

**SUPPLEMENTARY 1**

**LICENSING SUB-COMMITTEE**

**Wednesday, 3 January 2024**

**Agenda Item 3.      Licensing Act 2003 - Application for a Premises  
Licence: D'Will Events Centre, Selinas Lane,  
Dagenham, RM8 1QH (Pages 1 - 27)**

Contact Officer:      Leanna McPherson  
Telephone:            020 8227 2852  
E-mail:                leanna.mcpherson@lbbd.gov.uk

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**From:** [Chris Hurst](#)  
**To:** [D'Will Events](#)  
**Cc:** [Licensing](#)  
**Subject:** RE: PREMISES License application Selinas Lane  
**Date:** 04 December 2023 10:59:44  
**Attachments:** [image001.png](#)

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Hi Fola

Thankyou for your response.

Apologies I had incorrectly identified the premises and assumed it was the Stone Glow Candles building as indicated on the application and Google maps and the correct distance is approx. 230m.

However, the point remains the same and the correct process must be followed. You have applied for regulated entertainment until 5am with insufficient details of how the Licensing Act 2003 public nuisance or public safety objectives will be upheld. In order for this department to withdraw its representation you will need to provide sufficient information to demonstrate how noise will be controlled and I have indicated within my previous response how you may obtain further advice. If you can provide me with a noise assessment and noise management plan we can review this information.

Kind Regards

**Chris Hurst | Contract Environmental Protection Officer**  
**Environmental Health and Public Protection**

London Borough of Barking and Dagenham

One borough; one community; no one left behind

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**From:** D'Will Events <[dwilllevents@gmail.com](mailto:dwilllevents@gmail.com)>  
**Sent:** Friday, December 1, 2023 4:19 PM  
**To:** Chris Hurst <[Chris.Hurst2@lbbd.gov.uk](mailto:Chris.Hurst2@lbbd.gov.uk)>  
**Cc:** Licensing <[Licensing@lbbd.gov.uk](mailto:Licensing@lbbd.gov.uk)>  
**Subject:** PREMISES License application Selinas Lane

Dear Chris,

Thank you for your thorough evaluation. We appreciate the considerations regarding noise impact. It's important to note that our venue is situated 250 meters away, not 80 meters as mentioned, from the street, which is a substantial distance that significantly minimizes the likelihood of noise disturbance to nearby residents. See the satalite view showing the our venue and the mentoned street

Your insights are valuable, and we're committed to ensuring a positive coexistence with the community. For late events we plan to have security controlling traffic parking and noise levels. Thank you for your understanding and consideration."

Kind Regard

Fola

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D'Will Banqueting Suite

Selinas Lane, Dagenham, London RM8 1QH

07572158488

Instagram: @Dwillbanqueting

**From:** Rob Edge. (Agent for the applicant)  
**Licence Leader Ltd**  
[rob.edge@licence-leader.co.uk](mailto:rob.edge@licence-leader.co.uk)  
Mob. 07982917819



4 December 2023

**To:** Those who have objected

**CC.** Licensing Authority [licensing@lbbd.gov.uk](mailto:licensing@lbbd.gov.uk) 23 December 2023

To those who have objected to this application,

**Premises Licence Application- Licensing Act 2003.**

I note that your concerns relate to the "potential" for noise disturbance to residents' opposite and living in proximity due to entertainment noise and patrons using and leaving the venue.

