Application for a premises licence to be granted under the Licensing Act 2003

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

		ea Football Club Holdings Lim	ited								
apply premi to you Licen	for a ses duas the sing has the	name(s) of applicant) premises licence under sec escribed in Part 1 below (the relevant licensing author Act 2003 emises details	e premises) a	and I/	we are making	this application					
Chel (con Stan	sea F	ress of premises or, if none, one ootball Club e outside of the West Stand to Bridge oad				description					
Post	Post townLondonPostcodeSW6 1HS										
			1								
Tele	phone	number at premises (if any)	n/a								
	-dome nises	stic rateable value of	£ 3,650,000	(Ban	d E)						
	e state	olicant details whether you are applying for	a premises li	cence	e as Pl	ease tick as					
a)	an ir	ndividual or individuals *			please comp	lete section (A)					
b)	a pe	rson other than an individual	*								
	i	as a limited company/limited partnership	liability		please comp	lete section (B)					
	ii	as a partnership (other than I	imited		please comp	lete section (B)					
	iii	liability) as an unincorporated associa	ation or		please complete section (B)						
	iv	other (for example a statutory corporation)	/		please complete section (B)						

d) a charity							
f) a health service body							
g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England h) the chief officer of police of a police force in England and Wales * If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below): I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or							
Care Standards Act 2000 (c14) in respect of an independent hospital in Wales ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England h) the chief officer of police of a police force in Please complete section (B) England and Wales * If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below): I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or							
Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England h) the chief officer of police of a police force in please complete section (B) England and Wales * If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below): I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or							
* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below): I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or							
one box below): I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or							
premises for licensable activities; or							
I am making the application pursuant to a							
I am making the application pursuant to a statutory function or							
a function discharged by virtue of Her Majesty's prerogative							
(A) INDIVIDUAL APPLICANTS (fill in as applicable)							
Mr ☐ Mrs ☐ Miss ☐ Ms ☐ Other Title (for example, Rev)							
Surname First names							
Date of birth							
Nationality							
Current residential address if different from premises address							
Destate to the second s							
Post town Postcode Paytime contact telephone							
Post town Daytime contact telephone number Postcode							

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr Mrs	Miss		ner Title (for ample, Rev)	
Surname		First names	5	
Date of birth over	l am	18 years old or	Pleas	se tick yes
Nationality				
Current residential address if different from premises address				
Post town			Postcode	
Daytime contact teleph number	none			
E-mail address (optional)				

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name Chelsea Football Club Holdings Limited
Address Stamford Bridge Stadium Fulham Road London SW6 1HS
Registered number (where applicable) 02536231
Description of applicant (for example, partnership, company, unincorporated association etc.) Company
Telephone number (if any) c/o Matthew Phipps of TLT Solicitors – 03330 060201
E-mail address (optional) c/o Matthew Phipps of TLT Solicitors – matthew.phipps@TLTsolicitors.com

Part 3 Operating Schedule

When do you want the premises licence to start?	DD MM YYYY A IS IA IP I I I	_
		_
If you wish the licence to be valid only for a limited period,	DD MM YYYY	
when do you want it to end?		

Please give a general description of the premises (please read guidance note 1)

A marquee within the concourse outside the West Stand (toward Britannia Gate). We attach an indicative licence plan to this email.

The intention is to utilise this space in the following manner:

- As a pre-reception space with a bar providing facilities for those who may be attending functions within the Great Hall (already licensed and within the West Stand). Our clients have found that there is very little space to accommodate customers and attendees before they are invited to sit down for their meal or event in the Great Hall when laid out to tables and chairs. This marquee will therefore provide a suitable area in which customers may be accommodated prior to being invited into the Great Hall.
- This same space may also be used to accommodate customers and allow for better socialising/ networking when they have finished the seated part of the event within the Great Hall.
- Thirdly this marquee will seek to accommodate customers at pre-booked Christmas related events. Save for the lavatories (which will remain within the West Stand/concourse and will be accessed through the tunnel which will join the marquee to the West Stand), all other facilities including tables, chairs, alcohol dispense will be accommodated within the marquee itself.
- Finally with the World Cup taking place in the Middle-East through November and the first half of December, it is intended to operate this marquee as the equivalent of a function suite. Customers will be able to attend ticketed events where they may watch the World Cup accompanied by food and drink.
- The World Cup accommodations will only seek to permit licensable activities to take place within this marquee until 10:00pm (although a little leeway should late matches go to penalties would be built into the application). However for the other events it is intended that the marquee be open to customers until 1am as per the West Stand permission.

