

# Agenda

## Licensing Sub Committee 2

**Monday 22 May 2023 at 10.00 am**  
**in Committee Room 1 - Sandwell Council House, Oldbury**

- 1 Apologies for Absence.** 5 - 6  
  
To receive any apologies for absence.
  
- 2 Declarations of Interest** 7 - 8  
  
Members to declare any interests in matters to be discussed at the meeting.
  
- 3 Application for the grant of a new Premises Licence at Luxor Events, 152 Reddal Hill Road, Cradley Heath, B64 5JJ** 9 - 72  
  
To consider the application for the grant of a new Premises Licence at Luxor Events, 152 Reddal Hill Road, Cradley Heath, B64 5JJ.



**Shokat Lal**  
**Chief Executive**  
Sandwell Council House  
Freeth Street  
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West Midlands

**Distribution**  
Councillor Fenton (Chair)  
Councillors J Giles and N Singh

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## Licensing Sub Committee 2

### Apologies for Absence

To receive any apologies for absence from the members of the Committee.



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## Licensing Sub Committee 2

### Declarations of Interests

Members to declare any interests in matters to be discussed at the meeting.



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## Report to Licensing Sub Committee 2

**22 May 2023**

<b>Subject:</b>	Application for the grant of a new Premises Licence at Luxor Events, 152 Reddal Hill Road, Cradley Heath, B64 5JJ
<b>Director:</b>	Director – Borough Economy – Alice Davey
<b>Contact Officer:</b>	Geeta Bangerh Licensing Officer licensing_team@sandwell.gov.uk

### 1. Recommendations


To consider the application for the grant of a new premises licence under section 17 of the Licensing Act 2003 in respect of Luxor Events, 152 Reddal Hill Road, Cradley Heath, B64 5JJ.

### 2. Reasons for Recommendations

- 2.1 The Licensing Sub Committee is asked to make a decision on the application based on any evidence presented at the hearing taking into account the Guidance issued under Section 182 of the Licensing Act 2003 and the Council's own Statement of Licensing Policy and to give reasons for their decision.
- 2.2 To consider an application for the grant of a new premises licence in respect of Luxor Events, 152 Reddal Hill Road, Cradley Heath, B64 5JJ following receipt of a representations from Environmental Health Officer, Sandwell Police and local residents objecting to the grant of the application due to the licensing Objectives, the Prevention of Public Nuisance, Public Safety and Crime and Disorder.



### 3. How does this deliver objectives of the Corporate Plan?

	<p><b>A strong and inclusive economy</b> Investing in people and jobs. Licensed premises provide employment in the Borough and help to support the Borough's economy.</p> <p>It is the Authority's aim to offer a wide choice of high quality and well managed entertainment and cultural venues within a safe, orderly and attractive environment; valued by those who live here, work here and come to visit. We want to ensure that businesses operate responsibly and safely so that our residents live in decent neighbourhoods and have a good quality of life.</p>
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### 4. Context and Key Issues

- 4.1 Under the Licensing Act 2003, a responsible authority or any other person may make representations in respect of the application which must be relevant to one or more of the four licensing objectives, namely:
- The Prevention of Crime and Disorder
  - Public Safety
  - The Prevention of Public Nuisance
  - The Protection of Children from Harm
- 4.2 Representations have been received from a local residents, Police and Sandwell Environmental health. A copy of the representations are attached at Appendix 5.

#### CURRENT POSITION

- 4.3 An application has been made by Luxor Events Limited for the grant of a new premises licence.
- 4.4 A copy of the full application is attached at Appendix 1.
- 4.5 The application is for regulated entertainment as stated on the application form, (Indoors only) Monday – Sunday 10:00 – 23:00. Supply of Alcohol (On Premises only) Monday to Sunday 10:00 – 23:00.



- 4.6 The proposed hours the premises will be open to the public is Monday to Sunday 09:00 – 00:00.
- 4.7 Representations were made by Police, Environmental Health, a Councillor and local residents. Appendix 5.

#### 4.8 **Operating Schedule/Proposed Conditions**

##### **General**

- Health and Safety
- Risk Assessments
- Fire Hazard
- First Aid Kits – Easily Accessible
- Adequate members of Staff at each event handling the alcohol and food
- Security guard for events over 100 people
- First aid training for key members of staff

##### **The prevention of crime and disorder**

- Most family booked events only, it will consist of elderly, families and children
- Corporate event consisting of professionals only
- A record will be made of everyone who attends
- CCTV outside and around the building
- Clear procedures on managing any incidents including getting local authorities involved to create awareness

##### **Public Safety**

- Security guards will be at large family events
- All events will be closed by 23.00 at the latest
- Any working areas such as the kitchen manned by staff members to ensure no member of the public has access
- The premises licence holder shall ensure staff no areas that could cause harm to the public to be left unattended when members of the public are attending events.

##### **The prevention of public nuisance**

- The premises licence holder shall ensure staff shall be trained to increase their awareness and training to access potential risks and work towards minimising potential disturbances



- To ensure the outside area of the venue is inspected once the event has ended and security guard/members of staff shall be present whilst guest leave

### **The Protection of children from harm**

- The premises licence holder shall ensure children will only attend events with parents or guardians.

4.9 A location map of the premises is attached at Appendix 3.

#### **4.10 Consultation (customers and other stakeholders)**

A notice has been published in a local paper and a public notice has been displayed at the premises outlining the application and inviting comments/representations to be sent to the Licensing Authority, detailing a closing date for these to be received. Details of the application were also published on the Council's website.

#### **4.11 Committee Consideration**

Each application must be considered on its merits taking into account the evidence presented at the hearing, and the Guidance issued under Section 182 of the Licensing Act 2003 and the Council's Licensing Policy. The options that can be considered once evidence has been heard are detailed at section 5.

## **5. Alternative Options**

5.1 The options available to the Licensing Sub-Committee having considered all the relevant information are as follows:

- to grant the licence subject to conditions consistent with the operating schedule accompanying the application, and any mandatory conditions which must be included in the licence
- to exclude from the scope of the licence any of the licensable activities to which the application relates;
- to refuse to specify a person in the licence as the premises supervisor;
- to reject the application



- 5.2 Conditions may be altered or omitted, or any new condition added.
- 5.3 Additional conditions or restrictions to licensable activities and/or times should only be imposed if considered appropriate for the promotion of the licensing objectives. If other law already places certain statutory responsibilities on a premise, it would not be appropriate to impose similar duties.
- 5.4 Members of the Sub Committee should be advised that the applicant, or any other person who made relevant representations in relation to the application, may appeal against the decision made to the Magistrates' Court within 21 days of the date on which they were notified.

## 6. Implications

<b>Resources:</b>	<p>There are no direct strategic resource implications associated with this application.</p> <p>In respect of premises licence applications, we do not foresee any issues in respect of sustainability of proposals.</p> <p>The application relates to a privately owned property.</p>
<b>Legal and Governance:</b>	<p>Members of the Licensing Sub Committee when making their decision on the application must take into account the four licensing objectives, the Guidance issued under Section 182 of the Licensing Act 2003 and the Council's own Statement of Licensing Policy. The applicant and those who have made relevant representations have the right to appeal the decision made by the Licensing Sub Committee to the Magistrates Court, so the Committee are asked to give reasons for their decision wherever possible.</p> <p>Members of the Sub-Committee should not allow themselves to predetermine the application or to be prejudiced in favour or opposed to the applicant and/or the licence holder and shall only determine the application having had an opportunity to consider all relevant facts.</p>



<b>Risk:</b>	<p>The Police are a statutory consultee for all Licensing Act 2003 applications. Prevention of Crime and Disorder is one of the four licensing objectives and applicants have to demonstrate how they will achieve this objective by volunteering measures in the operating schedule submitted with the Licence application.</p> <p>The Police have made a representation to this application.</p> <p>Whilst full details of the application and any representations have been shared with the committee members, only information that is in the public domain has been made available for the reports that have been made public online, in line with data protection protocols.</p>
<b>Equality:</b>	<p>The Equality Act 2010 legally protects people from discrimination in the workplace and in wider society. The operators of this premises are responsible for complying with all relevant legislation.</p>
<b>Health and Wellbeing:</b>	<p>This is not applicable to applications for premises licences submitted under the Licensing Act 2003.</p>
<b>Social Value</b>	<p>This is not applicable to applications for premises licences submitted under the Licensing Act 2003.</p>

## 7. Appendices

- Appendix 1 – Application Form
- Appendix 2 – DPS Consent
- Appendix 3 – Location Plan
- Appendix 4 – Premises Plan
- Appendix 5 – Representations
- Appendix 6 – Dispersal Policy
- Appendix 7 – Signed undertaking from West Midlands Fire Service

## 8. Background Papers

- Sandwell Metropolitan Borough Council Licensing Policy
- Guidance issued under Section 182 of the Licensing Act 2003
- The Licensing Act 2003 (Hearings) Regulations 2005



**Application for a premises licence to be granted 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 LUXOR EVENTS (SANDWELL) LTD

*(Insert name(s) of applicant)*

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

**Part 1 – Premises details**

Postal address of premises or, if none, ordnance survey map reference or description <b>152 Reddal Hill Road Cradley Heath</b>			
Post town	Cradley Heath	Postcode	B64 5JJ

Telephone number at premises (if any)	
Non-domestic rateable value of premises	<b>£40,000</b>

**Part 2 - Applicant details**

Please state whether you are applying for a premises licence as **appropriate** **Please tick as appropriate**

a)	an individual or individuals *		please complete section (A)
b)	a person other than an individual *		
	i as a limited company/limited liability partnership	X	please complete section (B)
	ii as a partnership (other than limited liability)		please complete section (B)
	iii as an unincorporated association or		please complete section (B)
	iv other (for example a statutory corporation)		please complete section (B)

c)	a recognised club		please complete section (B)
d)	a charity		please complete section (B)
e)	the proprietor of an educational establishment		please complete section (B)
f)	a health service body		please complete section (B)
g)	a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales		please complete section (B)
ga)	a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England		please complete section (B)
h)	the chief officer of police of a police force in England and Wales		please complete section (B)

\* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or
- I am making the application pursuant to a
- statutory function or
- a function discharged by virtue of Her Majesty's prerogative

**(A) individual applicants** (fill in as applicable)

Mr	Mrs	Miss	Ms	Other Title (for example, Rev)	
<b>Surname</b>			<b>First names</b>		
<b>Date of birth</b>		I am 18 years old or over		Please tick yes	
<b>Nationality</b>					
Current residential address if different from premises address					
Post town				Postcode	
<b>Daytime contact telephone number</b>					
<b>E-mail address (optional)</b>					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 'share code' provided to the applicant by that service (please see note 15 for information)					




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**Second individual applicant (if applicable)**

<b>Mr</b>	<b>Mrs</b>	<b>Miss</b>	<b>Ms</b>	<b>Other Title (for example, Rev)</b>	
<b>Surname</b>			<b>First names</b>		
<b>Date of birth over</b>		I am 18 years old or		Please tick yes	
<b>Nationality</b>					
Current residential address if different from premises address					
Post town				Postcode	
<b>Daytime contact telephone number</b>					
<b>E-mail address (optional)</b>					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 'share code' provided to the applicant by that service: (please see note 15 for information)					

**(B) Other applicants**

**Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.**

Name LUXOR EVENTS (SANDWELL) LTD
Address 

Registered number (where applicable)	14593001
Description of applicant (for example, partnership, company, unincorporated association etc.)	LIMITED COMPANY
Telephone number (if any)	
E-mail address (optional)	K

**Part 3 Operating Schedule**

When do you want the premises licence to start?

