

LICENSING SUB-COMMITTEE: 27 March 2024

Report of the Head of Regulatory Services

Application for Premises Licence - Grant

Application No: 094831

Name of Premises: Keg Belly, 12 Park Road, Whitchurch, Cardiff, CF14 7BQ

Ward: Whitchurch and Tongwynlais

1. Application

1.1 An application for the Grant of a Premises Licence has been received from Keg Belly Ltd in respect of Keg Belly, 12 Park Road, Whitchurch, Cardiff, CF14 7BQ.

1.2 The applicant has applied for the following:

(1) In respect of the following licensable activities:

(i) The sale by retail of alcohol for consumption on and off the premises.

(2) Description of Premises (as stated by applicant):

*"The premises is currently vacant but was previously a licensed café/bar. It is in a commercial area nearby other premises including a butcher, estate agent, a Tesco Express and the Coffi Lab café. The business will be run as a small-bar and restaurant and the target demographic will be affluent local residents looking for local craft beers and quality street food. There is small outside area at the front of the premises that will be used for outside seating in the warmer months, which will be well-managed in regard to nuisance".*

(3) Unless otherwise indicated the premises may be open to the public during the following hours and for any hours consequential to the non-standard timings:

Monday to Saturday: 08:00 to 23:30 hours

Sunday: 09:00 to 22:30 hours

Christmas Eve: 09:00 to 00:30 hours

New Years Eve: 09:00 to 01:30 hours

(4) To provide licensable activities during the following hours:

(i) The sale by retail of alcohol for consumption on and off the premises:

Monday to Saturday: 09:00 to 23:00 hours

Sunday: 09:00 to 22:00 hours

Christmas Eve: 09:00 to 00:00 hours

New Years Eve: 09:00 to 01:00 hours

1.3 A site map showing the premises and the plan of the premises submitted with the application can be found in **Appendix A**.

## **2. Promotion of Licensing Objectives**

- 2.1 The additional conditions proposed by the applicant to meet the licensing objectives are attached to the report and can be found in **Appendix B**.

## **3. Relevant Representations**

- 3.1 A representation has been received from a local ward Councillor. A copy of the representation can be found in **Appendix C**.
- 3.2 A representation has been received from a local resident. A copy of the representation can also be found in **Appendix C**.

## **4. Legal Considerations**

- 4.1 In respect of the application the decision must be taken following consideration of the representations received with a view to promoting the licensing objectives, which are:

Prevention of crime and disorder  
Public Safety  
Prevention of Public Nuisance  
Protection of Children from Harm

