LICENSING ACT 2003

PREMISES LICENCE

Premises Licence Number:	3482 / 1
Part 1 - Premises details: Postal address of premises, or if none, ordnar	nce survey map reference or description
Aston Villa Football Club Villa Park Witton Lane/Trinity Road Aston	
Post town:	Post Code:
Birmingham	B6 6HE
Telephone Number:	
Where the licence is time limited the dates	

N/A

Licensable act	ivities authorised by the licence
Α	Plays
В	Films
С	Indoor sporting events
D	Boxing or wrestling entertainment
E	Live music
F	Recorded music
G	Performances of dance
Н	Anything of similar description to that falling within (live music), (recorded music) or (performances of dance)
L	Late night refreshment
M1	Sale of alcohol by retail (on the premises)

The times the licence authorises the carry	ying out of licensal	ble a	activities	
Monday - Sunday	10:00 23:00	-	02:00 02:00	A ,B ,C ,D ,E ,F ,G ,H ,M1 L

The opening hours of the premises			
Monday - Sunday	00:00	-	23:59

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

On Supplies Only

Part 2

Name, (registered) address, telephone number licence	and email (where relevant) of holder of premises
Aston Villa Football Club Limited Villa Park Witton Lane/Trinity Road Aston	
Post town:	Post Code:
Birmingham	B6 6HE
Telephone Number:	
Email	
N/A	
	pany number or charity number (where applicable)
3375789	
Name, address, telephone number of designate authorises for the supply of alcohol	ed premises supervisor where the premises licence
authorises for the supply of alcohol	
Post town:	Post Code:
Telephone Number:	
N/A	
supervisor where the premises licence authority	of personal licence held by designated premises ses for the supply of alcohol
Licence Number	Issuing Authority
5844	BIRMINGHAM CITY COUNCIL
L	I

Dated 28/08/2010



David Kennedy Principal Licensing Officer For Director of Regulation and Enforcement

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 retail sale or supply of alcohol made under this licence must be made or authorised by a person who holds a personal licence.

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. 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).

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

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. 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. 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.

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."

(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) In this condition:— (a) "permitted price" is the price found by applying the formula P = D + (D x V), where— (i) P is the permitted price, (ii) D is the amount 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; (b) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979; (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. (3) Where

the permitted price would not be a whole number of pennies, the permitted price shall be taken to be the price rounded up to the nearest penny. (4) Where the permitted price on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax, the permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

The admission of children under the age of 18 to film exhibitions permitted under the terms of this licence shall be restricted in accordance with any recommendation made: (a) By the British Board of Film Classification (BBFC), where the film has been classified by that Board, or (b) By the Licensing Authority where no classification certificate has been granted by the BBFC, or, where the licensing authority has notified the licence holder that section 20(3)(b) (s74(3)(b) for clubs) of the Licensing Act 2003 applies to the film.

Each individual assigned to carrying out a security activity must be licensed by the Security Industry Agency.

Annex 2 - Conditions consistent with operating schedule

2a) General conditions consistent with the operating schedule

Prior to licensable activities commencing in/on any building to be erected, the Premises Licence Holder shall provide to the Licensing Authority an Operating Plan setting out how licensable activities in/on the new building will function and be managed on a day-to-day basis. This Operating Plan shall also include a plan showing the situation of permanent points of sale or supply of alcohol. No licensable activity shall take place in/on the new building until this Operating Plan is approved by the Licensing Authority.

A minimum of three months' notice (or such lesser period of notice as the Licensing Authority may reasonably agree) will be given to the Licensing Authority and responsible authorities of each of the proposed outdoor licensable activities.

The notice to the Licensing Authority and responsible authorities will include the following:

- *The date of the proposed event.
- *The start and finish times of the licensable activities.
- *The start and finish times of the sale or supply of alcohol and location of points of sale or supply.
- *A brief description of the licensable activities proposed, including any unusual features.
- *The anticipated number of attendees.
- *The areas of the Licensed Premises to be used.
- *Other events which are scheduled to take place on the same day.

OUTDOOR CONCERTS AND OTHER LICENSABLE OUTDOOR EVENTS

Outdoor concerts and outdoor events shall mean concerts and events which are held outside permanent buildings at the licensed premises but shall include concerts and events staged in whole or in part in temporary buildings or marquees.

