

Agenda

Licensing Sub-Committee Meeting

Date: Wednesday, 6 May 2026

Time 11.00 am

Venue: Council Chamber, Swale House, East Street, Sittingbourne, ME10 3HT

Membership:

Councillors Derek Carnell, Lee-Anne Moore and Tony Winckless.

Quorum = 3

Pages

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(d) Anyone unable to use the stairs should make themselves known during this agenda item.

2. Apologies for Absence
3. Notification of Chair and Outline of Procedure
4. Declarations of Interest

Councillors should not act or take decisions in order to gain financial or other material benefits for themselves, their families or friends.

The Chair will ask Members if they have any disclosable pecuniary interests (DPIs) or disclosable non-pecuniary interests (DNPIs) to declare in respect of items on the agenda. Members with a DPI in an item must leave the room for that item and may not participate in the debate or vote.

Aside from disclosable interests, where a fair-minded and informed observer would think there was a real possibility that a Member might be biased or predetermined on an item, the Member should declare this and leave the room while that item is considered.

Members who are in any doubt about interests, bias or predetermination should contact the monitoring officer for advice prior to the meeting.

5. New Premises Licence under the Licensing Act 2003

3 - 58

To consider a new premises licence at The Playa, The Leas, Minster-on-sea, Sheerness, Kent, ME12 2NL.

Issued on Monday, 27 April 2026

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**Chief Executive, Swale Borough Council,
Swale House, East Street, Sittingbourne, Kent, ME10 3HT**

Licensing Sub-Committee	
Meeting Date	6 th May 2026
Report Title	Consideration of an application for the grant of a new premises licence under the Licensing Act 2003
Premises	The Playa, The Leas, Minster-on-sea, Sheerness, Kent, ME12 2NL
Lead Officer	Lorraine Crowley, Licensing Officer
Classification	Open
Recommendations	1. Members are requested to determine the application on its merits

1 Purpose of Report and Executive Summary

- 1.1 The report advises Members of an application for a premises licence to be granted under the Licensing Act 2003 in respect of which representations have been made by five (5) interested parties.

2 Background

- 2.1 The Licensing Sub-Committee is asked to determine an application for the grant of a new premises licence under the Licensing Act 2003 in respect of The Playa, The Leas, Minster-on-sea, Sheerness, Kent, ME12 2NL

- 2.2 The premises is a public house and restaurant with a large beer garden and paved seating area to the front of the premises. A Licensing Act 2003 premises licence has been in place since 9th September 2005 following an application for an existing licence to be converted during reform, when the new Licensing Act 2003 came into effect. Since that date the following changes have been made to the premises licence:

- On 3rd March 2022 the premises licence was transferred to the then tenant Nicola Smith.
- On the 7th March 2023 the licence was varied following a full variation to add an outside bar to the beer garden
- On 28th August 2025 the Designated Premises Supervisor was varied to make the tenant occupying the premises at that time responsible for the sale of alcohol.
- On 9th February 2026 the existing licence was issued in its current form following an application from Nicola Smith to vary the Designated Premises Supervisor and reinstate her in this role. Ms Smith has declined consent to transfer the existing licence to the applicant.

- 2.3 The current licence permits:

The times the licence authorises the carrying out of licensable activities:

Sale of alcohol (Indoors)

Monday – Saturday:	08:00 - 01:30
Sunday:	08:00 - 24:00
Bank Holidays:	08:00 - 01:30
New Years Eve:	11:00 - 23:00 (next day)

Sale of alcohol (Outdoors)

Monday	12:00 – 18:00
Friday – Sunday	12:00 – 21:00

Recorded Music (Indoors)

Monday – Saturday:	08:00 - 01:30
Sunday:	08:00 - 24:00
Bank Holidays:	08:00 - 01:30
New Years Eve:	11:00 - 23:00 (next day)

Live Music (Indoors)

Thursday – Saturday:	20:00 - 24:00
Sunday:	20:00 - 23:30
Bank Holidays:	20:00 - 24:00
New Years Eve:	20:00 - 24:00

Live Music (Outdoors)

Monday	12:00 – 18:00
Saturday – Sunday	12:00 – 18:00

Late Night Refreshments

Monday – Saturday:	23:00 - 01:30
Sunday:	23:00 - 24:00
Bank Holidays:	23:00 - 01:30
New Years Eve:	23:00 - 05:00

The opening hours of the premises:

Monday – Saturday	08:00 – 02:00
Sunday	08:00 – 00:30
Bank Holidays	08:00 – 02:00
New Years Eve	11:00 – 23:30 (next day)

The current premises licence and plan can be viewed as **Appendix I**

- 2.4 The Licensing Act 2003 (the 2003 Act) requires the Council (as licensing authority) to carry out its various functions so as to promote the following four licensing objectives:

- the prevention of crime and disorder
 - the protection of public safety
 - the prevention of public nuisance
 - the protection of children from harm
- 2.5 The 2003 Act requires the council to publish a 'Statement of Licensing Policy' 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 first adopted its Statement of Licensing Policy in 2004 and it has been regularly reviewed in line with legislative requirements ever since. The latest policy was adopted on 12 December 2025. The Policy will be available at the meeting for reference purposes.
- 2.6 Under the 2003 Act, licensing authorities must, in carrying out their functions, have regard to guidance issued by the Secretary of State under section 182. The Guidance cannot anticipate every possible scenario or set of circumstances that may arise. Provided that the licensing authority has properly understood and considered the Guidance, it may depart from it when it has reason to do so. However, as the licensing authority is under a duty to have regard to the Guidance, it will need to give full reasons for any departure from it. This would be a key consideration for the courts should departure from the Guidance result in a determination which gives right to an appeal or judicial review. The Guidance will be available at the meeting for reference purposes.
- 2.7 A copy of the council's approved procedure for hearings of the Licensing Sub-Committee in relation to an application, along with a copy of the Hearings Regulations has been circulated to all parties prior to the meeting.
- 2.8 The Licensing Authority must, under the Act, refer any application for hearing to the Licensing Sub-Committee where relevant representations are made by a responsible authority or an interested party.
- 2.9 The Licensing Sub-Committee is reminded that the Human Rights Act 1998 guarantees the right to a fair hearing for all parties in the determination of their civil rights. The Act also provides for the protection of property which may include licences in existence and the protection of private and family life.

3 The Application

- 3.1 On 10th March 2026 an application was received from Nicole Ramsey for the grant of a premises licence under section 17 of the Licensing Act 2003.

The proposed licensable activities and hours are:

Sale of alcohol (Indoors)

Monday – Saturday: 08:00 - 01:30
Sunday: 08:00 - 00:00
Bank Holidays: 08:00 - 01:30
New Years Eve: 11:00 - 23:00 (next day)

Sale of alcohol (Outdoors)

Monday – Thursday: 12:00 – 18:00
Friday – Sunday: 12:00 – 21:00
Bank Holidays: 12:00 – 21:00

Recorded Music (Indoors)

Monday – Saturday: 08:00 - 01:30
Sunday: 08:00 - 00:00
Bank Holidays: 08:00 - 01:30
New Years Eve: 11:00 - 23:00 (next day)

Recorded Music (Outdoors)

Monday – Sunday: 12:00 - 20:00

Live Music (Indoors)

Thursday – Saturday: 18:00 – 00:00
Sunday: 18:00 - 23:30
Bank Holidays: 18:00 - 00:00
New Years Eve: 18:00 - 00:00

Live Music (Outdoors)

Sunday - Thursday: 12:00 – 18:00
Bank Holidays: 12:00 - 18:00

Late Night Refreshments

Monday – Saturday: 23:00 - 01:30
Sunday: 23:00 - 00:00
Bank Holidays: 23:00 - 01:30
New Years Eve: 23:00 - 05:00

The opening hours of the premises

Monday – Saturday: 08:00 – 02:00
Sunday: 08:00 – 00:30
Bank Holidays: 08:00 – 02:00
New Years Eve: 11:00 – 23:30 (next day)

- 3.2 Part M of the statutory application form asks applicants to describe the steps they intend to take to promote the four licensing objectives. Where an application has been properly made and no responsible authority or other person has made a

relevant representations, or where representations are made and subsequently withdrawn, these proposals are 'converted' in the form of clear and enforceable licence conditions which, together with the Mandatory Conditions, make up the premises licence.