DD	MM	YYYY
1	7	04 2023

If you wish the licence to be valid only for a limited period, when do you want it to end?

DD	MM	YYYY

Please give a general description of the premises (please read guidance note 1)

We are the new tenants for this property originally known as The Regis. We are re-branding this building completely under a new name called Luxor.

This premises will be used as an events venue hire only such as weddings, birthday parties, baby showers, etc. Used for up to 300 guests where food and alcohol will be served. Alcohol can be brought in by the person that has booked the venue or it can be paid for behind the two bars.

There are 2 main rooms where the events will take place which both have a full serving bar included.

Food will be served mainly by catering suppliers which will be brought into the venue. There will also be some occasions for small gatherings where the food will be made within the premises in the industrial kitchen.

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2)		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)	X

	<b><u>Provision of late night refreshment</u></b> (if ticking yes, fill in box I)	
	<b><u>Supply of alcohol</u></b> (if ticking yes, fill in box J)	X

**In all cases complete boxes K, L and M**

**A**

<b>Plays</b> Standard days and timings (please read guidance note 7)			<b>Will the performance of a play take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
<b>Day</b>	<b>Start</b>	<b>Finish</b>	<b>Please give further details here</b> (please read guidance note 4)		
Mon					
Tue			<b>State any seasonal variations for performing plays</b> (please read guidance note 5)		
Wed					
Thur			<b>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</b> (please read guidance note 6)		
Fri					
Sat					
Sun					

**B**

<b>Films</b> Standard days and timings (please read guidance note 7)			<b>Will the exhibition of films take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
<b>Day</b>	<b>Start</b>	<b>Finish</b>			
Mon			<b>Please give further details here</b> (please read guidance note 4)		
Tue					
Wed			<b>State any seasonal variations for the exhibition of films</b> (please read guidance note 5)		
Thur					
Fri			<b>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</b> (please read guidance note 6)		
Sat					
Sun					

**C**

<b>Indoor sporting events</b> Standard days and timings (please read guidance note 7)			<b>Please give further details</b> (please read guidance note 4)
Day	Start	Finish	
Mon			
Tue			<b>State any seasonal variations for indoor sporting events</b> (please read guidance note 5)
Wed			<b>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</b> (please read guidance note 6)
Thur			
Fri			
Sat			
Sun			

**D**

<b>Boxing or wrestling entertainments</b> Standard days and timings (please read guidance note 7)			<b>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	
				Outdoors	
Day	Start	Finish		Both	
Mon			<b>Please give further details here</b> (please read guidance note 4)		
Tue					
Wed			<b>State any seasonal variations for boxing or wrestling entertainment</b> (please read guidance note 5)		
Thur					
Fri			<b>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</b> (please read guidance note 6)		
Sat					
Sun					

**E**

Live music Standard days and timings (please read guidance note 7)			<b>Will the performance of live music take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	X
				Outdoors	
Day	Start	Finish		Both	
Mon	10:00	23:00	<b>Please give further details here</b> (please read guidance note 4) THIS WOULD INCLUDE ANY LIVE SINGERS FOR WEDDINGS, BIRTHDAYS AND OTHER OCCASIONS WITHIN THE PREMISES.		
Tue	10:00	23:00			
Wed	10:00	23:00	<b>State any seasonal variations for the performance of live music</b> (please read guidance note 5)		
Thur	10:00	23:00			
Fri	10:00	23:00	<b>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</b> (please read guidance note 6)		
Sat	10:00	23:00			
Sun	10:00	23:00			



**F**

Recorded music Standard days and timings (please read guidance note 7)			Will the playing of recorded music take <u>place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	X
Day	Start	Finish		Outdoors	
				Both	
Mon	10:00	23:00	<b><u>Please give further details here</u></b> (please read guidance note 4) MOSTLY DJS WILL USED RECORDED MUSICS FOR OCCASIONS STATED IN THE DESCRIPTION. USED FOR GUESTS TO ENJOY AND DANCE AT THEIR EVENTS.		
Tue	10:00	23:00			
Wed	10:00	23:00	<b><u>State any seasonal variations for the playing of recorded music</u></b> (please read guidance note 5)		
Thur	10:00	23:00			
Fri	10:00	23:00	<b><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></b> (please read guidance note 6)		
Sat	10:00	23:00			
Sun	10:00	23:00			

**G**

Performances of dance Standard days and timings (please read guidance note 7)			<b><u>Will the performance of dance take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	X
Day	Start	Finish		Outdoors	
				Both	
Mon	10:00	23:00	<b><u>Please give further details here</u></b> (please read guidance note 4) GUESTS MAY BOOK DANCERS AS ENTERTAINMENT AT THIS VENUE FOR THEIR EVENT OR OCCASION.		
Tue	10:00	23:00			
Wed	10:00	23:00	<b><u>State any seasonal variations for the performance of dance</u></b> (please read guidance note 5)		
Thur	10:00	23:00			
Fri	10:00	23:00	<b><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></b> (please read guidance note 6)		
Sat	10:00	23:00			
Sun	10:00	23:00			

## H

<b>Anything of a similar description to that falling within (e), (f) or (g)</b> Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing  We may have other entertainment such as violinist, harpist players, pianists, gymnasts, dhol players and circus entertainers which will be used to entertain the guests at the event which the clients may want to boo.		
Day	Start	Finish	<b><u>Will this entertainment take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	x
Mon	10:00	23:00		Outdoors	
				Both	
Tue	10:00	23:00	<b><u>Please give further details here</u></b> (please read guidance note 4)		
Wed	10:00	23:00	We may have other entertainment such as violinist, harpist players, pianists, gymnasts, dhol players and circus entertainers which will be used to entertain the guests at the event which the clients may want to boo.		
Thur	10:00	23:00	<b><u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u></b> (please read guidance note 5)		
Fri	10:00	23:00			
Sat	10:00	23:00	<b><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></b> (please read guidance note 6)		
Sun	10:00	23:00			

I

Late night refreshment Standard days and timings (please read guidance note 7)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
				Outdoors	
Day	Start	Finish		Both	
Mon			<b><u>Please give further details here</u></b> (please read guidance note 4)		
Tue					
Wed			<b><u>State any seasonal variations for the provision of late night refreshment</u></b> (please read guidance note 5)		
Thur					
Fri			<b><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></b> (please read guidance note 6)		
Sat					
Sun					

**J**

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 7)			<b>Will the supply of alcohol be for consumption – please tick</b> (please read guidance note 8)	On the premises	X
				Off the premises	
				Both	
<b>Day</b>	<b>Start</b>	<b>Finish</b>	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 5)		
Mon	10:00	23:00			
Tue	10:00	23:00			
Wed	10:00	23:00			
Thur	10:00	23:00			
Fri	10:00	23:00			
Sat	10:00	23:00			
Sun	10:00	23:00			
			<b>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</b> (please read guidance note 6)		

**State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):**

<b>Name</b>	
<b>Date of birth</b>	
<b>Address</b>	
<b>Postcode</b>	
<b>Personal licence number (if known)</b> APPLIED FOR ON 10.03.23	

**Issuing licensing authority (if known)**  
 Waste, Fleet & Licensing - Licensing & Waste Enforcement  
 Public Realm  
 Dudley Council  
 Unit 1, Hurst Business Park, Narrowboat Way, Brierley Hill, DY5 1UF  
 01384 814727

**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 9).**

N/A

**L**

<b>Hours premises are open to the public</b> Standard days and timings (please read guidance note 7)			<b>State any seasonal variations</b> (please read guidance note 5)
Day	Start	Finish	
Mon	09:00	00:00	
Tue	09:00	00:00	
Wed	09:00	00:00	
			<b>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</b> (please read guidance note 6)
Thur	09:00	00:00	
Fri	09:00	00:00	

Sat	09:00	00:00	
Sun	09:00	00:00	

## M

Describe the steps you intend to take to promote the four licensing objectives:

**a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)**

- HEALTH AND SAFETY
- RISK ASSESSMENTS
- FIRE HAZARD
- FIRST AID KITS - EASILY ACCESSIBLE
- ADEQUATE MEMBERS OF STAFF AT EACH EVENT HANDLING THE ALCOHOL AND FOOD
- SECURITY GUARD FOR EVENTS OVER 100 PEOPLE
- FIRST AID TRAINING FOR KEY MEMBERS OF STAFF

**b) The prevention of crime and disorder**

AS ABOVE (A)

- MOSTLY FAMILY BOOKED EVENTS ONLY SO IT WILL CONSIST OF ELDERLY, FAMILIES AND CHILDREN.
- CORPORATE EVENTS CONSISTING OF PROFESSIONALS ONLY.
- WE WILL KNOW EVERYONE ATTENDING AND HAVE A RECORD OF ANYONE HAS ATTENDED ANY EVENTS.
- CCTV OUTSIDE AND AROUND THE BUILDING.
- CLEAR PROCEDURES ON MANAGING ANY INCIDENTS INCLUDING GETTING LOCAL AUTHORITIES INVOLVED TO CREATE AWARENESS.

**c) Public safety**

AS ABOVE (A)

- SECURITY GUARDS AT LARGE FAMILY EVENTS.
- ALL EVENTS CLOSED DOWN BY 11PM LATEST.
- ANY WORKING AREAS SUCH AS THE KITCHEN MANNED BY STAFF MEMBERS TO ENSURE NO MEMBER OF THE PUBLIC HAS ACCESS.
- NO AREAS THAT COULD CAUSE HARM TO THE PUBLIC TO BE LEFT UNATTENDED WHEN MEMBERS OF THE PUBLIC ARE ATTENDING EVENTS.

