

**Licensing Act 2003  
Schedule 12  
Part A**

Regulation 33,34

**Premises Licence**

Premises Licence Number

12/01030/LAPRE

**Part 1 – Premises Details**

**Postal address of premises, or if none, ordnance survey map reference or description, including Post Town, Post Code**

Watford Football Club  
Vicarage Road Stadium  
Vicarage Road  
Watford  
WD18 0ER

**Telephone number**      01923 496000

**Where the licence is time limited the dates**

From 12 November 2012

**Licensable activities authorised by the licence and the times the licence authorises the carrying out of licensable activities**

On and off-premises alcohol sales	Monday, Tuesday, Wednesday, Thursday	10:00 - 00:00
Late Night Refreshment	Monday, Tuesday, Wednesday, Thursday	23:00 - 00:30
Exhibition of a Film	Monday, Tuesday, Wednesday, Thursday	10:00 - 00:30
Performance of Live Music	Monday, Tuesday, Wednesday, Thursday	10:00 - 00:30
Performance of Recorded Music	Monday, Tuesday, Wednesday, Thursday	10:00 - 00:30
Performance of Dance	Monday, Tuesday, Wednesday, Thursday	10:00 - 00:30
Other Entertainment falling within Act	Monday, Tuesday, Wednesday, Thursday	10:00 - 00:30
On and off-premises alcohol sales	Friday and Saturday	10:00 - 01:00
Late Night Refreshment	Friday and Saturday	23:00 - 01:30
Exhibition of a Film	Friday and Saturday	10:00 - 01:30
Performance of Live Music	Friday and Saturday	10:00 - 01:30
Performance of Recorded Music	Friday and Saturday	10:00 - 01:30
Performance of Dance	Friday and Saturday	10:00 - 01:30
Other Entertainment falling within Act	Friday and Saturday	10:00 - 01:30
On and off-premises alcohol sales	Sunday	10:00 - 23:00

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Exhibition of a Film	Sunday	10:00 - 23:00
Performance of Live Music	Sunday	10:00 - 23:00
Performance of Recorded Music	Sunday	10:00 - 23:00
Performance of Dance	Sunday	10:00 - 23:00
Other Entertainment falling within Act	Sunday	10:00 - 23:00
On and off-premises alcohol sales	New Year's Eve	10:00 - 00:00
(Terminal hour of 01:00 if 1 January is a Friday or Saturday, and 22:30 if a Sunday)		

<b>The opening hours of the premises</b>		
Monday, Tuesday, Wednesday, Thursday		10:00 - 00:30
Friday and Saturday		10:00 - 01:30
Sunday		10:00 - 23:00
New Year's Eve		10:00 - terminal hour for alcohol sales on 1 January

<b>Where the licence authorises supplies of alcohol whether these are on and / or off supplies</b>
Alcohol may be sold for consumption on and off the premises.

**Part 2**

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

Watford Association Football Club Ltd  
Vicarage Road Stadium  
Vicarage Road  
Watford  
WD18 0ER

**Registered number of holder, for example company number, charity number (where applicable)**

Registered Business Number            104194

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

Glyn Evans  
[Redacted for this report]

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

Personal Licence Number:    DAC 031215  
Licensing Authority:            Dacorum Borough Council

## Annex 1 – Mandatory conditions

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 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. The admission of children under 18 to any film exhibition must be restricted in accordance with any recommendation made by the film classification body specified in section 4, Video Recordings Act 1984 unless the licensing authority notifies the holder of the premises licence that recommendations made by the licensing authority must be followed instead.
4. (1) 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.  
  
(2) 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—
  - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—
    - (i) 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
    - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
  - (b) 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;
  - (c) 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;
  - (d) 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;
  - (e) 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).
5. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
6. (1) 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.  
  
(2) 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.

(3) 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—

- (a) a holographic mark, or
- (b) an ultraviolet feature.

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. 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.

9. Where the permitted price would (apart from this 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.
10. (1) Sub-paragraph (2) applies where the permitted price 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.  
  
(2) 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.

## Annex 2 – Conditions consistent with the Operating Schedule

- 1 The following conditions apply to those areas on the attached plan (including the south-east car park) where sales of alcohol are allowed:
  - (a) Alcohol shall not be sold or supplied in the Rous Stand Executive Boxes otherwise than to:
    - (i) occupiers of the Executive Boxes under formal licence and their guests
    - (ii) bona fide guests attending association football and rugby football matches
    - (iii) bona fide guests attending by ticket or invitation any other function organised in the premises.
  - (b) Roving sales persons may sell intoxicating liquor only:
    - (i) in the area at the foot of the banks of seating in the North, East, South and West (Rous) Stands at the stadium; or
    - (ii) in the areas of existing outlets on the concourses within the Stands, and only to persons attending rugby football matches in the stadium; or to persons attending any other event in the stadium;
    - (iii) not more than four sales persons may be operating in each Stand at any one time;
    - (iv) sales persons must be 18 years of age or over and must receive appropriate training in the sale of alcohol;
    - (v) sales persons must not operate on the stairs or in the gangways and vomitories;
    - (vi) sales persons may only sell beer and lager;
    - (vii) sales persons must deliver alcohol only into the hands of those persons who are purchasing alcohol and not into the hands of any third party.
  - (c) All alcohol shall be supplied in light plastic or similar containers.
- 2 The following conditions apply to all licensable activities as appropriate:
  - (a) Music will be turned off when the sale of alcohol ends.
  - (b) All external handling of glass waste will take place after 0900 hours and before 2300 hours.
  - (c) A dedicated taxi service will be used when customers request this service. The taxi service will use the Director's car park to collect customers without sounding their horns.

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

There was no hearing held for the application of this premises licence/club premises certificate.



**Annex 4 – Plans**

Drawing no: 2660 (F) 14 dated 31.07.07