- 3.3 A copy of the application is shown as **Appendix II**. A copy of the plan for the premises are shown as **Appendix III**.

4 Representations

- 4.1 There is a statutory consultation period of 28 days which ran until 7th April 2026. At any stage during the 28-day consultation period a responsible authority, a Councillor or an interested party, may make representations provided that the grounds are relevant to the licensing objectives and are not deemed to be vexatious, frivolous or repetitive.

- 4.2 Representations from responsible authorities:

- Kent and Medway Fire and Rescue Service – No representations.
- Kent County Council Trading Standards – No representations
- Kent County Council Services Children and Families – No representations
- Kent County Council Public Health – No representations
- Environmental Health, Swale BC – No representations based on the submission of a noise management plan which can be seen as **Appendix IV**
- Swale Borough Council Planning Area Team – No representations
- Kent Police – No representations based on the agreed conditions set out in **Appendix V**

- 4.3 There have been five (5) representations received from members of the public. These representations are made on the basis of the licensing objective of prevention of public nuisance. This is shown at **Appendix VI**.

5 Policy considerations

The following provisions of the Secretary of State's Guidance apply to this application:

Chapter 2 – The licensing objectives

Chapter 8 – Applications for premises licences

Chapter 9 – Determining applications

Chapter 10 – Conditions attached to Premises Licences

The following paragraphs of the Council's Statement of Licensing Policy apply to this application:

Sections 3.1 to 3.14.4 – These sections set out the Council's approach with regard to licensing and details other mechanisms to deal with potential problems.

Section 2.1 to 2.8 – These sections set out the four licensing objectives and identifies matters that may be relevant to the promotion of each licensing objective.

Section 8 relating to new premises licence applications

Section 17 relating to conditions

6 Determining the application – Options of the Sub-Committee

6.1 Members are asked to determine which of the following options they deem appropriate:

- (i) grant a licence as applied for
- (i) grant a licence subject to conditions consistent with the Operating Schedule modified to such an extent as considered appropriate for the promotion of the licensing objectives and any mandatory conditions
- (ii) grant a licence but excluding any of the licensable activities applied for
- (iii) grant a licence but refusing to specify a designated premises supervisor
- (iv) reject the application

6.2 Members of the Licensing Sub-Committee are reminded of their duty under Section 17 of the Crime and Disorder Act 1998 to consider the crime and disorder implications of their decisions and the Licensing Authority's responsibility to so-operate in the reduction of crime and disorder in the Borough.

7 Implications

Issue	Implications
Corporate Plan	There are direct links to Priority 3 – 3.4 Ensure that the council plays a proactive role in reducing crime and antisocial behaviour.....

Financial, Resource and Property	None unless there is an appeal to Magistrates' Court which proves to be successful, and which could therefore result in costs being awarded against the Council.
Legal, Statutory and Procurement	The Licensing Sub-Committee must carry out its functions with a view to promoting the four licensing objectives. The procedure for dealing with new premises licence applications is set out in the Licensing Act 2003. Schedule 5 of the Licensing Act 2003 deals with appeals. Any party to the application has the right to appeal the decision of the Licensing Sub Committee. Such appeal must be made to a Magistrates' Court within 21 days of the Appellant being notified of the decision.
Crime and Disorder	The council has a duty under section 17 of the Crime and Disorder Act 1998 to consider the crime and disorder implications of their decisions and the Licensing Authority's responsibility to co-operate in the reduction of crime and disorder in the Borough. Section 17 of the Crime and Disorder Act 1998 states "Without prejudice to any other obligation imposed on it, it shall be the duty of each authority to which this section applies to exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent crime and disorder in its area"
Environment and Climate/Ecological Emergency	No implications
Health and Wellbeing	No implications
Safeguarding of Children, Young People and Vulnerable Adults	Premises Licence Holders must be 'fit and proper' to operate licensed premises responsibly and uphold the licensing objectives which include 'protection of children from harm'
Risk Management and Health and Safety	Departure from the Guidance and Statement of Licensing Policy could lead to an increased risk of appeal. Similarly, if any decision made is not evidence based and proportionate
Equality and Diversity	No implications
Privacy and Data Protection	Normal privacy and data protection rules apply.

8 Appendices

8.1 The following documents are to be published with this report and form part of the report:

- **Appendix I:** Current premises licence
- **Appendix II:** Application form
- **Appendix III:** Plan of premises
- **Appendix IV:** Noise Management Plan
- **Appendix V:** Agreed Police conditions
- **Appendix VI:** Representations against the application

9 Background Papers

The Licensing Act 2003

Guidance issued under Section 182 of the Licensing Act 2003 (as amended)

Swale BC Statement of Licensing Policy



Swale Borough Council, Swale House, East Street,
Sittingbourne, Kent, ME10 3HT

Premises licence number: SHE/SWALE/189/0238

Part 1 – Premises details

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

The Playa
The Leas
Minster-on-sea

Post town	Sheerness Kent	Post code	ME12 2NL
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Telephone number	01795 873059
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Where the licence is time limited the dates

No Limitation

Licensable activities authorised by the licence

Sale of Alcohol
Live/Recorded Music
Late night Refreshments

The times the licence authorises the carrying out of licensable activities

Sale of alcohol (Indoors)

Monday – Saturday: 08:00 - 01:30
Sunday: 08:00 - 24:00
Bank Holidays: 08:00 - 01:30
New Years Eve: 11:00 - 23:00 (next day)

Sale of alcohol (Outdoors)

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Recorded Music (Indoors)

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Live Music (Indoors)

Thursday – Saturday: 20:00 - 24:00
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Late Night Refreshments

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The opening hours of the premises

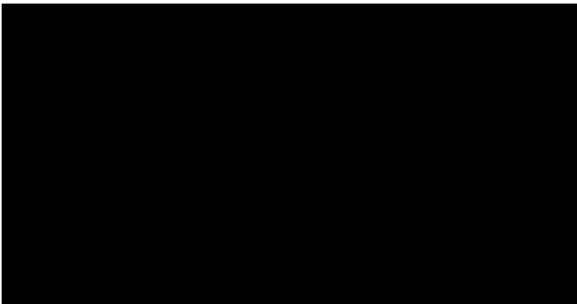
Monday – Saturday 08:00 – 02:00
Sunday 08:00 – 00:30
 Bank Holidays 08:00 – 02:00
 New Years Eve 11:00 – 23:30 (next day)

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

On and off the premises

Part 2**Name, (registered) address, telephone number and e-mail (where relevant) of holder of premises licence**

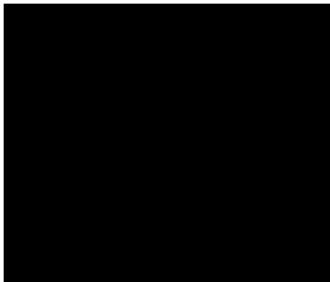
Nicola Smith


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

N/A

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

Nicola Smith

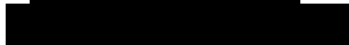


Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises the supply of alcohol

Licence No:



Issued By:



Annex 1 – Mandatory Conditions

Condition 1

No supply of alcohol may be made under this licence:-

- (a) At a time when there is no designated premises supervisor in respect of it or
- (b) At a time when the designated premises supervisor does not hold a personal licence or his/her personal licence is suspended.