**d) The prevention of public nuisance**

- AS ABOVE (A)**
- TRAINING STAFF TO INCREASE THEIR AWARENESS AND TRAINING SO THEY CAN ASSESS POTENTIAL RISKS AND WORK TOWARDS MINIMISING POSSIBLE DISTURBANCES.
  - ENSURE OUTSIDE AREA OF VENUE IS INSPECTED ONCE EVENT IS OVER AND SECURITY GUARD/MEMBERS OF STAFF TO BE PRESENT WHILST GUESTS LEAVE.

**e) The protection of children from harm**

- AS ABOVE (A) & (C)**
- CHILDREN WILL ONLY ATTEND EVENTS WITH PARENTS/GUARDIANS.

**Checklist:**

**Please tick to indicate agreement**

• I have made or enclosed payment of the fee.	X
• I have enclosed the plan of the premises.	X
• I have sent copies of this application and the plan to responsible authorities and others where applicable.	X
• I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.	X
• I understand that I must now advertise my application.	X
• I understand that if I do not comply with the above requirements my application will be rejected.	X
• [Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom or my share code issued by the Home Office online right to work checking service (please read note 15).	

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.

It is an offence under Section 24b of the Immigration Act 1971 for a person to work when they know, or have reasonable cause to believe, that they are disqualified from doing so by reason of their immigration status. Those who employ an adult without leave or who is subject to conditions as to employment will be liable to a civil penalty under section 15 of the Immigration, Asylum and Nationality Act 2006 and pursuant to Section 21 of the same act, will be committing an offence where they do so in the knowledge, or with reasonable cause to believe, that the employee is disqualified.

**Part 4 – Signatures** (please read guidance note 11)



**Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 12). If signing on behalf of the applicant, please state in what capacity.**

<b>Declaration</b>	<ul style="list-style-type: none"> <li>[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).</li> <li>The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work (please see note 15)</li> </ul>
Signature	
Date	10.03.23
Capacity	MANAGING DIRECTOR AND TENANT

**For joint applications, signature of 2<sup>nd</sup> applicant or 2<sup>nd</sup> applicant's solicitor or other authorised agent (please read guidance note 13). If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	10.03.23
Capacity	MANAGING DIRECTOR

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)			
Post town	DUDLEY	Postcode	
Telephone number (if any)			
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			

## Notes for Guidance

1. 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 for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
2. 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.
3. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
4. For example the 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.

5. For example (but not exclusively), where the activity will occur on additional days during the summer months.
6. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
7. 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.
8. 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'.
9. 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.
10. Please list here steps you will take to promote all four licensing objectives together.
11. The application form must be signed.
12. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
13. Where there is more than one applicant, each of the applicants or their respective agent must sign the application form.
14. This is the address which we shall use to correspond with you about this application.
15. Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:
  - A licence may not be issued to an individual or an individual in a partnership which is not a limited liability partnership who is resident in the UK who:
    - does not have the right to live and work in the UK; or
    - is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have the right to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

They do this in one of two ways:

- 1) by providing with this application, copies or scanned copies of the documents which an applicant has provided, to demonstrate their entitlement to work in the UK (which do not need to be certified) as per information published on gov.uk and in guidance.
- 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

#### **Home Office online right to work checking service.**

As an alternative to providing a copy of original documents, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their share code (provided to them upon accessing the service at <https://www.gov.uk/prove-right-to-work>) which, along with the applicant's date of birth, will allow the licensing authority to carry out the check.

In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be shared digitally. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copies of documents as set out above.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

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**Consent of individual to being specified as premises supervisor**

I \_\_\_\_\_  
*[full name of prospective premises supervisor]*

of

\_\_\_\_\_ *[home address of prospective premises supervisor]*

hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for

**PREMISES LICENCE GRANT**

\_\_\_\_\_ *[type of application]*

by

\_\_\_\_\_ *[name of applicant]*

relating to a premises licence \_\_\_\_\_  
*[number of existing licence, if any]*

for

152 REDALL HILL ROAD  
CRADLEY HEATH  
B64 5JJ

\_\_\_\_\_ *[name and address of premises to which the application relates]*

and any premises licence to be granted or varied in respect of this application made by

---

*[name of applicant]*

concerning the supply of alcohol at

152 REDALL HILL ROAD  
CRADLEY HEATH  
B64 5JJ

---

*[name and address of premises to which application relates]*

I also confirm that I am applying for, intend to apply for or currently hold a personal licence, details of which I set out below.

Personal licence number

---

*[insert personal licence number, if any]*

Personal licence issuing authority

Waste, Fleet & Licensing - Licensing & Waste Enforcement  
Public Realm  
Dudley Council  
Unit 1, Hurst Business Park, Narrowboat Way, Brierley Hill, DY5 1UF  
01384 814727

---

*[insert name and address and telephone number of personal licence issuing authority, if any]*

Signed

---

Name (please print)

Date

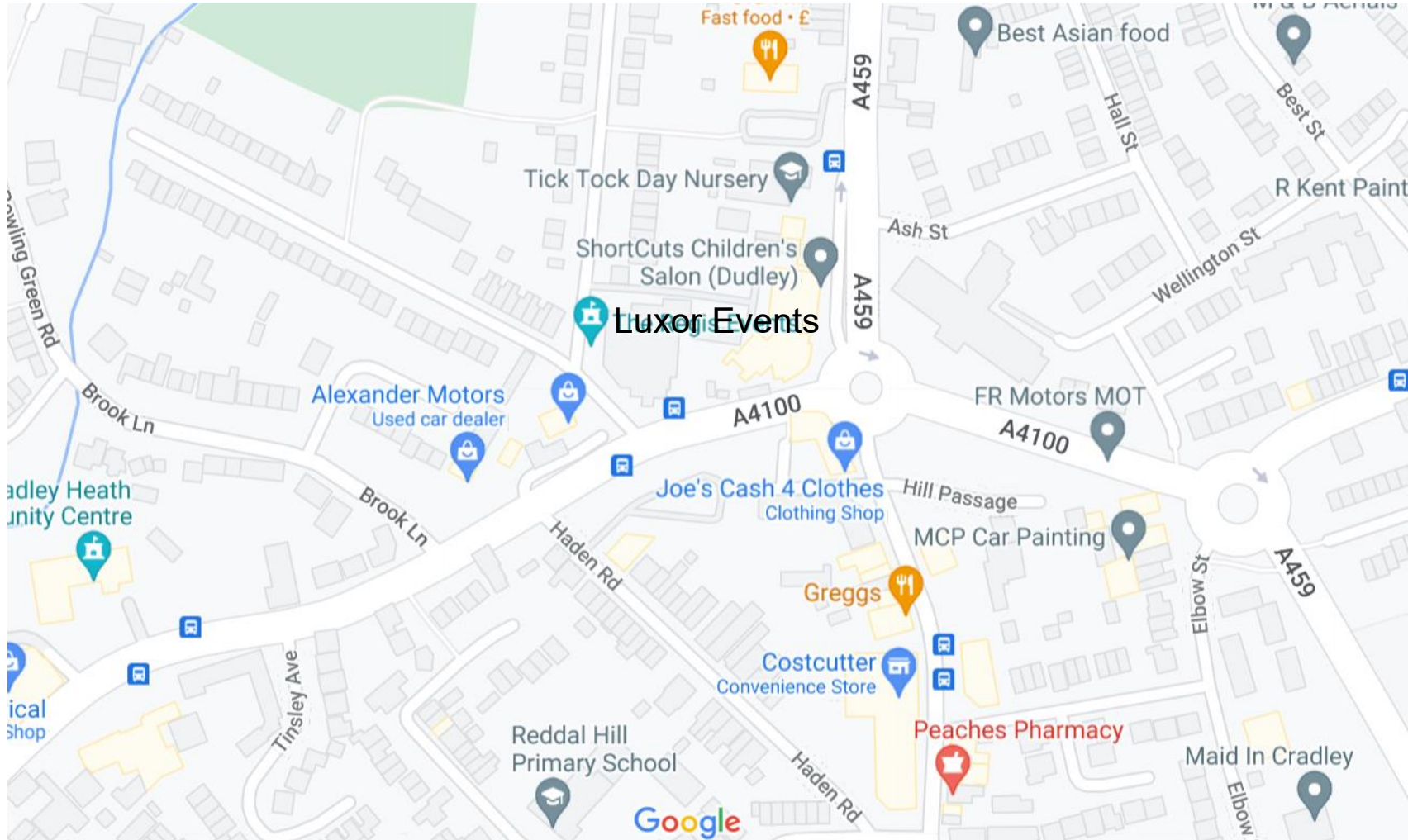
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10.03.23