Each calendar year a minimum of three months' notice (or such lesser period as the Licensing Authority may reasonably agree) will be given to the Licensing Authority and responsible authorities of each of the dates of each of the proposed events together with a brief description of the licensable activities proposed.

The Premises Licence Holder shall produce an Event Management Plan for all the licensable activities proposed at the Licensed Premises. Such Event Management Plan shall address the licensing objectives to the satisfaction of the Licensing Authority. No outdoor licensable activity for the public shall take place unless the Event Management Plan is approved by the Licensing Authority.

The Premises Licence Holder shall produce an Event Management Plan (see below) for the licensable activity proposed at the Licensed Premises at least two months before each outdoor concert or other outdoor event (or such lesser period as the Licensing Authority may reasonably agree) for the licensable activity proposed at the Licensed Premises.

If required by the Licensing Authority, the Event Management Plan will include where appropriate:

- 1. Names, addresses and telephone numbers of persons/organisations responsible for:
- * Overall event safety control
- * Production
- * Medical and first aid provision
- * Site management and the structural integrity of all temporary structures
- * Crowd management, stewarding and security
- * Fire safety and control
- * Configuration and control of sound systems
- * Management of on-site car parking
- * Management of concessions and franchises
- * Provision and maintenance of water supplies
- * Welfare and provision of information
- * Provision and maintenance of sanitary facilities
- * Reception collection and removal of litter and other waste

- 2. The proposed audience capacity including guests.
- 3. Plans to agreed scales detailing exits, entrances, temporary bars, marquees and all facilities to be provided.
- 4. Details of proposals for entertainments, together with information regarding any special effects.
- 5. Details of proposals for concessionary activities including food franchises, bars, restaurants and non food retail sales.
- 6. An alcohol management plan which will include details of :
- * The designated premises supervisor
- * Personal licence holders
- * Control of the sale of alcohol
- * Proof of age policy
- * Promotion of responsible drinking
- * Appropriate signage
- 7. A Safety Policy and Risk Assessment for the event.
- 8. Details of arrangements for co-ordinating and controlling event safety on site.
- 9. A site safety plan including site safety rules, requirements for construction and breakdown of site, structural safety calculations, drawings of temporary structures and safety barriers, details of electrical installations and lighting arrangements.
- 10. Incident contingency and emergency plans (including a Major Incident Plan).
- 11. A crowd management, stewarding and security plan.
- 12. A medical ambulance and first aid plan.
- 13. A fire safety plan.
- 14. A traffic management plan.
- 15. A sound assessment with details and proposals for monitoring and controlling sound emission.
- 16. Details for the provision of cleaning and maintenance of sanitary accommodation, washing facilities and drinking water.
- 17. Details for the reception collection, litter and disposals of other waste.
- 18. Details of welfare arrangements facilities and provisions for information on site.
- 19. Details of the arrangements and facilities for disabled persons.

Full and detailed consultation will be undertaken through the Safety Advisory Group with the Licensing Authority and each of the responsible authorities and those persons/organisations referred to in the Event Safety Guide issued by the Health and Safety Executive (or any replacement guidance subsequently issued). The Safety Advisory Group meetings will take place prior to each event and will refine and finalise the Event Management Plan.

The Event Management Plan will provide dates specifying the date by which obligations in the Event Management Plan must be complied with, such as, the provision of final plans, provision of information to responsible authorities for approval and completion of the infrastructure for the event.

All events shall be managed in accordance with the Event Management Plan applicable to the relevant event.

Whilst the Licensed Premises are used for regulated entertainment, the Premises Licence Holder or some other responsible person nominated in writing by the Premises Licence Holder shall be in charge of and present at the Licensed Premises and shall be responsible for the carrying out of all conditions of the Premises Licence. In this connection the Premises Licence Holder shall appoint sufficient staff whose duties it shall be to exercise general supervision and to assist in the observance of the conditions of the Premises Licence.

The Premises Licence Holder will make adequate provision for monitoring and controlling the number of persons entering the licensed site and any temporary structures within it by way of fencing, gate systems, security or other provision to prevent unauthorised access to the licensed site or any part thereof.