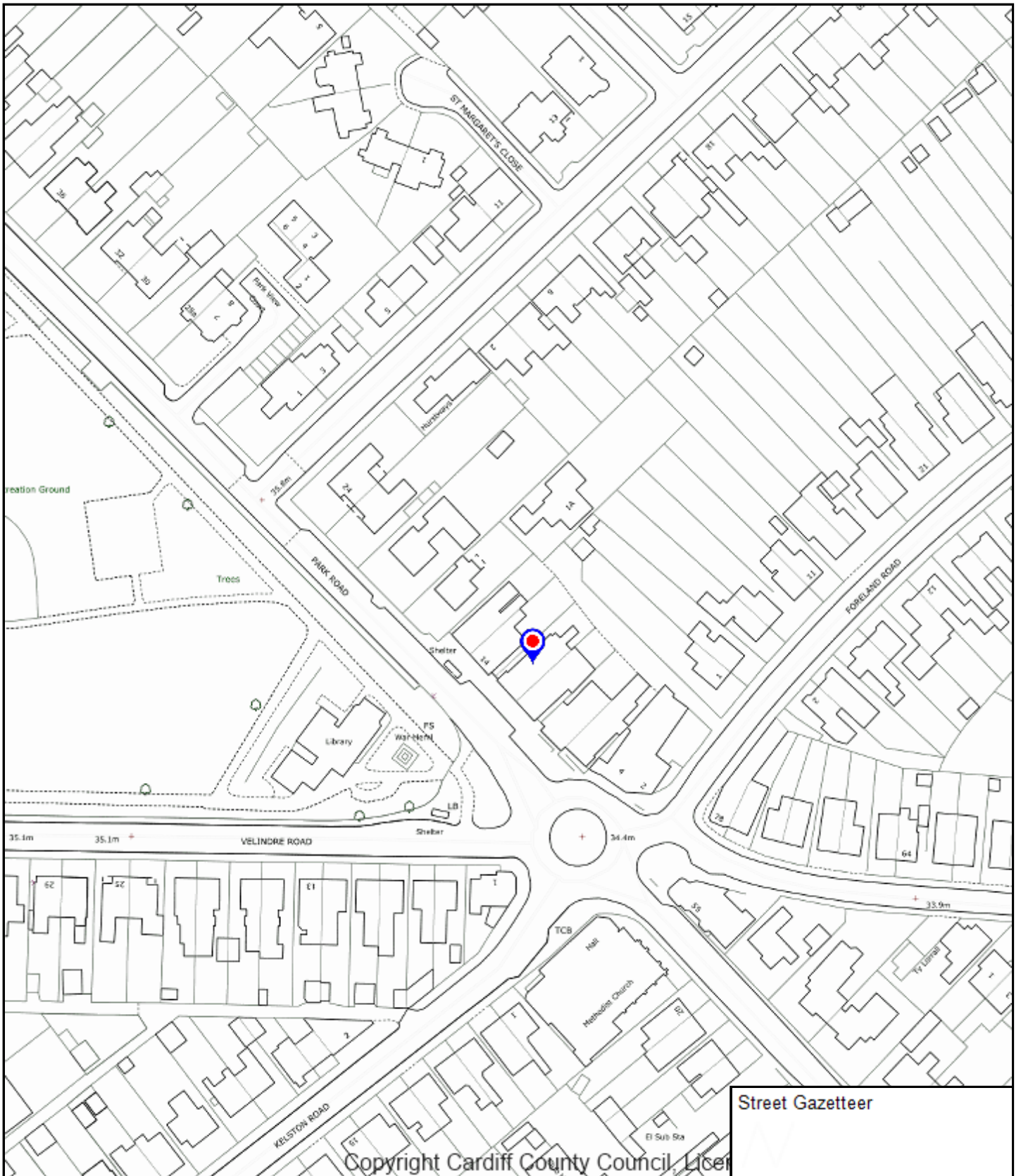
- 4.2 In each case the Sub-Committee may make the following determination
- a) To grant the application.
  - b) To modify the conditions of the licence, by altering, omitting or adding to them, where relevant.
  - c) Reject the whole or part of the application.
- 4.3 All decisions taken by the Sub-Committee must (a) be within the legal powers of the Council and its Committees; (b) comply with any procedural requirement imposed by law; (c) be undertaken in accordance with the procedural requirements imposed by the Council e.g. standing orders and financial regulations; (d) be fully and properly informed; (e) be properly motivated; (f) be taken having regard to the Council's fiduciary duty to its taxpayers; and (g) be reasonable and proper in all the circumstances.

## **5. Issues for Discussion**

- 5.1 The application should be determined and the appropriateness of any conditions on the licence need to be discussed.

