NORTH NORFOLK
DISTRICT COUNCIL

Licensing Policy

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North Norfolk District Council
Licensing Policy

1 Introduction and Summary

1.1 North Norfolk District Council is the licensing authority under the Licensing Act 2003 and is responsible for granting premises licences, club premises certificates, temporary events notices and personal licences in the District in respect of the sale and/or supply of alcohol and the provision of regulated entertainment and late night refreshment.

1.2 North Norfolk is one of the 7 Districts which make up the county of Norfolk. It is predominantly a rural area with 5 market towns covering some 400 square miles with a population of approximately 99,000.

1.3 This policy sets out the manner in which applications for licences, which are required by the Licensing Act 2003, will be considered by North Norfolk District Council.

1.4 Each application will be considered on its individual merits.

1.5 The policy will not seek to introduce ‘zones’ where specific activities are concentrated.

1.6 The policy will not be used to fix the hours during which alcohol can be sold and, in general, shops will be permitted to sell alcohol during the hours, which they are normally open for trade.

1.7 This policy statement will not seek to regulate matters which are provided for in any other legislation e.g. planning, health and safety, employment rights, fire safety etc.

1.8 The licensing authority wishes to encourage licensees to provide a wide range of entertainment activities within the District throughout their opening hours and to promote live music, dance, theatre etc for the wider cultural and social benefit of the community.

1.9 The activities which require a licence under the provisions of the Licensing Act 2003 and which this policy statement covers include:

- Retail sale of alcohol
- Supply of alcohol to club members
- Provision of ‘regulated entertainment’ – to the public, to club members or with a view to profit
  - A performance of a play
  - An exhibition of a film
  - An indoor sporting event
• Boxing or wrestling entertainment (indoor or outdoor)
• A performance of live music
• Any playing of recorded music
• A performance of dance
• Entertainment of a similar description to a performance of live music, any playing of recorded music or a performance of dance
• The provision of late night refreshment (i.e. supply of hot food and/or drink from any premises between 11pm and 5am).

1.10 The licensing authority may not specify conditions relating to public nuisance and child protection, for entertainment which is not amplified and takes place between 08:00 hours and 23:00 hours.

1.11 The licensing objectives set out in the Licensing Act 2003 include 'the protection of children from harm'. The Council is aware of significant problems arising from and associated with under age drinking. In its role as licensing authority, the Council will take all possible steps, with the other designated authorities, to ensure that alcohol is not sold or supplied to children.

1.12 This policy shall apply to all applications and notices given under the Act in respect of the following:
• Premises licences
• Club Premises Certificates
• Personal Licences
• Temporary Event Notices

1.13 This policy statement will not seek to regulate matters which are provided for in other legislation e.g. planning, health and safety, fire safety etc.

2 The Policy

2.1 The Licensing 2003 Act requires that the Council carries out its various licensing functions so as to promote the following four licensing objectives:
• the prevention of crime and disorder
• public safety
• the prevention of public nuisance
• the protection of children from harm

The legislation provides a clear focus on the promotion of four statutory objectives which must be addressed when licensing functions are undertaken. Each objective is of equal importance. It is important to note that there are no other licensing objectives, so that these four objectives are paramount considerations at all times.

The legislation also supports a number of other key aims and purposes. These are vitally important and should be principal aims for everyone involved in licensing work. They include:
• the necessary protection of local residents, whose lives can be blighted by disturbance, and anti-social behaviour associated with the behaviour of some people visiting licensed premises of entertainment;
• the introduction of better and more proportionate regulation to give businesses, greater freedom and flexibility to meet customers expectations
• greater choice for consumers, including tourists, about where, when and how they spend their leisure time;
• the encouragement of more family friendly premises where younger children can be free to go with the family;
• the further development within communities of our rich culture of live music, dancing and theatre, both in rural areas and in our towns and cities; and the regeneration of areas that need the increased investment and employment opportunities that a thriving and safe night-time economy can bring.

2.2 The 2003 Act further requires that the Council publishes a ‘Statement of Licensing Policy’ every five years that sets out the policies the Council will generally apply to promote the licensing objectives when making decisions on applications made under the Act. The Council’s first statement of Licensing Policy was adopted in October 2004 and used in determining licence applications from 2005.

2.3 During the five year period the policy will be kept under review and the Council may make such revisions as considered appropriate, for instance in the light of feedback from the local community on whether the statutory objectives are being met.

2.4 When determining applications for licences the Council must also have regard to this policy statement and to the Guidance.

