

20 Frequently Asked Questions on Applications

- 1) **Why does a site need a premises licence?**

A Premises Licence is required if one or more of the following activities occur:

 - The retail sale of alcohol for consumption either on or off the premises,
 - Late Night Refreshment, the sale of hot beverages between 23.00 and 05.00 on any day,

- 2) **What does an application cost?**

Prices are based on what it is that you require somebody to do on your behalf, plus of course the statutory fee charged by the Local Authority and the charge from the local newspaper for advertising the application. Full quotations are available upon request from Lockett & Co.

- 3) **What do I get?**

It depends entirely on what level of service you require. The initial survey is designed to identify potential problems and sites not worth pursuing. Other fees only become payable if the application proceeds and only if applicable e.g.

 - B.I.I. training placement
 - Local Authority licence fee
 - Newspapers advertisement costs
 - Fees for administration including brochure support
 - Attendance at a hearing if one is convened to support your application & give evidence if necessary
 - Advocacy fees from Barristers and Solicitors

- 4) **How is the application made?**

You can get a good idea of the process from the application flow chart included on this website

- 5) **Will I win?**

That's why an initial survey is carried out, to identify sites not worth pursuing - over 99% success rate for all applications made to date and over 98% success rate for forecourt applications to date by Lockett & Co.

- 6) **Why should I use Lockett's, my solicitors could do it cheaper?**

Locketts specialise and offer a complete service providing help & assistance all the way through, tailoring the application to your specific needs.

- 7) **What if I have an off licence or pub next door?**
Many successful applications have been made under these circumstances and the initial survey would identify any specific problems.
- 8) **How long does it take?**
The application has to be advertised for 28 days once submitted and so the whole process can take as little as 5 weeks unless there are objections or 'representations' against the licence.
- 9) **What if there are 'representations'?**
Locketts will endeavour to negotiate them away but if this is not possible a hearing will usually become necessary which can add up to a month to the process, and sometimes slightly longer.
- 10) **What training do I need?**
None if you already hold a personal licence. Otherwise full training under the BIIAB's National Certificate for Personal Licence Holders can be provided by Lockett & Co.
- 11) **What are the benefits of an Off Licence?**
- 20 – 35% store growth in the first year after grant is not unusual
 - 12 – 20% product mix at end of year 1 for alcohol sales
 - 20 – 24% margin achievable from alcohol sales
 - Traffic builder particularly in the evenings and at weekends
 - High levels of associated sales
 - Customers expect an off licence if you trade extended hours
- 12) **What about all the new rules and regulations?**
Lockett & Co are happy to assist with any queries you may have and have produced a Premises Licence Manual to assist you through the application to the operation of your new licence and beyond.
- 13) **If I am changing the layout of my store do I need to take any action with the Licensing Authority?**
If a premises licence is already in place you may just need to provide a new plan, or it may require a variation or even an all new application, dependent entirely on the amount of work being proposed.

- 14) When should I take any action?**
You must have received authority for the changes before any work commences otherwise you risk substantial penalties being applied.
- 15) If I only want to extend my hours, but not the hours for any licensable activity do I need to take any action?**
Just extending your premises hours may well require a variation and this should be investigated before any action is taken. If you wish to extend the hours for a licensable activity this will definitely require a variation.
- 16) Can I change the hours for when I sell alcohol?**
Yes, you can apply for a variation and the process is much the same as with a new application.
- 17) I have a 24-hour site that wants a refit and I have suggested a microwave and a hot drinks machine, is a licence needed?**
Even without the sale of alcohol, you still need a premises licence for late night refreshment if you are proposing to sell hot food or drink between 23.00 and 05.00 on any day.
- 18) I have a personal licence but how can I protect myself when training my staff?**
The Lockett & Co Premises Licence Manual covers all aspects of the operation of the licence whilst emphasising staff training for the sale of alcohol and providing a system for recording both initial and ongoing training and the authorisation for staff to sell alcohol.
- 19) One of my staff has sold alcohol to an under 18, what are the penalties and what should I do?**
The penalties for serving underage are either a fixed penalty notice of £80 or a fine of up to £5000. The licence may also be reviewed with the possibility of suspension or revocation being a reality.
- 20) What are the penalties for selling alcohol outside of my hours or breaking a condition of my licence?**
A criminal conviction, a fine of up to £20,000 or a prison sentence of up to six months so you should seek legal advice immediately if something happens. If you are worried that you have insufficient systems in place to avoid something happening, contact Locketts and they will try to assist you or put you in touch with somebody who can.