# **APPENDIX A**

## **Site Map & Plan**



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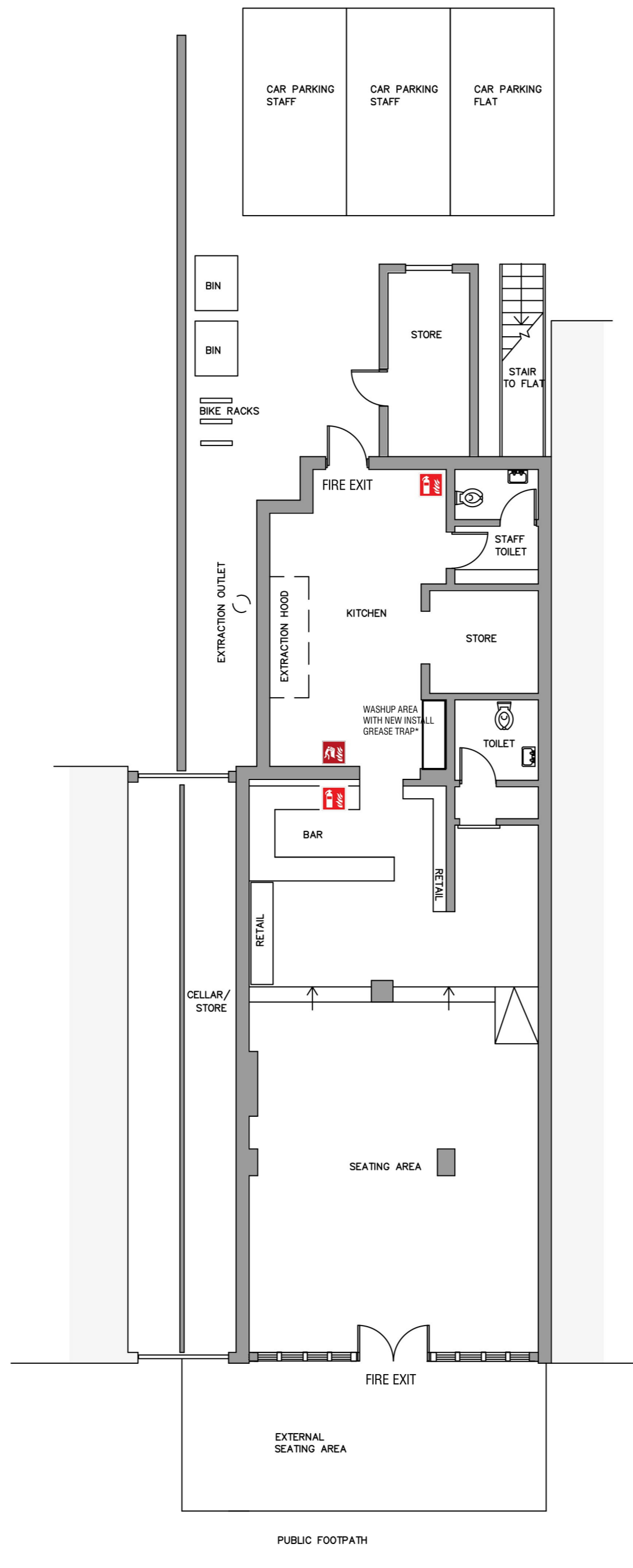
CHIEF EXECUTIVE  
 Neuadd y Sir, Glanfa'r  
 Iwerydd CAERDYDD CF10  
 4UW  
 Tel: 029 20872088  
 County Hall, Atlantic  
 Wharf CARDIFF CF10  
 4UW  
 Tel: 029 20872087

**Cyngor  
 Caerdydd**  
**Cardiff  
 Council**



**Enter map title**

Scale: 1:1:1417  
 Date: 2024-03-04 14:44:55  
 Coordinates: 315112, 180432  
 © Crown copyright and database rights (2014).  
 This copy is produced specifically to supply  
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 may be made.  
**Ordnance Survey AC0000816513 (2023).**



Notes:

\*GREASE TRAP to be installed on waste pipe before exit into the wider drainage system.

SPEC:  
Grease trap fat separator EN1825-1 certified stainless steel 25 litre capacity with a high flow rate designed for medium to large premises such as large cafes, high volume takeaways and restaurants.

FIRE SAFETY MEASURES

Fire escapes to the front and rear of the building.  
1 x Double door within the public area and 1 x single door to the rear with clear access to the public at all times.

Clear signage for fire escapes with emergency lighting on both routes.

Full fire alarm system installed with smoke and/or heat detectors fitted in all areas.

Gas interlock system fitted in the kitchen area,

Wet chemical fire extinguishers installed in the kitchen for use on oil and hot fats.

Dry powder extinguishers installed behind the bar.

KEY:

 Fire Blanket

 Fire Extinguisher

STATUS: **PLANNING**

KEGBELLY LTD.

SITE: **12\_PARK\_RD.  
CARDIFF**

TITLE: **GROUND\_FLOOR\_PLAN**

SCALE AT A2: 1:100	DATE: 28.11.23	DRAWN: EC	CHECKED: -
PROJECT NO:	DRAWING NO:	REVISION:	

# **APPENDIX B**

## **Operating Schedule**

## **Premises Licence Application**

### **Keg Belly, 12 Park Road, Whitchurch, Cardiff, CF14 7BQ**

#### **Introduction (this section does not form part of the proposed conditions)**

We are proposing to launch a new craft beer bar and restaurant at the former Gathering Ground café/bar at 12 Park Road. Keg Belly is a collaboration between two established Cardiff businesses, Flowerhorn Brewery and Mr Croquewich. We will run the business as a small-bar and restaurant and the target demographic will be affluent local residents looking for local craft beers and quality street food.