Every retail sale or supply of alcohol made under this licence must be made or authorised by a person who holds a personal licence.

Condition 2

Only individuals licensed by the Security Industry Authority (SIA) maybe used at the premises to guard against:-

- (a) Unauthorised access or occupation (e.g. through door supervision)
- (b) Outbreaks of disorder
- (c) Damage

Condition 7

- (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).

Condition 8

The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

Condition 9

- (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.

Condition 10

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.”

Condition 11

- (1) 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.
- (2) For the purpose of the condition set out in paragraph 1:-
- (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979(6);
 - (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(7)
- (3) Where the permitted price given by Paragraph (b) of paragraph (2) 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.
- (4) (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph (2) 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

Condition 1

'Proof of age' scheme to be in operation.

Condition 2

Fire Extinguishers to be tested annually.

Condition 3

Garden to be closed by 23.30 except when in use for a function.

Condition 4

Accompanied children only are allowed on the premises

Conditions consistent with the Operating Schedule following an application for a full variation of the licence effective from 7th March 2023

Condition 5

Live music to be played intermittently in the garden area between June and September each year and for no more than 2 hours in any one day.

Condition 6

CCTV will be provided in the form of a recordable system, capable of providing pictures of evidential quality in all lighting conditions particularly facial recognition.

- (i) Cameras shall record all ingress and egress to the premises, fire exits and all areas where sale or supply of alcohol occurs.
- (ii) Equipment must be maintained in good working order, with recordings correctly time and date stamped. Recordings MUST be kept in date order, kept for a period of 31 days and handed to police and authorised officers on request.
- (iii) The premises licence holder must ensure at all times the designated premises supervisor (DPS) or an appointed member of staff is on the premises and is capable and competent at downloading CCTV footage in a recordable format to the police and a Swale council authorised officer upon request.
- (iv) The recording equipment and discs/tapes shall be kept in a secure environment under the control of the premises licence holder or designated premises supervisor.
- (v) An operational daily log report must be maintained and endorsed by signature, indicating the system has been checked and is compliant. In the event of any failures, any action taken is to be recorded.
- (vi) In the event of technical failure of the CCTV equipment the premises licence holder or appointed member of staff must report the failure to the police licensing officer within 24 hours (licensing.north.division@kent.pnn.police.uk).

Condition 7

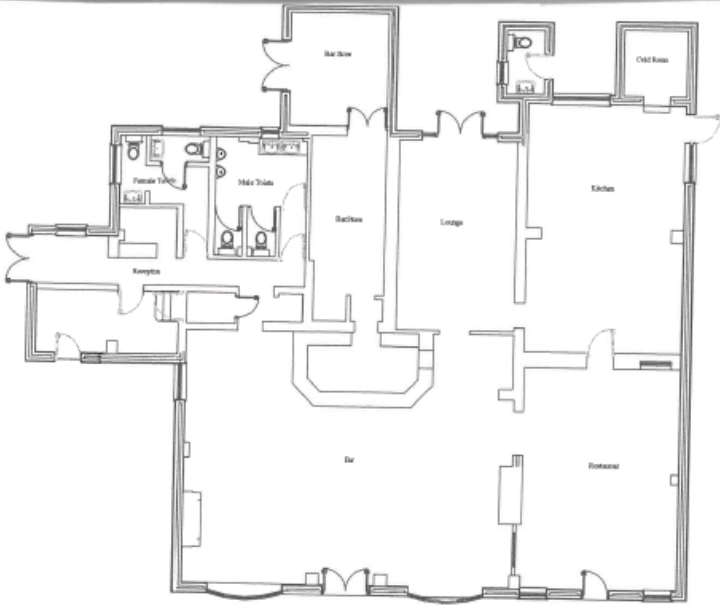
All persons that sell or supply alcohol to customers must have licensing training.

- (i) Training should take place within six weeks of employment and any new employees will be supervised until the training has taken place.
- (ii) Refresher training should be repeated a minimum of every six months or earlier if required due to changes of legislation.
- (iii) Training records must be kept on the premises and shall contain the nature, content and frequency of all training.
- (iv) Records must be made available for inspection by police or a Swale Council authorised licensing officer on request either electronically or hard copy.
- (v) An incident log shall be kept at the premises and made available on request to police or a Swale Council authorised licensing officer. It must be completed within 24 hours of the incident and will record the following:
 - a) All crimes reported to the premises.
 - b) All ejections of patrons.
 - c) Any complaints received concerning crime and disorder.
 - d) Any incidents of disorder.
 - e) Any faults in the CCTV system
 - f) Any visit by a relevant authority or emergency service.
- (vi) A Challenge 25 policy will be operated from these premises and posters will be displayed stating this policy. The only forms of ID acceptable are either a new photographic driving licence, a valid UK passport, Official HM Armed Forces ID Card or a recognised proof of age card containing the official PASS logo.

Condition 8

Posters will be on display advising customers of the Challenge 25 policy.

