



## Leicester Application for a premises licence Licensing Act 2003

For help contact  
[licensing@leicester.gov.uk](mailto:licensing@leicester.gov.uk)  
Telephone: +44 116 454 3040

\* required information

### Section 1 of 21

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference

Not Currently In Use

This is the unique reference for this application generated by the system.

Your reference

Baton Rouge at Queens

You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

☐ Yes

☒ No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

### Applicant Details

\* First name

Matthew

\* Family name

Hogg

\* E-mail

[Redacted]

Main telephone number

[Redacted]

Include country code.

Other telephone number

[Redacted]

☐ Indicate here if you would prefer not to be contacted by telephone

Are you:

☒ Applying as a business or organisation, including as a sole trader

☐ Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.

### Applicant Business

Is your business registered in the UK with Companies House?

☒ Yes

☐ No

Note: completing the Applicant Business section is optional in this form.

Registration number

14668049

Business name

Baton Rouge @ 41 LTD

If your business is registered, use its registered name.

VAT number

-

447586451

Put "none" if you are not registered for VAT.

Legal status

Private Limited Company

*Continued from previous page...*

Your position in the business

Home country

The country where the headquarters of your business is located.

**Registered Address**

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Section 2 of 21**

**PREMISES DETAILS**

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.

**Premises Address**

Are you able to provide a postal address, OS map reference or description of the premises?

☒ Address ☐ OS map reference ☐ Description

**Postal Address Of Premises**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Further Details**

Telephone number

Non-domestic rateable value of premises (£)

**Section 3 of 21****APPLICATION DETAILS**

In what capacity are you applying for the premises licence?

- ☐ An individual or individuals
- ☒ A limited company / limited liability partnership
- ☐ A partnership (other than limited liability)
- ☐ An unincorporated association
- ☐ Other (for example a statutory corporation)
- ☐ A recognised club
- ☐ A charity
- ☐ The proprietor of an educational establishment
- ☐ A health service body
- ☐ A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- ☐ A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- ☐ The chief officer of police of a police force in England and Wales

**Confirm The Following**

- ☒ I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- ☐ I am making the application pursuant to a statutory function
- ☐ I am making the application pursuant to a function discharged by virtue of His Majesty's prerogative

**Section 4 of 21****NON INDIVIDUAL APPLICANTS**

Provide name and registered address of applicant in full. Where appropriate give any registered number. In the case of a partnership or other joint venture (other than a body corporate), give the name and address of each party concerned.

**Non Individual Applicant's Name**

Name

Matthew Hogg

**Details**

Registered number (where applicable)

Description of applicant (for example partnership, company, unincorporated association etc)

*Continued from previous page...*

1 of 4 Directors.

**Address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

United Kingdom

**Contact Details**

E-mail

Telephone number

Other telephone number

\* Date of birth

\* Nationality

Documents that demonstrate entitlement to work in the UK

**Non Individual Applicant's Name**

Name

Lucelle Hogg

**Details**

Registered number (where applicable)

Description of applicant (for example partnership, company, unincorporated association etc)

1 of 4 Directors.

*Continued from previous page...*

### Address

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

United Kingdom

### Contact Details

E-mail

Telephone number

Other telephone number

\* Date of birth

dd mm yyyy

\* Nationality

British

[Documents that demonstrate entitlement to work in the UK](#)

Remove this applicant

### Non Individual Applicant's Name

Name

Shaun Jones

### Details

Registered number (where applicable)

Description of applicant (for example partnership, company, unincorporated association etc)

1 of 4 Directors.

*Continued from previous page...*

**Address**

Building number or name	<div></div>	<input type="text"/>
Street	<div></div>	<input type="text"/>
District	<div></div>	<input type="text"/>
City or town	<div></div>	<input type="text"/>
County or administrative area	<div></div>	<input type="text"/>
Postcode	<div></div>	<input type="text"/>
Country	<input type="text" value="United Kingdom"/>	

**Contact Details**

E-mail	<div></div>	<input type="text"/>
Telephone number	<div></div>	<input type="text"/>
Other telephone number	<div></div>	<input type="text"/>
* Date of birth	<div></div>	<input type="text"/>
* Nationality	<div></div>	<input type="text"/>

[Documents that demonstrate entitlement to work in the UK](#)

Remove this applicant

**Non Individual Applicant's Name**

Name	<input type="text" value="James Smith"/>
------	--

**Details**

Registered number (where applicable)	<input type="text"/>
--------------------------------------	----------------------

Description of applicant (for example partnership, company, unincorporated association etc)

1 of 4 Directors.