I have had a conversation with the applicant, and he has listened to everything that has been said by you, and as a result, he would like to inform you that he is reducing the operating hours for his premises licence application, as follows:

Sunday to Wednesday 1000 - 2300 hrs  
Thursday to Saturday 1000 - 0200 hrs

The following adjustments are being made to the operating schedule, as voluntary conditions:

- a. Patrons wishing to smoke outside the premises will be limited to a maximum of 6 people. Those going out to smoke will not be allowed to take any form of drink container with them to the smoking area. The smoking area will be strictly controlled by the DPS.
- b. The applicant has identified that they will display signage for customers to show respect to neighbouring properties, in addition to the management operating a Noise management Plan for the premises, whenever licensable activities take place.
- c. All doors and windows will remain closed when regulated entertainment takes place.
- d. The premises will always operate as a restaurant/bar and shall not be allowed to become a VDE (Vertical Drinking Establishment) all customers will remain seated at all times.
- e. Noise from Regulated Entertainment (after 23:00hrs) shall be assessed by the premises licence holder or their representative at relevant premises and where it is considered likely to be disturbing the noise level be reduced and maintained to an acceptable level.
- f. The noise management plan and dispersal plans submitted should be considered as conditions of the licence.

The applicant will always remember, while complete control over indirect noise may not be possible, demonstrating their commitment to addressing the issue and actively taking steps to minimize its impact will help foster a positive relationship with our community.

It should be noted that the Premises Licence Holder intends to implement effective training, operational systems, and robust policies to a high level in the pursuit of good practice, and due diligence.

Please feel free to contact me if you require any further information in relation to the application.

Kind regards

A handwritten signature in black ink, appearing to read 'Rob Edge', is positioned above a thin horizontal line.

Rob Edge (Director)

**D'Will Centre (Formerly Stone Glow Candles building )  
Selina's Lane, Dagenham RM8 1QH**

<b>Hours requested sale of alcohol</b>	Monday to Thursday - 08:00am to 01:00am	Friday and Saturday - 08:00am to 05:00am	Sunday - - 08:00am to 03:00am the following
<b><u>Voluntary condition</u> Reduced proposed hours sale of alcohol as a</b>	1300 - 0100 hrs	1300 - 0500 hrs	1300 - 0300 hrs

**The prevention of crime and disorder**

Any queue entering the premises shall be kept orderly and supervised by licensed door supervisors/marshals to ensure that there is no public nuisance or obstruction.

SIA requirement will be risk assessed for all events. The front-line licensed door supervisors used, at a ratio of at least 1:100. One of these shall be female. The SIA door staff will be smart and wearing high-visibility jackets to ensure they can be identified. A register shall be maintained of all persons engaged as door supervisors, to include the name and SIA number of the staff. A briefing of door supervisor responsibilities shall take place prior to event open each day and a written record shall be maintained of the time and dates commenced, finished, and signed to confirm the briefing has taken place. Clickers, or similar appropriate measurements, shall be used to monitor and maintain capacity levels.

SIA registered door supervisors shall be provided outside of the premise for an additional period of 30 minutes after the event closes to the public, to assist in the safe and orderly dispersal of patrons from the premises. Body cameras and high visibility vests, tabards or jackets shall be worn by door supervisors when employed in this function.

Signs informing patrons of a zero-tolerance policy to all drugs shall be placed at key locations, including all entrance areas, toilets, and the bar area. There shall be a lockable 'drugs box' at the premises to which no member of staff, except the DPS and/or a single designated role-holder at business, shall have access. All controlled drugs (or items suspected to be) found at the premises must be placed in this box as soon as practicable. Whenever this box is emptied, all its contents must be given to Police for appropriate disposal.

Customers permitted to temporarily leave and then re-enter the premises, e.g., to smoke, shall not be permitted to take drinks or glass containers with them.

A Personal Licence holder must be on site when licensable activities are taking place. A member of staff will be in the trading area at all times that alcohol is sold or supplied.

A search policy will be utilised at the entry point/within the site, to carry out sweeps of the site and personnel entering the event.

All staff engaged for security or marshalling on site shall wear high-visibility vests/tabards.

Clearly visible notices shall be placed at the entrance to the site advising those attending that it is a condition of entry that customers agree to being searched and that the police will be informed if anyone is found in possession of controlled substances or weapons.