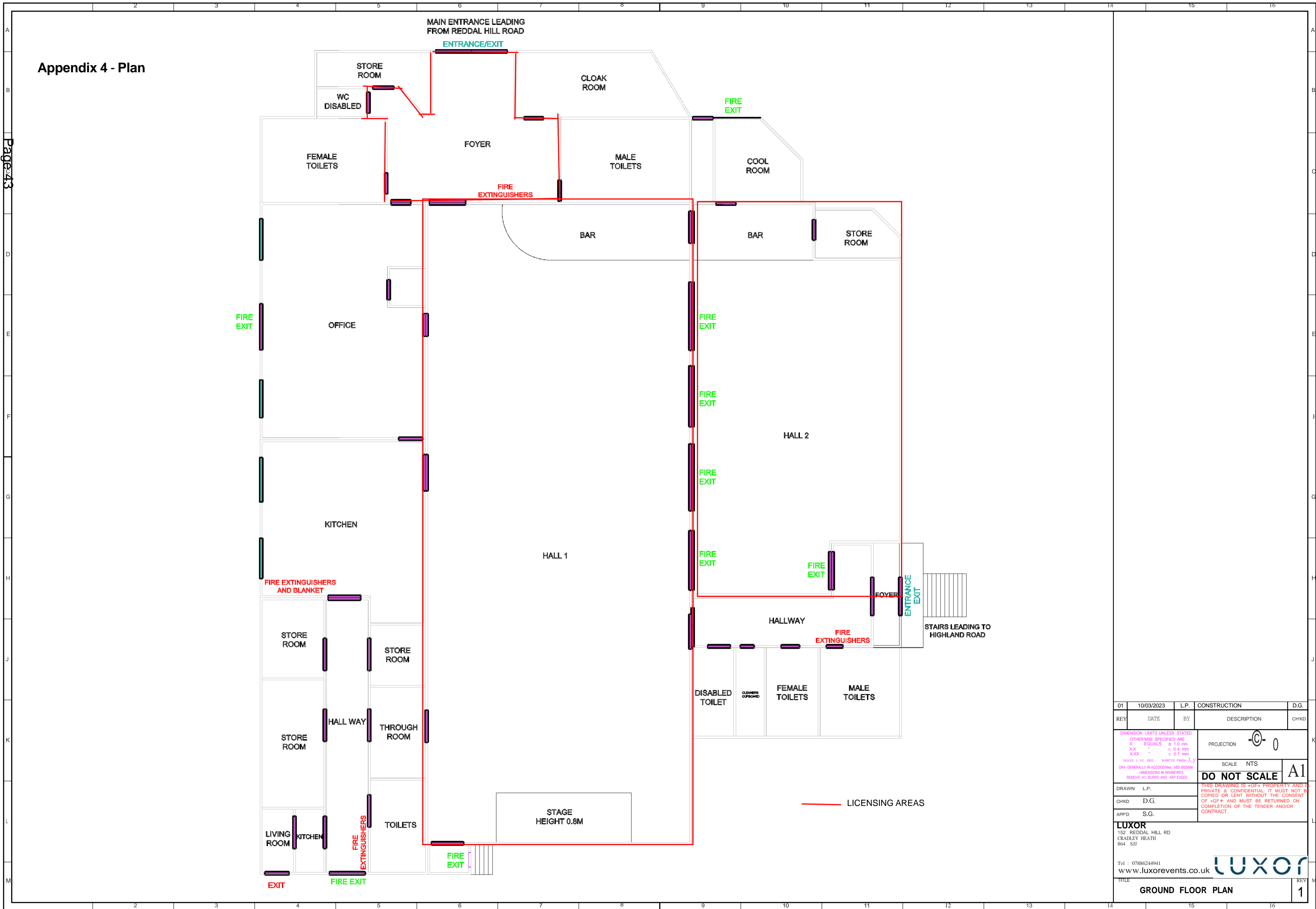
### Appendix 3 – Location Plan

Luxor Events, 152 Reddal Hill Road, Cradley Heath, B64 5JJ



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Appendix 4 - Plan



01	10/03/2023	LP.	CONSTRUCTION	D.G.
REV	DATE	BY	DESCRIPTION	CHKD
<small>DIMENSION LIMITS UNLESS STATED OTHERWISE SPECIFIED ARE X EQUALS ± 1.0 mm XX ± 0.4 mm XXX ± 0.1 mm *ANGLES ± 1/2 DEG - SURFACE FINISH J, Y ORA GENERALLY IN ACCORDANCE WITH BS5888 DIMENSIONS IN MILLIMETRES REMOVE ALL BURRS AND ARP EDGES</small>			PROJECTION 	SCALE NTS <b>DO NOT SCALE</b>
DRAWN	LP.	<small>THIS DRAWING IS +GF+ PROPERTY AND IS PRIVATE &amp; CONFIDENTIAL. IT MUST NOT BE COPIED OR LENT WITHOUT THE CONSENT OF +GF+ AND MUST BE RETURNED ON COMPLETION OF THE TENDER AND/OR CONTRACT.</small>		
CHKD	D.G.			
APPD	S.G.			
<b>LUXOR</b> 152 REDDAL HILL RD CRADLEY HEATH S64 5JJ Tel : 07886244941 www.luxorevents.co.uk				
TITLE <b>GROUND FLOOR PLAN</b>				REV <b>1</b>



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## Appendix 5 – Representations

### 1.

**From:**

**Sent:** 21 April 2023 07:48

**To:** Licensing Team for Alcohol & Gambling <Licensing\_Team@sandwell.gov.uk>

**Subject:** Objection to licence for the regis 152 redhill road b64 5jj

Please find attached my objection to luxor events licence application for

The regis

152 redhill road

B64 5jj

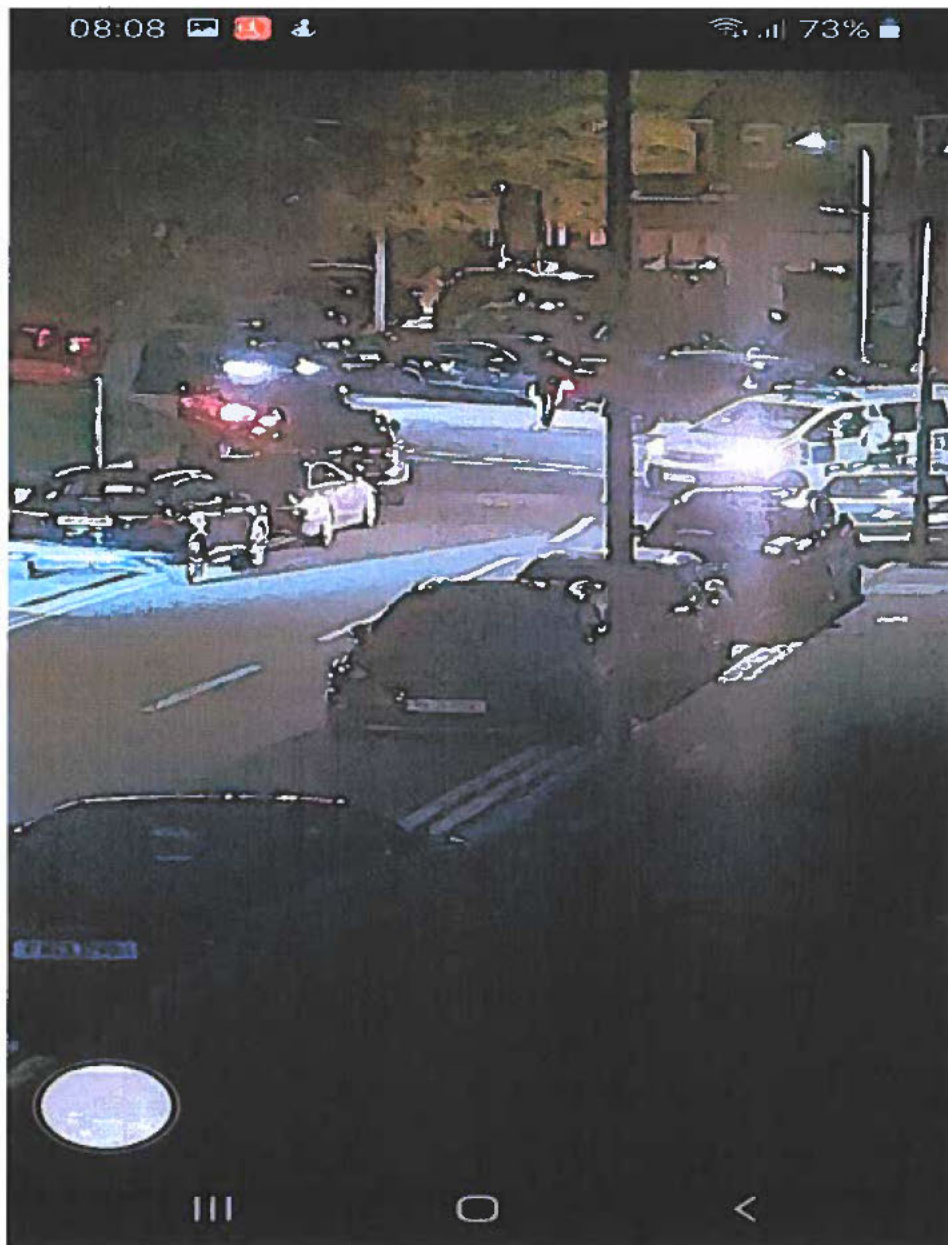
My name is [REDACTED]. I am writing to object and air my concerns on the licence application for the Regis, 152 Reddal Road, Cradley Heath, B64 5JJ by Luxor Events. I live at Hickmans Avenue, [REDACTED] the premises, as you may be aware myself and other residents went through a very stressful time last year when the premises was being run by the Caribbean Kitchen, which resulted in a Noise Abatement Notice and loss of licence. I feel that the proposed licence by Luxor Events contradicts the licensing objectives of Prevention of Crime and Disorder and Prevention of Public Nuisance.

The cause of my stress was mainly because of no parking whatsoever for the premises (see attached an example of the parking issues from 30<sup>th</sup> April 2022) with every double yellow line on Highland Road and Hickmans Avenue covered with cars resulting in noise and nuisance both at the start and end of every event. The building is also not being adequately sound proofed for live or recorded music being played at loud volume, which was a point that was acknowledged by Environmental Health at the Licensing Hearing on 24<sup>th</sup> June 2022 that given the age of the building it is not fit for purpose and the building being located close to a lot of residential houses. Additionally, a few hundred people leaving late at night resulting in nuisance and disturbance and occasionally anti-social behaviour. When the building was being run by the Caribbean Kitchen, a typical event would take over an hour for customers and staff to leave the venue. Even though, Luxor Events have requested a licence until 11pm, they want the building to remain open until midnight which would mean that customers/staff would be leaving the premises again into the early hours.

I realise this is a fresh application and should be treated as that, but it's the condition of the premises, the proximity of the venue to many residential homes and absolutely no car parking for the venue whatsoever that are main issues. From viewing the application, this gives no assurance that any of the issues I have mentioned above will be addressed sufficiently and would be no different from when the venue was being operated by the previous tenants. I attended the Licensing Hearing on 24<sup>th</sup> June 2022 for the Regis where Environmental Health stated that it would take

several thousands of pounds to get the venue sound proofed to get the venue to be fit for purpose. I have concerns which have not been reassured by Luxor Events that they have experience of running and controlling an entertainment venue of this size.

When the venue was operating between December 2021 and July 2022, I suffered severe stress, anxiety and I had to have time off work due to this and I suffered from lack of sleep. One of the reasons for this was that my bedroom is directly opposite an entrance/fire escape which was allowed to be used for an area for customers to gather and smoke.



Yours sincerely

2.

**From:**

**Sent:** 22 April 2023 15:05

**To:** Licensing Team for Alcohol & Gambling <Licensing\_Team@sandwell.gov.uk>

**Subject:** License application - The Regis

To Whom it may concern

I am writing to express my concerns over the proposed re-opening of The Regis as a wedding/events venue.

As a resident of Highland Road I have experienced first hand the disruption and inconvenience that was caused under the previous licence holders - specifically extreme noise pollution, parking chaos (as the venue has no parking capacity) with inconsiderate patrons blocking residents driveways on numerous occasions, anti social behaviour by patrons - including lewd behaviour and drug taking in public and general disruption as they return to their vehicles in the early hours.

As this venue is located on the corner of a residential street occupied primarily by families with small children and elderly residents I feel it is inappropriate in the extreme to grant a licence enabling it to be open until midnight with music and drinking every day of the week. Our children are exposed to enough in the course of every day life without them having their home and sleep disrupted by this kind of venue on their doorstep. Why should my husband be kept awake into the early hours by noisy revellers when he has to be at work for 7am?

The new license application holders have made no attempt to consult local residents (contrary to their social media posts) other than to shove a flier through our letter boxes - there has been no attempt at constructive discussion or consultation which further leads me to suppose they too, like their predecessors, will have scant regard for the well being, feelings or experiences of the local residents or wider local community.