Continued from previous page...

Address

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

United Kingdom

Contact Details

E-mail

Telephone number

Other telephone number

\* Date of birth

\* Nationality

Remove this applicant

Documents that demonstrate entitlement to work in the UK

Add another applicant

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OPERATING SCHEDULE

When do you want the premises licence to start?

22

/

04

/

2024

dd

mm

yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end

/

/

dd

mm

yyyy

Provide a general description of the premises

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off- supplies you must include a description of where the place will be and its proximity to the premises.

We will be opening as an American Country Music bar and American Cajun/Creole/American comfort food Restaurant.

-

The premises is located in the same square as The Athena, The Exchange Bar and faces the Curve Theatre.

-

We would seek to have a premises licence including the following:

Late Night Refreshment (Indoors)

*Continued from previous page...*

Supply of Alcohol for consumption ON and OFF the premises

Regulated entertainment

-

The weekly entertainment would include:

Pianists and acoustic music in the restaurant areas (finishing at or before 11pm).

Bands, pianists, acoustic acts in the basement bar (generally finishing at or before 11pm with the odd exception if we are granted regulated entertainment).

Quiz night in the restaurant & basement bar (finishing before 11pm).

Student night in the basement bar (at least 3 months after opening)

Quarterly entertainment would include:

Cowboy/Cowgirl Brunches in the restaurant area (finishing before 11pm)

-

The premises benefits from a CCTV system that covers the indoor and outdoor areas.

-

We will apply for a pavement licence to utilise the pedestrianised highway area directly in front of the building.

-

Door supervisors will be used for the downstairs bar area from 9pm Thurs-Sat and on Tuesday student nights if this becomes a requirement.

-

Signage, hosts, staff and door supervisors will be utilised to remind customers to be respectful of neighbours when leaving the premises.

If 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend

## Section 6 of 21

### PROVISION OF PLAYS

[See guidance on regulated entertainment](#)

Will you be providing plays?

☐ Yes

☒ No

## Section 7 of 21

### PROVISION OF FILMS

[See guidance on regulated entertainment](#)

Will you be providing films?

☐ Yes

☒ No

## Section 8 of 21

### PROVISION OF INDOOR SPORTING EVENTS

[See guidance on regulated entertainment](#)

Will you be providing indoor sporting events?

☐ Yes

☒ No

## Section 9 of 21

### PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

[See guidance on regulated entertainment](#)

Continued from previous page...

Will you be providing boxing or wrestling entertainments?

☐ Yes

☒ No

## Section 10 of 21

### PROVISION OF LIVE MUSIC

[See guidance on regulated entertainment](#)

Will you be providing live music?

☒ Yes

☐ No

#### Standard Days And Timings

##### MONDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

##### TUESDAY

Start

End

Start

End

##### WEDNESDAY

Start

End

Start

End

##### THURSDAY

Start

End

Start

End

##### FRIDAY

Start

End

Start

End

##### SATURDAY

Start

End

Start

End

##### SUNDAY

Start

End

Start

End

Will the performance of live music take place indoors or outdoors or both?

☐ Indoors

☐ Outdoors

☒ Both

Where taking place in a building or other  
structure tick as appropriate. Indoors may  
include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

*Continued from previous page...*

Live Acoustic Acts - Amplified  
Live Pianists - Amplified  
Live Bands - Amplified  
Live Singers - Amplified  
Brass Band - Unamplified (Special occasions and not a regular feature)  
Weekly Quiz Nights  
Cowboy/Cowgirl Brunches

State any seasonal variations for the performance of live music

For example (but not exclusively) where the activity will occur on additional days during the summer months.

We will celebrate American holidays including:  
Mardi Gras (Jan through to Feb) - Unamplified brass band  
4th of July  
Halloween  
Thanksgiving

Non-standard timings. Where the premises will be used for the performance of live music at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

We won't exceed the timings listed on any of the seasonal variations.

## Section 11 of 21

### PROVISION OF RECORDED MUSIC

[See guidance on regulated entertainment](#)

Will you be providing recorded music?

☒ Yes

☐ No

#### Standard Days And Timings

##### MONDAY

Start

End

Start

End

##### TUESDAY

Start

End

Start

End

##### WEDNESDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

Continued from previous page...