2.5 Before publishing this policy statement the Council will consult with the following:
• the chief officer of police for the area (Norfolk Constabulary)
• the fire authority for the area (Norfolk Fire Service)
• persons/bodies representative of local holders of premises licences
• persons/bodies representative of local holders of club premises certificates
• persons/bodies representative of local holders of personal licenses; and
• persons/bodies representative of businesses and residents in its area

2.6 The views of all these persons/bodies listed will be given appropriate weight when the policy is determined. It is recognised that it may be difficult to identify persons or bodies’ representative for all parts of industry affected by the provisions of the 2003 Act, but the Council will make reasonable efforts to identify persons or bodies concerned.

2.7 In determining its policy, the Council will have regard to the guidance issued under Section 182 of the Licensing Act 2003 and give appropriate weight to the views of those it has consulted.
3 Main Principles

3.1 Nothing in the ‘Statement of Policy’ will:
   • undermine the rights of any person to apply under the 2003 Act for a variety of permissions and have the application considered on its individual merits, and/or
   • override the right of any person to make representations on any application or seek a review of a licence or certificate where they are permitted to do so under the 2003 Act

3.2 Licensing is about the control of licensed premises, qualifying clubs and temporary events within the terms of the 2003 Act, and any conditions that are attached to licences, certificates will be focused on matters which are within the control of individual licensee or club, i.e. the premises and its vicinity.

3.3 Whether or not incidents can be regarded as being “in the vicinity” of licensed premises is a question of fact and will depend on the particular circumstances of the case. In dispute, the question will ultimately be decided by the courts. When considering these matters, the Council will primarily focus on the direct impact of the activities taking place at licensed premises on members of the public living, working or engaged in normal activity in the area concerned.

3.4 The Council acknowledges that the licensing function cannot be used for the general control of anti-social behaviour by individuals once they are beyond the direct control of the licensee of any premises concerned. In this respect, the Council recognises that, apart from the licensing function, there are a number of other mechanisms available for addressing issues of unruly behaviour that can occur away from licensed premises, including:
   • planning and environmental health controls
   • ongoing measures to create a safe and clean environment in these areas in partnership with local businesses, transport operators and other Council Departments
   • designation of parts of the District as places where alcohol may not be consumed publicly
   • regular liaison with Police on law enforcement issues regarding disorder and anti-social behaviour, including the issue of fixed penalty notices, prosecution of those selling alcohol to people who are drunk; confiscation of alcohol from adults and children in designated areas and instantly closing down licensed premises or temporary events on the grounds of disorder, or likelihood of disorder or excessive noise from the premises
   • the power of the police, other responsible authority or a local resident or business or District Councillor to seek a review of the licence or certificate
4 Crime and Disorder

4.1 The Council acknowledges that the Police are the main source of advice on crime and disorder.

4.2 Licensed premises, especially those offering late night/early morning entertainment, alcohol and refreshment for large numbers of people, can be a source of crime and disorder problems. The Council will expect Operating Schedules to satisfactorily address these issues from the design of the premises through to the daily operation of the business.

4.3 Applicants are recommended to seek advice from Council Licensing Officers and Police, as well as taking into account, as appropriate, local planning and transport policies, tourism, cultural, community engagement and crime prevention strategies, when preparing their plans and Schedules.

4.4 In addition to the requirements for the Council to promote the licensing objectives, it also has a duty under Section 17 of the Crime and Disorder Act 1998 to do all it reasonably can to prevent crime and disorder in North Norfolk’s District.

4.5 The Council will consider attaching Conditions to licences and permissions to deter and prevent crime and disorder both inside and immediately outside the premises, and these may include Conditions drawn from the Model Pool of Conditions relating to Crime and Disorder.

Cumulative Impact

4.6 The Council will not take 'need' into account when considering an application, as this is a matter for planning control and the market. However, it recognises that the cumulative impact of the number, type and density of licensed premises in a given area, may lead to serious problems of nuisance and disorder outside and some distance from the premises.

4.7 Representations may be received from a responsible authority/interested party that an area has become saturated with premises making it a focal point for large groups of people to gather and circulate away from the licensed premises themselves, creating unacceptable problems of disorder and nuisance over and above the impact from the individual premises.

4.8 In these circumstances, the Council may consider that the imposition of conditions is unlikely to address these problems and may consider the adoption of a special policy of refusing new premises licences or club premises certificates because the area is saturated with licensed premises and the granting of any more would undermine one of the licensing objectives.