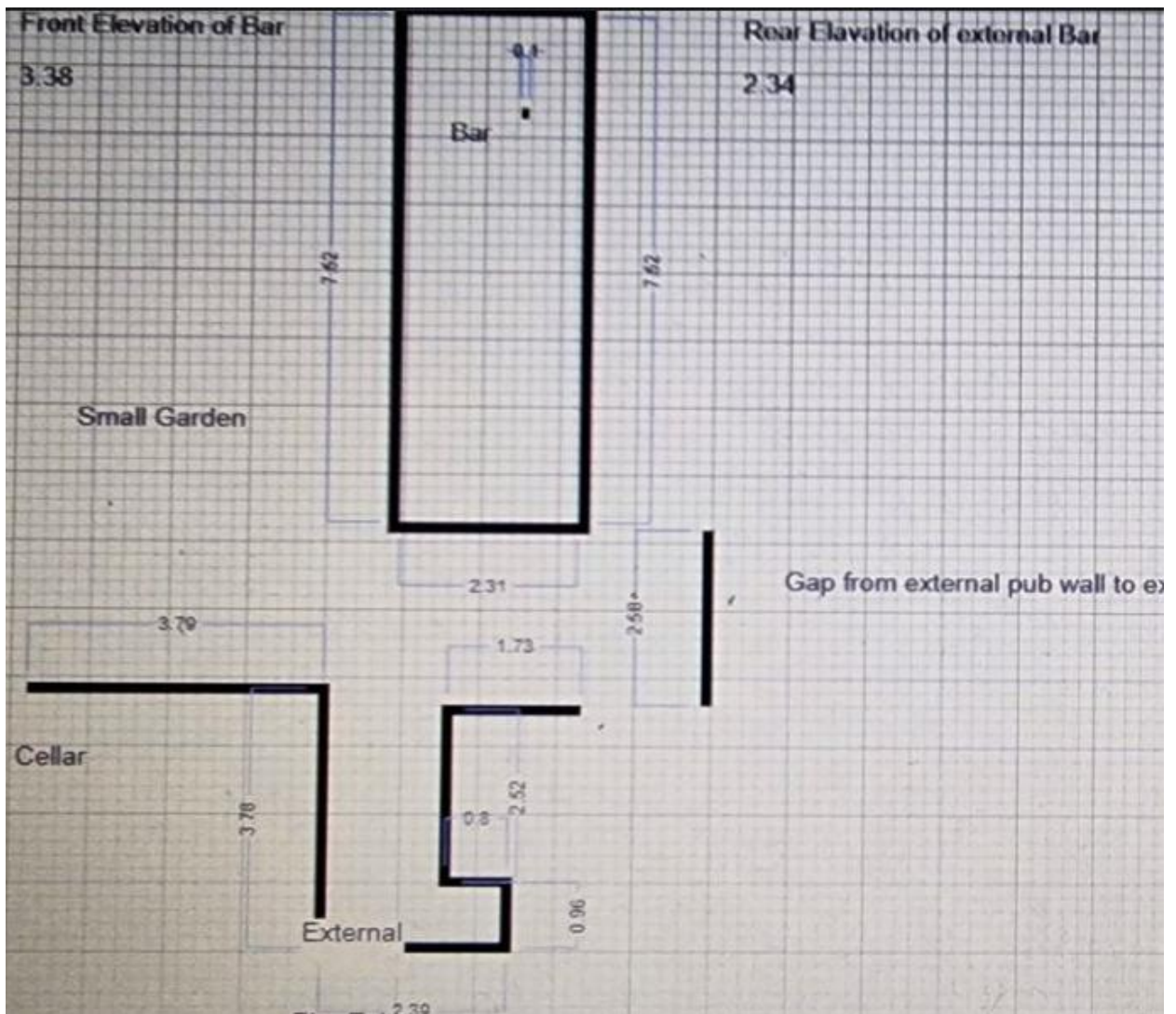
Plans



EXISTING GROUND FLOOR PLAN 1:100

	WOODSTOCK ASSOCIATES KEITH PLUMB MBAY ARAD Member of the British Institute of Architectural Technologists PLANNING - DESIGN - SURVEYING 53 Woodstock Road, Sittingbourne, Kent ME10 4HJ Telephone: 01755 476113
	THE PLAYA THE LEAS, MINSTER SHEPPEY KENT





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.

I/We Nicole Ramsey
(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises details

Postal address of premises or, if none, ordnance survey map reference or description			
The Playa, The Leas, Minster-on-Sea,			
Post town	Sheerness	Postcode	ME12 2NL

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£

Part 2 - Applicant details

Please state whether you are applying for a premises licence as appropriate Please tick as

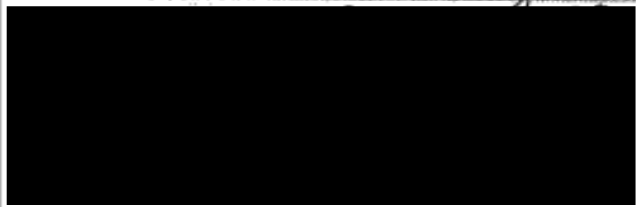
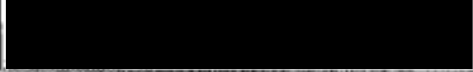
a)	an individual or individuals *	☒	please complete section (A)
b)	a person other than an individual *	☐	
i	as a limited company/limited liability partnership	☐	please complete section (B)
ii	as a partnership (other than limited liability)	☐	please complete section (B)
iii	as an unincorporated association or	☐	please complete section (B)
iv	other (for example a statutory corporation)	☐	please complete section (B)

c)	a recognised club		please complete section (B)
d)	a charity		please complete section (B)
e)	the proprietor of an educational establishment		please complete section (B)
f)	a health service body		please complete section (B)
g)	a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales		please complete section (B)
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		please complete section (B)
h)	the chief officer of police of a police force in England and Wales		please complete section (B)

* 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
- 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	<u>Miss</u>	Ms	Other Title (for example, Rev)	
Surname <u>RAMSEY</u>			First names <u>NICOLE</u>		
Date of birth		I am 18 years old or over		Please tick yes ☒	
Nationality <u>BRITISH / DUTCH</u>					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 'share code' provided to the applicant by that service (please see note 15 for information)					

--

Second individual applicant (if applicable)

Mr	Mrs	Miss	Ms	Other Title (for example, Rev)	
Surname			First names		
Date of birth or over		I am 18 years old		Please tick yes	
Nationality					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 'share code' provided to the applicant by that service: (please see note 15 for information)					

(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
Address

Registered number (where applicable)
Description of applicant (for example, partnership, company, unincorporated association etc.)
Telephone number (if any)
E-mail address (optional)

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
01	04	2026

If you wish the licence to be valid only for a limited period, when do you want it to end?

DD	MM	YYYY

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

The premises is a pub/restaurant offering food and drink to members of the public.
 The venue will provide seated dining and bar service with background music.
 The premises includes indoor customer areas and ancillary facilities.
 The business will operate primarily as a food-led pub/restaurant with alcohol supplied to customers consuming on the premises.

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

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)

Provision 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)	✓
f)	recorded music (if ticking yes, fill in box F)	✓
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>Provision of late night refreshment</u> (if ticking yes, fill in box I)	✓
<u>Supply of alcohol</u> (if ticking yes, fill in box J)	✓

In all cases complete boxes K, L and M

A

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

B

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

C

Indoor sporting events Standard days and timings (please read guidance note 7)			<u>Please give further details</u> (please read guidance note 4)
Day	Start	Finish	
Mon			
Tue			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 5)
Wed			
Thur			
Fri			<u>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</u> (please read guidance note 6)
Sat			
Sun			

D

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

E

Live music Standard days and timings (please read guidance note 7)			<u>Will the performance of live music take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
				Outdoors	
				Both	✓
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 4) Live music will take place indoors and outdoors. Outdoor live music will be limited to the hours of 12:00 to 18:00 only. Noise levels will be controlled and monitored. Live performances will be managed to ensure minimal disturbance to nearby residents. No outdoor live music will take place outside of the stated hours.		
	12:00	20:00			
Tue					
Wed			<u>State any seasonal variations for the performance of live music</u> (please read guidance note 5) Bank holidays: 18:00-00:00 (indoors) New Year's Eve 18:00-00:00 (indoors) Bank holidays 12:00-18:00 (outdoors)		
Thur	18:00	00:00			
	12:00	18:00			
Fri	18:00	00:00	<u>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
	12:00	18:00			
Sat	18:00	00:00			
	12:00	18:00			
Sun	18:00	23:30			
	12:00	18:00			

F

Recorded music Standard days and timings (please read guidance note 7)			<u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
				Outdoors	
				Both	✓
Mon	8:00	1:30	<u>Please give further details here</u> (please read guidance note 4) Background recorded music played at a level appropriate to the style of operation of a pub/restaurant. No amplified live performances unless separately authorised.		
	12:00	20:00			
Tue	8:00	1:30			
	12:00	20:00			
Wed	8:00	1:30	<u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 5)		
	12:00	20:00			
Thur	8:00	1:30			
	12:00	20:00			
Fri	8:00	1:30	<u>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
	12:00	20:00			
Sat	8:00	1:30			
	12:00	20:00			
Sun	8:00	00:00			
	12:00	20:00			

G

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

H

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

Late night refreshment Standard days and timings (please read guidance note 7)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	✓
				Outdoors	
				Both	
Day	Start	Finish			
Mon	23:00	1:30	Please give further details here (please read guidance note 4) Late night refreshment will consist of hot food and non-alcoholic drinks served to seated customers within the premises as part of the pub/restaurant operation.		
Tue	23:00	1:30			
Wed	23:00	1:30	State any seasonal variations for the provision of late night refreshment (please read guidance note 5)		
Thur	23:00	1:30			
Fri	23:00	1:30	Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 6)		
Sat	23:00	1:30			
Sun	23:00	00:00			

J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption – please tick (please read guidance note 8)	On the premises	
				Off the premises	
				Both	✓
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5) Bank holidays: 8:00-1:30 (indoors) New Year's Eve: 11:00-23:00 (next day) (indoors) Bank holiday 12-21:00 (outdoors)		
Mon	8:00	1:30			
	12:00	18:00			
Tue	8:00	1:30			
	12:00	18:00			
Wed	8:00	1:30			
	12:00	18:00			
Thur	8:00	1:30			
	12:00	18:00			
Fri	8:00	1:30			
	12:00	21:00			
Sat	8:00	1:30			
	12:00	21:00			
Sun	8:00	00:00			
	12:00	21:00			
			Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 6)		

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 Rachel Webb	
Date of birth	██████████
Address	
██	
Postcode	██████████
Personal licence number (if known)	██
Issuing licensing authority (if known)	██

K

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).

