

Appendix 5 – Applicants response to objection - redacted

From: Red Leaf Village [REDACTED]
Sent: 02 June 2023 11:49
To: SW Licensing [REDACTED]
Cc: Licensing Team for Alcohol & Gambling <Licensing_Team@sandwell.gov.uk>
Subject: Re: [External]: TEN - Red Leaf Village, 28 - 32 High Street, West Bromwich, B70 6JT [Standard TEN]

CAUTION: This email originated from outside of the Council / Children's Trust. Do not click links or open attachments

Good Morning,

Greetings for the day,

Please find our response here in [Blue](#) for your below concerns.

On speaking to Mr Singh he stated this was a private booking, there would be 6 door staff and that it was an event for elderly people. West Midlands Police have been made aware of advertisements circulating which is at complete odds with the details Mr Singh has given. Promotional posters for the event show it will include DJ's from London and Birmingham and with tickets available to buy online including coaches from Brixton, Tottenham and Manchester.

Kindly note that this event is externally promoted as it is organized by a group name [REDACTED] who organizes such parties and event often, Red Leaf Village is booked by [REDACTED] as the venue for this for this party and all information required by the WMP like details for DJ, Tickets sold, Coaches hired and risk assessment is attached with the email as requested.

On emailing Mr Singh about the advertisements he then stated he was aware tickets were being sold online and that he got confused about which event, despite the fact he was told we were telephoning in relation to the TEN applied for. Mr Singh then stated in an email if we confirmed what we wanted he would sort this out. Mr Singh has provided the name of the organiser but West Midlands Police have asked for more detailed information.

On speaking with WMP Mr. Singh was confused between the events as we have a booking for a private party on the same date for which the details are as below:

Event Date and Time : 24/06/2023 from 12.00 PM to 4.30 PM

Customer Name: [REDACTED]

Email: [REDACTED]

As the details for the organizers were not on hand and the communication was unclear , Mr Singh asked WMP to send their requirements on email which can be addressed thoroughly by the event manager.

We have also sent the details for the organizers as requested.

Of concern, Mr Singh stated he would get the event the organiser to provide a risk assessment which he has been advised despite the organiser being able to provide a risk assessment, given this is an externally promoted event which Mr Singh has no control over how or where it is promoted, we would expect him to have conducted checks on the DJ's/artists, know full details of the security providers and have done his own risk assessment for any events as a responsible Premises License Holder.

Being the venue provider, we have our personal risk assessment and safety policy in order and details for the event which were asked by the WMP about the tickets, coaches, and DJs were to be asked to the organizers as the applied ten was quite early about a month to the party date. Hence all check for the artists are done and the details for the security providers are attached with this mail. There are 6 Door Supervisor as security providers with badge numbers from DLA security consultants. please refer to the attached badges and risk assessment policy attached.

Mr Singh then put us in touch with the manager of the venue called Beauty who said they would get full details of those performing, the door staff and security company at which point we asked if the line-up was finalised and what if it was to change and was advised that the line up may change. WMP have also queried how the venue would ensure that the maximum occupancy given on the TEN would not be breached given tickets are being sold online and was advised that the event would have no more than 300 to 320 people at which point we advised that the maximum can be no more than 300 people which also includes staff, organisers, etc. and so if they sold 300 tickets and then had staff, organisers on site, they would be in breach of the TEN. We were then advised it would be no more than 280 people.

Our Event manager called Beauty was unavailable yesterday due to leave the risk policy wasn't sent yesterday, and the details and figures requested from the WMP like tickets sold, coaches hired were asked from the organizer. As the applied ten was prior a month the line-up can't be said confirm because in such events there are last minute changes which we take place hence the event manager confirmed to WMP that they will finalize the line-up by 15 days to the event date. we have mutually agreed with the organizer to declare all tickets sold out and close online selling once it has reached the maximum number of 300 people including staff and organizers.

the required details for the tickets sold and coaches are as below:

1. Full list of DJ's

Saxon Sound, JB Crew, Jus-I Roadshow, Luv Injection, Messiah Esquire

2. Details of number of tickets sold so far, if tickets can be purchased on the night and how you will control numbers given coaches are being put on from Brixton, Tottenham and Manchester. Where and how tickets are being sold.

75 tickets are currently sold. Tickets can be purchased up until 8pm on the 24th June 2023. The coaches are purchased by organiser and capped at 3x 49 seater coaches from London, 1x 49 seater coach from Manchester.

Tickets are sold through following outlets:

Summit Records - Dudley Road, B18 7QX

Hatman - 54 Stephenson Street, B2 4HD

Online: [Accessuktickets.co.uk](https://www.accessuktickets.co.uk)

