

LICENSING SUB-COMMITTEE: 7 June 2022

Report of the Head of Regulatory Services

Application for Premises Licence - Grant

Application No: 073247

Name of Premises: Blame Gloria, 39-41 St Mary Street, Cardiff, CF10 1AD

Ward: Cathays

1. Application

1.1 An application for the Grant of a Premises Licence has been received from +Venture Battersea Limited in respect of Blame Gloria, 39-41 St Mary Street, Cardiff, CF10 1AD.

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.
- (ii) The provision of regulated entertainment in the form of films (indoors), live music (indoors) and recorded music (indoors).
- (iii) The provision of late night refreshment (indoors)

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

“Licensed premises”

(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 Sunday: 10:00 to 03:00

On the commencement of British Summertime: 10:00 to 04:00

(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 Sunday: 10:00 to 02:30

On the commencement of British Summertime: 10:00 to 03:30

(iv) The provision of regulated entertainment in the form of films (indoors), live music (indoors) and recorded music (indoors).

Monday to Sunday: 10:00 to 03:00

On the commencement of British Summertime: 10:00 to 04:00

(ii) The provision of late night refreshment (indoors and outdoors):

Monday to Sunday: 23:00 to 03:00

On the commencement of British Summertime: 23:00 to 04:00

1.3 A site map showing the premises and a plan of that premises 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 South Wales Police. A copy of the representation can be found attached as **Appendix C**.

3.2 A number of representations have been received from other persons. Copies of the representations are attached as **Appendix D**.

## **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 needs 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**



**Title**

Scale: 1:1417

Date: 18/5/2022 at 16:40 PM

Coordinates:

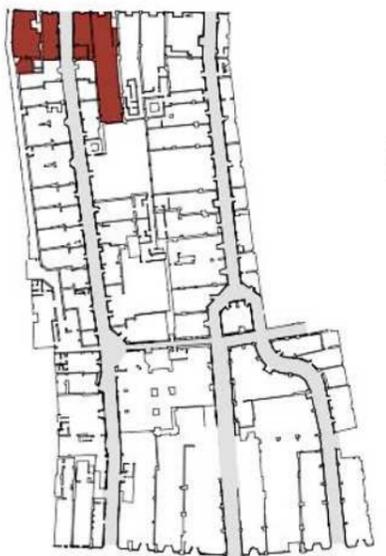
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**Ordnance Survey 100023376 (2014).**

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11. COPYRIGHT OF ADVENTURE BAR GROUP. NOT TO BE REPRODUCED.
12. ALL REQUESTED DRAWINGS SHOWING FIXINGS AND CONSTRUCTION DETAILS ARE REQUIRED TO BE APPROVED BY DESIGNER PRIOR TO COMMENCEMENT OF WORK.