4.9 The Council will take the following steps when considering whether to adopt a special saturation policy:
• identification of serious concern from a responsible authority or representatives of residents about nuisance and disorder
• where it can be demonstrated that disorder and nuisance is arising as a result of customers from licensed premises, identifying the area from which problems are arising and the boundaries of that area
• assessing the causes
• adopting a policy about future licence applications from that area

4.10 The absence of a special policy does not prevent any responsible authority or interested party making representations on a new application for the grant of a licence on the grounds that the premises will give rise to a negative cumulative impact on one or more of the licensing objectives.

4.11 The Council will not use such policies solely:
• as the grounds for suspension or revocation of a licence when representations are received about problems with existing licensed premises, or,
• to refuse modifications to a licence, except where the modifications are directly relevant to the policy, for example where the application is for a significant increase in the capacity limits

5 Public Safety

5.1 Licence holders have a responsibility to ensure the safety of those using their premises, as part of their duties under the 2003 Act. This concerns the safety of people using the relevant premises rather than public health which is addressed in other legislation. Physical safety includes the prevention of accidents and injuries and other immediate harms that can result from alcohol consumption such as unconsciousness or alcohol poisoning.

5.2 A number of matters should be considered in relation to public safety, these could include:
• Fire safety
• Ensuring appropriate access for emergency services such as ambulances
• Good communication with local authorities and emergency services
• Ensuring the presence of trained first aiders on the premises and appropriate first aid kits
• Ensuring the safety of people when leaving the premises (for example through the provision of information on late-night transportation)
• Ensuring appropriate and frequent waste disposal, particularly of glass bottles
• Ensuring appropriate limits on the maximum capacity of the premises; and
• Considering the use of CCTV.

5.3 The measures that are appropriate to promote public safety will vary between premises and the matters listed above may not apply in all cases. The Council expects applicants to consider, when making their application, which steps it is
appropriate to take to promote the public safety objective and demonstrate how they will achieve that.

5.4 The Council will consider attaching Conditions to licences and permissions to promote safety, and these may include Conditions drawn from the Model Pool of Conditions relating to ‘Public Safety’

6 Prevention of Public Nuisance

6.1 Licensed premises, especially those operating late at night and in the early hours of the morning, can cause a range of nuisances impacting on people living, working or sleeping in the vicinity of the premises.

6.2 The concerns mainly relate to noise nuisance, light pollution and noxious smells and due regard will be taken of the impact these may have. The Council will expect Operating Schedules to satisfactorily address these issues. Applicants are advised to seek advice from the Council’s Environmental Protection Officers before preparing their plans and Schedules. The Council expects operating schedules to satisfactorily address these issues, as appropriate.

6.3 The Council will consider attaching Conditions to licences and permissions to prevent public nuisance, and these may include Conditions drawn from the Model Pool of Conditions relating to ‘Public Nuisance’.

7 Prevention of Harm to Children

Access to Licensed Premises

7.1 The wide range of premises that require licensing means that children can be expected to visit many of these, often on their own, for food and/or entertainment.

7.2 The 2003 Act makes it an offence to permit children under the age of 16 who are not accompanied by an adult to be present on premises being used exclusively or primarily for supply of alcohol for consumption on those premises under the authorisation of a premises licence, club premises certificate or where that activity is carried on under the authority of a temporary event notice.

7.3 In addition, it is an offence to permit the presence of children under 16 who are not accompanied by an adult between midnight and 5am at other premises supplying alcohol for consumption on the premises under the authority of any premises licence, club premises certificate or temporary event notice. Outside of these hours, the offence does not prevent the admission of unaccompanied children under 16 to the wide variety of premises where the consumption of alcohol is not the exclusive or primary activity. Between 5am and midnight the offence would not necessarily apply to many restaurants, hotels, cinemas and
even many pubs where the main business activity is the consumption of both food and drink. This does not mean that children should automatically be admitted to such premises and the following paragraphs are therefore of great importance notwithstanding the new offences created by the 2003 Act.

7.4 The Council will judge the merits of each separate application before deciding whether to impose conditions limiting the access of children to individual premises. The following are examples of premises that will raise concern:
- where there have been convictions for serving alcohol to minors or with a reputation for allowing underage drinking
- there is a known association with drug taking or dealing
- it is known that unaccompanied children have been allowed access
- where adult entertainment is provided
- in some cases, the premises are used exclusively or primarily for the sale of alcohol for consumption on the premises

7.5 The Council recognises the Norfolk Safeguarding Children’s Board as the lead responsible authority in relation to the protection of children from harm.

