

**Thanet District Council**  
**Part A**  
**Premises Licence**



**Premises Licence Number - LN/201600183**

**Part 1 - Premises details**

Postal address of premises, or if none, ordnance survey map reference or description  Dreamland Licence Theme Park and Event Space Hall By The Sea Road	
Post town Margate	Post code CT9 1XJ
Telephone number 01843 295857	

Where the licence is time limited the dates None
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Licensable activities authorised by the licence  <b>THE MAXIMUM NUMBER OF PERSONS IN ATTENDANCE AT ANY ONE TIME SHALL NOT EXCEED 19,999</b>  Supply of alcohol (on and off the premises)  Live music (indoors/outdoors), recorded music (indoors/outdoors), performances of dance (indoors/outdoors), anything of a similar description (indoors/outdoors)  Plays (indoors/outdoors), films (indoors/outdoors), indoor sporting events boxing or wrestling (indoors/outdoors)  Late night refreshment (indoors/outdoors)
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The times the licence authorises the carrying out of licensable activities  Mon – Sat & Bank Holiday Sundays 9:00am – 23:00pm Other Sundays 9:00am – 22:00pm
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The opening hours of the premises

Mon – Sat & Bank Holiday Sundays 9:00am – 23:00pm  
Other Sundays 9:00am – 22:00pm

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 – 27<sup>th</sup> May 2022**

**Premises Licence first issued on – 29<sup>th</sup> March 2016**

**Director of 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**

**PEAK SEASON** – 1<sup>st</sup> July to 5<sup>th</sup> 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** – 6<sup>th</sup> September to 30<sup>th</sup> 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. Alcoholic drinks will not be served in glass with the exception being drinks that are served within the designated VIP area controlled by SIA Staff.
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. There shall be at least one member of staff on duty during licensable activity that can operate and download CCTV footage upon request. 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. When the event space is to be used as the main area The Safety Advisory Group will be informed.
8. A minimum of one authorised member of staff at any entrance/exit to ensure that no alcohol leaves the licensed area.
9. 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.
10. No alcohol to be taken on to any ride.
11. Off sales shall only be permitted to allow free movement of purchases of alcohol from the Theme Park and Event Space to the Buildings licence number LN/201600141.
12. A copy of the premises licence (Part B) to be displayed at the food court.
13. 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.

14. An up to date log of staff that have been given "Consent to Serve" by the DPS will be available at the main bar, food court.
15. 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. This shall include full details of timings of events that reflect the Dreamland website.

Extra condition for **Peak Season**

16. One additional SIA to be inside the Theme Park during the sale of alcohol by retail.

## **YEAR ROUND NOISE CONDITIONS**

17. Sound amplification systems shall not be used after the permitted hours for any purpose other than for public order or health and safety purposes.
18. The Licensees shall maintain a section on their website called "information for residents". The Section shall give details to residents on how to contact Dreamland in the event of the resident wishing to make comments or complaints. Dreamland shall maintain a helpline for local residents throughout any event where music is not ancillary to that event. All contact with the helpline shall be logged with customer name, Address, contact details, nature of complaint and complaint resolution description. It should be noted if the customer refuses to give some or any information. This complaint information shall be made available to the local licensing authority at their request within a period of 7 working days.
19. 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.
20. 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.
21. There shall be no more than 20 music event days per year associated with this licence. An event shall be where the event is ticketed and music is not ancillary to the event. Where an event is in excess of 24 hours this shall be classed as 2 events. The 20 events shall be made up from a maximum of 8 major events (4 x 2 days) and the remainder being minor events as outlined in the conditions below. For example if 8 major events are held then a maximum of 12 minor events could be held or if no major events are held then 20 minor events could be held.
  - a. Music at these events in relation to this licence shall terminate at 23:00pm.
22. For events that are considered large scale. Large scale shall be met where music is not ancillary to the event; they are ticketed and attended by more than 10,000 people.
  - i) There shall be no more than 4 x 2 day large events per year. Each series of events shall last no more than 48 hours. There shall be 28 days between the end of one series of events and the beginning of another save that 2 of the 2 day events will be permitted at 5 days apart.
  - ii) At least 28 days prior to a planned event the licensee shall appoint a suitably qualified acoustic consultant. The duties of the acoustic consultant shall include (but not limited to):
    - 1) A Liaison between the responsible authority, Licensee, event promoter, technical contractors and artist management prior to, during and after the event.
    - 2) At least 14 days prior to the event produce an event specific Noise Management Plan (NMP).
    - 3) Conduct & document noise monitoring & management to ensure that noise levels outlined by condition in this licence are not breached.
  - iii) 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.

- iv) 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 75dB(A) measured over a 15 minute period.
- 23 For events that are ticketed and where music is not ancillary to the event and attended by below 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 Conduct & document noise monitoring & management to ensure that specific noise related conditions within 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 15dB.
- 24 For general events where music is not ancillary but also are not ticketed.
- a 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.

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

None

### **Annex 4 – Plans**

Plans considered – June 2017