Arrangements will be put in place to provide necessary information to persons attending the events to include dealing with lost and found persons and property, the emergency services, promoting responsible drinking and advising of taking care of hearing.

Appropriate information and conditions will be printed on tickets and displayed at entrances.

The Premises Licence Holder shall produce an Event Management Plan for all the outdoor licensable activities proposed at the Licensed Premises. Such Event Management Plan shall address the licensing objectives to the satisfaction of the Licensing Authority. No licensable activity for the public shall take place unless the Event Management Plan is approved by the Licensing Authority

2b) Conditions consistent with, and to promote the prevention of crime and disorder

When required by the Licensing Authority, the Licence holder will appoint to the satisfaction of the responsible authorities a competent security/stewarding provider for each event.

When required by the Licensing Authority the Licence Holder will to the satisfaction of the responsible authorities produce a full stewarding/security plan which will be contained within an Event Management Plan. All stewards will be easily identifiable and have appropriate training for their duties. A register will be maintained of all stewards and security staff employed before, during and after the event containing their full names, dates of birth, home addresses, employers, event specific identification and where appropriate, their SIA registration details.

If required by the Licensing Authority, a CCTV system shall be operated throughout events and full details of the system including retention of data shall be contained in an Event Management Plan.

The Alcohol Management Plan will set out procedures to minimise any contribution to crime and disorder from the consumption of alcohol. This Plan will also set out procedures to minimise the occurrence of under age drinking, the supply of alcohol to persons under the age of 18 and the supply to persons who are drunk.

The Premises Licence Holder shall take all reasonable steps to prevent drunkenness or other disorderly conduct and shall not permit entertainments which are obscene offensive to public decency or calculated to incite a breach of the peace.

The licence holder shall prepare a drugs policy for events where appropriate which will be based on 3 core messages :

- * Prevention
- * Drug Dealers and users
- * Welfare and treatment.

Random searching may take place at all entrances and within the Licensed Premises for offensive weapons or drugs along with any other prohibited items. Searching of persons shall be carried out by members of the same gender. If appropriate, the ticket conditions shall indicate that searching will be carried out and there shall be signage with this message at all entrances.

2c) Conditions consistent with, and to promote, public safety

The venue and all equipment furnishing, fittings and the like shall be constructed, provided and maintained so as to be in a thoroughly safe condition for entertainment purposes.

Suitable records shall be kept by the Premises Licence Holder or his agent regarding fire safety precautions, electrical installations and the construction of the built environment.

Authorised officers of the Licensing Authority, authorised officers of the Fire Authority, the Ambulance Service and Constables shall have free access to all parts of the Licensed Premises for the purpose of inspection at all reasonable times.

The Premises Licence Holder shall ensure that the Premises Licence and all conditions attached thereto are retained at the Licensed Premises and are available for inspection at all reasonable times by authorised officers of the Licensing Authority, Fire Authority, Ambulance Service and Constables.

The capacity will not exceed the maximum capacity permitted by the premises licence.

The Premises Licence Holder will agree with the Licensing Authority following consultation with the Responsible Authorities an appropriate maximum capacity for each event. The capacity agreed will include audience and guests. The agreed capacity will not be exceeded for that event.

The occupancy of all temporary structures within the Licensed Premises will be continuously monitored and capacities agreed with the responsible authorities will not be exceeded.

Appropriate arrangements by way of barriers, gate systems, security or other provision will be made, in agreement with the responsible authorities, to prevent unauthorised access to the Licensed Premises and manage entry to the Licensed Premises.

Admission to the Licensed Premises will be by ticket only unless otherwise approved by the Licensing Authority.

Entrances and exits to the Licensed Premises including temporary structures within the Licensed Premises will be kept clear at all times and will be adequately illuminating during periods of darkness. If required by the Licensing Authority a lighting check will be carried out in consultation with the appropriate Responsible Authorities prior to the premises being opened to the public.

Adequate lighting levels will be maintained within any temporary structure and emergency lighting to the satisfaction of the appropriate Responsible Authority shall be provided in such temporary structures.