If 5,000 or more people are expected to attend the premises	at
any one time, please state the number expected to attend.	

N/A		

What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

	Pro	vision of regulated entertainment (please read guidance note 2)	Please tick all that apply					
	a)	plays (if ticking yes, fill in box A)						
	b)	films (if ticking yes, fill in box B)						
	c)	indoor sporting events (if ticking yes, fill in box C)						
	d)	boxing or wrestling entertainment (if ticking yes, fill in box D)						
	e)	live music (if ticking yes, fill in box E)	\square					
	f)	recorded music (if ticking yes, fill in box F)	\square					
	g)	performances of dance (if ticking yes, fill in box G)						
	h)	anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)						
	<u>Pro</u>	vision of late night refreshment (if ticking yes, fill in box I)	☑					
	<u>Supply of alcohol</u> (if ticking yes, fill in box J) ✓							
ı	In all cases complete boxes K, L and M							

timings	ord days a ce note 7	read	Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 3) Outdoors Outdoors			
Day	Start	Finish		Both		
Mon			Please give further details here (please read	guidance note	e 4)	
Tue						
Wed			State any seasonal variations for performing read guidance note 5)	y plays (pleas	е	
Thur						
Fri			Non standard timings. Where you intend to premises for the performance of plays at dif those listed in the column on the left, please guidance note 6)	ferent times t		
Sat						
Sun						

Films Standard days and timings (please read guidance note 7)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors Outdoors	
Day	Start	Finish		Both	П
Mon			Please give further details here (please read	l guidance note	÷ 4)
Tue					
Wed			State any seasonal variations for the exhibit (please read guidance note 5)	ion of films	
Thur					
Fri			Non standard timings. Where you intend to premises for the exhibition of films at different those listed in the column on the left, please guidance note 6)	ent times to	ead
Sat					
Sun					

Indoor sporting events Standard days and timings (please read guidance note 7)		and read	Please give further details (please read guidance note 4)
Day	Start	Finish	
Mon			
Tue			State any seasonal variations for indoor sporting events (please read guidance note 5)
Wed			
Thur			Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list (please reaguidance note 6)
Fri			
Sat			
Sun			

Boxing or wrestling entertainments Standard days and timings (please read		s and	Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
	ce note 7			Outdoors	
Day	Start	Finish		Both	
Mon			Please give further details here (please read	guidance note	÷ 4)
Tue					
Wed			State any seasonal variations for boxing or entertainment (please read guidance note 5)	wrestling	
Thur					
Fri			Non standard timings. Where you intend to premises for boxing or wrestling entertainm times to those listed in the column on the le (please read guidance note 6)	ent at differe	
Sat					
Sun					

Standa	Live music Standard days and timings (please read		Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	Ø
	ncë note 7		,	Outdoors	
Day	Start	Finish		Both	
Mon		01:00	Please give further details here (please read Amplified live music within the marquee.	guidance note	e 4)
	10:00		Amplified live masic within the marquee.		
Tue		01:00			
	10:00				
Wed		01:00	State any seasonal variations for the performusic (please read guidance note 5)	mance of live	
	10:00		music (please read guidance note 3)		
Thur		01:00			
	10:00				
Fri		01:00	Non standard timings. Where you intend to premises for the performance of live music		mas
	10:00		to those listed in the column on the left, plea		
Sat		01:00	read guidance note 6)		
	10:00				
Sun		01:00			
	10:00				

