

## 2. Additional Information from Agent

18 July 2020

Dear

### Salon 45 Hair Lounge, 8 Woodgate, Rothley - Premises Licence application

I act for Bethany Sole, of Salon 45 of Rothley Ltd, in respect of her application for the grant a new premises licence. We note your representations in opposition to this application which will cause a hearing to be held in front of Charnwood Licensing sub-committee in due course.

We do not recognise the risks that you have described in your representation as the premises will simply not operate in that way. Your comments might have been influenced by misleading posts on social media about this application which may have a vexatious intent. It is an offence punishable with an unlimited fine for any person to make false statements about an application.

Salon 45 is a hair lounge, not a bar. The 25+ conditions on the application commit Bethany to this concept. The responsible authorities have each been served a copy of this application and have not raised any objections.

To offer the supply of a glass of Prosecco as an alternative to tea and coffee is common in hair and beauty salons as it enhances the positive experience of the customer. Many such salons do this illegally, without a premises licence. Bethany should be given credit for doing things in the right way, by seeking a licence to allow this modest activity.

I would ask you to keep this application in perspective. Bethany's business depends upon the good will of the local community and she is very keen that local residents support her new venture rather than raise concerns that are irrelevant to a licensing application.

A licensing sub-committee will not entertain representations that are vexatious or irrelevant. For a representation to be considered as relevant it must be about the 'likely' impact of the application sought upon the Licensing Objectives. 'Likely' is defined as 'probable'. It is for an objector to provide evidence of this likely effect at the licensing hearing, otherwise there is a legal presumption in favour of granting the licence. Issues around car parking and shared access are not relevant to a licensing hearing.

We very much respect your right to raise concerns, but we are confident that the behaviour outlined in your representation is most unlikely ever to occur because the new licence, when granted, will bear a raft of conditions that are measurable, enforceable and proportionate. Importantly, they will be an effective tool in promoting the Licensing Objectives.

I have attached a summary of the conditions that have been offered to meet any potential risks, in case you have not had an opportunity to properly scrutinise the submitted application.

Bethany and I would be happy to speak with you at any time. I believe that such communication would give us a constructive opportunity to identify common ground and to examine your concerns effectively, other than in the formal arena of a council hearing. If you are prepared and able to speak with us at any time, I would be grateful if you could confirm this by emailing me at [mike.nickson@innconfidence.co.uk](mailto:mike.nickson@innconfidence.co.uk) indicating a time when we may call you.

If, after having given consideration to my letter and the enclosed application detail, you feel sufficiently reassured and able to withdraw your written representation, please contact [licensing@charnwood.gov.uk](mailto:licensing@charnwood.gov.uk).

Yours Faithfully

Mike Nickson, Director, INN Confidence



**Mike Nickson is the 2011 winner of the national NITA training award for 'Social Responsibilities in Licensed Retailing'**

**SALON 45 Hair Lounge**

8 Woodgate  
Rothley  
Leicester  
LE7 7LJ

*A new premises licence to allow the retail sale of alcohol for consumption ON (& OFF) the premises.*

Premises Licence Applicant

**Salon 45 of Rothley Ltd**

(Same address)

Reg: 12558089

Vat Registered GB 347228101

Director & Proposed Designated Premises Supervisor:

**Bethany Sole**

**Premises Description**

**Salon 45 Hair Lounge** occupies the ground & first floor of 8 Woodgate at Rothley within a parade of retail outlets, and operates as a hair salon. The rear outside garden area is also to be included in the licensed area, as customers may consume refreshments including alcohol in this area. Alcohol will be sold to those clients over the age of 18 who are purchasing hair services or treatments at the salon. Alcohol may also be purchased by the friend, companion or associate of a customer who is having hair services and/or treatments. OFF sales is requested to enable the business to offer the sale of gift items and services including alcohol associated with the business ethos.