**1 PROPOSED BASEMENT**  
1:100  
77 COVERS

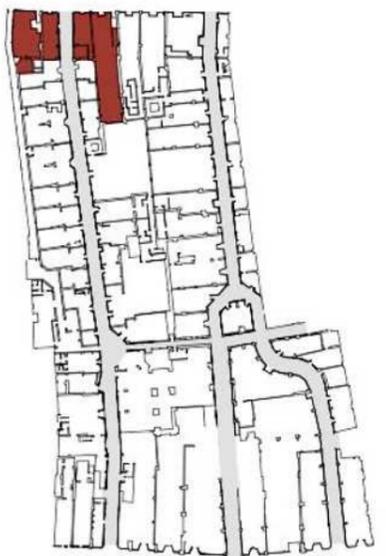
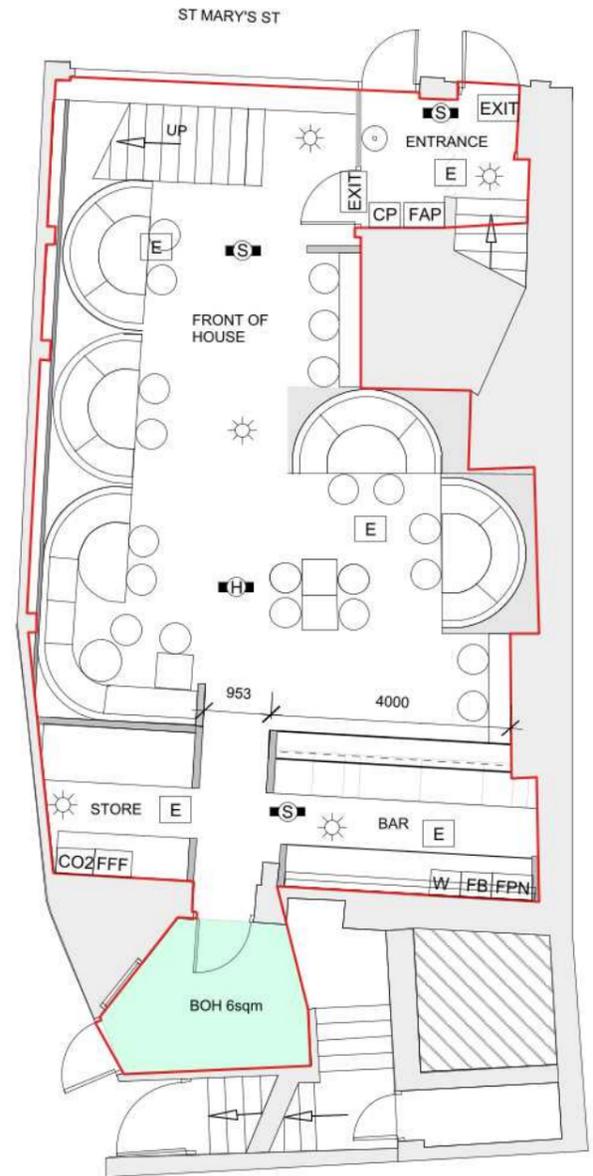
**2 LOCATION PLAN**  
NTS

<ul style="list-style-type: none"> <li>■(S) FIRE ALARM SYSTEM SMOKE DETECTOR</li> <li>■(H) FIRE ALARM SYSTEM HEAT DETECTOR</li> <li>■(S/H) FIRE ALARM SYSTEM SMOKE DETECTOR/SOUNDER BASE</li> <li>■(H/S) FIRE ALARM SYSTEM HEAT DETECTOR/SOUNDER BASE</li> <li>○ FIRE ALARM SYSTEM MANUAL BREAK GLASS UNIT</li> <li>☀ FIRE ALARM SYSTEM FLASHING BEACON</li> <li>[IFU] FIRE ALARM SYSTEM INPUT/OUTPUT RELAY UNIT</li> <li>[E] EMERGENCY LIGHTING</li> <li>[EXIT] ILLUMINATED EMERGENCY EXIT SIGN</li> </ul>	<ul style="list-style-type: none"> <li>[FPN] STATUTORY FIRE PROCEDURE NOTICE</li> <li>[FB] FIRE BLANKET</li> <li>[W] FIRE EXTINGUISHER - WATER</li> <li>[CO2] FIRE EXTINGUISHER - CO2</li> <li>[FFF] FIRE EXTINGUISHER - FFF</li> <li>[IFU] - LANDLORD'S LINK (EXACT SPECIFICATION TBC)                     <ul style="list-style-type: none"> <li>- MUSIC</li> <li>- MECHANICAL SHUTDOWN</li> <li>- DIMMER RACKS</li> <li>- RED CARE</li> <li>- SPRINKLERS</li> <li>- ANSUL UNIT</li> </ul> </li> <li>[FAP] FIRE ALARM PANEL</li> <li>[CP] CALL POINT</li> </ul>	<p><b>LEGEND</b></p> <p>RED LINE DENOTES THE AREA OF LICENSABLE ACTIVITIES</p> <p>INTERNAL APPROX AREA: 188 SQM</p> <p><b>NOTE: 1. ALL ALARM REQUIREMENTS TO BE CONFIRMED</b></p>
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<b>THE ADVENTURE BAR GROUP</b>		<b>Revisions:</b>		Issue Codes: P = Preliminary; T = Tender; C = Construction.	
Rev:	Date:	Details:			
/	08/04/22	ISSUED FOR COMMENT			
Project: 40-41 ST MARY'S STREET, CARDIFF		Project ref No: 2203		Date: APR 22	
Dwg Title: BASEMENT LICENSING		Dwg. No: LIC_00	Rev: /	Scale: 1:100	
Dwg Type: PLAN		Drawn By: FET		• A3	

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**1 PROPOSED GROUND**  
1:100