Recorded music Standard days and timings (please read		and	Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	Ø	
guidar	ice note 7	7)		Outdoors		
Day	Start	Finish		Both		
Mon		01:00	Please give further details here (please read Amplified recorded music within the marquee.	guidance note 4)		
	10:00		Amplified recorded music within the marquee.			
Tue		01:00				
	10:00					
Wed		01:00	State any seasonal variations for the playing of recormusic (please read guidance note 5)			
	10:00		music (please read guidance note 3)			
Thur		01:00				
	10:00					
Fri		01:00	Non standard timings. Where you intend to premises for the playing of recorded music			
	10:00		times to those listed in the column on the le			
Sat		01:00	(please read guidance note 6)			
	10:00					
Sun		01:00				
	10:00					

Performances of dance Standard days and			Will the performance of dance take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
	timings (please read guidance note 7)			Outdoors	
Day	Start	Finish		Both	
Mon			Please give further details here (please read	guidance note	e 4)
Tue					
Wed			State any seasonal variations for the perform (please read guidance note 5)	mance of dan	<u>ce</u>
Thur					
Fri			Non standard timings. Where you intend to premises for the performance of dance at di those listed in the column on the left, please guidance note 6)	fferent times	
Sat					
Sun					

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 7)			Please give a description of the type of entertai providing	nment you wil	be
Day	Start	Finish	Will this entertainment take place indoors or outdoors or both – please tick (please	Indoors	
Mon			read guidance note 3)	Outdoors	
				Both	
Tue			Please give further details here (please read	guidance note	4)
Wed					
Thur			State any seasonal variations for entertainmedescription to that falling within (e), (f) or (g) guidance note 5)		
Fri					
Sat			Non standard timings. Where you intend to premises for the entertainment of a similar of that falling within (e), (f) or (g) at different times listed in the column on the left, please list (puidance note 6)	lescription to nes to those	
Sun					

Late n refres		and	Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read	Indoors	Ø
	s (please ice note 7		guidance note 3)	Outdoors	
Day	Start	Finish		Both	
Mon		01:00	Please give further details here (please read Hot food/drink after 11pm.	guidance note	e 4)
	23:00		The rood, armin and Tripini.		
Tue		01:00			
	23:00				
Wed		01:00	State any seasonal variations for the provis refreshment (please read guidance note 5)	ion of late nig	<u>ıht</u>
	23:00		retrestiment (please read guidance note o)		
Thur		01:00			
	23:00				
Fri		01:00	Non standard timings. Where you intend to premises for the provision of late night refre		
	23:00		different times, to those listed in the column		
Sat		01:00	please list (please read guidance note 6)		
	23:00				
Sun		01:00			
	23:00				

					_
Standa	will the supply of alcohol be for consumption – please tick (please read guidance note 8) Will the supply of alcohol be for consumption – please tick (please read guidance note 8)		consumption - please tick (please read	On the premises	
				Off the premises	
Day	Start	Finish		Both	Ø
Mon		01:00	State any seasonal variations for the supply (please read guidance note 5)	of alcohol	
	10:00		(please read guidance note 5)		
Tue		01:00			
	10:00				
Wed		01:00			
	10:00				
Thur		01:00	Non standard timings. Where you intend to premises for the supply of alcohol at different		ose
	10:00		listed in the column on the left, please list (p		
Fri		01:00	guidance note 6)		
	10:00				
Sat		01:00			
	10:00				
Sun		01:00			
	10:00				

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name Keith Overs	all
Date of birt	h 22/04/1961
Address c/o Chelsea Stamford Br Fulham Roa London	
Postcode	SW6 1HS
Personal lice PER0724	ence number (if known)
	sing authority (if known) Borough Council

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9).

None

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			State any seasonal variations (please read guidance note 5
Day	Start	Finish	
Mon		01:30	
	10:00		
Tue		01:30	
	10:00		
Wed		01:30	
	10:00		Non standard timings. Where you intend the premises to open to the public at different times from those listed in the
Thur		01:30	column on the left, please list (please read guidance note 6)
	10:00		
Fri		01:30	
	10:00		
Sat		01:30	
	10:00		
Sun		01:30	
	10:00		

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) (please read guidance note 10)
Please see attached.
b) The prevention of crime and disorder Please see attached.
Please see attached.
c) Public safety
Please see attached.
d) The prevention of public nuisance
Please see attached.
e) The protection of children from harm
Please see attached.