An incident log shall be kept at the premises and made available on request to the police or an authorised officer of the licensing authority and held in the control centre.

All bar staff shall be trained in Licensing Act 2003, with an emphasis on Challenge 25 and not serving those who appear to be drunk. Documented records of training completed shall be kept for in the control centre. Training records shall be made available for inspection upon request by a police officer or an authorised officer.

The Designated Premises Supervisor shall ensure that a written notice of authority is kept at the control centre for all staff who sell alcohol. The notice shall be made available for inspection upon request of the police or an authorised officer of the licensing authority and all staff selling alcohol must be in possession of formal identification to verify their identity against the notice.

All staff will be trained in the Licensing Act 2003; and that training records will be retained on site. In addition to training on Challenge 25 and not serving to intoxicated customers, staff are also given training all staff working within the bars will be given training on procedures on what to do in the case of disorder or an emergency. Records detailing the training provided will be retained on site and made available for inspection.

In the case of a third party hirer, the event organiser/licence holder will employ the services of recognised and qualified security and stewarding/marshalling company. Only individuals licenced by the Security Industry Authority will be used to guard against unauthorised access, outbreaks of disorder or damage.



All security staff/stewards will be easily identifiable and have the appropriate training for their duties. A register of all SIA and security staff will be maintained. This will contain their full names, date of birth, home addresses, employers and where applicable, their SIA registration details. These details will be made available to Police and the Licensing team on site.

An electronic or written incidents log will be maintained at the premises with a record of all incidents of crime and disorder reported to or by the premises; all ejections of patrons; any complaints received; seizures of drugs, offensive weapons, fraudulent ID, or other items; any visit by a relevant authority or emergency service. The incidents log will be produced to an officer of a responsible authority upon request. Where a crime is believed to have been committed, the incident will be reported to the West Midlands Police. The incidents log will be kept for at least 12 months and will be produced to an officer of a responsible authority upon request.

The organiser/premises licence holder will inform Police as soon as practicable of any search resulting in the seizure of drugs or offensive weapons. A suitable purpose made receptacle for the safe retention of illegal substances will be provided by the event organisers and arrangements made for the safe disposal of its contents as agreed with the Police.

A clearly visible notice will be placed at each entrance to the premises advising those attending that it is a condition of entry that customers agree to being searched and that the police will be informed if anyone is found in possession of controlled substances or weapons. Searching will be a condition of entry, and all persons wanting to enter, or re-enter will be subject of the full search policy on every occasion. This is to include all staff, performers, DJ's and any other entertainment and entourage.

All customer-facing staff to receive training before their first shift when the premises is open to the public. Training will also cover Challenge 25, personal safety, conflict management, recognising signs of drunkenness, how to refuse service, the premises' duty of care, safe evacuation of the premises, company policies and reporting procedures, action to be taken in the event of an emergency, including the preservation of a crime scene, and reporting an incident to the emergency services, and the conditions in force under this licence. This training must be documented and produced to an officer of a responsible authority upon request.

### c) Public safety

Full fire cover is on site and all firefighting equipment will be inspected and serviced in line with the appropriate British Standard, prior to the event.

The premises licence holder shall ensure that at all times when the public are present there is first aid provision suitable to the event, as per Purple Guide calculations, that an adequate and appropriate supply of first aid equipment and materials is available on the premises, and that adequate records are maintained in relation to the supply of any first aid treatment.

Door supervisors shall each be equipped with a two-way radio to facilitate communication between themselves/management.

All event staff, SIA staff, Marshalls/Stewards will be given a health and safety induction and training on their first day on site, records of the induction and training are kept on the site during the event, for production, on request, to an officer of a Responsible Authority.

The premises licence holder or DPS will carry out pre-opening checks of the site, to ensure that there are no risks to patrons and that all safety precautions are in place.

All staff training in relation to the Licensing Act and Challenge 25 policy will be signed by both the trainer and trainee. No staff to work 'front of house' without this documented training while the premises is carrying out licensable activity.