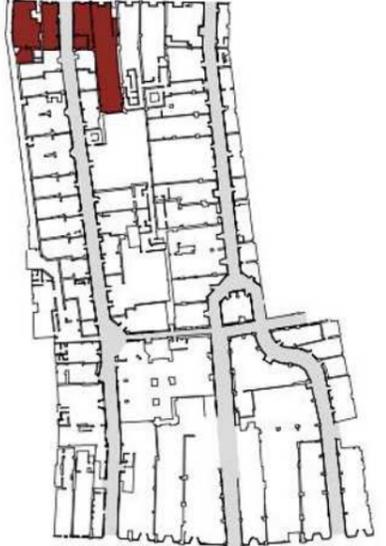
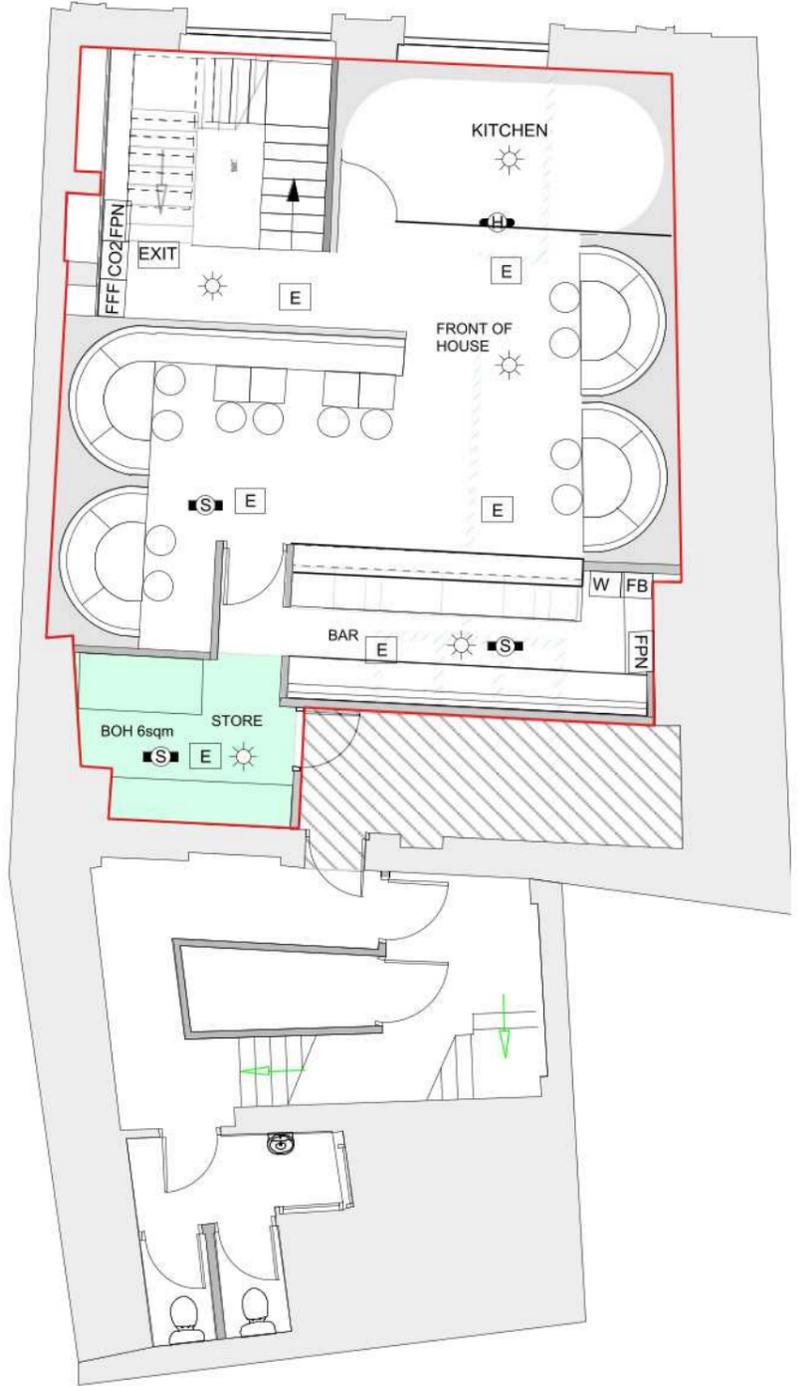
44 COVERS

