

Thanet District Council
Part A
Premises Licence



Premises licence number

LN/201600183

Premises details

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

Dreamland (Theme Park and Event Space)
Hall by the Sea Road

Post town
Margate, Kent

Post code
CT9 1XJ

Telephone number
01843 [REDACTED]

Where the licence is time limited the dates

None

Licensable activities authorised by the licence

THE MAXIMUM NUMBER OF PERSONS IN ATTENDANCE AT ANY ONE TIME SHALL NOT EXCEED 29,999

- 1) Plays (indoors/outdoors), films (indoors/outdoors), indoor sporting events, boxing or wrestling (indoors/outdoors)
- 2) Live music (indoors/outdoors), recorded music (indoors/outdoors), performances of dance (indoors/outdoors), anything of a similar description (indoors/outdoors), supply of alcohol (on the premises)
- 3) Late night refreshment (indoors/outdoors)

The times the licence authorises the carrying out of licensable activities

- 1) 9am to 11pm daily
- 2) Theme Park – 9am to 11pm daily, Event Space – Sun – Thurs 9am to 10pm, Fri/Sat 9am to 11pm, Easter, May and August Bank Holiday Sundays extended to 11pm
- 3) Event Space – Fri/Sat 11pm to midnight

The opening hours of the premises

9am to 11pm daily

Event Space extended to midnight on Fridays and Saturdays

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

On the premises only

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence

Licensed Support Services Ltd

Sandpit House, Toothill Road, Romsey, Hants SO51 9LN

07810 [REDACTED]

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

7725385

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

Ms Jennifer Debnam

[REDACTED] Kent Road, Gravesend, Kent DA11 0SY

01843 [REDACTED]

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

GM/PER/16/0010

Gravesham Council

Issued on the 15 August 2016

To commence on the 29 March 2016

Regulatory Services Manager _____

[REDACTED]

Annex 1 – Mandatory conditions

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

- a) At a time when there is no designated premises supervisor in respect of the premises licence, or**
- b) At a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended**

Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

Films

The admission of children (persons under 18 years) to the exhibition of any film is restricted in accordance with any recommendation of the British Board of Film Classification (BBFC) or the Licensing Authority.

Where a film exhibition has not been classified, the licence holder will certify to the Licensing Authority that an assessment of the suitability of the film for exhibition to children, in accordance with the BBFC Guidelines has been carried out, and that this has been confirmed by the Licensing Authority, in writing, prior to public viewing.

Any Door Supervisor employed at the premises will be licensed under the Private Security Industry Act 2001.

1. (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—

(a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—

(i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or

(ii) drink as much alcohol as possible (whether within a time limit or otherwise);

(b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;

(c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

(d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;

(e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).

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

3. (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

(a) a holographic mark, or

(b) an ultraviolet feature.

4. The responsible person must ensure that—

(a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—

(i) beer or cider: ½ pint;

(ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and

(iii) still wine in a glass: 125 ml;

(b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

(c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.”

5. (1) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

(2) For the purposes of the condition set out in paragraph 1 –

a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979

b) “permitted price” is the price found by applying the formula –

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

where -

i. P is the permitted price,

ii. D is the rate of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and

- iii. V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

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

- i. The holder of the premises licence,
- ii. The designated premises supervisor (if any) in respect of such a licence, or
- iii. The personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) “relevant person” means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) “value added tax” means value added tax charged in accordance with the Value Added Tax Act 1994.

Annex 2 – Conditions consistent with the operating Schedule

PEAK SEASON – 1st July to 5th September, all Bank Holidays and adjoining weekend, all Kent recognised school holidays (Christmas, Easter, Summer and half terms) when the park is open to the public.

OFF PEAK SEASON – 6th September to 30th June when it is not a Bank Holiday or adjoining weekend or a Kent recognised school holiday open to the public.