The new enterprise will support two independent Cardiff businesses, grow the local beer scene and create jobs in the process (3 full time and 6 part time positions). We want to be a part of the local community and feel that our proposed operating schedule (shown below) is comprehensive and demonstrates our commitment to achieving this. Our proposed conditions are focussed on matters which are within our control, which we consider appropriate and proportionate, and will promote the licensing objectives.

The food menu will rotate seasonally and will include grilled cheese sandwiches, parmesan fried chicken, confit duck and street food inspired roast dinners. All food will be made with locally sourced ingredients from scratch at our on-site kitchen. Fresh bar snacks that will pair with the beers will also be available for those who are looking for a small bite to eat.

We are aware of the legal requirements and obligations in terms of running a licensed premises and are aware of the importance of age restrictions, compliance with licence conditions, staff training, dealing with customers, and so on.

#### **Flowerhorn Brewery Story**

After initially working together in a local brewery, Arran and Andrew began planning what their perfect brewery would be, investing in a homebrew kit to develop their products. They launched Flowerhorn Brewery in August 2019 and began selling craft beers to local pubs and independent shops. A few months later lockdown began, and they got to work delivering beers to houses across South Wales. In September 2020, they decided to expand. 1-year after the launch they took on their current industrial unit to expand production.

In April 2021 they received delivery of an 800-litre brewery and launched the Taproom space. Since then, they have expanded further by adding 3 new fermentation tanks which has seen a 200% increase to production capacity. They continue to work to grow the brand through food festivals, markets, beer festivals, collaborations, and stocking bars across the UK. As part of an ongoing expansion, they are investing in the new unit at 12 Park Road to continue with their ambitious growth aspirations to further support the brewery activities.

In March 2023 they launched Flowerhorn Dog Bakery with the help of the Food Innovation Centre Wales and a sustainability grant from the Welsh Government. They converted a shipping container into a kitchen and are using the waste product (spent grains) from the brewing process to create sustainable pale ale dog biscuits. The result is a high protein, natural, vegan dog snack, which is packaged in eco-friendly pouches, aluminium tins and wrapped in compostable paper labels - to keep it sustainable as possible. A portion of profits is donated to Cardiff based dog's home, The Rescue Hotel.

#### **Mr Croquewich**

Mr Croquewich is an established street food trader with a loyal following. We take pride in creating high quality food from scratch using locally sourced ingredients from independent suppliers. As part of this proposal, we would be looking to offer a high calibre meals and bar snacks to accompany the craft beers on offer.

Mr Croquewich is regularly available at three locations, The Bridge Studios, Goodsheds and The Principality Stadium. They are based out of The Bridge Studios in Cardiff where they have their main prep kitchen along with a shipping container kitchen which is open to the public on Fridays and Saturdays in conjunction with the Flowerhorn Brewery Taproom. Their unit at Goodsheds, Barry is open 5 days a week for sit-in and takeaway customers.

They are also proud to be the only street food trader within the Principality Stadium where we have two stalls that are open for the rugby, concerts and events. They also trade at food events and festivals throughout the year including supporting the Whitchurch held Reindeer Run in aid of Ty Hafan.

## **Proposed Operating Schedule / Licence Conditions**

### **Licensable activity**

The supply of alcohol for on and off-sales

### **Opening Hours**

Monday to Saturday 08:00 – 23:30

Sunday 10:00 – 22:30

### **Hours for the provision of licensable activities**

Monday to Saturday 09:00 – 23:00

Sunday 10:00 – 22:00

### **Non-standard timings**

Christmas Eve 09:00 – 00:00

New Years Eve 09:00 – 01:00

### **General**

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

### **Prevention of Crime and Disorder**

1. A CCTV system shall be installed to a standard agreed with South Wales Police. The system shall be maintained and operated at all times the premises are open to the public. The system shall cover all parts of the licensable areas to which the public have access (excluding toilets) and all outside areas and exits and entrances used by customers. Images shall be kept for a minimum of 31 days. The images shall be produced to a Police employee immediately upon request when the premises are open and at all other times as soon as is reasonably practical. There will be sufficient staff training to facilitate the above.