All electrical installations and equipment will comply with the general requirements at the Electricity at Work Regulations 1989 and with the general provisions of the Event Safety Guide or any replacement guidance. The Premises Licence Holder will employ competent persons to assess the electrical requirements at the event and the compatibility of the electrical supply with the equipment used and take all reasonable measures to ensure so far as is reasonably practicable the safety of all persons at the event.

All generators on the Licensed Premises shall not be petrol driven.

A sufficient and suitable fire risk assessment will be completed for each and every event. The control measures identified will be fully implemented to the satisfaction of the Licensing Authority and the Fire and Rescue Service.

No special effects including lasers, strobe lights, stage pyro, smoke, vapor or fireworks shall be used without the prior approval of the Licensing Authority and the Fire and Rescue Service.

The Licensed Premises shall accord with "the Event Safety Guide - A Guide to health Safety and Welfare at Music and Similar Events" (HSG 195-ISBN 0-7176 -2453-6) in consultation with and to the satisfaction of the sports ground and Licensing Officer.

The Premises Licence Holder when requested by the Licensing Authority shall provide evidence that the Built Environment is being effectively maintained.

The Built Environment shall not be altered without the written consent of the Licensing Authority.

The Licensed Premises shall conform to all relevant provisions of current health and safety legislation in respect of persons employed in or visiting the venue and the Premises Licence Holder shall comply with all such legislation and the reasonable requests of the Health and Safety Inspectorate.

The Premises Licence Holder shall maintain good order in the Licensed Premises and shall appoint a staff of competent stewards for this purpose. The stewards shall be not less than 18 years of age, shall be adequately trained and instructed in their duties, briefed thoroughly before the performance starts and shall wear distinctive dress (badges or armbands are not a sufficient means of identification). They shall be controlled from the central control point and shall be under the control of supervisors, equipped with suitable means of communication to the Event Control Team. While on duty they shall not be engaged on other activities which would prevent them from carrying out these functions. All stewards shall be made aware of the position and arrangements for First Aid. Stewards shall be positioned at all exits and at key points where control is most needed, particularly in a central area near the stage. Stewards shall exercise proper control over the audience. They shall ensure that there is no overcrowding in any part of the Licensed Premises and the concourses, staircases, passageways and exits are kept clear and free from obstruction at all time and that no standing on seats occurs.

Sufficient stewards shall be available to ensure that all access and exit routes are kept clear.

The arrangements for control of crowds and vehicles inside the Licensed Premises shall be to the satisfaction of the Licensing Authority.

The Premises Licence Holder will appoint a suitably competent provider to manage and provide suitably manned and equipped medical/first aid facilities to the satisfaction of the Responsible Authorities.

The Premises Licence Holder shall ensure that adequate sanitary provisions and hand washing and drying facilities are provided for the number of people expected to attend the event to the satisfaction of the Licensing Authority. Toilets shall be kept in good order and repair and serviced throughout the event to ensure they are kept safe, clean and hygienic. Toilets shall be supplied with toilet paper, in a holder or dispenser at all times.

Details of all temporary structures (including stages) will be included in the Event Management Plan.

Vehicle movement within the Licensed Premises will be limited to those which are essential and will be controlled to ensure safety of the public and staff.

The Premises Licence Holder will ensure that arrangements and provision for disabled persons, namely access and egress, sanitation facilities and viewing areas are provided and maintained for each event to the satisfaction of the Responsible Authorities

The siting of all refreshment facilities/concessions will be in consultation with the Local Authority and Fire and Rescue Service.

All food concessions will be available for inspection at times suitable to the Council's Environmental Health Officers. Any food concession not complying with food safety or occupation Health and Safety at Work Requirements will be closed upon request of the appropriate Licensing Officer.

No glass containers, glass bottles or cans shall be sold on the Licensed Premises without the prior approval of the Licensing Authority. The Premises Licence Holder shall also take appropriate measures to prevent glass containers, glass bottles or cans being brought onto the premises by the public.

One drinking tap shall be provided for each 3,000 persons and a drinking water supply shall be available at the first aid point.

When required by the Licensing Authority a Traffic Management Plan will be provided within the Event Management Plan.

Suitable notices shall be provided throughout the Licensed Premises to indicate clearly the location of all

available services and facilities such as sanitary accommodation, refreshments, drinking water, first aid points and exits, all of which shall be clearly signposted.