Checklist:

Please tick to indicate agreement

•	I have made or enclosed payment of the fee.	✓
•	I have enclosed the plan of the premises.	\checkmark
•	I have sent copies of this application and the plan to responsible authorities and others where applicable.	V
•	I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.	V
•	I understand that I must now advertise my application.	\checkmark
•	I understand that if I do not comply with the above requirements my application will be rejected.	. . 7
•		Ĭ V I
	[Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15).	

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 12). If signing on behalf of the applicant, please state in what capacity.

[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15). The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)

Signature	Matthew Phipps for TLT Solicitors			
Date	15 th September 2022			
Capacity	Solicitor for Applicant			
For joint applications, signature of 2 nd applicant or 2 nd applicant's solicitor or other				

For joint applications, signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent (please read guidance note 13). If signing on behalf of the applicant, please state in what capacity.

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)
Matthew Phpps

TLT LLP

One Redcliff Street

Post town Bristol Postcode BS1 6TP

Telephone number (if any) +44(0)3330 060201

If you would prefer us to correspond with you by e-mail, your e-mail address (optional) matthew.phipps@TLTsolicitors.com

Chelsea Football Club (concourse outside of the West Stand toward Britannia Gate) Stamford Bridge Fulham Road London SW6 1HS

Proposed Licensing Conditions

Hours

To permit the sale of alcohol, recorded music and live music from 10.00 hours to 01.00 hours the following morning every day

To allow for thirty minutes drinking up time following the last permitted sale of alcohol.

To permit late night refreshment from 23.00 hours to 01.00 hours the following morning every day.

General - all four licensing objectives

- Locations of fire safety and other safety equipment subject to change in accordance with the requirements of the responsible authorities or following a risk assessment.
- 2. Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change at any time.

The Prevention of Crime and Disorder

3. A CCTV system shall be in use at the premises for all events where the public attend by way of a purchase of a ticket or a pre booked corporate event. The CCTV system shall include internal and external areas of the premises. Where a CCTV system is to be installed, extended or replaced, it shall be to an appropriate standard as agreed with the Licensing Authority in consultation with the Police.

Where a CCTV system is to be installed it shall be fully operational by the commencement date of the premises licence.

The CCTV equipment shall be maintained in good working order and continually record when licensable activity takes place and for a period of two hours afterwards.

The premises licence holder shall ensure images from the CCTV are retained for a period of 28 days. This image retention period may be reviewed as appropriate by the Licensing Authority.

The correct time and date will be generated onto both the recording and the real time image screen.

Equipment failures shall be repaired or replaced as soon as is reasonably practicable and without undue delay. The Licensing Authority and the Police shall be informed when faults are rectified.

The premises Licence holder shall ensure that there are trained members of

staff available during licensable hours to be able to reproduce and download CCTV images into a removable format at the request of an authorised officer of the Licensing Authority or a constable.

There shall be clear signage indicating that CCTV equipment is in use and recording at the premises during all opening hours

- 4. Bar staff and supervisors will be trained in licensing legislation, with particular reference to the prevention of sales or consumption of alcohol involving persons under the age of 18 years.
- 5. Signs will be displayed at all bar servery's and other appropriate locations stating "It is illegal to buy or attempt to buy alcohol for consumption by any person under the age of 18 years.

6. **Door security**

The provision of SIA door security and non SIA registered stewards when licensable activities are being provided on the premises shall be risk assessed.

A copy of the risk assessment is to be kept on the premises and made available to a police officer or a duly authorised representative of the licensing authority

on request.

Where SIA door supervisors are employed the following conditions will apply The premises licence holder shall ensure that the following details for each door supervisor, are contemporaneously entered into a bound or electronic register kept for that purpose: (i) Full name, (ii) SIA Certificate number and or badge number, or registration number of any accreditation scheme recognised by the Licensing Authority (including expiry date of that registration or accreditation), (iii) The time they began their duty (iv) The time they completed their duty. (v) This register is to be kept at the premises at all times and shall be so maintained as to enable an authorised officer of the Licensing Authority or a constable to establish the particulars of all door stewards engaged at the premises during the period of not less than 28 days prior to the request and shall be open to inspection by authorised officers of the Licensing Authority or a constable upon request.