These training records to be made immediately available to any of the responsible authorities on request. The licence holder will ensure that all staff receive appropriate staff training.

The licence holder would ensure that all staff are aware of their social and legal obligations and their responsibilities regarding the sale of alcohol.

All safety certificates and inspection reports will be kept on site and made available by officers of relevant statutory bodies.

The premises will comply with all [food safety](#) regulations. The staff involved in food preparation will be fully trained.

Staff training is to include safeguarding.

### d) The prevention of public nuisance

While live or recorded music takes place, the management shall undertake regular monitoring of noise levels at the nearest noise-sensitive locations. A record shall be kept of any monitoring, including the date, time, and location of monitoring; the name of the monitor; and any action taken.

Records shall be made available upon request by a police officer or an authorised officer.

**e) The protection of children from harm**

The Challenge 25 scheme will be operated to ensure that any person who appears to be under the age of 25 will provide documented proof that they are over 18 years of age. Proof of age will only comprise a passport, photocard driving licence, an EU/EEA national ID card or a card bearing the PASS hologram. Wristbands to demonstrate proof of age are not permitted.

An electronic or written refusals log will be maintained at the premises with a record of all refusals of admission or service, including the sale of alcohol. The refusals log will include the basis of a refusal; the person making the decision to refuse; the date and time of refusal. The refusals log will be kept for at least 12 months and will be produced to an officer of a responsible authority upon request.

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# Noise Management Plan - D'Will Centre

## 1. Purpose of the Noise Management Plan

This noise management plan is to consider the management and control of noise from internal activities at our premises.

The management team of this premises are committed to proactive management of noise and the purpose of this document is to identify and implement procedures, which will minimise disturbance to residents and other noise sensitive receptors. The intentions of those responsible to manage noise is shown in this commitment.

This plan should be considered as a “live document” which will evolve as the planning for future events progresses and the operational requirements become clearer. All reviews will be undertaken in full consultation with the relevant Responsible Authorities, where possible, to ensure compliance with the relevant licensing objectives.

### Premises Licence

The premises will benefit from a premises licence. It will always ensure that it upholds the four licensing objectives.

### The Licensing Act 2003

The Act introduced a single integrated system for regulating the sale by retail of alcohol, the supply of alcohol in a premises, the provision of entertainment and late-night refreshment.

The provision of regulated entertainment to the public is relevant in terms of noise and in doing so those responsible must conduct their functions with the view to promoting the **prevention of public nuisance** being relevant in this instance.

### In Summary

Overall, the approaches set out above are designed to balance the potential disturbance in the local community against the enjoyable experience of the audience. The Regulated Entertainment will always be conducted to allow customers to hold a conversation, without the need to raise their voices – therefore the music will always be at a reasonable level.

**Noise Monitoring Procedure**

Throughout the time that Entertainment takes place, staff will ensure that they conduct regular noise monitoring; and these will be recorded at **Annex A**. This will be carried out by conducting subjective / objective measurements at predetermined locations both internally on the site, and externally at the boundaries.

**People / Crowd Noise**

Whilst there is no formal mechanism for evaluating or controlling crowd noise, consideration will be given to minimising such as critical times such as during arrival and dispersal from the venue.

Staff will always monitor the entrance and egress from the premises including the behaviour of those within the vicinity of the premises. This will help achieve orderly arrival and departure of persons and will reduce the risk of nuisance occurring.

Prominent signage will also be in place requesting that patrons leave quietly and respect neighbours, and customers will be reminded of this by members of staff.

**Procedure for Responding to and Dealing with Enquiries**

Those responsible for the day-to-day management intend to engage with the community to communicate details of the events and listen to local concerns.

Should any noise complaints be received, a member of staff will investigate the complaint and if noise levels are deemed unacceptable, immediate action will be taken to reduce the levels of the noise source.