THURSDAY

Start 09:00

End 02:00

Start 09:00

End 02:00

FRIDAY

Start 09:00

End 02:00

Start 09:00

End 02:00

SATURDAY

Start 09:00

End 02:00

Start 09:00

End 02:00

SUNDAY

Start 09:00

End 01:00

Start 09:00

End 01:00

Will the playing of recorded music take place indoors or outdoors or both?

☐

Indoors

☐

Outdoors

☒

Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

Amplified streamed music using a streaming service.

Outdoor music will be low level and only audible in the outdoor courtyard area. We will ensure music levels do not disrupt the enjoyment or have a detrimental impact on the local environment for others.

State any seasonal variations for playing recorded music

For example (but not exclusively) where the activity will occur on additional days during the summer months.

No variations

Non-standard timings. Where the premises will be used for the playing of recorded music at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

No variations

Section 12 of 21

PROVISION OF PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Continued from previous page...

Will you be providing performances of dance?

☐ Yes

☒ No

### Section 13 of 21

#### PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Will you be providing anything similar to live music, recorded music or performances of dance?

☒ Yes

☐ No

#### Standard Days And Timings

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Give a description of the type of entertainment that will be provided

Quarterly Cowboy/Cowgirl brunches may include line dancing or short dance performances.

Continued from previous page...

Will this entertainment take place indoors or outdoors or both?

☐ Indoors ☐ Outdoors ☒ Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

Live performances for themed brunches.

State any seasonal variations for entertainment

For example (but not exclusively) where the activity will occur on additional days during the summer months.

No variations

Non-standard timings. Where the premises will be used for entertainment at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

No variations

## Section 14 of 21

### LATE NIGHT REFRESHMENT

Will you be providing late night refreshment?

☒ Yes ☐ No

#### Standard Days And Timings

##### MONDAY

Start

End

Start

End

##### TUESDAY

Start

End

Start

End

##### WEDNESDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

*Continued from previous page...*

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Will the provision of late night refreshment take place indoors or outdoors or both?

☐ Indoors

☐ Outdoors

☒ Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

Serving of alcohol for consumption both in the restaurant area, basement bar area and outdoor courtyard area that is on private land.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

No variations

Non-standard timings. Where the premises will be used for the supply of late night refreshments at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

No variations

Continued from previous page...

## SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

☒ Yes ☐ No

### Standard Days And Timings

#### MONDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

#### TUESDAY

Start

End

Start

End

#### WEDNESDAY

Start

End

Start

End

#### THURSDAY

Start

End

Start

End

#### FRIDAY

Start

End

Start

End

#### SATURDAY

Start

End

Start

End

#### SUNDAY

Start

End

Start

End

Will the sale of alcohol be for consumption:

☐ On the premises ☐ Off the premises ☒ Both

If the sale of alcohol is for consumption on  
the premises select on, if the sale of alcohol  
is for consumption away from the premises  
select off. If the sale of alcohol is for  
consumption on the premises and away  
from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Serving of alcohol within a permitted pavement licence area when there is more seasonal weather.

Continued from previous page...

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

No variations

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

**Name**

First name

Family name

Date of birth

**Enter the contact's address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Personal Licence number  
(if known)

Issuing licensing authority  
(if known)

**PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT**

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

- ☐ Electronically, by the proposed designated premises supervisor
- ☒ As an attachment to this application

Reference number for consent form (if known)

*Continued from previous page...*

If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

## Section 16 of 21

### ADULT ENTERTAINMENT

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

N/A

## Section 17 of 21

### HOURS PREMISES ARE OPEN TO THE PUBLIC

#### Standard Days And Timings

##### MONDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

##### TUESDAY

Start

End

Start

End

##### WEDNESDAY

Start

End

Start

End

##### THURSDAY

Start

End

Start

End

##### FRIDAY

Start

End

Start

End

##### SATURDAY

Start

End

Start

End

*Continued from previous page...*

SUNDAY

Start

End

Start

End

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

N/A

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

N/A

## Section 18 of 21

### LICENSING OBJECTIVES

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e)

List here steps you will take to promote all four licensing objectives together.

The environment actively promotes a positive culture built on mutual respect with our customer base. Our strong emphasis on providing a safe, lively, fun and inclusive environment is key to our customer experience. Our staff will be highly trained.

3 of the owners are trained in Positive Behaviour Support (PBS) techniques.

