



Swale Borough Council, Swale House, East Street,
Sittingbourne, Kent, ME10 3HT

Premises licence number

SHE/SWALE/189/0075

Part 1 – Premises details

Postal address of premises, or if none, ordnance survey map reference or description

Royal Hotel
29 The Broadway

Post town | Sheerness, Kent

Post code | ME12 1AB

Telephone number | 01795 662626

Where the licence is time limited the dates

N/A

Licensable activities authorised by the licence

Sale of alcohol
Films
Indoor Sports
Live Music
Recorded Music
Performance of dance
Late Night Refreshment

The times the licence authorises the carrying out of licensable activities

Sale of Alcohol (On and Off the premises)

Sunday – Thursday 08:00 until 00:00 (Midnight)

Friday – Saturday 08:00 until 01:00

Christmas Eve, Boxing Day, Valentine's Day, St Patricks Day, St Georges Day, Easter Friday
Saturday, Sunday and Monday, May Bank Holiday Saturday, Sunday and Monday, Spring Bank
Holiday Saturday, Sunday and Monday, August Bank Holiday Saturday, Sunday and Monday
and Halloween – 08:00 until 01:00

New Year's Eve – 08:00 until close

Residents and their guests may drink at any time.

The times the licence authorises the carrying out of licensable activities**Films, Live Music, Recorded Music, Performance of dance (Indoors only)**

Sunday – Thursday 10:00 until 00:00 (Midnight)

Friday – Saturday 10:00 until 01:00

Christmas Eve, Boxing Day, Valentine's Day, St Patricks Day, St Georges Day, Easter Friday Saturday, Sunday and Monday, May Bank Holiday Saturday, Sunday and Monday, Spring Bank Holiday Saturday, Sunday and Monday, August Bank Holiday Saturday, Sunday and Monday and Halloween – 10:00 until 01:00

New Year's Eve – 10:00 until close

Indoors Sporting Events

Monday – Sunday 10:00 until 00:00 (Midnight)

Late Night Refreshment (Indoors only)

Sunday – Thursday 23:00 until 00:00 (Midnight)

Friday – Saturday 23:00 until 01:00

Christmas Eve, Boxing Day, Valentine's Day, St Patricks Day, St Georges Day, Easter Friday Saturday, Sunday and Monday, May Bank Holiday Saturday, Sunday and Monday, Spring Bank Holiday Saturday, Sunday and Monday, August Bank Holiday Saturday, Sunday and Monday and Halloween – 23:00 until 01:00

New Year's Eve – 23:00 until close

The opening hours of the premises

Sunday – Thursday 10:00 until 00:00

Friday – Saturday 10:00 until 02:00

Christmas Eve, Boxing Day, Valentine's Day, St Patricks Day, St Georges Day, Easter Friday Saturday, Sunday and Monday, May Bank Holiday Saturday, Sunday and Monday, Spring Bank Holiday Saturday, Sunday and Monday, August Bank Holiday Saturday, Sunday and Monday and Halloween – 10:00 until 02:30

New Year's Eve – 10:00 until close

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

On and Off Sales

Part 2**Name, (registered) address, telephone number and e-mail (where relevant) of holder of premises licence**

The Charles Royal Hotels Ltd.
40 High Street South
Eastham,
London
E6 6ET

Registered number of holder, for example company number, charity number (where applicable)

15985641

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol

Ramesh Rajathurai

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Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises the supply of alcohol

Issued by: London Borough of Newham

Personal Licence number:

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State whether access to the premises by children is restricted or prohibited

No Children shall be allowed on the premises unless accompanied by an adult
Children are not allowed on the premises after 22:00 except children attending private functions in the function room.

Annex 1 – Mandatory Conditions

Condition 1

No supply of alcohol may be made under this licence:-

- (a) At a time when there is no designated premises supervisor in respect of it or
- (b) At a time when the designated premises supervisor does not hold a personal licence or his/her 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.

Condition 3

- (a) The British Board of Film classification (BBFC), where the film has been classified by that Board or
- (b) 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) applies to the film in question and the admission of children must be in accordance with any recommendation made by the Licensing Authority.

Condition 7

- (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).

Condition 8

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

Condition 9

- (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.

Condition 10

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.”

Condition 11

- (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 purpose of the condition set out in paragraph 1:-
- (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979(6);
 - (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 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;
 - (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(7)
- (3) Where the permitted price given by Paragraph (b) of paragraph (2) would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
- (4) (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph (2) 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.
- (2) 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.

Annex 2 - Conditions consistent with the Operating Schedule**Condition 1**

The premises will adopt and operate a Challenge 25 Policy in relation to the sale of alcohol.

Condition 2

- a) Consideration to be given to noise
- b) bottle bins not to be emptied after 23.00 hrs.

Condition 3

Pub games/cigarette machines to be situated where they can be supervised.

Condition 4

- a) Only children accompanied by an adult to be allowed on the premises.
- b) Children are not allowed on the premises after 22:00 except children attending private functions in the function room.

Condition 5

Internal occupancy (for entertainment) to be limited to 85

Condition 6

All persons who sell or supply alcohol to customers must have licensing training.

1. Training must take place within six weeks of employment.
2. Any new employees will be supervised until the training has taken place.
3. Refresher training should be repeated a minimum of every six months or earlier if required due to changes of legislation.
4. Training records must be kept on the premises and shall contain the nature, content and frequency of all training.
5. Records must be made available for inspection by police, police licensing officer and authorised officers from Swale Council on demand either electronically or in hard copy.

Condition 7

CCTV will be provided in the form of a recordable system, capable of providing pictures of evidential quality in all lighting conditions particularly facial recognition.

1. Cameras shall record all ingress and egress to the premises, fire exits and all areas where the sale and supply of alcohol occurs.
2. Equipment must be maintained in good working order, with recordings correctly time and date stamped. Recordings MUST be kept in date order, kept for a period of 31 days and handed to police and authorised officers upon request.
3. The premises licence holder must ensure at all times a DPS or appointed member of staff are on the premises and are capable and competent at downloading CCTV footage in a recordable format to the police and local authority upon request.

4. The recording equipment shall be kept in a secure environment under the control of the DPS or other responsible named individual.
5. In the event of technical failure of the CCTV equipment the premises licence holder or DPS must report the failure to the police licensing officer immediately.
(licensing.north.division@kent.police.uk).

Condition 8

The premises shall display prominent signage indicating that it is an offence to buy, or attempt to buy, alcohol for a person under the age of 18.

Condition 9

Kent police to be alerted to instances of crime and/or disorder.

Condition 10

An incident log shall be kept at the premises, and made available on request to a police officer, police licensing officer or Council authorised licensing officer. It must be completed within 24 hours of the incident and will record the following:

1. All crimes reported to the venue.
2. All ejections of patrons.
3. Any complaints received concerning crime and disorder or public nuisance
4. Any incidents of disorder.
5. All seizures of drugs or offensive weapons.
6. Any faults in the CCTV system, searching equipment or scanning equipment.
7. Any refusal of the sale of alcohol.
8. Any visit by a relevant authority or emergency service.

Condition 11

The Designated Premise Supervisor will undertake a risk assessment in respect of the provision of door supervisors for any unusual events, or busy periods and where deemed appropriate door supervisor/s will be employed. During these occasions, a staff member holding a personal licence will be present.

Annex 3 - Conditions attached after a hearing by the licensing authority

N/A