The premises will operate as a family-friendly pub/restaurant. There will be no adult entertainment, nudity, or services of a sexual nature. Children will be permitted on the premises when accompanied by an adult. Alcohol will not be supplied to anyone under the age of 18 and age verification procedures will be in place.

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) Bank holidays 8:00-2:00 New Year's Eve: 11:00-23:30 (next day)
Day	Start	Finish	
Mon	8:00	2:00	Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 6)
Tue	8:00	2:00	
Wed	8:00	2:00	
Thur	8:00	2:00	
Fri	8:00	2:00	
Sat	8:00	2:00	
Sun	8:00	00:30	

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)

The licence holder will ensure that all staff are trained in licensing law and their responsibilities under the Licensing Act 2003. Clear management procedures will be in place to promote responsible operation of the premises. The premises will operate in a manner that supports the local community and minimises any negative impact on nearby residents.

b) The prevention of crime and disorder

A Challenge 25 age verification policy will be operated. Staff will receive training in responsible alcohol retailing and refusal of service. An incident/refusals log will be maintained and made available to authorised officers upon request. CCTV will be installed and maintained in public areas, with footage made available to the police or authorised officers upon request.

c) Public safety

The premises will comply with all fire safety and health and safety requirements. Emergency exits will be kept clear at all times. A maximum occupancy level will be observed. Staff will be trained in emergency procedures and first aid arrangements will be in place.

d) The prevention of public nuisance

Noise levels will be controlled and monitored, particularly during later hours. Doors and windows will be kept closed where appropriate to minimise noise escape. Clear signage will be displayed requesting customers to leave quietly. The external area will be monitored to prevent noise, littering and disturbance to nearby residents.

e) The protection of children from harm

A Challenge 25 policy will be in place. All staff will be trained in age verification and the prevention of underage sales. Children will be supervised by adults at all times. The premises will not provide any adult entertainment or activities unsuitable for children.

Checklist:

Please tick to indicate agreement

• I have made or enclosed payment of the fee.	✓
• I have enclosed the plan of the premises.	✓
• I have sent copies of this application and the plan to responsible authorities and others where applicable.	✓
• I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.	✓
• I understand that I must now advertise my application.	
• I understand that if I do not comply with the above requirements my application will be rejected.	✓
• [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 or my share code issued by the Home Office online right to work checking service (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.

Declaration	• [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 am not 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, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work (please see note 15)
Signature	
Date	27.02.2026
Capacity	DIRECTOR

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.

