

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



**Premises Licence Number - LN/202300093**

**Part 1 - Premises details**

Postal address of premises, or if none, ordnance survey map reference or description  Dreamland Licence Events and Amusement Buildings and Park Marine Terrace	
Post town Margate	Post code CT9 1XJ
Telephone number 01843 295887	

Where the licence is time limited the dates  None
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Licensable activities authorised by the licence  1) Plays, films, indoor sporting events, boxing or wrestling, live music, recorded music performances of dance, anything of a similar description, supply of alcohol  2) Late night refreshment (indoors only)
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The times the licence authorises the carrying out of licensable activities  1) Indoors  9:00am – 02:00am (8 events allowed until 4:00am) see conditions  Outdoors  9:00am – 23:00pm (40 days per year) see conditions  2) 23:00pm – 02:00am (8 events allowed until 4:00am) see conditions
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The opening hours of the premises

Outside

9:00am – 23:59pm – Daily

Inside

9:00am – 02:00am – Daily – (8 events at 4:00am) see conditions

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 295887

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

Mr Shane Guy

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 – 11<sup>th</sup> July 2024**

**Premises Licence first issued on - 13th March 2023**

**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 a 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. The definition of “Event” shall mean events that are held outdoors in the areas known as “park and event space” ticketed, music is not ancillary to the event and exceeds the day to day business of the premises
2. “Large Scale Event” shall mean as (1) but attended by 10,000 – 19,999 patrons.
3. The licence holder will have produced an Event Management Policy (EMP1) that will annex this licence and contents of which must be agreed with Police, Licensing authority and the premises licence holder. Any amendments to this EMP1 will be logged and signed by all parties so it is clear which version is current and enforceable.

4. The licence holder will have produced a Sound Management Policy (SMP1) that will annex this licence and contents of which must be agreed with EHO, Licensing authority and the premises licence holder. Any amendments to this SMP1 will be logged and signed by all parties so it is clear which version is current and enforceable.
5. A minimum of one personal licence holder shall be on duty during the sale of alcohol.
6. There shall be a minimum of 2 SIA security staff on duty when the park is open to the public.
7. 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 in accordance with Data Protection law requirements. There shall be at least one member of staff on duty during licensable activities that can operate and download CCTV footage upon lawful request in accordance with Data Protection requirements. The extent of CCTV coverage of the licensed areas, including entrance and exit shall be set out in a policy document that shall be agreed with the Police and Licensing Authority.
8. The premises shall adopt a zero tolerance drugs policy.
9. 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.
10. On event days, a minimum of one authorised member of staff shall be deployed at any entrance/exit to deter alcohol leaving the licensed area.
11. For all events, an Event Management Plan (EMP) 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.
12. On event days, during the times that alcohol is available, selected SIA security staff shall wear body worn cameras in accordance with the EMP
13. No alcohol shall be permitted to be taken on to any ride
14. Dreamland will promote the objective to protect children from harm including the following measures:
  - 14.1. Age limits where appropriate to be identified in the EMP
  - 14.2. Challenge 25 age verification policy in place relating to alcohol sales
  - 14.3. Lost child policies and procedures
  - 14.4. All training to be given to staff in relation to the above
15. Glass shall only be used for the service of alcoholic drinks in the Indoor venues and any designated VIP area controlled by SIA security
16. A copy of the premises licence (Part B) to be displayed at the Main Bar
17. 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.
18. A list of Events shall be sent to the Police Licensing Officer, Police Events Team, Thanet District Council Events Team and Thanet District Council Licensing on a monthly basis. This shall include full details of proposed timings of events.
19. Suitable lighting shall be utilised to support public safety during opening hours.

20. During an event the licensee shall give unrestricted access to LA Licensing Offices to the site to conduct investigations into possible breaches of conditions. 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. Subject to Data Protection legislation, this complaint information shall be made available to the local licensing authority at their request within a period of 14 working days. Outdoor regulated entertainment noise controls for the Prevention of Public Nuisance
- 20.1. Events shall not be conducted on more than 40 days in any calendar year, and events comprising four or more consecutive days shall not occur on more than four occasions in any calendar year.
- 20.2. Events shall not last for longer than 10.5 hours per day.
- 20.3. Amplified regulated entertainment is permitted only between 09:00 – 23:00 (or 09:00 - 22:00 on Sundays that are not followed by a Bank Holiday)
21. Large scale events: -
- 21.1. All external events will be monitored by a suitable competent person to ensure the noise levels outlined in the conditions below (agreed by the licensing sub committee) are adhered to. The licensee shall produce at least 14 days prior to the event a professional site and event specific Sound Management Plan (SMP) containing noise mitigation techniques to minimise noise disturbance outside the premises