The premise licence holder shall require the designated premises supervisor, or in his/her absence other responsible person to identify by name, those persons performing duty as door security personnel to an authorised officer of the Licensing Authority or a Constable.

All door supervisors shall be capable of communicating instantly with one another by way of radio or other simultaneous system of communication. Where non SIA registered stewards are employed the following conditions will Apply:

Stewards/security personnel shall:

- (i) Ensure that no overcrowding occurs in any part of the site.
- (ii) Keep gangways, roadways, vehicular routes and exits clear at all times.
- (iii) Investigate immediately any disturbance or incident and if necessary report thereon to the Police.
- (iv) Supervise the fire-fighting equipment located at various points around the site.
- (v) Inspect and supervise at regular intervals the facilities provided for disposal of rubbish and ensure that action is taken as appropriate to remove any refuse which is not properly contained in the facilities provided.

All stewards/security personnel shall be not less than 18 years of age and shall wear distinctive dress, such as fluorescent jackets and should be easily identifiable.

Where queuing is allowed outside of a premises door steward(s) shall maintain an orderly queue of patrons.

7. The Premises Licence Holder shall require the Designated Premises Supervisor, or in his/ her absence other responsible person, to keep an 'Incident report register' in a either an electronic version or bound book, in which full details of all incidents are recorded.

The incident book shall be completed as soon as possible and in any case no later than the close of business on the day of the incident.

The time and date when the report was completed, and by whom, is to form part of the entry.

The register is to be kept on the premises at all times and shall be produced to an authorised officer of the Licensing Authority or a constable when required. Supply of Alcohol

A personal licence holder or nominated bar supervisor shall be present at all times sales of alcohol are taking place.

A copy of the Premises Licence summary shall be displayed at the front of each bar or restaurant so that it may be easily read.

Public Safety

- 8. Appropriate fire safety measures will be installed and maintained as shown on the drawings.
- 9. The licence holder shall determine the occupant capacity of the premises on the basis of documented risk assessment(s).
- 10. The Licensee shall provide training for all staff to ensure that they are familiar with all means of ingress and egress and the appropriate procedures in case of any emergencies that require an immediate evacuation of the premises

The Prevention of Public Nuisance

- 11. Notices will be put at exits reminding people to leave quietly during prebooked and private functions that terminate at a late hour. The Personal Licence holder is to reinforce this message to ensure that all pedestrians exit the stadium site in a quiet and orderly manner
- 12. Amplified music shall not be played at a level that will cause unreasonable disturbance to the occupants of any properties in the vicinity
- 13. If officers of the council witness noise at a level which causes unreasonable disturbance to the occupants of any properties in the vicinity then a meeting will be called with the **responsible authority** officers to discuss noise attenuation measures.
- 14. A Noise Management Plan shall be submitted to and approved in writing by the Noise and Nuisance Team. The plan shall include details relating to the control of noise from patrons entering and leaving the premises as well as controls to ensure that noise from use and activities within the premises does not cause nuisance to neighbours.

15. A responsible member of staff shall carry out proactive noise assessments outside the premises at the boundary of the nearest residential property at least once an hour during the provision of regulated entertainment and take any necessary remedial action.

The Protection of Children from Harm

- 16. An approved proof of age scheme shall be adopted, implemented and advertised within the premise such as "Challenge 25" whereby an accepted form of photographic identification shall be requested before any alcohol is sold to any person who appears to be under 25 years of age.
- 17. Acceptable proof of age shall include identification bearing the customers photograph, date of birth and integral holographic mark or security measure. Suitable means of identification would include PASS approved proof of age card, photo-card driving licence and passport.
- 18. Publicity materials notifying customers of the operation of the Challenge 25 scheme shall be displayed at the premises, including a Challenge 25 sign of at least A5 size at the entrance to the premises and where practicable at each point of sale.