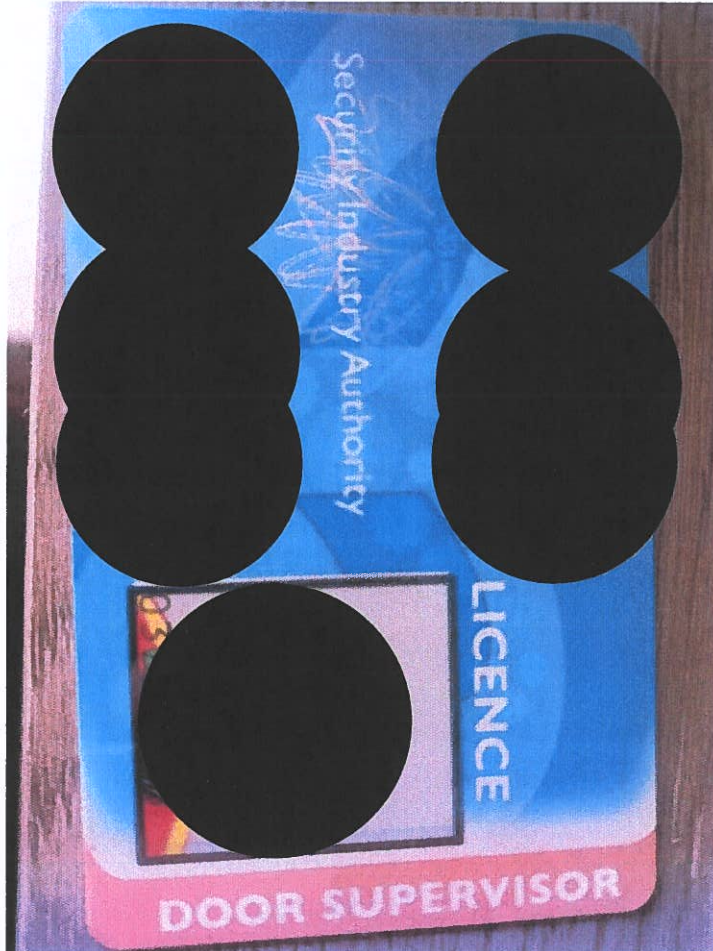
Thus, it is our humble request to WMP to clear the objection so we can go ahead as planned. We have clearly specified our objective and provided all requested details and documents as asked.

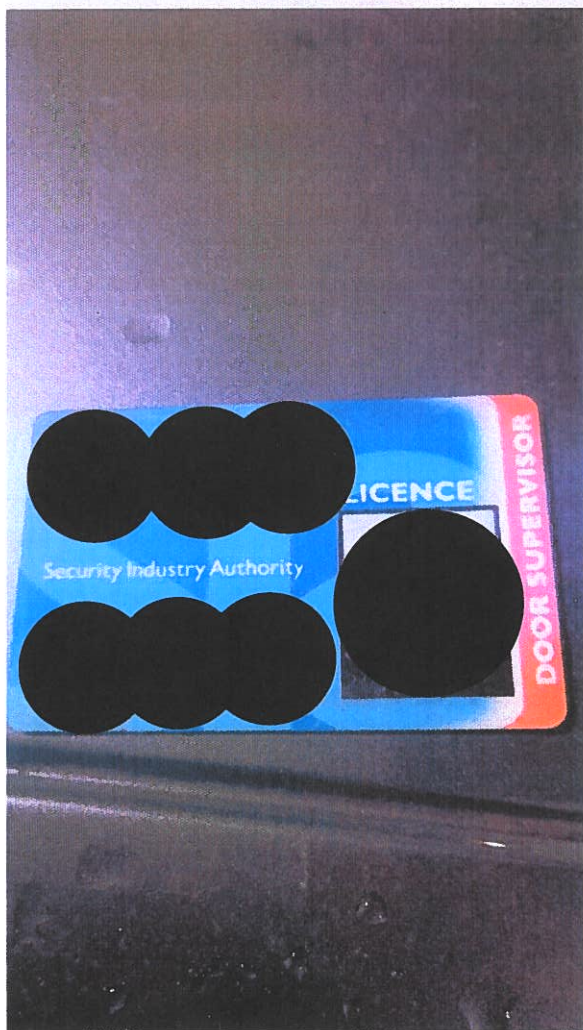
Please let us know for further for any details required from our side. Kindly support us as our business reputation is at risk and its very hard to survive during this market time.

Waiting for your support and reply,

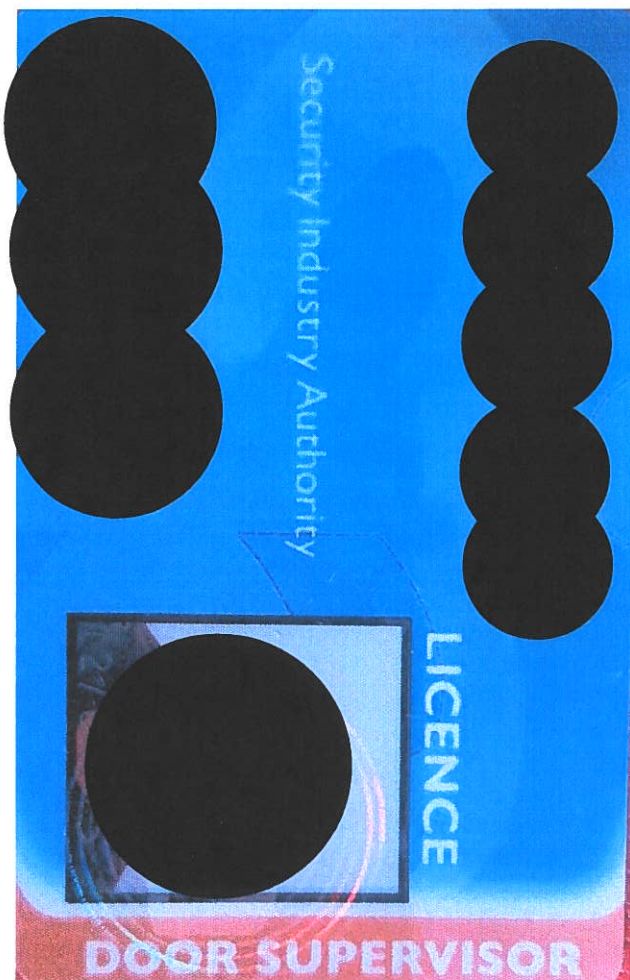
**Thanks & Regards,
Red Leaf Village**

Attachments to above email are on next few pages.









See appendix 5.1 for Health and safety policy



Health and Safety
Policy.pdf