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

### **Noise General**

#### **Sound Management Plan**

- 1.1 The Licensee shall implement a Sound Management Plan (SMP) with robust controls for the Prevention of Public Nuisance and compliance with the licensing conditions.
- 1.2 The SMP shall be submitted to the licensing authority for Environmental Health review and approval at least 14 days before the commencement of any licensable activity authorised by this licence.
- 1.3 The Licensee shall abide by the approved SMP noise controls.
- 1.4 The SMP may not be amended without agreement and subject to document control.

### **Reporting**

- 2.1 The Operator shall maintain a sound log on Event Days.
- 2.2 The log shall record the event name, date & timings, plus any sound measurements [2.2.1] with the time, location, observations, action taken, equipment used & responsible person.

2.2.1 Parameters shall include LAeq15min and LCeq15min. The spatial and acoustic relationship between any proxy location and the relevant noise-sensitive receptors shall be detailed

2.3 The log shall record the operating Licensing Schedule [2.3.1] and be made available to the Licensing Authority within 7 days of a request.

[2.3.1] The permissible operating days, hours and MNL limit in accordance with this Licence

3 There shall be no movement of equipment which results in an adverse observable effect associated with entertainment between the hours of Midnight and 08:00hrs.

### **External Event Space**

4 Noise Limits and Number of Events

a Repetition: A maximum of 40 days per calendar year is permitted to control annual cumulative impact. There shall be, at most, four occurrences of four consecutive event days.

b Duration: A maximum of 10.5 hours per day is permitted to control daily cumulative impact.

c Timing: Amplified regulated entertainment is permitted between 12:00pm – 23:00pm hrs for the control of disturbance outside social hours.

d Intensity: To control the likelihood & severity of disturbance, the maximum Music Noise Level (MNL) 1m from the façade of any dwelling shall not exceed, per calendar year:

- |     |                    |  |
|-----|--------------------|--|
| i)  | Eight days         | 75dB LAeq 15 min and 90 dB LCeq,15 min |
| ii) | Thirty two days at | 65dB LAeq 15 min and 85 dB LCeq,15 min |

5 All external events must be monitored by a suitably competent acoustic consultant to ensure the SMP, noise monitoring and ensure that noise levels outlined by condition are not breached.

### **Internal Events Space (2am and 8 x 4:00am with following limits)**

#### **Noise Limits**

6 Indoor events mean Regulated Entertainment in any internal space, including but not limited to Hall by the Sea, Ball Room, and Roller Disco.

When assessed 1m from the façade of any relevant Noise Sensitive Receptor:

Between 09:00 - 23:00 hrs the Music Noise Level shall not exceed 3dB above representative ambient LAeq15min or background LCeq,15min values

Between 23:00 - 09:00 the Music Noise Level emitted from the premises shall not exceed a value 10 decibels below representative back LA90,5 min or LC90,5min noise levels at sensitive receptors.



Note: Typical representative ambient and background noise levels shall be determined by statistical analysis of noise levels surveyed under conditions conducive to noise measurements over periods covering the licensed periods.

**Additional condition added by Sub Committee:**

- 7 The licence to be reviewed in 18 months and by July 2024 to allow for a later consideration of any issues that may have occurred due to the implementation of the new licence. This review is to be an informal review between Thanet Council and Sands Heritage not a formal review under Section 51.

**Annex 3a Following licensing Expedited Review Section 53A 09<sup>th</sup> July 2024**

1. Formal cancellation of all “Drum and Bass” events and those deemed to be higher risk because of association with class A and B drug use by those under 18 years of age attending such events.
2. Removal of promotion/ticker sales immediately related to such events as defined in 1 above.
3. Increase of ratio of SIA security/staff. Ration 1 SIA per 100 patrons – for” higher risk” events such as “Trance/Garage/Grime” events.
4. Zero tolerance signage regarding drug use and possession throughout the venue.
5. For all “High Risk” events all under persons under the age of 18yrs to be accompanied by an “adult”, defined as a person aged at least 25yrs or over, and suitable measures in place to implement this measure such as a wristband system.

**Annex 4 – Plans**

Plans considered – February 2023