Conditions to be maintained for Off Peak Season

1. All alcoholic drinks to be served in plastic containers, the only exceptions being drinks that are served within the designated VIP area on the deposited plan and in a fenced SIA controlled area within the Event Space, which will be one public bar and one VIP bar only.
2. A minimum of one personal licence holder shall be on duty during the sales of alcohol.

3. CCTV shall be installed, working and maintained with a thirty day rollover recording. Recordings shall be made available to the Police and Licensing Authority upon request if required. The licensed area shall be covered and entrance/exit covered at a minimum, in agreement with the Police and Local Authority.
4. The premises shall, in conjunction with the Police and Licensing Authority, adopt a zero tolerance drugs policy and a search policy in promotion of the licensing objectives. This policy shall also include a zero tolerance approach to New Psychoactive Substances (NPS), more commonly known as Legal Highs and Nitrous Oxide. Neither shall be allowed on any part of the site and persons stopped with substances shall be dealt with robustly.
5. A drugs box shall be kept in the main office and only the Police and the premises shall have the keys to open the box. The box can only be opened with both keys.
6. The Police and Licensing Authority shall be given twenty one days' notice of any occasion when the area is open to the public for non-licensable activities outside the hours for the provision of licensable activities.
7. Alcohol shall only be purchased and consumed within the park, outlined by its perimeter fence. Alcohol can only be transferred from the park into the Event Space if the Event Space is enclosed by a perimeter fence and they are used as part of the park's activities.
8. Accurate records shall be kept of the number of persons in this area, capable of transmission to the Police or Licensing Authority on request.
9. When the event space is to be used as the main area The Safety Advisory Group will be informed.
10. CCTV that is installed for the Event Space shall be made available to the Council Control Room. This condition shall be fulfilled for events larger than 5000 persons.
11. A minimum of one authorised member of staff at any entrance/exit to ensure that no alcohol leaves the licensed area.
12. A minimum of one SIA on duty at any time alcohol is available to be purchased consumed within the Theme Park.
13. This licence and the premises licence number LN/201600141 relating to Dreamland (Buildings and Transit Area) share SIA security staff. During the times that alcohol is available, body worn cameras shall be worn on up to six SIA security staff across the two licensed areas.
14. No alcohol to be taken on to any ride.

- 15.No off sales.
- 16.A copy of the premises licence to be displayed.
- 17.All staff to undertake suitable training to fully support the licensing objectives and accurate written records to be kept of training taken. Training to include the following subjects:
 - a) Prohibition of sales to persons who appear to be drunk or underage
 - b) Refusal of service and recording of refusals either via till or written record
 - c) Understanding of the licence conditions

This information is to be made available to the Police or Licensing Authority upon request.

- 18.Written names of all staff who have been authorised to sell alcohol and who they have been trained by to be displayed behind each bar.
- 19.By the second day at the beginning of every month a list of planned events that fall out of normal day to day business, like a ticketed event, to be sent to the Police Licensing Officer, Police Events Team, Thanet District Council Events Team and Thanet District Council Licensing.

Extra condition for Peak Season

- 20.One addition SIA to be inside the Theme Park during the sale of alcohol by retail.
- 21.Theme Park and VIP Area – the Maximum Noise Level shall not exceed background noise level (L90A, 15min) by more than 5dB at 1m from the façade of any noise sensitive premises.
- 22.Event Space – The Noise Management Plan dated 15th December 2014 supplied as part of the application must be implemented. This has regard to superseding noise limits stated below:
 - a) When music is ancillary to the event: the Maximum Noise Level shall not exceed background noise level (L90A. 15 min) by more than 5dB at 1m from the façade of any noise sensitive premises.
 - b) When music is not ancillary to the event: No more than six concert days per calendar year shall be permitted. Should any three concert days not be used consecutively (that is one day after another) they shall not be sooner or

later than fifty six days before or after any other concert day. And the music noise level shall not at any noise sensitive premises exceed 75dB(A) over fifteen minute period measured 1m from the façade.

Annex 3 – Conditions attached after a hearing by the Licensing Authority

None

Annex 4 – Plans

Plans considered March 2016