All on site signage will comply with the appropriate guidance given in the Event Safety Guide (or any subsequent replacement guidance).

2d) Conditions consistent with, and to promote the prevention of public nuisance

When required by the Licensing Authority the Premises Licence Holder will provide a Noise Management Plan which will specify details of the steps that the Premises Licence Holder will take to prevent the likelihood of disturbance by noise.

Unless otherwise agreed with the Licensing Authority:

The music noise level outside the Licensed Premises, when measured at 1 metre from the windows of the facades of the agreed noise monitoring positions will not exceed 75 dBA in any period of 15 minutes.

No musical performance in the open air shall start earlier than 10.00 am and terminate later than 11.00 pm without the prior consent of the Licensing Authority

The Premises Licence Holder shall write to the Licensing Authority at least 28 days before each concert day, the letter shall contain pre-event information, including but not limited to when sound checks may be conducted, the times of the performance and associated firework displays and a hot-line number. Once agreed with the Licensing Authority the Premises Licence Holder shall write to residents of streets specified by the Licensing Authority at least 14 days before the first concert day with the pre-event information.

At all times between mid-day and midnight on the concert days, the hot-line number shall be staffed with no less than 2 operatives who shall have direct contact with the Event Control Team and the head of security.

At least 28 days prior to any event involving lighting or fireworks visible outside the Licensed Premises a scheme containing full details of such lighting or fireworks shall be submitted by the Premises Licence Holder to the Licensing Authority for approval such approval not to be unreasonably withheld or delayed and any such scheme shall be implemented as approved.

No firework displays at the end of an event shall be held without the consent of the Licensing Authority.

The Premises Licence Holder will appoint a litter management company which will produce a litter management plan for the Licensed Premises. The litter management plan will include sufficient suitably trained and equipped staff who will be employed to collect litter during and after the event.

The Premises Licence Holder will also ensure that waste generated from sanitary facilities is properly disposed of with details being contained in the Event Management Plan.

At least 28 days prior to any event a scheme based on a risk assessment undertaken by the concert organisers for the stewarding of the adjoining areas on the day(s) of the concert(s) shall be submitted by the Premises Licence Holder to the Licensing Authority for approval such approval not to be unreasonably withheld or delayed. The scheme shall include proposals for the control of access to and egress from the Licensed Premises for the control of disorderly behaviour

Stewarding shall be carried out in accordance with the approved scheme save for any amendments or variations at the direction of the event control or security teams for the concert made necessary in the interests of the safety or security of persons attending the concert by circumstances arising on the day(s) of the outdoor concert(s).

A Traffic Management Plan will be prepared in consultation with Police and other appropriate responsible authorities to minimise unreasonable disturbance to local residents.

The Premises Licence Holder will appoint a liaison officer to consult with local residents and meet representatives of the local community as appropriate from time to time to discuss licensable activities taking place at the Premises.

2e) Conditions consistent with, and to promote the protection of children from harm

The Premises Licence Holder will carry out a risk assessment for every event to consider the implications of attendance of children at the event. If appropriate information will be given out in advance to say that no-one under the age of 16 years should attend the event unless accompanied by an adult.

The alcohol policy for all events will take all reasonable steps to minimise the likelihood of supply or consumption of alcohol by persons under 18.

The Premises Licence Holder shall prominently display notices at bars stating it is an offence to purchase or attempt to purchase alcohol.

All staff will be encouraged to use "think 21" age recognition policy.

Soft drinks and free drinking water shall be available on the Licensed Premises as an alternative to alcohol.

Annex 3 – Conditions attached after hearing by licensing authority
3a) General committee conditions
N/A
3b) Committee conditions to promote the prevention of crime and disorder
N/A
3c) Committee conditions to promote public safety
N/A
3d) Committee conditions to promote the prevention of public nuisance
N/A
3e) Committee conditions to promote the protection of children from harm
N/A

Annex 4 – Plans

The Plan of the premises with reference number **68617-3482/1** (**Drawing No. SP:2010:S-1**) is retained with the public register kept by Birmingham City Council and available free of charge for inspection by appointment only. Please ring the Licensing Section on 0121 303 9896 to book an appointment.