

Licensing



Date: 23rd December 2022

To: Andy Merricks, Licensing Agent & Shane Guy, Head of Operations

cc: TDC Licensing

Re: Application for premise licence

Premise: Dreamland, 49 Marine Terrace, Margate.

Further to your application dated 5th December 2022, Licensing are formally objecting to the application at this stage.

Given the 28 day consultation period over Christmas and New Year this has shortened the overall time frame for consultation and agreement, I have included my proposals within this letter which take into consideration the 4 licensing objectives.

1. Glass shall only be used for the service of alcoholic drinks in the Indoor venues and any designated VIP area controlled by SIA security. If glass is taken outside of these areas they will be removed by SIA security.
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 Local 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. All licensed areas 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.
5. A drugs box shall be kept in the main office and only the Police and the premises shall have the means to open the box.
6. For all events an EMP (Events management plan) will be drawn up and implemented which will detail, inter alia, the required number of SIA security staff required, including where and when they are deployed. This will be sent to Kent Police

Licensing Officer, Kent Police Events Team, Thanet District Council Events Team and Thanet District Council Licensing Officers 1 month prior to the event.

7. For large scale events on the over 5000 patrons, a SAG meeting will take place 3 months prior to the event.
8. There shall be 4 SIA security staff inside the Theme Park during the sale of alcohol.
9. On event days during the times that alcohol is available all SIA security staff shall wear body worn cameras in accordance with the EMP.
10. A copy of the licence (Part B) to be displayed within an Internal and an external Bar
11. Bar serving staff shall undertake suitable training to fully support the Licensing Objectives. This information is to be made available to the Police or Licensing Authority upon request.
12. Suitable lighting shall be utilised to support public safety during opening hours
13. Dreamland will promote the objectives to protect children from harm including the following measures:
 - Age limits where appropriate to be identified in the EMP
 - Challenge 25 age verification policy in place relating to alcohol sales
 - Lost child Policies and procedures
14. A list of events shall be sent to the Police Licensing Officer, Police Events Team, Thanet District Council Events Team and TDC Licensing. The list shall be submitted for approval 28 days prior to commencement of any licensable activity authorised by this premises licence. It shall include, but not limited to, a plan of the staged event, numbers of SIA security staff, dates and timings of the event and a Dispersal Management Plan.
15. During an event the licensee shall give unrestricted access to LA Licensing Officers to the site to conduct investigations into possible breaches of conditions.
16. Events shall not be conducted on more than 48 days in any calendar year, and events comprising four consecutive days not occur on more than four occasions in any calendar year.
17. There must be a 28 day gap between the end of each four day event and the start of the next event.
18. Events shall not last longer than 10.5 hours per day. Starting at midday to 22.30.
19. All events which are pre planned advertised events, for sale to the general public, must be ticketed.
20. SIA to be in place at any ticketed event, the numbers of which to be confirmed within the EMP.
21. A Dispersal Management Plan shall be submitted to and approved by the Licensing Authority prior to commencement of any licensable activity.

Further to the above:

In the interest of Public safety and Crime and Disorder, all external Bars to close at 22:30 - 09:00 and the Park close at 23:00

Licensing will maintain this objection unless the above conditions are agreed to in writing.