

Thanet District Council
Part A
Premises Licence



Premises Licence Number - LN/201600141

Part 1 - Premises details

Postal address of premises, or if none, ordnance survey map reference or description Dreamland Licence Buildings and Transit Area Hall By The Sea Road	
Post town Margate	Post code CT9 1XJ
Telephone number 01843 267012	

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 9,999 1) Plays (indoors), films (indoors), indoor sporting events, boxing or wrestling (indoors), live music (indoors), recorded music (indoors), performances of dance (indoors), anything of a similar description (indoors), supply of alcohol (on and off the premises) 2) Late night refreshment (indoors)
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The times the licence authorises the carrying out of licensable activities 1) 9am to 2am daily 2) 11pm to 2.30am daily
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The opening hours of the premises 9:00am to 2:30am Daily

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

On and Off the premises

Part 2

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

Sands Heritage Limited, 49 Marine Terrace, Margate, Kent, CT9 1XJ
01843 267012

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

09094163

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

Shane Guy, 1 Battel Hall Cottages, Burberry Lane, Leeds Maidstone Kent ME17 1RH

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

Licensed by – Maidstone Borough Council - 22/01523/LAPER

This Premises Licence Update Issued on – 27th May 2022

Premises Licence first issued on - 09th March 2016

Head of Safer Neighbourhoods



Annex 1 – Mandatory conditions

No Supply of Alcohol

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

Irresponsible Drink Promotions

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

- (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).

Free Potable Water

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

Age Verification Policy

- (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.

Drink Measures

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.

Permitted Price of Alcohol

- (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.

Age Restricted Films

The admission of children (persons under 18 years) to the exhibition of any film is restricted in accordance with an 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.

Annex 2 – Conditions consistent with the operating Schedule

1. Off sales shall only be permitted to allow free movement of purchased alcohol from the Buildings to the Theme Park and Event Space licence number LN/201600183.
2. Suitable lighting shall be a permanent fixture during opening hours.
3. CCTV shall be installed, working and maintained with 30 day rolling recording. Recordings shall be made available to the Police and Licensing Authority upon request if required. Licensed area covered and entrance/exit covered at a minimum, in agreement, with the Police and Local Authority. There shall be at least one member of staff on duty during licensable activity that can operate and download CCTV footage upon request.
4. A copy of the premises licence shall be displayed for the building at the Roller Disco.
5. No alcohol shall leave the area defined within the site map of both licences. When the Events Space is not being used, no alcohol shall leave any entrance/exit. When the Events Space is being used no alcohol shall be allowed out of the entrance/exit at Hall by the Sea Road or the entrance/exit of the car park to Belgrave Road.

6. All staff shall undertake suitable training to fully support the licensing objectives and accurate written records shall be kept of training taken. Training to include the following subjects:
 - a Prohibition of sales to persons appearing to be drunk or underage,
 - b Challenge 25 scheme and asking of identification,
 - c Refusal of service and recording of refusals either via till or written record.

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

7. Written names of all staff who have been authorised to sell alcohol and who they have been trained by shall be displayed behind each bar.
8. When alcohol is purchased and consumed in the buildings, all drinks shall be served in government approved toughened glass.
9. A minimum of one personal licence holder on duty during all licensable activity.
10. When the Police request extra SIA staff on duty due to Police intelligence this will be implemented.
11. SIA Staff
 - a) During Off Peak Season
 - i) 1 x SIA staff by Hall by the Sea Road entrance 9pm to close every Thursday, Friday and Saturday
 - ii) 1 x SIA staff at Scenic Railway/car park entrance 8pm to close every evening.
 - iii) If premises closed by 10pm then SIA staff will not be required from 8pm or 9pm.
 - iv) All SIA shall to be in place if a ticketed event taking place beyond 10pm.
 - v) If open beyond 10pm and either the Hall by the Sea Road entrance or the Scenic Railway entrance is closed after this time then the SIA staff can stand down from that position.
 - b) During Peak Season
 - i) 1 x SIA staff patrolling Buildings and Transit Area during times when alcohol is to be sold.
 - ii) 1 x SIA staff at Scenic Railway/car park entrance 8pm to close.
 - iii) 1 x SIA staff at Hall by the Sea Road entrance 9pm to close.
 - iv) All SIA shall to be in place if a ticketed event taking place beyond 10pm.
12. Suitable lighting upon closure to clearly identify the end of any licensable activity and support the egress of patrons.
13. No licensable activity is allowed in the Arcade and Octopus's Garden.
14. When not in use the doors to the Ballroom shall remain securely locked.
15. This licence and the premises licence number LN/201600183 relating to Dreamland (Theme Park and Event Space) 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.
16. 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.
17. A drugs box shall be kept in the main office and only the Police shall have the key to open the box.

