
Archer Inn, Church Lane, Wolstanton, Newcastle Under Lyme, Staffordshire, ST5 0EH

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

21440	Newcastle-under-Lyme
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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. (i) P is the permitted price,

ii. (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. (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;

iv. (c) “relevant person” means, in relation to premises in respect of which there is in force a premises licence—

v. (i) the holder of the premises licence,

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

vii. (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
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ANNEX 2 - EMBEDDED RESTRICTIONS

Alcohol shall not be sold or supplied except during the hours as stated on this licence. In this condition authorised hours also includes:

- a. On weekdays, other than Christmas Day, Good Friday or New Year's Eve, 10 a.m. to 11 p.m.
- b. On Sundays, other than Christmas Day or New Year's Eve, 12 noon to 10.30 p.m.
- c. On Good Friday, 12 noon to 10.30 p.m.
- d. On Christmas Day, 12 noon to 3 p.m. and 7 p.m. to 10.30 p.m.
- e. On New Year's Eve, except on a Sunday, 11 a.m. to 11 p.m.
- f. On New Year's Eve on a Sunday, 12 noon to 10.30 p.m.
- g. On New Year's Eve from the end of permitted hours on New Year's Eve to the start of permitted hours on the following day (or, if there are no permitted hours on the following day, midnight on 31st December).

The above restrictions do not prohibit:

- (a) during the first twenty minutes after the above hours the consumption of the alcohol on the premises;
- (b) during the first twenty minutes after the above hours, the taking of the alcohol from the premises unless the alcohol is supplied or taken in an open vessel;
- (c) 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;
- (d) consumption of the alcohol on the premises or the taking of sale or supply of alcohol to any person residing in the licensed premises;
- (e) the ordering of alcohol to be consumed off the premises, or the despatch by the vendor of the alcohol so ordered;
- (f) the sale of alcohol to a trader or club for the purposes of the trade or club;
- (g) 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;
- (h) the taking of alcohol from the premises by a person residing there; or
- (i) 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
- (j) 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.

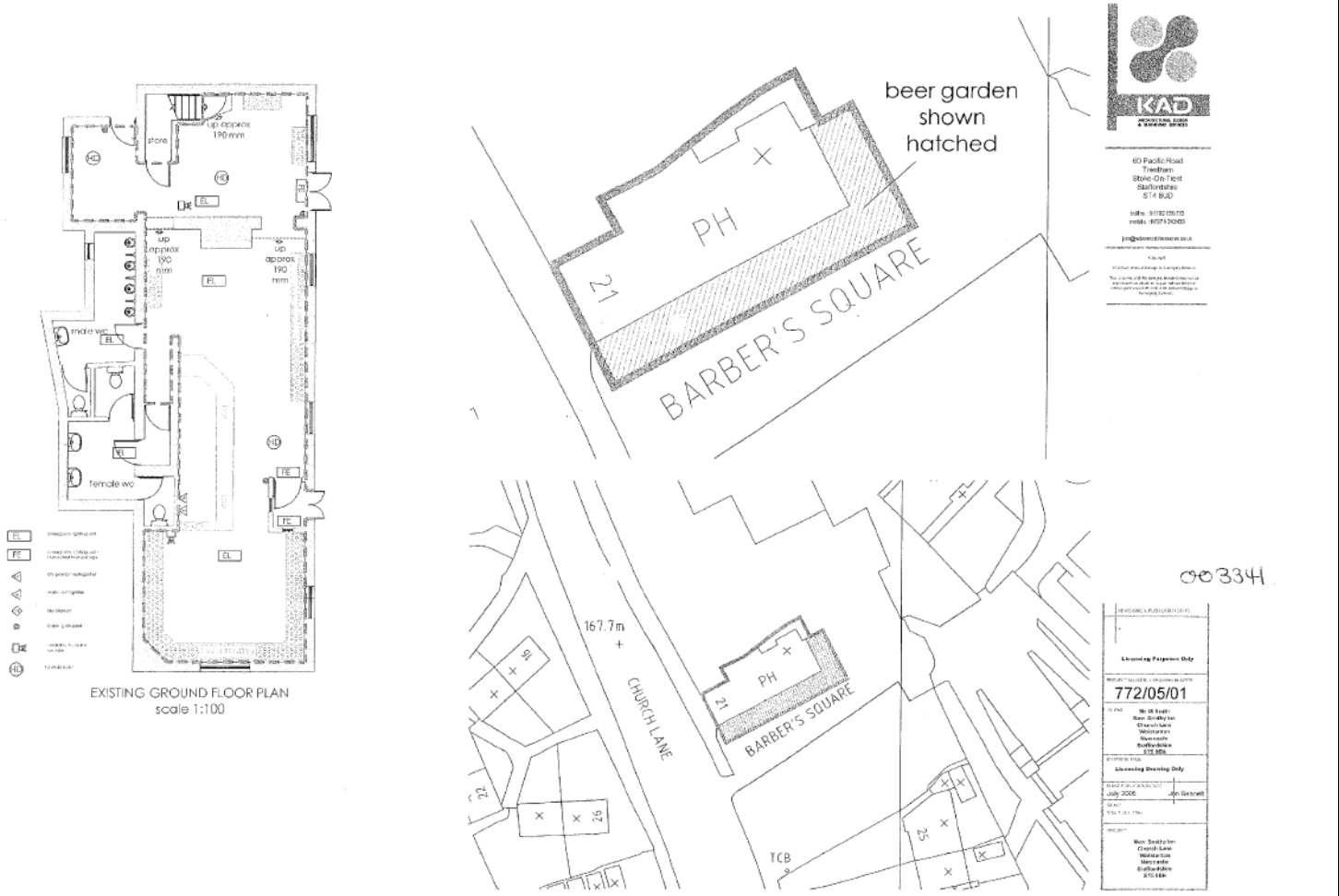
Annex 3

Conditions attached following a Hearing
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N/A

Plans

PLAN(S)



N.S. Barker

Nesta Barker
Head of Regulatory Services

Licensing Act 2003 PREMISES LICENCE SUMMARY	3341 003341
 NEWCASTLE·UNDER·LYME BOROUGH COUNCIL	Newcastle under Lyme Borough Council Licensing Admin Team Castle House Barracks Road Newcastle-under-Lyme Staffordshire ST5 1BL 01782 717717 www.newcastle-staffs.gov.uk

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Lilia Klekokin
Hop Back Brewery Plc, Unit 22 Batten Road,
Downton, Wiltshire, SP5 3HU
01725 510986

Registered Number of Holder where Applicable (Charity Number, Company Number)**Name of Designated Premises Supervisor Where the Premises Licence Authorises the Supply of Alcohol**

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