## **Licensable Activity**

The **Sale** of Alcohol by Retail for consumption ON (& Off) the premises

1000 – 2000hrs      Mon to Sat  
1000 – 1600hrs      Sunday

### Opening Hours

0830 – 2000hrs      Mon to Sat  
0900 – 1600hrs      Sunday

**NOTE: The business does not intend to operate all of these hours and days but must operate within them. The supply of alcohol shall only be during normal salon trading hours.**

**No application is made to include entertainment or late night refreshment**

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

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

The premises licence holder, DPS, management and staff will constantly assess any risks to the licensing objectives. They will work in partnership with the authorities and local people alike in this respect. The staff will be properly authorised, equipped, trained and motivated in this task. There will be:

- A written notice of 'authority' record for all staff who sell alcohol
- Comprehensive training for staff in the main requirements of the Licensing Act 2003, the specific measures and conditions in place to promote the Licensing Objectives and the staff roles and responsibilities. Such records shall be available for inspection by the responsible authorities.
- Contact details of the Designated Premises Supervisor available to staff and to the authorities
- The premises will operate primarily as a hair salon with the sale and consumption of alcohol being ancillary to that business purpose
- Alcohol may only be sold to those clients over the age of 18 who are purchasing hair services or treatments at the salon. Alcohol may also be purchased by the friend, companion or associate of a customer who is having hair services and/or treatments
- Off sales of alcohol shall be limited to the supply of gift items or pre-paid treatments as an accompaniment to hair and beauty products and services.

### **b) The prevention of crime and disorder**

The management and staff will take all necessary steps to ensure that the premises remain free from crime and disorder and neither creates nor contributes to crime and disorder. This will include:

- Staffing levels maintained appropriately to ensure adequate security.
- Staff being trained on all security issues including how to identify and refuse service to customers that are drunk or appear to be drunk.
- Alcohol will not be allowed to be removed from the premises in open vessels or containers.
- A CCTV system shall be installed, maintained and operated in accordance with the recommendations of Leicestershire Police.
- The CCTV system shall be effective, secure, recordable and under the control of the premises licence holder, with appropriate staff training for the operation of the system and for the prompt retrieval of images which will be made available upon demand by the responsible authorities.

### **c) Public safety**

The management and staff will have an effective policy to maintain a safe venue for customers and staff. Any risk to safety will be assessed before the premises are opened to the public each day and throughout the hours of operation. The DPS will liaise with the authorities to ensure that all aspects of public safety are adhered to.

The policy will include:

- Appropriate fire fighting equipment being installed and maintained at the premises and staff trained in its use.
- Fire risk assessments being undertaken and acted upon in accordance with current recommendations and requirements.
- Effective lighting maintained and operated to ensure the safety of the public and staff
- The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.
- The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.

d) The prevention of public nuisance

The DPS and staff are mindful of the need to reduce the impact of any nuisance caused by the operation of the premises, will constantly assess the risk of public nuisance and take immediate steps to eliminate the problem. Staff will ensure:

- The premises and public areas nearby are kept free from litter associated with the operation of the business
- Any noise, vibrations, smells, light pollution and any other potential nuisance is monitored and kept to an acceptable level
- Deliveries to and waste removal from the premises are undertaken at a time and in a manner that does not cause disturbance

e) The protection of children from harm

The premises will be promoted as family friendly and suitable for all ages. Should children be in attendance, there will be no inappropriate promotions, activities or behaviour tolerated at the premises that might put children at risk. There will be an effective age verification policy in accordance with the mandatory code. This policy will be one of Challenge 25 for age-restricted products and include:

- The appropriate display of notices relating to the policy within the premises.
- These notices will indicate that any customer not appearing to have reached the age of 25 will be required to produce appropriate identification proving that they have turned 18 before being served with any age restricted product.
- Appropriate ID will be a passport, photo driving licence, PASS accredited proof of age card or other reliable photo-ID that is recommended and approved for acceptance by the police or other authorities.
- Staff shall be trained in aspects of responsible alcohol retailing and in particular the Protection of Children including the Challenge 25 policy.
- Staff training will occur before a staff member is authorised to 'sell' alcohol within the premises.
- Staff training records will be available for inspection by the police or other responsible authority upon request.