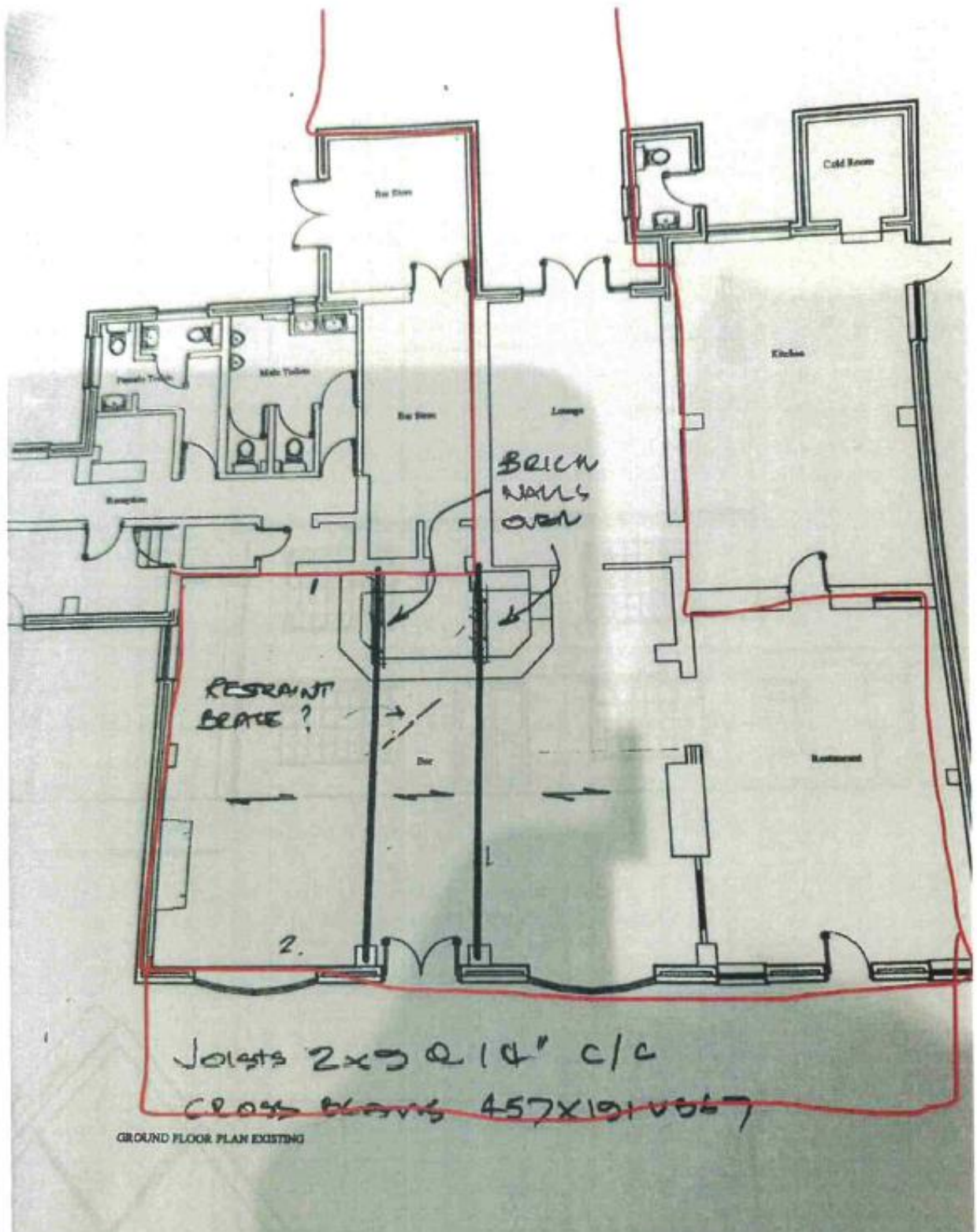
Signature	
Date	
Capacity	

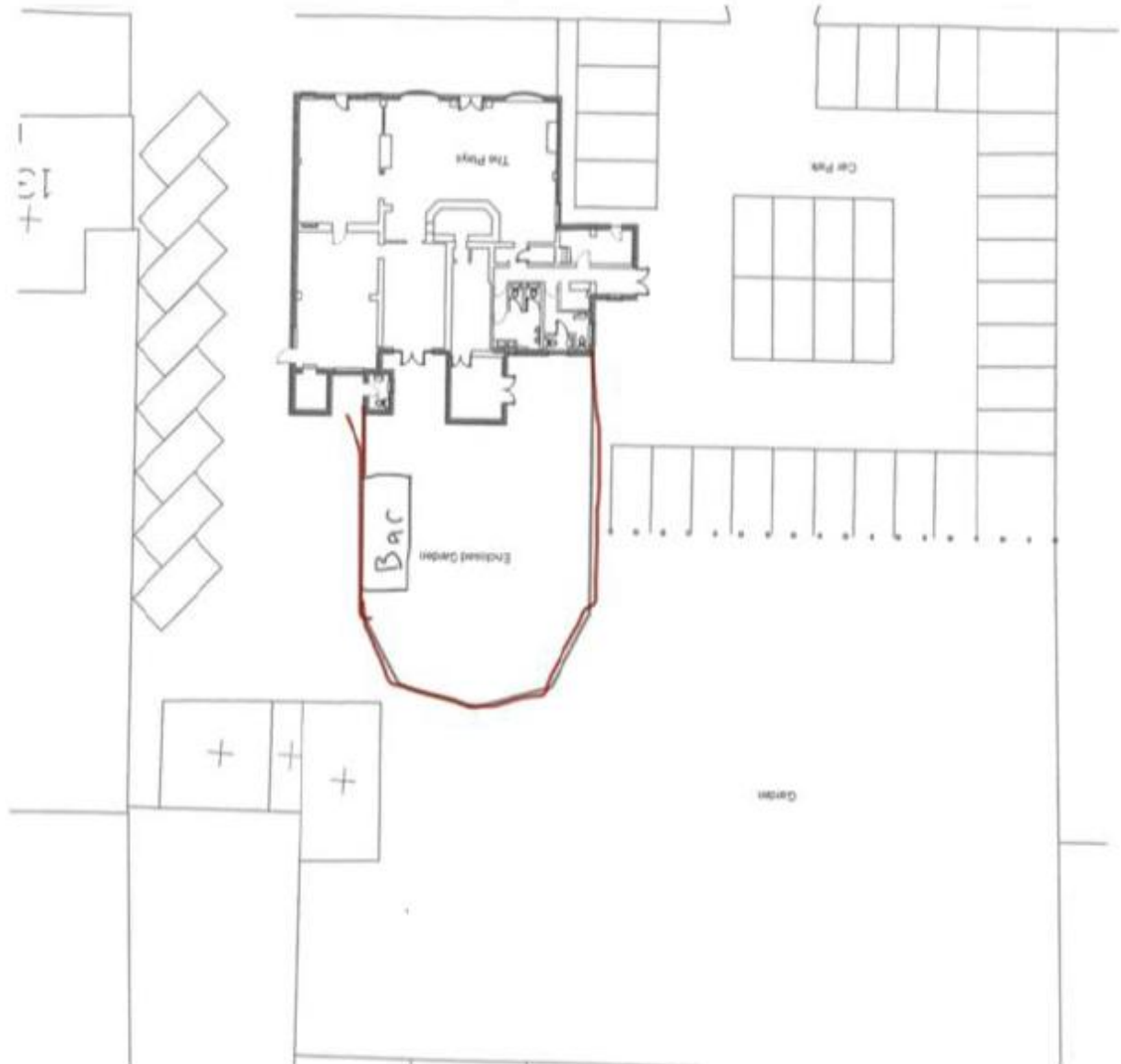
Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)			
Post town		Postcode	
Telephone number (if any)			
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			

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3/2/26, 5:18 PM

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Premises: The Playa

Address: The Leas, Minster-on-Sea, Isle of Sheppey, Kent ME12 2NL

Premises Licence Holder: Rachel Webb **Manager:** Salih Saruhan

Date: March 2026

Review Frequency: Annually, or following any material change in operations, complaints, or licence conditions.

Purpose and Scope

This Noise Management Plan outlines reasonable and proportionate measures to prevent public nuisance from noise associated with The Playa, in line with the Licensing Act 2003 objective to prevent public nuisance. It applies to all licensable activities (e.g., sale of alcohol, regulated entertainment including amplified music indoor/outdoor, late-night refreshment) and covers seasonal increases in activity during summer holiday periods.

The plan identifies potential noise sources, implements controls/mitigations, details monitoring, staff responsibilities, complaints procedures, and review processes. It aims to balance providing a welcoming seafront holiday experience with responsibilities to nearby residential properties.

Premises Description and Context

- Seafront pub overlooking the Thames estuary, popular with holidaymakers and locals.
- Residential properties nearby, particularly to the rear and sides of the The Playa.
- Seasonal peak: Summer (higher patron numbers, open doors/windows for ventilation, potential outdoor use).
- No regular large outdoor amplified events proposed unless specified in the variation; focus on indoor music with occasional patio use.

Identification of Noise Sources

Potential sources include:

- Amplified music (indoor DJ/live bands, recorded playback).
- Patron noise (conversation, laughter, dispersal at closing; smoking area chatter).
- Staff/operational activities (setting up/packing away equipment, deliveries/collections).
- Doors/windows open in summer allowing internal noise egress.
- Any occasional outdoor music or events.

Mitigation Measures and Controls

Mitigations are proportionate to the premises size and risk.

Amplified Music (Indoor)

- Hours: Regulated entertainment (music) to cease by proposed licence timings. Music to “wind down” (reduce volume gradually) 30 minutes before end time.

- **Volume Control:** Sound system fitted with limiter set to not exceed (85–95 dB(A) at 1m from speakers or agreed level with EHO). Volume adjusted during events to avoid nuisance.
- **Speaker Placement:** Speakers directed inwards/away from residential boundaries; positioned to minimize direct line to noise-sensitive properties.
- **Doors/Windows Policy:** During amplified music, external doors/windows kept closed where practicable (especially after 22:00); self-closing mechanisms maintained. In summer, open only as needed for ventilation/safety, with monitoring.
- **Bass Control:** Limit low-frequency output to reduce travel through structures.

Outdoor/Amplified Music

- Limited frequency
- Speakers directed away from residences; positioned as far as possible from boundaries.
- Stricter controls: Earlier cutoff, volume limits

Patron Behaviour and Dispersal

- **Smoking/Outdoor Areas:** Designated areas away from residential boundaries; staff supervision to discourage loud groups/congregation.
- **Dispersal:** At closing, designated staff member oversees quiet dispersal—no encouragement of external lingering. Patrons reminded via announcements/signage. Liaison with local taxi firms for prompt collection.
- **Crowd Control:** No tolerance for unruly behaviour; incident log maintained. “Problem patrons” or repeat offenders may face exclusion.

Other Sources

- **Deliveries/Collections:** Restricted to 08:00–18:00 weekdays; no amplified music during.
- **Staff Activities:** Setup/pack-down supervised; equipment handled quietly.

Monitoring and Checks

- **Nominated Person:** The Duty Manager who lives on site will be responsible for noise control. We will train the DM in basic noise awareness (e.g., via online courses or in-house).
- **Staff Training:** All staff briefed annually on NMP, patron management, complaints handling. Records kept.
- **On-Site Checks:** During events, regular patrols and spot-checks using handheld sound meter/app (as guide only; not calibrated enforcement tool). Checks at boundary/perimeter if needed.
- **Frequency:** At least [e.g., hourly] during amplified events; more during peak summer.

Complaints Procedure

- All complaints logged (date, time, complainant details if provided, description, action taken).
- Investigate promptly (e.g., within 24–48 hours); contact complainant if details given. Immediate steps if ongoing (e.g., reduce volume).
- If unresolved, refer to licence holder/manager; involve Mid Kent EHT if needed.
- Kept for at least 12 months, available for inspection.

Review and Continuous Improvement

- Annual review or after complaints/incidents.
- Open to consulting qualified acoustics expert if recommended by EHT.
- Updates shared with Mid Kent Environmental Health.

Commitment

We commit to implementing and complying with this NMP. It will be displayed/staff-accessible and form part of induction/training.

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From: Andre Smuts PC 46011250 |
Sent: 02 April 2026 16:14
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: FW: EXTERNAL - Re: License conditions.

