



**RUSHMOOR**  
BOROUGH COUNCIL

# PREMISES LICENCE

## Licensing Act 2003

### Part 1 – Premises Details

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

**Address:** The Alexandra Hotel  
Barrack Road  
Aldershot  
Hampshire  
GU11 3NP

**Map Ref (E):** 486060  
**Map Ref (N):** 150700  
**UPRN:** 100062323360

**Telephone** 01252 312550

#### Where the licence is time limited the dates

➤ This licence is **NOT** time limited

#### Licensable activities authorised by the licence

- (1) The retail sale / supply of alcohol.
- (2) The provision of regulated entertainment by way of indoor sporting events (i.e. pub games).
- (3) The provision of regulated entertainment by way of recorded music (indoors only), (background only), (**NB:** this does **NOT** permit the use of Karaoke, Compares etc).
- (4) The provision of regulated entertainment by way of live music (indoors only);
- (5) The provision of regulated entertainment by way of performances of dance (indoors only);
- (6) The provision of regulated entertainment by way of anything of a similar description to those entertainments detailed in items (2), (3) and (4) above (indoors only); and
- (7) The provision of entertainment facilities for making music and/or dancing or anything of a similar description (indoors only).

#### Times the licence authorises the carrying out of licensable activities

- (1) The provision of regulated entertainment by way of recorded music – without limitation.

- (2) All other licensable activities (including the sale by retail of alcohol):-
- On Monday's to Wednesday's, other than Christmas Day or New Years Eve – 10:00am to 23:00pm;
  - On Thursday's and Friday's, other than Christmas Day, New Years Eve or Good Friday – 10:00am to 00:00midnight;
  - On Saturday's, other than Christmas Day or New Years Eve – 10:00am to 01:00am the following day;
  - On Sunday's, other than Christmas Day or New Years Eve - 11:00am to 22:30pm;
  - On Good Friday – 12:00noon to 22:30pm;
  - On Christmas Day – 12:00noon to 15:00pm and 19:00pm to 22:30pm;
  - On New Year's Eve – 11:00am to 03:00am the following day;

### The opening hours of the premises

- (1) Monday's to Wednesday's, other than Christmas Day or New Years Eve – 10:00am to 23:30pm;
- (2) Thursday's and Friday's, other than Christmas Day, New Years Eve or Good Friday – 10:00am to 00:30am the following day;
- (3) On Saturday's other than Christmas Day or New Years Eve – 10:00am to 01:30am the following day;
- (4) Sunday, other than Christmas Day or New Years Eve – 10:00am to 23:00pm;
- (5) On Good Friday – 12:00noon to 23:00pm;
- (6) On Christmas Day – 12:00noon to 15:30pm and 19:00pm to 23:00pm; and
- (7) On New Years Eve – 11:00am to 03:30am the following day.

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

- Alcohol may be sold / supplied for consumption **ON** and **OFF** the premises

### Part 2

### Name, (registered) address, telephone number and email (where relevant) of holder of premises licence

**Name:** The Craft Union Pub Company Limited  
**Address:** 3 Monkspath Hall Road  
Solihull  
B90 4SJ  
**Telephone:** Not Known  
**Email:** Not Known

### Registered number of holder, e.g. company number, charity number (where applicable)

- 09429990

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

<b>Name:</b> Holly Dowling	<b>Telephone:</b> Not known
<b>Address:</b>	<b>Email:</b> Not known

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

<b>Personal licence number:</b>	20/00141/LAPER
<b>Issuing authority:</b>	Rushmoor Borough Council

Granted by Rushmoor Borough Council, as licensing authority  
pursuant to the Licensing Act 2003 and regulations made thereunder

Date Licence Granted: 12<sup>th</sup> August 2005  
Licence Effective From: 24<sup>th</sup> November 2005  
Date last modified: 20<sup>th</sup> July 2020  
(Change of DPS)