18. 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 via email. This shall include full details of timings of events that reflect the Dreamland website.
19. Sound amplification systems shall not be used after the permitted hours for any purpose other than for public order or health and safety purposes.
20. The licensees within 28 days of the grant of any variation shall implement a helpline for customer comments and complaints. The helpline shall be available for contact by customers and residents throughout the operation of any event. The helpline shall be included on all advertisements on the Dreamland website for events involved with this licence where music is not ancillary. All contact with the helpline shall be logged with customer name, address, contact detail, nature of complain and complaint resolution description. It should be noted if the customer refuses to give any information. This complaint information shall be made available to the local Licensing Authority at their request within a period of 7 working days.
21. The licensees shall implement a general site Noise Management Plan (NMP) within 28 days of the grant of any variation. The NMP shall promote the licensing objectives and ensure the licensing conditions are adhered to. The NMP shall be reviewed if it is the opinion of the Licensee that sources or timings of disturbance have significantly changed. The NMP shall also be reviewed if more than 3 complaints (from different households) relating to noise, are received by either the local authority or the licensee, concerning an individual event.
22. During any event where music is not ancillary the licensee shall give unrestricted access to local authority officers to the site to conduct monitoring of noise levels.
23. For events that are considered large scale and where this licence is used in conjunction with LN/201600183. These conditions are applicable where music is not ancillary to the event; they are ticketed and attended by more than 10,000 people.
 - a At least 28 days prior to a large scale event the licensee shall appoint a suitably qualified acoustic consultant. The duties of the acoustic consultant shall include (but not limited to):
 - i) A Liaison between the responsible authority, Licensee, event promoter, technical contractors and Artist Management prior to, during and after the event.
 - ii) At least 14 days prior to the event produce a site and event specific Noise Management Plan (NMP) advising on noise mitigation techniques to minimise noise disturbance outside the venue, the likelihood of complaint, the risk of hearing damage to staff and patrons and the effect on noise sensitive premises.
 - iii) Conducting pre-event testing to ensure that noise levels outlined in this licence are achievable.
 - iv) Conducting noise monitoring during the event to ensure that noise levels outlined by condition in this licence are not breached.
 - b Following a written request from the licensing authority to the licensee, a noise report shall be sent to the local licencing authority within 14 days. The report shall refer to the findings of the event specific NMP and include the results of the monitoring undertaken at the event, highlight any breaches of the conditions and state any mitigation taken at the time of the breach.
 - c Between the hours of 09:00am and 23:00pm the Music Noise Level (MNL) assessed at the mixing desk of each stage or performance area shall be such that the MNL at 1 metre from the façade of any residential receptor does not exceed the background level (L90A measured over a 15 minute period) by more than 5dB.

- d Between the hours of 23:00pm and 09:00am the Music Noise Level (MNL) assessed at the mixing desk of each stage or performance area shall be such that the MNL at 1 metre from the façade of any residential receptor shall not exceed 45 dB (LAeq 5 Minutes)
24. For events that are considered routine operation and which may be used in conjunction with licence LN-201600183. These conditions are applicable where music is not ancillary to the event; the events are ticketed and attended by up to 9999 people.
- a The Licensee or DPS shall appoint a competent person responsible for:
 - i) A Liaison between the responsible authority, Licensee, event promoter, technical contractors and Artist Management prior to, during and after the event.
 - ii) To conduct on site monitoring of any event to ensure that noise levels identified by condition in this licence are not breached.
 - b Between the hours of 09:00am and 23:00pm the Music Noise Level (MNL) assessed at the mixing desk of each stage or performance area shall be such that the MNL at 1 metre from the façade of any residential receptor does not exceed the background level (L90A measured over a 15 minute period) by more than 5dB.
 - c Between the hours of 23:00pm and 09:00am the Music Noise Level (MNL) assessed at the mixing desk of each stage or performance area shall be such that the MNL at 1 metre from the façade of any residential receptor shall not exceed 45 dB (LAeq 5 Minutes).

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

None

Annex 4 – Plans

Plans considered – March 2016