7.6 The Council will consider any of the following options when dealing with a licence application where limiting the access of children is considered necessary to prevent harm to children:
- Restrictions on the hours when children may be present
- Restrictions or exclusions on the presence of children under certain ages when particular specified activities are taking place
- Restrictions on the parts of the premises to which children may have access
- Age restrictions (below 18)
- Restrictions or exclusion when certain activities are taking place
- Requirements for an accompanying adult
- Full exclusion of people under 18 from the premises when any licensable activities are taking place

7.7 No conditions will be imposed requiring that children be admitted to any premises and, where no limitation is imposed, this will be left to the discretion of the individual licensee.

7.8 The 2003 Act details a number of offences designed to protect children in licensed premises and the Council will work closely with the police to ensure the appropriate enforcement of the law, especially prohibiting the sale and supply of alcohol to children.

Access to Cinemas

7.9 In the case of premises giving film exhibitions conditions will be imposed restricting access only to those who meet the required age limit in line with any certificate granted by the British Board of Film Classification or, in specific cases, a certificate given to the film by the Council itself.
Children and Public Entertainment

7.10 Many children go to see and/or take part in an entertainment arranged especially for them, for example children’s film shows and dance or drama school productions, and additional arrangements are required to safeguard them while at the premises.

7.11 Where entertainment requiring a licence is specially presented for children, the Council will require the presence of an appropriate number of adult staff to ensure public safety and their protection from harm.

7.12 The Council will expect the submitted Operating Schedules to satisfactorily address these issues.

7.13 The Council will consider attaching Conditions to licences and permissions to prevent harm to children, and these may include Conditions drawn from the Model Pool of Conditions relating to the Protection of Children from Harm.

8 Licensing Hours

8.1 The Council will generally deal with the issue of licensing hours having due regard to the individual merits of each application. However, consideration will be given to imposing stricter conditions in respect of noise control where premises are situated in mainly residential areas.

Shops, Stores and Supermarkets

8.2 The Council will generally consider licensing shops; stores and supermarkets to sell alcohol for consumption off the premises at any times they are open for shopping.

8.3 In doing so the Council will have due regard to the need to ensure that the times such premises are allowed to sell alcohol for consumption off the premises does not create issues of public nuisance and endanger public safety. For example, the Council may consider that there are very good reasons for restricting those hours where police representations are made in respect of isolated shops known to be the focus of disorder and disturbance.

9 Integrating Strategies and Avoiding Duplication

9.1 There are many stakeholders in the leisure industry, covering a wide range of disciplines. Many are involved, directly or indirectly, in the promotion of the licensing objectives, particularly those relating to the prevention of crime and disorder and public nuisance.
9.2 Many of their strategies deal in part with the licensing function, and the Council will set up multi-disciplinary working groups to ensure proper integration of local crime prevention, planning, transport, tourism, community engagement and cultural strategies; and ensure sensitive implementation of the policy where compliance is required of non-professionals/volunteers.

9.3 The Council will arrange for protocols with the Police to enable them to report to the Committee responsible for transport matters on the need for the swift and safe dispersal of people from those areas of towns and villages subject to congestion and thus avoid concentrations, which can produce disorder and disturbance.

9.4 Arrangements will be made for the Licensing Committees to receive reports on the following matters to ensure these are reflected in their decisions:
- the needs of the local tourist economy, community engagement and cultural strategy for the North Norfolk District, and,
- the employment situation in the North Norfolk District and the need for investment and employment where appropriate

9.5 The Council recognises that there should be a clear separation of the planning and licensing regimes and licensing applications should not be a re-run of the planning application.

9.6 The Council recognises the need to avoid so far as possible duplication with other regulatory regimes. However, some regulations do not cover the unique circumstances of some entertainment and the Council will consider attaching Conditions to premises licences and club premises certificates where these are necessary for the promotion of the licensing objectives and are not already provided for in any other legislation.

10 Standard Conditions

10.1 The Council will not impose conditions unless it has received a representation form a responsible authority, such as the police, environmental health officer or other persons, such as a local resident or local business, which is a relevant representation, or is offered in the applicants Operating Schedule. Any conditions will be proportional and appropriate to achieve the Licensing Objectives.