1 of the Directors is a BILD and RRN accredited Positive Behaviour Support trainer with What's The Message LTD. This expertise will be utilised across the workforce.

1 of the Directors is a community first responder with The GoodSAM app.

Our customer experience is suitable for all ages.

The Baton Rouge Directors will actively involve themselves in the local community and any schemes available, to promote the licensing objectives.

b) The prevention of crime and disorder

A comprehensive CCTV system covers the entirety of the inside and outside of the building.

A red care alarm system will be in use across the premises.

Staff will be trained in conflict management and de-escalation techniques.

Staff will be trained to promote an inclusive culture within the premises.

2 SIA trained door supervisors will be utilised for the basement bar area from 9pm when open.

c) Public safety

A comprehensive CCTV system covers the entirety of the inside and outside of the building.

Staff will be trained in conflict management and de-escalation techniques.

There will always be an owner present throughout the inaugural period until the General Manager is trained to a high and

*Continued from previous page...*

satisfactory level.

2 SIA trained door supervisors will be utilised for the basement bar area from 9pm when open.

d) The prevention of public nuisance

Customers will be reminded by staff members and signage to be respectful of the local community when leaving the premises or accessing the outdoor areas. Staff will be empowered to communicate this confidently and politely to customers.

Sound levels of live music acts will be monitored to ensure they do not disturb the enjoyment of local residents and businesses.

The ethos of Baton Rouge is built on a positive culture that actively discourages anti-social behaviour.

Customers will be reminded to use smoking bins when extinguishing cigarettes.

Unless using the designated 'pavement licence area', customers will not be allowed to consume drinks on the public highway.

e) The protection of children from harm

Children (u16's) will only be allowed to enter the premises under the supervision of a responsible adult.

Children (u16's) will not be permitted in the basement bar area after 9pm.

One of the owners is a Safeguarding trainer (trained by Leicestershire County Council). All staff will access this training.

**Section 19 of 21**

**NOTES ON DEMONSTRATING ENTITLEMENT TO WORK IN THE UK**

*Continued from previous page...*

**Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:**

A licence may not be held by an individual or an individual in a partnership who is resident in the UK who:

- does not have the right to live and work in the UK; or
- is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any premises licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this in one of two ways: 1) by providing with this application copies or scanned copies of the documents listed below (which do not need to be certified), or 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

**Documents which demonstrate entitlement to work in the UK**

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK [please see note below about which sections of the passport to copy].
- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.
- A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.
- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A certificate of registration or naturalisation as a British citizen, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

*Continued from previous page...*

- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to work relation to the carrying on of a licensable activity.
- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.
- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 18(3) or 20(2) of the Immigration (European Economic Area) Regulations 2016, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.
- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an immigration decision, such as an appeal or administrative review reference number.
- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK including:-
  - evidence of the applicant's own identity – such as a passport,
  - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
  - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
    - (i) working e.g. employment contract, wage slips, letter from the employer,
    - (ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
    - (iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
    - (iv) self-sufficient e.g. bank statements.

Family members of European Economic Area nationals who are studying or financially independent must also provide evidence that the European Economic Area national and any family members hold comprehensive sickness insurance in the UK. This can include a private medical insurance policy, an EHIC card or an S1, S2 or S3 form.

**Original documents must not be sent to licensing authorities.** If the document copied is a passport, a copy of the following pages should be provided:-

- (i) any page containing the holder's personal details including nationality;
- (ii) any page containing the holder's photograph;
- (iii) any page containing the holder's signature;
- (iv) any page containing the date of expiry; and
- (v) any page containing information indicating the holder has permission to enter or remain in the UK and is permitted to work.

*Continued from previous page...*

If the document is not a passport, a copy of the whole document should be provided.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

#### **Home Office online right to work checking service**

As an alternative to providing a copy of the documents listed above, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their 9-digit share code (provided to them upon accessing the service at <https://www.gov.uk/prove-right-to-work>) which, along with the applicant's date of birth (provided within this application), will allow the licensing authority to carry out the check.

In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be checked online. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copy documents as set out above.

#### **Section 20 of 21**

#### **NOTES ON REGULATED ENTERTAINMENT**

*Continued from previous page...*

In terms of specific **regulated entertainments** please note that:

- **Plays:** no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
- **Films:** no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
- **Indoor sporting events:** no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
- **Boxing or Wrestling Entertainment:** no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- **Live music:** no licence permission is required for:
  - o a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
  - o a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- **Recorded Music:** no licence permission is required for:
  - o any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

Continued from previous page...

- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
  - o any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
  - o any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
  - o any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
  - o any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

## Section 21 of 21

### PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Fees are dependent on the business rate band of the premises. Further information is provided at the link below: <https://www.leicester.gov.uk/business/licences-and-permits/entertainment-food-and-drink-licensing/alcohol-entertainment-and-late-night-refreshment/policy-and-guidance/>

\* Fee amount (£)

190.00

### DECLARATION

[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).

The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)

☒ Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

\* Full name

Matthew Hogg

\* Capacity

Director

\* Date

09 / 04 / 2024  
dd mm yyyy

Add another signatory

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/leicester/apply-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

Continued from previous page...

IT IS AN OFFENCE LIABLE TO SUMMARY CONVICTION TO A FINE OF ANY AMOUNT UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION

IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED

OFFICE USE ONLY

Applicant reference number

Baton Rouge at Queens

Fee paid

Payment provider reference

ELMS Payment Reference

Payment status

Payment authorisation code

Payment authorisation date

Date and time submitted

Approval deadline

Error message

Is Digitally signed

☐

1

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Next >

**Application ref:** leicester-1494289  
**Licence:** Application for a premises licence  
**Applicant name:** Matthew Hogg  
**Applicant email:** [REDACTED]  
**Submitted on:** 09/04/2024 12:34  
**Total fee:** Variable  
**Payment status:** Paid  
**Capita ref:** 325090  
**Amount paid:** £190.00

**Application**

**Matthew Hogg application form**

**Supporting documents (2)**

**Premises Plan (mandatory)**

**Consent of designated premises supervisor**

**Authority Reference**

**Reference:**

**Tacit consent applies**

**Process by:** 22/05/2024  
**Status:** Not collected

**Recent History**

**Notification to** [REDACTED]  
Sent on 09/04/2024 12:36

**Notification to**  
**licensing@leicester.gov.uk:**  
Sent on 09/04/2024 12:36

**Payment Successful:**  
at 09/04/2024 12:35

*Appendix A*

**Consent of individual to being specified as premises supervisor**

I Matthew Hogg  
*[full name of prospective premises supervisor]*

of 

*[home address of prospective premises supervisor]*

hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for

Baton Rouge @ Queens

*[type of application]*

by  
Matthew Hogg

*[name of applicant]*

relating to a premises licence *[number of existing licence, if any]*

for  
Baton Rouge @ Queens, The Queen's Building, 41 Rutland Street, Orton Square, Leicester, Leicestershire, LE1 1RE

*[name and address of premises to which the application relates]*

and any premises licence to be granted or varied in respect of this application made by

Matthew Hogg

*[name of applicant]*

concerning the supply of alcohol at

Baton Rouge @ 41, The Queen's Building, 41 Rutland Street, Orton Square, Leicester,  
Leicestershire, LE1 1RE

*[name and address of premises to which application relates]*

I also confirm that I am entitled to work in the United Kingdom and am applying for, intend to apply for or currently hold a personal licence, details of which I set out below.

Personal licence number

**23/00462/PSL**

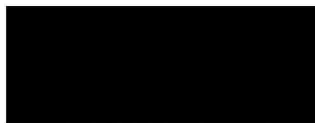
*[insert personal licence number, if any]*

Personal licence issuing authority

Hinckley and Bosworth Borough Council

*[insert name and address and telephone number of personal licence issuing authority, if any]*

Signed

A black rectangular box redacting the signature of the applicant.

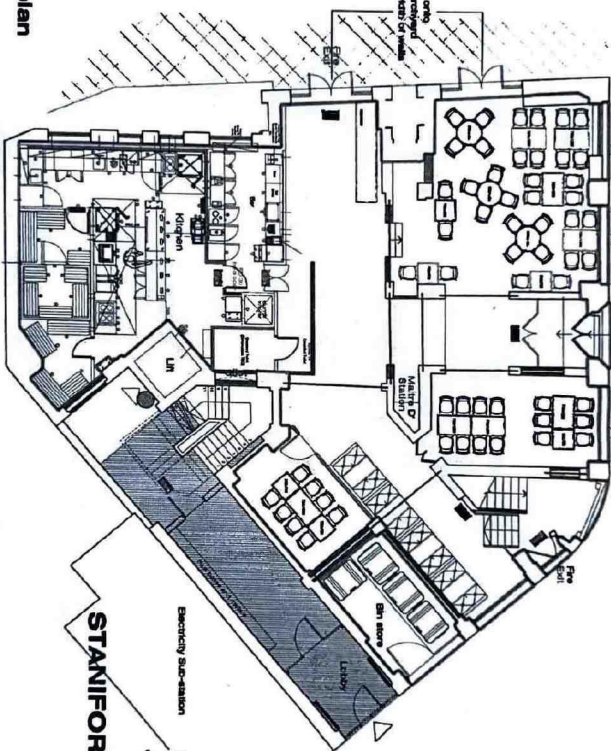
Name (please print)