**SIGNED** on behalf of the  
Head of Operational Services  
**(Authorised Officer)**

**Annex 1 – Mandatory conditions**

- (1) (1) 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/her personal licence is suspended.
- (2) Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
- (3) (a) 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.
  - (b) 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.
  - (c) 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 –
    - (i) a holographic mark, or
    - (ii) an ultraviolet feature.
- (4) 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. For the purposes of this condition –
  - (a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979
  - (b) “permitted price” is the price found by applying the formula –
$$P = D + (D \times V)$$
Where –
    - (i) P is the permitted price

- (ii) D is the 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.
- (f) Where the permitted price given by Paragraph (b) would (apart from the 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.
- (g) Paragraph (b)(ii) applies where the permitted price given by Paragraph (b) 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.
- (h) 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.
- (5) (a) 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.
- (b) 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—

- (i) games or other activities which require or encourage, or are designed to require or encourage, individuals to—
    - a) 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
    - b) drink as much alcohol as possible (whether within a time limit or otherwise);
  - (ii) 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;
  - (iii) 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;
  - (iv) 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;
  - (v) 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).
- (6) The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
- (7) 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.
- (8) Where, at any specified time(s), one or more individuals must be at the premises to carry out a security activity (within the meaning of the Private Security Industry Act 2001), each individual must be licensed by the Security Industry Authority (SIA).



**Annex 2 – Conditions consistent with the Operating Schedule**

- (1) A minimum of two (2) SIA licensed door supervisors shall be present at each entrance / exit at the premises from 20:00 until the end of specified opening hours on Fridays and Saturdays.
- (2)
  - (i) Suitable and sufficient CCTV cameras linked to a suitable recording facility and covering all internal areas shall be provided and be operational at the premises during any period of licensable activity.
  - (ii) The CCTV system must be capable of collecting and retaining evidential quality images in a format that can be downloaded and ready by Hampshire Constabulary.
  - (iii) All cameras must be maintained in good working order and footage must be retained for a period of 28 days. CCTV footage must be provided as soon as reasonably practicable upon request by a police officer or authorised person.
- (3)
  - (i) The licence holder or a nominated representative thereof shall regularly, throughout any regulated entertainment being provided, proactively assess noise levels arising from such activities at the nearest residential façade(s) and, undertake corrective and/or remedial action(s) to reduce such noise levels as may be necessary.
  - (ii) Written records of these assessments and any remedial action(s) taken should be kept and made available to either the local authority or the Licensing Authority on request.
- (4) The licence holder must ensure that no bottles or glasses are removed from the premises, save for bottles and glasses taken to any external drinking areas.
- (5) Only drinking vessels made from toughened glass or plastic, bearing the stamp required by Section 16 (2) of the Measuring Equipment (Intoxicating Liquor) Regulations 1983 and subsequent revisions thereof where necessary may be used to serve drinks.
- (6)
  - (i) Anyone authorised to sell or supply alcohol at the premises shall request and ensure sight of suitable identification, for proof of age, of any person appearing to them to be under the age of 25 (twenty-five) and who is attempting to purchase alcohol.
  - (ii) For the purposes of this condition, suitable identification is photo driving licence, passport, or any other photographic identification bearing the "PASS" logo and the person's date of birth.



- (iii) Further to the above, anyone authorised to sell or supply alcohol at the premises shall be instructed that no sale of alcohol shall be made unless suitable identification, for proof of age, can be provided.
  - (iv) Suitable and sufficient warning signs shall be displayed in the premises providing information in respect of the above challenge 25 policy and the request for suitable identification in connection thereof.
- (7) The premises licence holder will operate a refusals book, this refusals book will be made available to officers of the responsible authorities on request.

**Annex 3 – Conditions attached after a hearing by the licensing authority**

None

## Annex 4 – Plans

This licence permits the licensable activities stated at the premises addressed above and outlined below in accordance with the plan(s) attached and marked 18/00478/LAPREM – 12



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