I would like to object to this application in the strongest possible terms - the venue is not in an appropriate area to be granted this type of usage licence, the parking situation is problematic at best and more often than not just chaotic and I urge you to turn this application down.

3.

**From:**

**Sent:** 23 April 2023 14:18

**To:** Licensing Team for Alcohol & Gambling <Licensing\_Team@sandwell.gov.uk>

**Subject:** Objection

Representation regarding the licence application for 152 Reddal Hill Road Cradley Heath B64 5JJ  
By Luxor Events (Sandwell)ltd

My name is ,

[REDACTED] I wish to object to the granting of a licence for the above premises for reasons as follows.

This application albeit for a new applicant and new business and this is not a personal issue with the applicants, the venue is not suitable for the playing of recorded music, live music and dance and the sale of alcohol in this residential area.

Granting a licence contravenes two of the licensing objectives.

- 1 prevention of crime and disorder
- 2 prevention of public nuisance

In June 2022 at the licensing hearing environmental health made it abundantly clear that this venue is not suitable for such music in its current form and outlined the issue of the sound emanating from the front window like a speaker and that it would require several thousand pounds spending on it to tackle the professional sound proofing that would be necessary to make improvements to the nuisance that this venue has caused to the local residents.

This venue has a licence capacity for 300 people this then leads to the second problem of where are they to park?

There is not enough parking locally just a small area to the rear of the premises where presumably staff and event organisers and all preparatory persons will park. There are double yellow lines that are frequently ignored. The parking has caused untold chaos in this quiet residential area both to the residents and local businesses like myself, where our car park has been used by people using this venue and blocking our access for our residents in the flats above our premises also parking on the hand car wash neighbouring our premises. Thus causing antisocial activities and noise during and after the event when returning to their vehicles causing our residents a great deal of disturbance and sleepless nights, with the best intentions there will be disruptions as people arrive and leave by cars ,limousines ,taxi, minibuses, and any other vehicles bringing people and supplies to the events. This building is unsuitable for such events and will cause the same problems as previous. The events will be loud and noisy and guests will be highly charged by the end of the event and there will undoubtedly be some behaviour that will be unacceptable to local residents. No doubt leading to complaints.

**From:** <[redacted]>  
**Sent:** 23 April 2023 19:57  
**To:** Licensing Team for Alcohol & Gambling <Licensing\_Team@sandwell.gov.uk>  
**Subject:** Re: objection to Luxor Events Licence - 152 Reddal Hill Road

To whom it may concern

Regarding the application for Luxor Events Licence - 152 Reddal Hill Road, I am a local resident and I wish to object the application for the following reasons:

- Prevention of crime and disorder
- Public safety
- Prevention of public nuisance



I am a neighbour of the establishment and suffered from the licence previously being granted for Caribbean kitchen. Caribbean kitchen was allowed to open until 1am and I understand this application is reduced, however, this would not change the following:

1. the noise that would be produced, previously we were advised at the hearing for Caribbean kitchen was not fit for purpose to be used for loud music events, the building is still as close as previously. With live music and recorded music, the building is not sufficiently sound proofed to stop the noise pollution affecting local residents lives and wellbeing. Previously the noise pollution had a massive impact on my life, I was unable to sleep when the music was playing and felt constantly anxious every time there was an event.

2. The disorder from those using the establishment was horrendous, every time an event was on, from urinating in the street, arguments, loud noise when leaving the establishment, car noise increasing. Also the awful parking we as residents had to face, I had my drive blocked on at least 3 occasions. The parking is totally inadequate for so many guests, even if the car park opposite was to open this would still not be anywhere near enough parking for 300 guests, resulting again in dangerous parking illegally and over drives. It was dangerous for residents driving into the road, we should not have to endure this. This establishment is requesting permission for up to 300 and alcohol to be served, it is far from able to accommodate the anti social issues it will bring in such close proximity of residents.

3. The new management has claimed in the press they don't want "people to feel nervous", unfortunately, they have not reached out to local residents (certainly not myself, [REDACTED] [REDACTED] to advise us of this, only the Halesowen news which was very disappointing. It does not lead me to believe that there is much concern from the new management in how this licence will impact local residents with noise, antisocial behaviour and major parking issues for our mental health and well-being. Nothing has changed since the previous closure.

The fact that the establishment was previously closed for the above reasons, I'm confident Sandwell Council will not make the same mistake again of allowing this license to be issued, not to mention the financial cost of policing, parking, further closures and of course the detrimental effect on tax paying residents it would inevitably bring.

I would be grateful if you could confirm receipt of this objection.

Kind Regards

5.2.16:

Dear Sir/Madam,

**Objections to License application 152 Reddal Hill Rd**

I am writing to you to express my concerns and strongly object to the granting of any license for the premises 152 Reddal Hill Rd on the grounds of, Prevention of public nuisance, crime & disorder and Public Safety.

The granting of an entertainments and alcohol license will cause a public nuisance to residence in the area with noise, anti-social behavior and parking chaos.

On the subject of noise nuisance there has already been issues with noise from entertainments and music from the venue. The building was built in the 1950's and doesn't have sound proofing to retain the noise from modern speaker equipment. The venue has already been subject to a noise abatement notice as the sound could not be blocked from leaving the premises. The building has single glass windows on one side and the roof is pitched and creates an amplification effect which can be heard up the street, in my home and in the homes of my neighbours. In addition to amplified music acoustic singing, crowd noise and drum kits can also be heard outside as the vibrations cannot be contained within the building. The fire doors on the side for the building contain glass and when the shutters are raised the sound can be heard clearly through the doors.

The noise from the venue can be heard in my bedroom and evening entertainment prevents me from sleeping even with double glazing. When the noise of the entertainment is over the back door to the building will be used to empty bins, for staff clearing up and leaving the venue which will create noise. There will be late night noise from car engines on the car park at midnight and beyond caused by staff leaving. There is no high wooden fence around the back of the property to prevent noise and light being experienced in my bedroom, garden, back door and lounge. In addition we are overlooked by anyone at the back of the property, the current railings are too short and provide no privacy or reduction of noise or light being experienced by me and my family.

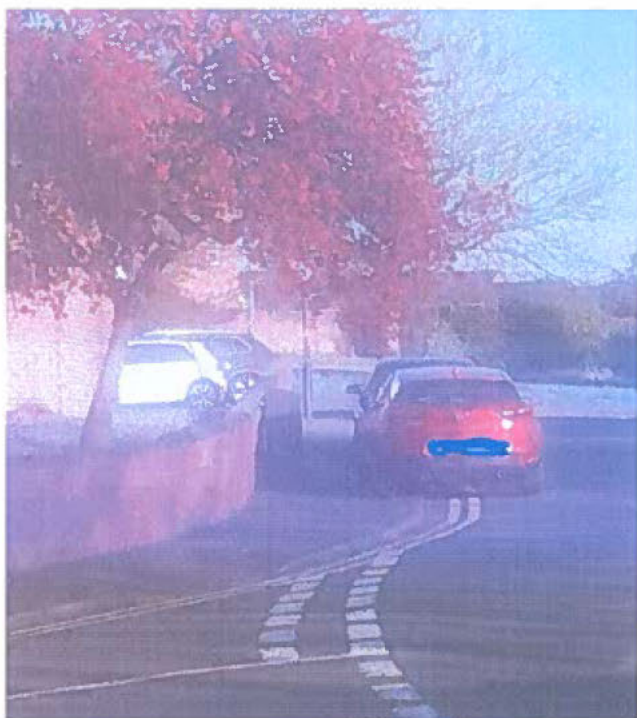
Without extensive sound proofing the building will continue to have a massive impact on my quality of life if an entertainments license is granted. During the day we will experience noise in our home and garden which will reduce our enjoyment of our property. Both my husband and myself have jobs which involve working from home, these jobs involve concentration which will be disturbed by loud music and activity noise in the venue.

The lack of adequate parking at the site will and already has caused a nuisance. The parking provision is not appropriate for running a venue for 300 guests. The provision on site will only hold approximately 6 cars. We have witnessed blocking of driveways and entrances on residents homes preventing them from parking on their own cars, people being unable to get their cars off their property due to inconsiderate parking. To accommodate transport for 300 people plus staff there will be chaos around our street. We will hear cars starting after events have finished loud voices and a rise in antisocial behavior on our street such as fighting, littering and defecation.

On the subject of crime and disorder granting a license to this venue is very likely to result in an increasing in parking offences and the blatant disregard to double yellow lines. The lack of parking provision around the venue and in the Old Hill area will actively encourage customers of the Regis to park on double yellow lines in the area. As a resident with double yellow lines outside of my property I have witnessed customers parking outside my house on a regular basis. We as residents have witnessed a wide range of parking violations including double parking on double yellow lines, blocking pavements and blocking an access road to the back of the shops on Halesowen Road.

When visited by the new owners they indicated parking is an issue they are fully aware of and will be trying to pressure the council into opening a car park nearby. This is an uncertainty and if the car park is not their own property or even rented by them they can't guarantee it's availability in the future.

They mentioned hiring staff to move drivers along and advise them of where to park but I can't see where they are going to direct them to park except on the streets nearby, spreading the issue further away from them. I also don't believe they will carry out this action as they seem to have a disregard for double yellow lines before the venue is even open. This was witnessed on 19<sup>th</sup> April 2023 and shows clearly how seriously the applicants take the issue of parking.



The license applications have also indicated they wish to organize family events such as weddings, having had a wedding myself I know how important the vehicle I arrived in was. The front of the venue doesn't have easy access for any large vehicles like a Rolls Royce or a limousine. It has recently

become fashionable to have high performance cars to arrive at a wedding. These are loud and can accelerate extremely quickly and on a road already congested by parking it will be a massive hazard. The other aspect of parking is public safety, as you can see from the photo earlier, cars tend to park over the pavement, this is a residential area and we have a large number of growing families. If cars

park in this way outside the venue, mothers with prams will be required to walk in the road putting themselves at risk.

We have seen when the venue was open last time a significant increase in antisocial behavior which can result in criminal activity. Their customers are likely to be drunk when leaving the premises and not in complete control of their actions. There is likely to be an increase in criminal damage to property, littering and fighting again. We have witnessed shouting and general rowdy behavior outside our house. Sometimes when alone in the house I felt vulnerable and scared when people are leaving the venue.

When it comes to public safety there is only one which I would like to mention, the front of the buildings proximity to the main road. I noticed at the last wedding the front of the building was being used by children playing on the grass chasing around having a wonderful time. The front is open to the road and not gated, it would have been quite easy for the over excited children to chase out into the road while a responsible adult's eyes are diverted. If they are planning to put on family events shouldn't they have to take some responsibility for children playing outside?