Matthew Hogg

Date

09/04/2024

**MAIN  
Entrance**

**location plan 1:1250eas**

**key:**

- Blin store - joint use
- Proposed extent of commercial use
- Flight of way for the escape purposes only
- Ventilation duct

**STANFORTH architects ltd**

Electricity Sub-station

**REV:** A - 27/07/2017 - Amenda as per client's comments - SDA  
A - 13/02/2020 - Amenda as per client's comments - ICP

**JOB:** The Quorra Building, Orion Square

**GROUND FLOOR**

**Call**

**The Warehouse**  
1A Stamford Street  
Leicester LE1 6NL

0116 2663775  
0116 2663776

For more information visit [www.abn.co.uk](http://www.abn.co.uk)

1:1008A3  
19/12/2016

**L02b**

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Q. M. V.

## Appendix A additional information from applicant

3<sup>rd</sup> May 2024

To all it may concern,

Matt, Lucy, Shaun, and James here from Baton Rouge – Howdy!

We would like to begin by thanking you for taking the time to submit your representations, it has been incredibly insightful for us; and we hope this letter will go some way to reassuring you as we address the points raised.

For ease of reading, we have listed the main points as bold headers.

### **Noise**

Our application highlighted that we aim to have a very small number of events on Orton Square, subject to the relevant approval and notification of neighbouring residents and businesses.

To elaborate on this, we intend to put on high quality, entertainment that is free for all to enjoy at suitable times during the day – this will not be regular, outdoor live music.

The events will not exceed the following:

- The end of Mardi Gras (the date for this is Shrove Tuesday, however, we would plan this event on the Friday or Saturday the weekend before Shrove Tuesday) with a brass band to welcome our customers but also free for the public to enjoy.
- 4<sup>th</sup> of July celebrations – This will be an American themed event that generates publicity for the bar, lasting no longer than 2 hours in Orton Square.
- Halloween celebrations (31<sup>st</sup> of October or the weekend closest to this date)
- Thanksgiving (the fourth Thursday in November)
- Christmas celebrations – This will be a daytime/early evening event.

The ground floor will see us host pianists and acoustic guitarist acts.

The basement bar will be the performance space for bands and livelier acts.

None of the intended outdoor entertainment would take place late into the night and would generally take place in the afternoon or early evening (again, subject to the relevant approval). All the outdoor events would be family friendly.

If our outdoor event plans were to develop, we would use the correct channels and would consult with residents and neighbouring businesses first.

I believe that the part of the application that may have caused confusion is the area that we completed stating whether entertainment would take place indoors or outdoors. We ticked both indoors and outdoors just to cover the very small number of events we would look to plan each year.

To conclude, we have no intention of installing outdoor speakers or having regular outdoor entertainment and not exceeding 4-5 events on Orton Square per year.

## **Licensing objectives**

Alongside working in hospitality, we have extensive experience working in health and social care. Lucy Hogg owns Heroic Care LTD, and is a care provider in Hinckley with over 40 years experience. Matthew Hogg is a BILD and RRN accredited positive behaviour support trainer and behaviour consultant. This expertise is paramount in underpinning our staff training.

Since opening our Hinckley premises in March 2023, we regularly demonstrate our commitment to upholding and surpassing our responsibilities relating to the licensing objectives.