2. All members of staff shall receive training in relation to the sale of alcohol commensurate with their duties. A copy of the training records shall be kept and made available for inspection by an authorised officer of the police and or the licensing authority. All training shall be refreshed at least every 12 months.
3. An incident book shall be kept at the premises and maintained on site for a period of twelve months. It shall be made available on request to an authorised officer of the local authority or a member of police staff, which will record the following:
  - a) All crimes reported to the venue
  - b) Any complaints received (of a Criminal or Licensing nature) Any incidents or disorder
  - c) Any refusal of the sale of alcohol
  - d) Any visit by a representative of a relevant authority or a member of the emergency services. Any failures of the CCTV system.

### **Public Nuisance**

4. Notices shall be prominently displayed at exits requesting the patrons to respect the needs of local residents and businesses and to leave the area quietly.
5. Staff shall be vigilant and monitor the area immediately outside the premises to check that there is no nuisance caused to those nearby.
6. Deliveries to the premises will be arranged during hours which will not lead to any public nuisance.

### **Public Safety**

7. At least seventy percent of the public space within the licensable area of the premises will be occupied by tables and chairs.
8. Adequate and appropriate first aid equipment and materials will be kept on site, regularly checked and kept in an easily accessible place for staff.
9. All exit routes will be kept unobstructed, with non-slippery and even surfaces, free of trip hazards and clearly signed.
10. Off sales of alcohol will only be in sealed containers other than to persons seated at the external designated tables and chairs associated with the premises.

### **Protection of Children from Harm**

11. At all times that the premises is operating under this licence, the Premises Licence Holder shall ensure that its staff operate a Challenge 25 Policy. This Policy shall provide that before any sale of alcohol any person who appears to be under the age of 25 will be required to produce photo ID in the form of a passport; driving licence, military ID card; PASS (or similar) card to prove that he/she is over the age of 18. Posters advertising the Challenge 25 and proof of age policies shall be displayed in prominent places in the premises so that they can be seen internally and externally.

# **APPENDIX C**

**Other persons representations**

## Barker, Kirstie

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**From:** Green, Jamie (Cllr)  
**Sent:** 10 February 2024 10:53  
**To:**  
**Subject:** RE: Licensing Act 2003: Application for the grant of a Premises Licence: Keg Belly, 12 Park Road, Whitchurch, Cardiff, CF14 7BQ

Hello,

Thank you for this.

I have had representations from nearby residents who have concerns about the industrial fan that will be at the back of the location.

Specifically, they'd like assurances that the noise levels won't be too high and there won't be strong odours coming from it. In addition, it needs to be considered that there's an industrial fan at the back of Tescos when considering noise.

For clarity, neither myself or residents are opposing the application and believe it will be a nice addition to the area. However, it would be great if these matters could be considered by officers and the committee.

Best,

Jamie

### **Cllr/Cyng Jamie Green**

Member for Whitchurch and Tongwynlais | Aelod dros yr Eglwys Newydd a Thongwynlais  
(He/Him | Fe/ei)



*yn Gymraeg neu Saesneg*

*Write to me in Welsh or English*

*Any personal information you give me will be treated as confidential, but may be shared with others if necessary to enable me to assist with your enquiry – if you have any concerns about this or would like further details please see the [Privacy Notice for Ward Councillor and Consent Form](#) ([cardiff.gov.uk](#))*

*Bydd unrhyw wybodaeth bersonol a roddwch i mi yn cael ei thrin yn gyfrinachol, ond gellir ei rhannu gydag eraill os oes angen i'm galluogi i gynorthwyo gyda'ch ymholiad – os oes gennych unrhyw bryderon am hyn neu os hoffech gael rhagor o fanylion, gweler yr [Hysbysiad Preifatrwydd ar gyfer Cyngorwyr Ward a Ffurflen Ganiatâd](#)*

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**From:**  
**Sent:** 20 February 2024 09:05  
**To:**  
**Subject:** Keg Belly

Hello

Thank you for your prompt reply and for the itemised list of objections that may be considered.

If I could be more specific.

The locality of the proposed bar is in a residential area that fact alone would qualify under “prevention of public nuisance”. Alcohol does in increase the likelihood of public disturbance and excess noise, this has already been noted in Whitchurch high street. The premises is also close to nearby schools and children would regularly pass by.

I do not wish to be seen as a killjoy or nimby, as I have no objection to small independent brewers opening bars however a bar in this particular location would be in entirely the wrong place.

Regards

Sent from my iPhone