It is very sad to say this venue is no longer fit for purpose, without having parking or adequate sound proofing it should not be used for parties, entertainments or large gatherings.

[REDACTED]  
[REDACTED]

**6.1**

**From:**

**Sent:** 24 April 2023 12:00

**To:** Licensing Team for Alcohol & Gambling <Licensing\_Team@sandwell.gov.uk>

**Subject:** Objection to Regis/Luxor licence application.

Dear Sir/Madam,

I am writing to express my grave concern over the licence application and pending reopening of the Regis as a events and wedding venue in our residential area. This venue had previously been shut down due to the excessive noise pollution caused by loud music and unruly patrons, as well as a massive spike in antisocial behaviour and crime in the area, which led to a noise abatement notice and the revocation of its license. We, the residents, are now worried that the reopening of the venue will bring back the same problems we experienced before.

The noise pollution caused by loud music and unruly patrons, as well as the parking issues, made life unbearable for the residents of this community.

The incessant noise pollution caused by the loud music emanating from the venue is a major concern. It makes it impossible for my young family to have a peaceful night's sleep. It was incredibly frustrating to have to endure this noise pollution every weekend, and it has taken a severe toll on our physical and mental health. The constant noise pollution was causing stress, anxiety, and sleep deprivation, which is affecting our overall well-being.

The new leaseholders hope with this licence application to bring this misery to our area throughout the day, seven days a week if they can, until midnight. Putting their patrons out onto our streets in the small hours. Moreover, the unruly behaviour of the patrons at the venue is also a major concern.

The guests often leave the venue intoxicated, causing disturbances on the streets, which puts the safety of the residents at risk. We have witnessed fights, shouting matches, lewd acts and other such incidents that are not only disturbing but also pose a significant threat to the peace and security of our neighbourhood.

The parking situation in the area has also become untenable due to the venue. The number of cars parked on the streets has increased dramatically, making it difficult for residents to find parking spaces near their homes, having their driveways blocked and being threatened on their own property. This has led to residents having to park their vehicles farther away from their homes, which is both inconvenient and a security risk, especially at night.

The venue's management has not taken any action to mitigate the noise and parking issues, despite being aware of numerous complaints from the residents. They seem to be operating without any regard for the well-being of the residents and the community. Their plan appears to try to force the council to open a nearby car park solely for the betterment of their business.

The fact that they have gone into this without the foresight to see how much of an issue this would be and to try to force others into solving their issues for them speaks loudly of their lack of wanting to be part of the community and fit in, rather than force others to fit around them.

This venue opening for events in our residential area has created numerous problems for the residents. The noise pollution from loud music, the unruly behaviour of patrons, and the parking issues have made life unbearable for us. The new management has shown zero interest in the local community, past lip service to the media. They have shown no efforts to address the previous serious issues with noise escapement, rather painting the facade.

The previous closure of the venue due to excessive noise pollution and other disturbances is a clear indication that this venue is not suitable for this residential area. The reopening of the venue as an events and wedding venue will only serve to exacerbate the noise and parking issues that we have already experienced.

In conclusion, I urge you to take appropriate action to prevent the reopening of this venue. The previous issues with noise pollution and other disturbances must be taken into account, and the well-being of the residents in this community must be protected. We hope that you will deny the license application and ensure that the residents' well-being is prioritized.

Kind Regards.



## **7. EHO**

**From:**

**Sent:** 24 April 2023 14:53

**To:** Licensing Team for Alcohol & Gambling <Licensing\_Team@sandwell.gov.uk>**Cc:** :

**Subject:** New Premises License - Luxor Events

Dear Licensing Team,

**Re: Application made by Luxor Events (Sandwell) Ltd for a new premises licence - 152 Reddal Hill Road, Cradley Heath B64 5JJ.**

The Environmental Health Department of Sandwell MBC **OBJECT** to the granting of a premises licence for the above, because it would undermine the Licensing objective of the **Prevention of Public Nuisance**.

The reasons for this are:

1. The venue is in close proximity to a residential area, residents of which were highly affected by the running of this premises last year;
2. The venue, with the previous licence was the cause of public nuisance from events and performances of various types. Public nuisance consisted of noise, vibration, inconsiderate parking, excessive traffic and antisocial behaviour. Those largely affected were residents living on Highland Road and Hickman's Avenue;
3. After closing time, the problem of anti-social behaviour within the area is foreseeable, including congregating patrons, noise disturbance, revving engines and altercations amongst patrons;
4. The excessive number of vehicles attracted to this venue will cause issues as there is no carpark to the venue. Due to limited parking, vehicles would have to be parked in areas, such as side streets and available carparks away from the site. It is likely that vehicles will park on the nearby residential streets, such as Highland Road and Hickman's Avenue, where there is currently limited parking available. This is likely to lead to obstructing highways and vehicles access, including emergency vehicles;
5. The building itself is not acoustically suitable to be used for the proposed entertainment. Noise is like air and will escape from anywhere it can. It normally leaves a room through gaps around windows, doors, ventilation ducts etc., and can also travel through the structure of the building. I understand that the current owners are undertaking steps to

work towards this but a substantial amount of works will need to be undertaken in order to control the noise to a maximum.

Should you require further information, please free to contact me.

Kind Regards

Environmental Health Officer (Citizen & Consumer Protection)



Sandwell Metropolitan Borough Council, Sandwell Council House, Freeth Street, Oldbury, B69 3DE

8.

**From:** (

**Sent:** 25 April 2023 12:17

**To:** Licensing Team for Alcohol & Gambling <Licensing\_Team@sandwell.gov.uk>

**Subject:** Objection to Luxor Events Licence Application for the Regis

Hi,

Please see attached for Objection to the above proposed licence application.

25<sup>th</sup> April 2023

We are writing to object to the proposed licence application by Luxor Events for the Regis, 152 Reddal Hill Road, Cradley Heath, B64 5JJ. We feel that the proposed licence by Luxor Events contravenes the following licensing objectives:

- Prevention of Crime and Disorder
- Prevention of Public Nuisance

We [REDACTED] current address on Highland Road, Cradley Heath [REDACTED] and prior to the reopening of the building it was a peaceful and quiet neighbourhood. This changed when the Regis reopened in December 2021 and we experienced 9 months of horrendous noise, when the venue was being run by the Caribbean Kitchen. The volume of music/live performances every weekend (and occasional Thursdays and Bank Holidays) was excessive to the point that it disrupted the

enjoyment of our property and our sleep, anti-social behaviour such as violence between customers outside residential addresses, drug misuse outside the venue and in our streets and drunken and disorderly behaviour was a regular occurrence and our street would be full of parked vehicles either obstructing our driveway or parked illegally, due to the lack of parking at the venue. We supported Sandwell Council's action to revoke the Caribbean Kitchen's licence and one of us attended the Licensing Hearing on 24<sup>th</sup> June 2022.

We were saddened to see a local business close several weeks after the Licensing Hearing, however relieved that our ordeal was over. We continued to have our sleep disrupted as the alarm for the Regis would go off for hours and sometimes days. We have reached out to the landlord of the Regis, Royal Estates who appear to have little regard for the wellbeing of residents and the overall community.

We understand that this is a new tenant (Luxor Events) and that their application needs to be considered afresh, although our concerns of the venue being operated for events remains. We were encouraged when we saw a local media article on 28<sup>th</sup> March 2023 - <https://www.halesowennews.co.uk/news/23418280.call-council-let-regis-old-hill-use-car-park/> in which the new tenants indicated that "we want to work in harmony with the local community". We have not been approached by anyone from Luxor Events and feel that their words are empty.

We feel that we have had no reassurances about how the new tenants are going to avoid the issues that we experienced with the previous tenants. Given that what remains the same is the proximity of the venue to us and other residents, the lack of parking, and the fact the building is not adequate to prevent noise escape as the majority of the windows are single glazed and therefore, there is not sufficient sound proofing at the venue. These issues above we feel contradict the licensing objectives of prevention of crime and disorder and prevention of public nuisance.

As indicated above, we supported Sandwell Council when the licence was revoked under the previous tenants, and we are aware that a Noise Abatement Notice was served by Environmental Health on 20<sup>th</sup> April 2022. Given the issues we have highlighted above and the subsequent Abatement Notice, we cannot understand how the new tenants are going to avoid contravening the licensing objectives of prevention of crime and disorder and public nuisance. At the Licensing Hearing on 24<sup>th</sup> June 2022, the Senior Officer with Environmental Health at Sandwell Council gave evidence that "the venue in its current state is not fit for purpose and would need significant sound proofing to address these issues". We cannot understand how the new tenants are going to address these issues when they have applied for a licence for live music and performances for 13 hours a day and 7 days a week.

Highland Road



Kind Regards,

9.

**From:**

**Sent:** 25 April 2023 16:47

**To:** Licensing Team for Alcohol & Gambling <Licensing\_Team@sandwell.gov.uk>

**Subject:** Objection

Representation regarding the licence application for 152 Reddal Hill Road Cradley Heath B64 5JJ  
By Luxor Events (Sandwell)ltd

My name is [REDACTED] Cradley

Heath [REDACTED]. I am the owner of [REDACTED] also the [REDACTED]  
[REDACTED].

I am unhappy that a licensing application for these premises has been submitted to yourselves following the past problems with this establishment. I had a very bad experience whilst this venue was trading namely horrendous parking on my car park and on double yellow lines and street parking

with no consideration to anyone else. Parking on the car wash caused a lot of antisocial activity in the

vicinity of my premises and under the windows of my [REDACTED] which in turn made the lives of my residents unbearable. I experience parking, blocking access to my businesses and our residents cars in and out on my own car park when the venue was open and subsequent complaints to myself by my paying tenants.

The antisocial behaviour spilling from the venue after drinking caused many police visits to what is normally a quiet residential area. I fear that a further licence will impact financially on myself and I will loose tenants and residents.

These premises were deemed unsuitable for a licence due to the age and location to local homes and

that substantial soundproofing and improvements at a considerable cost would be required, I do not believe that the applicants are fully aware of these requirements and the costs involved and that there was not enough disclosure from the letting agents as to the problems we have all experienced in the not too distant past. I fully understand they are new applicants but nothing changes the fact that there is not a realistic parking solution and the building is the same they will not be able to fully soundproof the building with the budget they have disclosed.

There will be as many as 300 persons arriving to enjoy events including drinking then exiting this venue on many modes of transport which will inevitably cause noise antisocial activity.

I therefore object as follows:

Granting a licence contravenes two of the licensing objectives.

1 prevention of crime and disorder

2 prevention of public nuisance

10.