Hi, Lorraine.
Please see the agreed conditions below.
As such we have no objections.

Thanks for the reminder. Tuesday is a bust day so glad to get this out of the way. ;)

Regards
Andre

From: Nicole Ramsey
Sent: 02 April 2026 15:58
To: Andre Smuts PC 46011250
Subject: EXTERNAL - Re: License conditions.

CAUTION: This email originated from outside of the organisation. DO NOT CLICK LINKS or OPEN ATTACHMENTS. It is not unusual to receive an email from someone for the first time but this can be a sign of phishing, so please be cautious.

Good afternoon Andre,

I can confirm that I agree with the conditions set.

Will you need anything else from me?

I understand you tried to call me - I am available to speak to you now if still required?

Kind regards,

Nicole Ramsey

On Thu, Apr 2, 2026 at 3:10 PM Andre Smuts PC 46011250 |wrote:

Good afternoon, Nicole Ramsey

On behalf of Kent Police Licensing, I am assessing your new premises license application for The Playa, Minster-on-sea.

I see that you have offered various thing to be put onto the license.

May I ask that you take a look at the below conditions to see whether you agree with the wording as it might appear on the new licence?

CCTV:

CCTV will be provided in the form of a recordable system, capable of providing pictures of evidential quality in all lighting conditions particularly facial recognition.

(i) Cameras shall record all ingress and egress to the premises, fire exits and all areas where sale or supply of alcohol occurs.

(ii) Equipment must be maintained in good working order, with recordings correctly time and date stamped. Recordings MUST be kept in date order, kept for a period of 31 days and handed to police and authorised officers on request.

(iii) The premises licence holder must ensure at all times the designated premises supervisor (DPS) or an appointed member of staff is on the premises and is capable and competent at downloading CCTV footage in a recordable format to the police and a Swale council authorised officer upon request.

(iv) The recording equipment and discs/tapes shall be kept in a secure environment under the control of the premises licence holder or designated premises supervisor.

(v) An operational daily log report must be maintained and endorsed by signature, indicating the system has been checked and is compliant. In the event of any failures, any action taken is to be recorded.

(vi) In the event of technical failure of the CCTV equipment the premises licence holder or appointed member of staff must report the failure to the police licensing officer as soon as practicable (licensing.north.division@kent.police.uk).

Training:

All persons that sell or supply alcohol to customers must have licensing training.

(i) Training should take place within six weeks of employment and any new employees will be supervised until the training has taken place.

(ii) Refresher training should be repeated a minimum of every six months or earlier if required

due to changes of legislation.

(iii) Training records must be kept on the premises and shall contain the nature, content and frequency of all training.

(iv) Records must be made available for inspection by police or a Swale Council authorised licensing officer on request either electronically or hard copy.

Incident Log:

An incident log shall be kept at the premises and made available on request to police or a Swale Council authorised licensing officer. It must be completed within 24 hours of the incident and will record the following:

- a) All crimes reported to the premises.
- b) All ejections of patrons.
- c) Any complaints received concerning crime and disorder.
- d) Any incidents of disorder.
- e) Any visit by a relevant authority or emergency service.
- f) Any refusal of sale.

Challenge 25:

A Challenge 25 policy will be operated from these premises and posters will be displayed stating this policy. The only forms of ID acceptable are either a new photographic driving licence, a valid UK passport, Official HM Armed Forces ID Card or a recognised proof of age card containing the official PASS logo.

Risk assessment:

The premises license holder or designated premises supervisor are to conduct a risk assessment for any busy or special events at the premises. Where the risk is assessed as raised then the premises to consider employing 2x door security personnel.

Reporting crime:

The premises will report any incidents of crime and disorder to Kent Police, utilising the 101/999/online contact system where appropriate.

If these are all in order, please reply to this email with a short reply.

Regards

PC Smuts

Objection 1

From: yvonne
Sent: 03 April 2026 09:25
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: The Playa, The Leas, Isle of Sheppey

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Two points regarding the panned license hours for The Playa

1. The traffic noise, people and vehicles leaving the area at 0130 am. There is only one route to and from The venue and this will cause a disruption/disturbance to residents
2. New Year's Eve hours state 11pm to 11pm the next day. Does this mean it's open for 24 hours?

From: Licensing (SBC) <Licensing@swale.gov.uk>
Sent: 07 April 2026 13:00
To: yvonne |
Cc: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: RE: The Playa, The Leas, Isle of Sheppey

Good afternoon,

Please can you confirm whether you wish to make a formal objection to the application for a new premises licence for The Playa, The Leas, Minster-on-sea ME12 2NL?

I will require your response by midnight tonight for it to be included, as the consultation ends today.

Please note we are unable to accept anonymous representations.

Representations are provided to the applicant with the name of the person making the representation (if you are able to provide a valid reason why your name should not be provided to the applicant Licensing Officers can consider whether it is appropriate to include an anonymous representation in extenuating circumstances), email addresses and house numbers are removed before the representation is sent to the applicant.

To clarify, the applicant is a new tenant for the premises and are applying for a new licence as it was not possible to transfer the existing licence, the hours for licensable activities are largely the same as for the existing premises licence, I have listed them below and highlighted the hours that differ from the current licence.

The proposed licensable activities and hours:

Live Music (Indoors)

Thursday – Saturday: 18:00 – 00:00
Sunday: 18:00 - 23:30
Bank Holidays: 18:00 - 00:00
New Years Eve: 18:00 - 00:00

Live Music (Outdoors)

Sunday - Thursday: 12:00 – 18:00
Bank Holidays: 12:00 - 18:00

Recorded Music (Indoors)

Monday – Saturday: 08:00 - 01:30
Sunday: 08:00 - 00:00
Bank Holidays: 08:00 - 01:30
New Years Eve: 11:00 - 23:00 (next day)

Recorded Music (Outdoors)

Monday – Sunday: 12:00 - 20:00

Late Night Refreshments

Monday – Saturday: 23:00 - 01:30
Sunday: 23:00 - 00:00
Bank Holidays: 23:00 - 01:30
New Years Eve: 23:00 - 05:00

Sale of alcohol (Indoors)

Monday – Saturday: 08:00 - 01:30

Sunday: 08:00 - 00:00

Bank Holidays: 08:00 - 01:30

New Years Eve: 11:00 - 23:00 (next day)

Sale of alcohol (Outdoors)

Monday – Thursday: 12:00 – 18:00

Friday – Sunday: 12:00 – 21:00

Bank Holidays: 12:00 – 21:00

The opening hours of the premises

Monday – Saturday: 08:00 – 02:00

Sunday: 08:00 – 00:30

Bank Holidays 08:00 – 02:00

New Years Eve 11:00 – 23:30 (next day)

Please note that any objections that you may wish to raise should be based on the four licensing objectives which are:

Prevention of crime and disorder

Prevention of public nuisance

Protection of children from harm

Protection of public safety

Please also note that for the purposes of the Licensing Act 2003 prevention of public nuisance generally relates to noise, light, litter and noxious odours emitting from the premises itself and rarely to concerns relating to parking and traffic noise.

With regard to opening hours for New Years Eve, the premises is currently licenced from 11am on New Years Eve until 11:30 pm on New Years Day, 36 ½ hours and the applicant has applied for the same hours. Some premises had these hours for New Years on their old justice licence, in 2005 premises licence holders had to apply to vary their licence to be issued with a licence under the Licensing Act 2003 and the hours from the justice licence were copied onto the new licence, our records indicate that this was the case with The Playa.