11 Enforcement

11.1 Once licensed, it is essential premises are maintained and operated so as to ensure the continued promotion of the licensing objectives and compliance with the specific requirements of the 2003 Act and the Council will make arrangements to monitor premises and take appropriate enforcement action to ensure this.
11.2 The council has an enforcement protocol, agreed with all seven Norfolk Local Authorities, Norfolk Constabulary, Norfolk Fire Service, Customs and Excise and Trading Standards. This should provide for a more efficient deployment of staff and police officers who are commonly engaged in enforcing licensing law and inspection of licensed premises. These protocols will provide for the targeting of agreed problem and high-risk premises, but with a lighter touch being applied to those premises, which are shown to be well managed and maintained.

11.3 All enforcement actions taken by the Council will comply with the Councils Enforcement Policy and the Enforcement Concordat, which the Council has adopted. To this end the key principles of consistency, transparency and proportionality will be maintained.

12 Live Music, Dancing and Theatre

12.1 In its role of implementing local authority cultural strategies, the Council recognises the need to encourage and promote live music, dance and theatre for the wider cultural benefit of the community, particularly for children.

12.2 When considering applications for such events and the imposition of conditions on licences or certificates, the Council will carefully balance the cultural and community needs with the necessity of promoting the licensing objectives.

12.3 Consideration will be given to the particular characteristics of any event, including the type, scale and duration of the proposed entertainment, especially where limited disturbance only may be caused.

13 Temporary Event Notices

13.1 The Act requires that a minimum of 10-working days notice must be given for a standard temporary event notice and a minimum of 5-working days notice for a late temporary event notice. Section 193 of the 2003 Act defines “working day” as any day other than a Saturday, a Sunday, Christmas Day, Good Friday, or a day which is a bank holiday under the Banking and Financial Dealings Act 1971 on England and Wales. “Working days” notice means working days exclusive of the day on which the event is to start, and exclusive of the day on which the notice is given.

13.2 There is no discretion to relax either the 10-working days notice or the five-working days notice, so the Council encourage notice givers to provide the earliest possible notice within 12 months of event likely to take place. The maximum notice of 12 months should enable the Norfolk Constabulary and the Council’s Public Protection Team to make sensible assessment as notices made too far in advance could lead to objections that could be otherwise avoided.
14 Personal Licences

14.1 An application for a personal licence and ‘disclosure of convictions and declaration’ form should be dated by the applicant within one calendar month of the application being received by the Council. This is to ensure that the information on application is as current as the basic disclosure.

15 Premises Licence/Club Premises Certificate Applications

15.1 Applications for the grant or variation of a premises licence or club premises certificate should be accompanied by a plan, which will be endorsed and issued with the premises licence/club premises certificate.

15.2 Applications for the grant or variation of a premises licence or club premises certificate should be accompanied by a ‘certificate of display’. This acknowledges the applicants’ understanding for the displaying notices and should avoid any undue delay in the application process.

15.3 Applications for the grant or variation of a premises licence or club premises certificate should be accompanied by a ‘certificate of service’. This acknowledges the applicants understanding for giving a copy of the application to the responsible authorities and should avoid any undue delay in the application process.

16 Responsible Authorities and other persons

16.1 Responsible authorities are public bodies that are statutory consultees that must be notified of licensing applications. A list of the responsible authorities in respect of applications and notices made to the Council can be found on the following link: http://www.northnorfolk.org/business/1660.asp

16.2 When dealing with licensing applications for premises licences and club premises certificates the Council is obliged to consider representations from two categories of persons, referred to as ‘responsible authorities' and ‘other persons'. This allows for a broad range of comment to be received both for and against licensing applications.

16.3 The Council has carefully considered its role as the Licensing Authority as a Responsible Authority under the Act. It will achieve a separation of responsibilities through procedures and approved delegations within the authority to ensure procedural fairness and eliminate conflicts of interest. A separation is achieved by allocating distinct functions (i.e. those of Licensing Authority and Responsible Authority) to different officers within the Public Protection Team. The Council does not expect to act as a Responsible Authority on behalf of third parties but accepts that there may be exceptional circumstances where this approach may be required.
17 Administration, Exercise and Delegation of Functions

17.1 The Council will be involved in a wide range of licensing decisions and functions and has established a Licensing Committee to administer them.

17.2 Appreciating the need to provide a speedy, efficient and cost-effective service to all parties involved in the licensing process, the Committee has delegated certain decisions and functions and has established Sub-Committees to deal with them.

17.3 Further, with many of the decisions and functions being purely administrative in nature, the grant of non-contentious applications, including for example, those licences and certificates where no representations have been made, has been delegated to Council Officers. The Council accepts the Secretary of State’s recommendation and delegation will be achieved as set out in Annex A. This form of delegations is without prejudice to Officers referring an application to a Sub-Committee, or a Sub-Committee to Full Committee, if considered appropriate in the circumstances of any particular case.