**From:** I

**Sent:** 25 April 2023 23:23

**To:** Licensing Team for Alcohol & Gambling <Licensing\_Team@sandwell.gov.uk>

**Subject:** Objections The Regis, 152 Reddal Hill Road, Cradley Heath B64 5JJ

I raise objections to the licensing of the venue on the following grounds;

1. Lack of parking in the locality of the venue. This would have a detrimental effect on residents in and around the venue.
2. Music noise, the sound levels of previous tenants were a major impact to residents nearby. Often causing things to shake on walls.
3. Other noise, people were often very loud when arriving and departing the venue especially when under the influence of alcohol. They also often smoked outside and again were heard screaming and laughing and being inappropriate in such a built-up area.
4. Antisocial behaviour outside venue, once under the influence people lose the inhibitions and this can lead to ASB and crime.

This site is inappropriate for this kind of event/party venue. But if agreed I believe strict regulations need to be in place. No parking by users of the venue inside streets in the locality. A limiter in place and tested regularly to control the volume of the music. My recommendation would be 90Db. I would also recommend an earlier finish time during the week to have less impact on those going to work and school. For example, 10pm Sunday to Thursday with exceptions for Bank Holidays. If possible, a limit put on the venue to how many events they can have in a week as this would prevent the venue running events every night. This would also lessen the impact on local residents. If this isn't possible, consider only granting a license from Thursday to Sunday with the above restrictions also in place

Finally, I am disappointed that despite what has been stated in a local newspaper the new owners have not consulted with residents and making such untrue statements to the press does not bode well in creating a positive relationship with those residents. Furthermore, the removal of the trees outside of the venue has created even more tension. I hope to see a more open dialogue between the owners, residents and councillors going forward.

Kind Regards,

## 11. Police

**From:** .

**Sent:** 26 April 2023 16:24

**To:** Licensing Team for Alcohol & Gambling <Licensing\_Team@sandwell.gov.uk>

**Subject:** New Premises Application - 152 Reddal Hill Road, Cradley Heath B64 5JJ.

Further to the attached application, West Midlands Police object to the application as it stands.

noise and ASB from patrons leaving the venue and causing parking issues in the nearby residential roads.

The new operators have reduced the hours the previous venue operated and have provided the attached dispersal policy which is welcomed however some of the issues relating to the venue remain.

The venue is surrounded by houses meaning that the risk of disturbance to the residents from noise or ASB remains high. The venue has little parking and the nearest off street parking is Hill Passage Car Park for 20 cars and Highgate Street for 25 and patrons. The venue would not have sole use of these car parks and patrons would need to walk to and from the venue if using these car parks and so the concern remains that patrons will use nearby residential roads to park, raising the risk of disturbance to residents and a repeat of the previous parking issues.

The dispersal policy states the venue will use the exits/entrances on Reddal Hill Road and Highland Road. Highland Road and Hickman's Avenue were the two roads previously affected by the noise, parking issues and ASB from patrons and so the use of an exit onto those roads is a concern. If the venue decide to only use the entrance/exit on Reddal Hill Road, the concern remains as to how the venue would manage the dispersal of 300 patrons without it impacting on local residents.

The venue would require significant numbers of appropriately qualified/licensed staff to manage dispersal from the venue, manage patrons using the smoking area, deal with admittance to the venue, deal with any issues in the venue and deal with parking issues. There are currently no steps or conditions offered within the application that deal address the previous issues or offer reassurances.



Licensing

Sandwell LPA | West Midlands Police

Working in partnership, making communities safer

[If it's not 999, search WMP Online](#)

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**12.**

**From:**

**Sent:** 26 April 2023 16:46

**To:** Licensing Team for Alcohol & Gambling <Licensing\_Team@sandwell.gov.uk>

**Subject:** Objection to Luxor Events/ Regis Hall

To whom it may concern,

I am writing to express my concerns regarding the reopening of the Regis as an events and wedding venue in my residential area. I am particularly concerned about the impact this will have on my children's education and well-being (we are a home educating family). Not to mention my own mental health (which is already being tested as I fear history may repeat itself with the reopening such a venue in this proven highly inappropriate area)

The Regis was previously shut down due to excessive noise caused by loud music and rowdy patrons, resulting in the revocation of its license, due to the serious impact the noise was having on the physical and mental health of residents in the area. As a home educating family, we rely heavily on a peaceful and quiet environment for our children's education, and the reopening of the venue will undoubtedly affect their learning and concentration. I am confident that this will also be detrimental to the other young children whom live in very close proximity, as previously the noise emanating from the Regis Hall, caused our windows to vibrate and prevented restful sleep throughout the weekend resulting in poor concentration, short tempers and a general decline in energy and willingness to attend previously enjoyed sporting groups held during the weekend mornings.

How is this new re-awakening of the Regis Hall going to be any different? The new lease holders have made no attempts to discuss plans with residents. Nor have they made any of the required improvements to the building to prevent noise leakage, unless Navy paint has noise cancelling properties that I am unaware of.

Further concerns are that this new venture appears to want to open the venue 7 days a week with the potential of daytime functions for up to 300 people, as the property provides approximately 4 car parking spaces I fear our street and surrounding streets will once again become gridlocked, noisy and may result in my family being unable to park near to our house. This in itself causes additional stress as the safety of my vehicle is compromised not to mention the potential difficulties faced in getting my young children to and from their arranged home educational activities.

I am extremely concerned that the reopening of the venue will lead to a return of the same problems experienced previously. As the warmer weather is on its way, is it too much to ask to want to be able to enjoy my own outdoor space or perhaps have a window open, without disruption from an events venue?

Furthermore, the unruly behaviour of patrons at the previous venue is also a significant concern. As a parent, I am worried about the safety of my children and the general aesthetic of the area surrounding my home. We have been subjected to intoxicated patron's shouting, fighting, urinating, drug misuse and the conduct of lewd acts outside our front door and within sight of our children's bedroom windows. Furthermore there was a huge increase in the amount of litter left in our street,

from empty bottles and cans to nitrous-oxide canisters and broken glass which caused additional concern as it made parts of our street unsafe to walk and or drive over after previous weekend events. Such incidents are not only disturbing but also pose a significant threat to the peace and security of our neighbourhood.

In conclusion, I urge you to take appropriate action to prevent the reopening of this venue. The previous issues with noise pollution and other disturbances must be taken into account. I hope that you will deny the license application and ensure that residents' well-being is prioritized, as well as the ethos of Sandwell council's streets.

Sincerely,

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## **DISPERSAL POLICY**

### **1. PURPOSE**

This policy is designed to provide guidance for the management and employees and set out the terms for the dispersal of customers/guests from the premises.

The purpose of this policy is to set out the reasonable steps the premises will undertake to prevent unnecessary avoidable disturbance to residents, services and other businesses operating in the vicinity of the premises.

It is the stated intention of the premises to operate in a manner which causes the minimum impact from noise nuisance and anti-social behaviour from our customers to neighbours and other members of the public.

To this end all relevant staff will be trained in this policy and other appropriate skills to achieve an orderly and safe dispersal from the premises.

All staff are compelled by their contract of employment to comply with and actively implement this dispersal policy; where their job role includes these responsibilities.

It is the responsibility of the Designated Premises Supervisor to ensure that this policy is enforced at the premises and to regularly update the policy to meet the requirements of the business.

### **2. LOCAL CO-OPERATION**

The premises will, where practicable, work in partnership with local Responsible Authorities to share information and best practice.

The premises will work in co-operation, where appropriate, with other premises in the area to ensure that local policies are co-ordinated.

### **3. DISPERSAL**

Dispersal shall take place through the front door(s) of the premises onto Reddal Hill Road or the side door onto Highland Road.

All conditions relating to dispersal included in the Premises licence will be enforced and relevant staff will be trained in these conditions, as well as the terminal hours and operating hours outlined on the premises licence.

Operating days for Luxor Events will be Monday to Sunday but will vary dependent on event booking dates.

Operating hours for Luxor Events will be 09:00 to 00:00 but will vary by event booking.

The activities below will only run between the event hours of 10:00 to 23:00. The date and time between these hours will be dependent on event booking.

- Live music
- Recorded music
- Performances of dance
- Anything of a similar description that falls within the above activities
- Supply of alcohol

Allocation of staff in the last 30 minutes prior to closing will be reviewed, to ensure that the collecting of glasses and the clearing of other waste is prioritised; this provides a message to customers that the premises is in the process of closing and encourages them to finish their drinks and prepare for departure.

Where a cloakroom is in operation additional staff will also be allocated there to ensure people can collect their belongings as efficiently as possible as they are leaving the premises.

A suitable member of staff or a Door Supervisor will be visible at each public entrance / exit to control the dispersal, to remind people to leave quietly and to prevent patrons from re-entering the premises.

#### **Action Points:**

- Make an announcement at the end of the evening to encourage patrons to disperse gradually and to leave the area quietly.
- Ensure adequate signage is available at each exit asking people to leave quietly and not to congregate outside or in the local area; direct patron's attention to these signs as they leave.
- Remove drinks and glass vessels from patrons as they leave to ensure no glass leave the premises.

#### **4. DOOR SUPERVISORS**

Door Supervisors Licensed by the Security Industry Authority will be employed by the premises based upon the risk assessment carried out in relation to the following factors:

- Size of the venue
- Expected attendance
- Type of event taking place
- Location of the premises
- Time of year
- Special occasion (New Year, Halloween, Local Festivals etc.)
- Premises Licence Conditions



## Door Supervisors will be tasked with:

- **Management of the Queue to Enter the Premises.** Where a queue forms they will monitor to ensure the behaviour of those queuing is conducive with the entry policy. Any person who appears to be drunk or intoxicated will, where possible, be removed from the queue prior to them reaching the front.

While monitoring the queue the Door Supervisor should remove alcohol from anyone consuming alcohol while queuing or if they are unwilling to give up their alcohol remove them from the queue and advise them they will be refused entry as a result.

Door Supervisors must seek to control the noise from any person queuing outside the premises in order to reduce the potential for noise to disturb people living and working in the local community. This is achieved by politely reminding customers that anyone not complying with the request will be refused entry to the premises.

- **Dispersal from the Premises.** During the 'soft closure' period and once the premises is closed, the Door Supervisors shall assist with the dispersal of customers from the area. The purpose of an effective dispersal is to ensure that patrons leave the area quickly, quietly and in an orderly manner.

The most effective approach to dispersal is to be friendly and helpful, understanding that one of the effects of alcohol is to inhibit the effective decision-making ability. What may seem obvious and logical to a sober person, may seem confusing and complicated to a person who has consumed alcohol.

People loitering may be doing so because they are unable to make a decision or easily access the information they require; often they will disperse when they are given this information. Many patrons will move on if they can be helped to achieve one of the following outcomes:

- How to get home?
- Where they can go next?
- Where they can get some food?

By providing this information it can encourage them to leave the immediate area more quickly.