I hope this information is useful, but if you have any questions please call 01795 417286 option 2

Kind regards

Johanna

Johanna Thomas

Licensing Team Leader

Tel: 01795 417286 | Email: licensing@swale.gov.uk or taxis@swale.gov.uk | Website: www.swale.gov.uk

Swale Borough Council | Swale House | East Street | Sittingbourne | Kent | ME10 3HT

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From: yvonne |
Sent: 07 April 2026 16:03
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: Re: The Playa, The Leas, Isle of Sheppey

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Good afternoon
Thankyou for your email.
I didn't realise that the license was already in place until 2am?

Also that they are open for 36 1/2 hours on New Year's Eve through to New Year's Day?

Because the previous owners had hardly any customers it's never been an issue

My main objection is with the public nuisance from noise disturbances at closing time and that's what my complaint is based on.
I'm happy for you to provide my details within the GDPR perimeters

Yvonne Farrington

From: yvonne
Sent: 07 April 2026 16:05
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: Re: The Playa, The Leas, Isle of Sheppey

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Also, these hours may have been the same hours as before, but by 11pm the venue had closed due to lack of customers

Objection 2

From: Terry Barnes|
Sent: 05 April 2026 15:25
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: The Playa public house

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

I am pleased that the playa will re open but as a local resident I feel the premises will turn our peaceful seaside beautyspot into a late night venue with all the attendant problems, the premises should not be in operation after 11pm...

T.Barnes.

ME122NH.

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From: Terry Barnes
Sent: 07 April 2026 15:48
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: Re: The Playa public house

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

I object to giving an extended hours licence not to the pub itself, I wish them well, but I think in a residential area beyond midnight is not in keeping with the area, and will surely lead to late night noise,

T Barnes
ME12 2NH.

From: Terry Barnes
Sent: 07 April 2026 15:52
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: The Playa

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Further to my previous email, I have no problem with the Playa and I wish them well, however opening until 2am is not fair to locals bear in mind noise etc and vehicle movements,

Regards

T.Barnes
ME12 2NH.

Objection 3

----- Original Message -----

From:
To: licensing@swale.gov.uk
Sent: Monday, April 6th 2026, 19:52
Subject: Application from The Playa, The Leas, Minster-on-Sea.

We must object in the strongest terms possible to the application before you. The Playa is located in a **prime residential area**. The proposed application is totally inappropriate for the area.

We are in our late 70's, have heart issues as well as other health problems but still enjoy being active in the garden and elsewhere.

Our garden adjoins The Playa's garden area behind the car park. Expecting us to tolerate outside music, be it recorded or live, over the days and times stated in the application is totally insane, selfish, inconsiderate - quite frankly, ridiculous! Why should we have to / be expected to shut ourselves away indoors during the decent weather to try and eliminate the sound. There is no escape for us from the noise other than to leave home, which we have resorted to in the past, but why should we? Moving is not an option for us right now but the activities proposed will seriously impede any sale and would probably affect the value of the property anyway. We like to enjoy - should be allowed to enjoy - our own home and garden without noisy intrusion on a daily basis and certainly not at such extensive times.

Hearing people / families laughing, arguing, shouting but generally having fun is also intrusive but it's natural. Being forced to listen hours on end to others choice of music is anything but.

Having our fence panels used as goalposts by adults and children alike happens a lot and is also unacceptable.

The same objections relate to the indoors application be it recorded or live music. In hot weather particularly, with doors and windows open, the sound will travel so we could actually be compelled to listen to something we don't want to from 08:00 until midnight or 01:30, and beyond at New Year.

What possible purpose is there to permitting the playing of music from 11am New Year's Eve until 23.00 the next day?

And the opening hours of the premises? 08:00 until 02:00. With the best will in the world parting customers won't be quiet.

What type of person is going to want cocktails at 8am? The advertising blurb says the premises are going to be a restaurant and cocktail bar, that it isn't going to be run as a pub. What then? It almost reads like a Night Club.

Since the premises have been closed it has been bliss. This has actually been the first Easter in years where peace and quiet has reigned. Wonderful! Friends and family have visited. Something they normally avoid doing because of the noise.

Over the years there has been massive problems with the activities of The Playa including at one point a Noise Abatement Notice being served. Surely we don't have to go down that road again. Let sense prevail, please.

This is a prime residential area.

We wish the new owner every success but not at the expense of our sanity. An Englishman's home is his castle. Let's keep it that way!

Carole and Martin Nealey

Southsea Avenue

PS If we were to dig out our speakers and classical record collection to give open air concerts in our garden of the kind of music we prefer how long we will be permitted to do that without some official red tape coming into play?!?!?

From: CAROLE NEALEY |
Sent: 08 April 2026 14:38
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: Re: RE: The Playa

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Thank you for this full reply Johanna.

I read the bit about the email not being received and didn't read any further but I have now.

Public nuisance speaks loud and clear to me.

I can't comment on the other categories until / unless anything crops up. The former people had a bouncy castle up a lot and I'm not convinced there was always supervision but that is now in the past and there's no way of knowing until it happens if similar things are going to take place. At the time, having children screaming on it, sometimes until 11pm, was not fun!!!

Carole

Objection 4

-----Original Message-----

From: |

Sent: 06 April 2026 15:03

To: Licensing (SBC) <Licensing@swale.gov.uk>

Subject: The Playa - Minster

Hi,

I am writing regarding the change in licensing terms for the Playa pub/restaurant at the Leas, Minster.

We live on Southsea Avenue, the road directly behind the pub and have done so for 20 years.

We object to the increase in the opening hours which in its application show it wishes to serve alcohol until 0130hrs and remain open until 2am.

We object on the basis that the changes in opening times and alcohol sales requested appear to indicate that they wish to alter the activities held there by way of extremely late hours in a quiet and completely residential area which is not welcome whatsoever.

The patrons that may stay until 2am will cause significant noise and commotion in an area which is well known to have an elderly population.

We are also concerned for the noise pollution and potential drunk patrons roaming our neighbourhood into the early hours.

As we live directly upon the sea shore, depending on wind direction any noise from people, music and general public commotion where alcohol is being consumed, travels far and can be heard within our homes and while in bed.

In previous years when the pub has held outside bands and NY parties they have been acceptable and tolerable as infrequent events for us despite the noise however the new licencees are seeking to make this a regular / daily potential by way of permanent approval in their application.

There is no local demand for such opening hours on a regular basis.

No matter the landlord at the Playa, it has never been able to warrant such hours, it's well proven to have limitations of patrons and popularity.

We also have concerns such as:

Where will these visitors who wish to drink until 0130hrs come from (noting that most pubs on the island are empty beyond 10pm generally and why would they stay so late at a venue which is promoted as a high-end restaurant. It appears to suggest that they seek for it to be more of a nightclub?

Why do they seek an endless / all nighter licence around New Year for example.

It appears that this application requires clarification prior to any considerations for approval to ensure we are well informed of the new intentions of use and the council takes any concerns of local residents seriously.

To be clear, I am delighted to see it reopen with a new lease of life and plan to frequent the pub and restaurant when it does open however there is simply no cause to grant these extended hours. |

It is completely unnecessary to run a bar and restaurant until 2am in our sleepy neighbourhood and we object to the council giving approval of the same.

Thanks

Andrew Barnes / Debbie Steele

Objection 5

From: Maria McGovern |
Sent: 06 April 2026 22:18
To: Licensing (SBC) <Licensing@swale.gov.uk>
Subject: Re-opening of The Playa, The Leas, Minster, Sheppey, Kent

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Good evening

I am writing to object to the proposed new closing times for The Playa, Minster on the grounds of public nuisance. As I live directly behind The Playa, I am worried about the excessive noise from music, customers leaving the venue and possible anti-social behavior. I am concerned that loud, persistent and unreasonable noise will negatively impact the neighbourhood, local residents and their quality of life.

I look forward to hearing from you.

Maria McGovern

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