17.4 Regulation 24 of the Licensing Act 2003 (Hearings) Regulations requires the Council to give all parties at the licensing hearings an equal maximum period of time to present their case. For the purpose of this regulation it is the Council’s policy that a maximum of 15 minutes will be allowed unless varied at the Chairman’s discretion to allow flexibility where necessary.

17.5 Copies of applications and letters of representation will be included within the report to the Licensing Sub Committee and distributed prior to hearings. Applicants, responsible authorities and other persons wishing to present additional evidence in support of their application/ representation should do so at least 3-working days before the hearing starts. Failure to do so may result in the Licensing Sub Committee disregarding this additional information.

18 Other Relevant Matters

18.1 Adult entertainment. The Licensing Authority has adopted Schedule 4 of the Local Government (Miscellaneous Provisions) Act 1982 and premises offering regular entertainment of a sexual nature must be licensed as a sex establishment under those provisions. The Council acknowledges that there is an exemption which allows sexual entertainment to be provided at premises licensed under the Licensing Act 2003, as long as it is on no more than 11 occasions within 12 months and with at least 1 month between each occasion. Premises using this exemption should ensure that procedures are in place to exclude children when entertainment of this nature is offered.

18.2 Gaming machines in licensed premises – automatic entitlement. There is provision in the Gambling Act 2005 (GA2005) for premises licensed to sell alcohol for consumption on the premises to automatically have two gaming machines of category C and/or D.
18.3 Gaming Machine Permit – If a premises wishes to have more than 2 machines of categories C and/or D, then it needs to apply for a permit and the Council will consider that application based upon the licensing objectives, any guidance issued by the Gambling Commission under Section 25 of the Act, and such matters as the licensing officers consider relevant.

18.4 Exempt Gaming – Premises licensed under the Licensing Act 2003 may offer gaming such as poker and bingo provided the stakes and prizes do not exceed permitted levels. Details of these limits are available from the Council or the Gambling Commission.

19 Portman Group Code of Practice

19.1 The Portman Group operates, on behalf of the alcohol industry, a Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks. The Council commends the Code. Further details of the Portman Group Code of Practice can be found at Annex B.

20 Further Advice

20.1 Information and advice on all aspects of licensing can be obtained by either:
- Visiting the Council’s website http://www.northnorfolk.org/
- By email to Public.Protection@north-norfolk.gov.uk
- By telephone 01263 516189
- By writing to:
  Public Protection Team
  North Norfolk District Council
  Holt Road
  Cromer
  NR27 9EN

20.2 The Licensing Act 2003 and Guidance issued under Section 182 can be viewed on the Home Office Website at:
https://www.gov.uk/government/organisations/home-office
Annex A: Table of Delegations of Licensing Functions

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<td>Decision to object when local authority is a consultee and not the relevant authority considering the application</td>
<td>All cases</td>
<td></td>
</tr>
<tr>
<td>Determination of a police objection to a temporary Event notice</td>
<td>All cases</td>
<td></td>
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<tr>
<td>Decision whether to consult other responsible authorities on minor variation application</td>
<td>All cases</td>
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<tr>
<td>Determination of minor variation application</td>
<td>All cases</td>
<td></td>
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<tr>
<td>Minor Variation to a Premises Licence/Club Premises Certificate</td>
<td>All cases</td>
<td></td>
</tr>
<tr>
<td>Determination of application to vary premises licence at community premise to include alternative licence condition</td>
<td>If Police Objection</td>
<td>All other cases</td>
</tr>
</tbody>
</table>
Annex B: The Portman Group Code of Practice

The Portman Group operates, on behalf of the alcohol industry, a Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks. The Code seeks to ensure that drinks are packaged and promoted in a socially responsible manner and only to those who are 18 years old or over. Complaints about products under the Code are considered by an Independent Complaints Panel and the Panel’s decisions are published on the Portman Group’s website (www.portman-group.org.uk), in the trade press and in an annual report. If a product’s packaging or point-of-sale advertising is found to be in a breach of the Code, the Portman Group may issue a Retailer Alert Bulletin to notify retailers of the decision and ask them not to replenish stocks of any such product or to display such point-of-sale material, until the decision has been complied with. The Code is an important weapon in protecting children from harm because it addresses the naming, marketing and promotion of alcohol products sold in licensed premises in a manner, which may appeal to or attract minors. The Council commends the Code.