**Conclusion**

The implementation of this Noise Management Plan is a pragmatic way of bringing the venue to life, understanding its relationship with neighbours, but likewise, it also looks to proactively engage with the community and relevant Responsible Authorities.

# Noise Monitoring

# Annex A.

## Noise Observation Reporting

Monitoring Location	Date and Time	Subjective Assessment Measurements	Remedial Action Required and Taken
E.G., opposite main site entrance	01/01/2023 2100 – 2120 hrs	Noise from the venue, largely inaudible, occasional low bass beat detectable between lulls in traffic noise – unlikely to be audible to residential units	No action taken, but will continue to monitor at intervals

## Complaints received

Complainants address	Date and Time	Nature of complaint	Subjective assessment	Time of Visit	Remedial Action Required and Taken
E.G 100 metres along the main Road	01/01/2023 2200 hrs	What are they hearing, when and how affecting property ? If this is regular, how long has it been happening		1. 2100 hrs 2. 2130 hrs	No action taken; action taken to reduce noise levels to minimise any potential impact as levels at source can accommodate such reductions.

Rob Edge - Licence Leader Ltd  
 rob.edge@licence-leader.co.uk  
 www.licence-leader.co.uk  
 07982917819

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# UNDER 25?



**IF YOU ARE LUCKY  
ENOUGH TO LOOK UNDER  
25 YOU WILL BE ASKED  
TO PROVE THAT YOU ARE  
AGED 18 OR OVER WHEN  
YOU BUY ALCOHOL**

**IF YOU ARE UNDER 18  
YOU ARE COMMITTING  
AN OFFENCE IF YOU  
ATTEMPT TO BUY  
ALCOHOL**

 LICENCE LEADER  
LICENSING MADE EASY

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# Refusals Log - D'Will Centre



If a customer appears to be under 25 and fails to produce a valid ID photo, the sale should be **Refused** and recorded in this refusals log. The staff member making the sale should write an entry whenever an age-related sale is refused.

## No ID - No Sale

Licence Leader Limited  
Alcohol Licensing Services  
[www.licence-leader.co.uk](http://www.licence-leader.co.uk)  
[rob.edge@licence-leader.co.uk](mailto:rob.edge@licence-leader.co.uk)  
07982917819

<b>DATE</b>	<b>PRODUCT</b>	<b>TIME</b>	<b>NAME OF PERSON OR DESCRIPTION</b>	<b>OBSERVATIONS</b>	<b>STAFF MEMBER</b>
01/11/2023	A bottle of wine	1900 Hrs	Male blond 175 cm tall, approx. 17 years of age	Nervous and refused to show ID	R Chopra

<b>DATE</b>	<b>PRODUCT</b>	<b>TIME</b>	<b>NAME OF PERSON OR DESCRIPTION</b>	<b>OBSERVATIONS</b>	<b>STAFF MEMBER</b>
01/11/2023	A bottle of wine	1900 Hrs	Male blond 175 cms tall, approx. 17 years of age	Nervous and refused to show ID	S Smith

<b>DATE</b>	<b>PRODUCT</b>	<b>TIME</b>	<b>NAME OF PERSON OR DESCRIPTION</b>	<b>OBSERVATIONS</b>	<b>STAFF MEMBER</b>
01/11/2023	A bottle of wine	2000 Hrs	Male blond 175 cms tall, approx. 17 years of age	Nervous and refused to show ID	S Smith

## Designated Premises Supervisor (DPS) Authorisation for Sale/Supply of alcohol

### D'Will Centre

I am the Designated Premises Supervisor (DPS), and the holder of a Personal Licence and I am the person in a position of authority at the premises. I hereby authorise the following named personnel to sell and supply alcohol, to comply with the Licensing Act 2003.

This being either when I am present on the premises or in my absence. I can always be contactable on the following telephone number: .....