This is achieved in the following ways:

- Staff training:
  - Pro-actively engaging with customers to promote positive relations.
  - Conflict management and de-escalation.
  - Recognising potentially challenging incidents.
  - Understanding and upholding the licensing objectives.
  - Operating a 'Challenge 25' policy.
  - Utilising an incident and refusals log.
  - Comprehensive risk assessments.
- Altruistic acts:
  - Ensuring customers/passers-by that are intoxicated get home safely or regroup with friends if they have become separated from a group.
  - Paying for taxis/Ubers for customers that have no money.
  - Clearing up neighbouring businesses frontages at the end of the night.
  - Ensuring individuals/customers feel safe and escorting them upon request if they are feeling unsafe at night.
  - Supporting local businesses' when they are in need.
- Cleaning and maintaining the frontage of the venue after each night we are open, to ensure that we don't negatively impact the appeal of the local area.
- Ensuring customers are regularly reminded to be respectful of residents. This is always done pro-actively and our approach towards hospitality builds mutual respect with our customers.
- We operate a very strict policy when dealing with challenging behaviour. We have attached our zero-tolerance poster that is displayed prominently in our Hinckley venue and will also be displayed prominently in our Leicester venue.
- We operate as a safe space for all individuals to enjoy. We actively encourage our customers to enjoy themselves owing to the provision of a safe, vibrant, and non-judgemental environment.
- Police and LCC licensing conditions ensure that we have 2 SIA-approved door staff on the premises at designated times.
- We have updated all cameras in the premises to ensure high-definition CCTV footage is available for up to 31 days.

- Our Hinckley venue has not seen us attract an anti-social crowd and we generally attract a more mature clientele.
- We will apply for a café/street licence to utilise the space in front of The Queen's Building on Orton's Square and this area will be monitored.

### **Operating hours**

We are applying for the same licensing hours as the previous licence that was granted.

We plan on staying open until 1am at the weekends, however, having that extra allotted time means that we won't have to regularly apply for TEN's if we host a special event.

Live music will be finished at, or before 11pm on the ground floor at weekends.

Doors will remain closed on the ground floor except for access and egress.

We have no plans to open on a Sunday. If the business needs drastically change, we will notify residents in advance.

### **Conclusion**

We speak of our Baton Rouge Family, and this is not merely used for marketing purposes. We have a genuine consideration for all people that we meet and interact with. This approach will be replicated in our Leicester venue.

We would like to take the opportunity to warmly invite you all to our opening night. The date has yet to be confirmed but we are aiming for the 30<sup>th</sup> of May. We will keep you updated on our progress with this, and you will be able to keep up to date with events on our social media.

We hope that this letter will go some way to showcasing our intentions with the venue and please be assured that we will always be transparent with our intentions. Please approach/contact us any time, without fear of retribution, if you have any concerns or queries.

Thank you for taking the time to read this additional information and we hope it serves to offer reassurances.

Your sincerely,

Matt, Lucy, Shaun, and James

# WELCOME TO BATON ROUGE

ENTERING INTO OUR PREMISES MEANS YOU AGREE TO JOIN  
OUR FAMILY, AND WE KEEPS IT VERY SIMPLE IN OUR FAMILY ...

## WE DO NOT TOLERATE:

- VIOLENCE OR BEHAVIOUR THAT IMPACTS ON OTHER  
PEOPLES ENJOYMENT (THIS INCLUDES SHADOW  
BOXING, INTIMIDATION AND PERSISTENT KNOCKING  
INTO OTHERS)
- SUBSTANCE ABUSE IN OUR TOILETS - 1 PERSON AT A  
TIME IN THE TOILETS, OTHERWISE WE GET VERY  
SUSPICIOUS!!
- DEROGATORY BEHAVIOUR TOWARDS OTHER PEOPLE  
(INCLUDING HOMOPHOBIA AND UNSOLICITED,  
SEXUALISED BEHAVIOUR TOWARDS OTHERS)
- RUDE REMARKS OR UNSOLICITED SEXUALISED  
BEHAVIOUR TOWARDS OUR SERVERS!

**ENGAGING IN ANY OF THE ABOVE WILL RESULT IN A LIFETIME BAN FROM OUR  
PREMISES ... WE DON'T CARE HOW WELL, OR HOW LONG WE HAVE KNOWN YA!**

**WE WILL INFORM THE POLICE AND SHOW THEM ANY CCTV FOOTAGE WE HAVE  
AVAILABLE FOR ANY AND ALL INCIDENTS OF VIOLENCE AND SUBSTANCE ABUSE.**

**WE WHOLEHEARTEDLY SUPPORT YOU HAVING AN AWESOME TIME AND  
WELCOME YOU WITH OPEN ARMS!**

**BE NICE OR LEAVE!  
COURTESY OF DR.BOB**