Just because someone arrived using one form of transport, do not assume that transport option is still available to them or that they can remember immediately how they arrived. Give them options, and offer assistance:

- Call a local taxi
- Provide information on local bus / train / underground routes
- Help to locate their friends
- Call someone for them

- **Door Supervisors will be easily identifiable.** The law requires Door Supervisors to display their SIA Licence, however the use of a clear uniform will provide greater awareness of their presence.

### **Action Points:**

Door Supervisors can expedite the dispersal of patrons with their actions both at closing time and throughout the night by:

- Controlling the level of intoxication of patrons throughout the night and acting appropriately when people become intoxicated. Anyone who becomes too intoxicated to be served at the bar, shall be removed from the premises.
- Encourage patrons to leave gradually via the appropriate exits at the end of the night; try and avoid large numbers of patrons all leaving at the same time.
- Provide information about the transport options from the premises.
- Remove drinks and glasses and bottles from those leaving the premises.
- Remind people who are leaving to do so quietly and direct their attention to the signs displayed.
- Ask patrons not to assemble or loiter outside the premises once they have left.

## **5. MARSHALLS**

Marshalls are licensed Door Supervisors who work away from the premises and provide a highly visible presence in the immediate local area, providing reassurance to residents and controlling antisocial behaviour from patrons; they have one main role:

- **Area Marshalls** – To patrol and monitor the local area to ensure that patrons disperse effectively and do not contribute to anti-social behaviour in the local area. Area Marshalls will have a detailed knowledge of all transport options in the area and provide directions for patrons who may be loitering in the vicinity of the premises.

Marshalls will be easily identifiable by way of their uniform or high visibility jacket / vest. They will have direct communication with the door supervisors at the premises via a two-way radio.

## **6. SIGNAGE & LIGHTING**

The following signs will be displayed at the premises:

- Signs requesting patrons to Leave Quietly and Respect the Neighbours
- Signs to inform patrons that drinks may not leave the premises at any time.

These signs are to be displayed prominently at every public entrance and exit from the premises.

**Lighting (Internal)** – The premises will turn on the House Lights 30 minutes prior to closing time; the time by which every patron must have left the premises.

Turning the house lights on is a clear indication to patrons that the premises is in the process of closing and generally encourages patrons to leave gradually over the following 30 minutes (often referred to as a 'drinking up time'). There is a distinct advantage to patrons leaving of their own free will as they are much more likely to leave and disperse, then if they are asked to do so.

**Lighting (External)** – External lighting should be sufficient for patrons to leave the premises safely. Providing sufficient lighting in the external areas of the premises will encourage patrons to leave; patrons may be slower to leave if it is brighter inside than outside.

External lighting will be regularly reviewed to ensure it is not a cause of nuisance to neighbours.

Both internal and external lighting will be regularly reviewed to ensure it does not impede the effectiveness of CCTV.

## **7. TRANSPORT**

In order to facilitate the dispersal of patrons from the premises, patrons will be provided with information on the various means of transport available from the premises:

- **Taxi & Taxi Ranks** – The premises shall display the number(s) of a local taxi company and the location of any taxi rank located in the proximity of the premises. The local taxi company whose numbers are displayed will be contacted to advise them of the location of the premises and informed of the appropriate collection point; they will be asked not to sound their horns on arrival.

Where a taxi has been called for a Patron, those persons will be asked to wait inside for their taxi to arrive.

For organised events, guests will be advised to pre-book taxis and advise the taxi company of the correct pick-up location along with instructions on how to minimise disturbance to local residents.

- **Car Parks** – Haden Road rear car park, Hill Passage pay and display car park and side streets where there are no double lines visible avoiding any car park spaces in front of driveways.

Door Supervisors will be aware of patrons venturing into the street / road as they leave the premises and control this in order to promote Public Safety and prevent the potential for accidents and injuries.

## **8. SMOKING AREAS**

The Premises operates a controlled smoking area at the side of the building underneath a sign posted smoking shelter facing Reddal Hill Road.

The maximum number of patrons permitted in the smoking area at any one time is restricted to 6. The number of people using the smoking area will be controlled by a Door Supervisor to ensure that the maximum number is not exceeded at any time.

The activities below will only run between the event hours of 10:00 to 23:00. The date and time between these hours will be dependent on event booking.

The smoking area is specifically for smokers and no drinks, glasses or bottles are permitted in this area. Once patrons have finished smoking they should be directed back inside the premises to reduce the noise generated outside the premises.

The smoking area will be closed 30 minutes prior to the closure of the premises and at the same time the bar is closed.

The closing of the smoking area at this time will aid dispersal and prevent confusion between those in the smoking area and those leaving the premises. It will also mean that anyone wishing to smoke must leave the premises and no re-entry is permitted after this time.

## **9. BOTTLES, GLASSES & LITTER**

The premises will maintain the area immediately to the front of the premises clear of bottles, glasses and litter by regularly sending a member of staff to the area to clear these items.

No glasses, bottles or other drinks are permitted to leave the premises and it is the responsibility of the Door Supervisor to ensure this rule is enforced. This includes preventing such items being taken into the smoking area or away from the premises at the end of the night.

It may be the case that glass bottles and glasses are brought to the area from other premises and left in the vicinity or at the front of the premises. It is the responsibility of the Door Supervisor to ensure none of these items enter the premises or the smoking area.

Despite these items not originating from the premises, it is the responsibility of staff to clear them on a regular basis throughout a session and to check at the end of the night that no such items remain to the front of the premises.

Effective house-keeping of this nature reduces the chances of glasses and bottles breaking or causing potential accidents. Consideration should also be given that such litter causes a nuisance to neighbours and while much of this may not originate from the premises an effort should be made to clear such litter as is reasonable by way of being a good neighbour.

### **Action Points:**

- Place signs at the exits reminding customers that drinks may not be removed from the premises or be taken into the smoking area.
- Prior to closing the premises check that all litter to the front of the premises has been cleared.
- Sweeping outside the premises at the end of the session not only clears smaller rubbish, but may assist in getting patrons to move away from the premises.

## **10. CLOAKROOM & LOST PROPERTY**

Patrons shall be reminded by way of notices and announcements that collecting items left in the cloakroom prior to the end of the night may allow them to avoid queues at the end of the night. This in turn will lead to some people dispersing in a more orderly way and being less frustrated if they leave having had to queue for a period of time to retrieve their coats and bags.

Additional staff will be allocated to the cloakroom as appropriate at the end of the session to reduce waiting times.

Any possessions that are found left behind at the end of an event will be held for a period of three months unless claimed by their owner. At this time they will be donated to local charities and no claim can be made against the company. Notices to this effect will be displayed at the premises.

## **11. 'SOFT CLOSURE' - MUSIC & ENTERTAINMENT**

A 'soft closure' is in place at the premises, this is designed to close the premises more slowly and thus to encourage a more even dispersal rather than everyone being asked to leave at the same time. This in turn seeks to minimise the potential for noise and anti-social behaviour which can occur when larger numbers of people leave a venue at the same time.

The type of music being played in the last hour prior to closing should be considered. It is useful to play more 'calming' / 'chill out' music in the hour prior to closing the premises as this will have a positive impact of the behaviour of patrons when they leave the premises.

1. Patrons will be notified by announcement of 'Last Orders' giving the 10 minutes to purchase a last drink if they wish to do so.
2. 'Time' will then be announced when the bar closes.
3. Once 'Time' has been announced the smoking area will be closed, people still smoking should be allowed to finish their cigarette, but no further people should be admitted to the area.
4. 10 Minutes after 'time' has been called, staff cleaning and collecting glasses will start politely asking people to finish their drinks. Doing this in a polite individual manner, rather than shouting at the whole bar, is likely to have a more positive effect.
5. 20 Minutes after 'Time' has been called people should be asked to leave in the same manner as that indicated above.
6. 30 Minutes after 'Time' has been called, everyone should have left and dispersal as described earlier in this policy should be underway.

The music will not be turned back on by staff for their own entertainment while cleaning the premises, once customers have left the premises.

## **12. CONTROLLING CUSTOMERS & PREVENTING LOITERING**

There are a number of solutions already described earlier in the policy on strategies which will help move people away from the premises and disperse them. However additional consideration can be given to the following:

- Making announcements
- Lighting
- Notices and signage
- Staff allocation
- Thanking patrons on the way out; this also encourages them to return by ensuring their final interaction with staff is positive.
- Staff should be aware when leaving after their shift, where background noise may no longer drown them out, staff can be a source of nuisance themselves.
- Consideration should be given to additional training for key staff. Intoxicated customers may react more positively to messages from staff other than Door Supervisors. People who are intoxicated are instinctively adverse to authority figures, such as the police or door supervisors. While the Police and Door Supervisors are trained to handle conflict, the vast majority of patrons are not involved in conflict and for them a more positive outcome may be achieved by other staff providing them with the messages and information they require.
- Providing perceived incentives; such as giving patrons a lollipop as they leave, not only does this seem like an incentive, someone with a lollipop in their mouth will talk less.

**WEST MIDLANDS FIRE SERVICE**

*LICENSING ACT 2003*

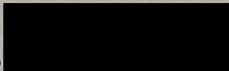
*Voluntary undertaking- Supplement to Application*

**PREMISES:** Luxor. 152 Reddal Hill Road  
Cradley Heath

*Before signing this document, you should be aware that failure to comply with this undertaking may result in a review of the premises licence and/or enforcement action under the Regulatory Reform (Fire Safety) Order 2005*

<b>PUBLIC SAFETY</b>	
1. A maximum Safe capacity of the premises will initially be set as follows; <b>360 persons.</b> ( including staff)	The above will be reflected in the fire risk assessment and suitable management procedures will be adopted to ensure that the safe capacity is not exceeded
2. The fire alarm system will be provided with an automatic cut out which silences amplified music upon actuation of the alarm. <i>A commissioning or test certificate issued in accordance with BS5839-1 will be provided to the Fire Authority before the premises operates the new premises licence.</i>	
3. The emergency lighting will be provided in accordance with the relevant British Standard <i>A suitable certificate will be provided to the Fire Authority before the premises operates the new premises licence</i>	
4. Artificial decorative effects (plants/flower/leaves) will only be provided if they are inherently fire retardant, and a suitable certificate can be provided.	
5. All kitchen fire doors will be well fitting and provided with intumescent strips and cold smoke seals to achieve FD30s standard	

**APPLICANT'S SIGNATURE**



Print

Name.....*D. ALVEER SILLAK*

Date.....*07/04/23*

*AUTHORISED OFFICER... Neil Aston-Baugh (POSITION) ...Fire Safety Inspecting Officer (Authorised on behalf of West Midlands Fire Authority)*

OFFICIAL

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