#### **NAMES OF AUTHORISED PERSONS:**

I, being a person named below am aware of and accept my responsibilities under the Licensing Act 2003 and will endeavour to comply in accordance with the licensing law and the licence conditions attached to the premises licence.

Name	Personal Licence Number (If Applicable)	Date	Signature

#### **Designated Premises Supervisor - Authorisation.**

<b>Name:</b>	
<b>Personal Licence Number:</b>	
<b>Signature:</b>	
➤ It is illegal to sell alcohol to anyone under the age of 18.	
➤ It is illegal to sell alcohol to anyone 18 or over if they are buying on behalf of someone under the age of 18.	
➤ All premises that sell alcohol must have a premises licence and a Designated Premises Supervisor	
➤ Staff under the age of 18 must not sell alcohol unless each sale has been approved by the personal licence holder or responsible person aged over 18	
➤ It is illegal to sell liqueur chocolates to anyone under the age of 16	
➤ If you are not sure that the customer is 18 (alcohol) or 16 (liqueur chocolates, ask for proof of age	
➤ I recommend you use a Challenge 25 scheme	
➤ If you are still not sure, refuse the sale and record in the Refusals Log	
➤ The premises Licence holder must display the premises licence on the premises in a public place	

-  07982 917819
-  [rob.edge@licence-leader.co.uk](mailto:rob.edge@licence-leader.co.uk)
-  <https://www.licence-leader.co.uk>
-  Birmingham Branch

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# Licensing Act 2003 - Staff Training

## D'Will Centre

Training delivered to all staff will include, not least the following list below, and should also include the fact that staff fully understand all of the content.





➤ It is illegal to sell alcohol to anyone under the age of 18.
➤ It is illegal to sell alcohol to anyone 18 or over if they are buying on behalf of someone under the age of 18.
➤ All premises that sell alcohol must have a Premises Licence and a Designated Premises Supervisor
➤ Staff under the age of 18 must not sell alcohol unless each sale has been approved by the Personal Licence Holder or responsible person aged over 18
➤ The premises Licence holder must display the premises licence inside the premises in a public place
➤ If you are not sure that the customer is 18, ask for proof of age, use the Challenge 25 scheme. If you are not sure, refuse the sale and record in the Refusals Log
➤ Make sure you know the hours allowed within the licence for the sales of alcohol.
➤ Ensure you know all of the conditions within the operating schedule of the premises licence.
➤ Make sure the CCTV is always on and working when the premises is open and trading.
➤ Never serve anyone who is drunk
➤ Always offer 'free' water to anyone who has drunk too much
➤ No alcoholic drink shall be sold for consumption off the premises.
➤ No persons carrying open bottles shall be admitted to the premises at any time.
➤ A record of staff training in relation to the sale of alcohol will be kept on the premises and available to Police or Licensing Authority on request.

**Staff that have been trained must sign below to confirm they have received the training.**

Name	Date	Signature	Comments

**Signed by the DPS.**

<b>Name (Print)</b>	
<b>Signature</b>	
<b>Date</b>	

-  [07982 917819](tel:07982917819)
-  [rob.edge@licence-leader.co.uk](mailto:rob.edge@licence-leader.co.uk)
-  <https://www.licence-leader.co.uk>
-  Birmingham Branch

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TILL PROMPT

CHALLENGE 25

Does the person buying alcohol look under 25 .

Check ID.

Enter in "Refusals Log" if sale is refused.

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**LICENSING ACT 2003  
CUSTOMER NOTICE**

**When leaving the premises  
customers are requested to respect  
the needs of local residents &  
leave the premises quietly avoiding  
any unnecessary disturbance  
Thank You**

TILL PROMPT

**CHALLENGE 25**

**Does the person buying alcohol look under 25 -  
NOW Check ID.**

**Enter in "Refusals Log" if sale is refused.**

**[www.licence-leader.co.uk](http://www.licence-leader.co.uk) - 07982917819**

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