**2 LOCATION PLAN**  
NTS

<ul style="list-style-type: none"> <li>■(S) FIRE ALARM SYSTEM SMOKE DETECTOR</li> <li>■(H) FIRE ALARM SYSTEM HEAT DETECTOR</li> <li>■(S) FIRE ALARM SYSTEM SMOKE DETECTOR/SOUNDER BASE</li> <li>■(H) FIRE ALARM SYSTEM HEAT DETECTOR/SOUNDER BASE</li> <li>○ FIRE ALARM SYSTEM MANUAL BREAK GLASS UNIT</li> <li>☀ FIRE ALARM SYSTEM FLASHING BEACON</li> <li>IFU FIRE ALARM SYSTEM INPUT/OUTPUT RELAY UNIT</li> <li>E EMERGENCY LIGHTING</li> <li>EXIT ILLUMINATED EMERGENCY EXIT SIGN</li> </ul>	<ul style="list-style-type: none"> <li>FPN STATUTORY FIRE PROCEDURE NOTICE</li> <li>FB FIRE BLANKET</li> <li>W FIRE EXTINGUISHER - WATER</li> <li>CO2 FIRE EXTINGUISHER - CO2</li> <li>FFF FIRE EXTINGUISHER - FFF</li> <li>IFU - LANDLORD'S LINK (EXACT SPECIFICATION TBC)</li> <li>- MUSIC</li> <li>- MECHANICAL SHUTDOWN</li> <li>- DIMMER RACKS</li> <li>- RED CARE</li> <li>- SPRINKLERS</li> <li>- ANSUL UNIT</li> <li>FAP FIRE ALARM PANEL</li> <li>CP CALL POINT</li> </ul>	<p><b>LEGEND</b></p> <p>RED LINE DENOTES THE AREA OF LICENSABLE ACTIVITIES</p> <p>INTERNAL APPROX AREA: 77 SQM</p> <p><b>NOTE: 1. ALL ALARM REQUIREMENTS TO BE CONFIRMED</b></p>
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**1** PROPOSED FIRST FLOOR  
 1:100  
 46 COVERS

**2** LOCATION PLAN  
 NTS

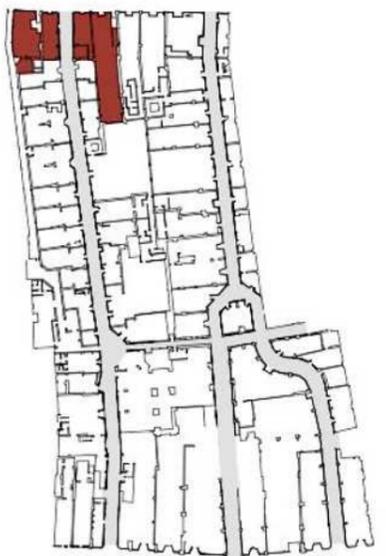
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<p>Project                  40-41 ST MARY'S STREET, CARDIFF</p>	<p>Project ref No:                  2203</p>	<p>Date:                  APR 22</p>							
<p>Dwg Title:                  FIRST FLOOR LICENSING</p>	<p>Dwg. No:                  LIC_02</p>	<p>Rev:                  /</p>	<p>Scale:                  1:100</p>						
<p>Dwg Type:                  PLAN</p>	<p>Drawn By: <b>FET</b>                  • A3</p>								

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**1** PROPOSED SECOND FLOOR  
1:100



**2** LOCATION PLAN  
NTS

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40-41 ST MARY'S STREET, CARDIFF	2203	APR 22	
Dwg Title:	Dwg. No:	Rev:	Scale:
SECOND FLOOR LICENSING	LIC_03	/	1:100
Dwg Type:	Drawn By:		
PLAN	FET	• A3	

# **APPENDIX B**

## **Operating Schedule**

**Continued from previous page...**

List here steps you will take to promote all four licensing objectives together.

Not to be added as conditions:

This is an application by +Venture Battersea Ltd for a new premises licence for three trading floors, basement, ground floor, first and second floor back of house.

The premises are currently closed.

The Applicant

The Applicant is part of the Adventure Bar Group (operating now within Nightcap).

Adventure operate ten different premises, many in Cumulative Impact or stress areas, particularly in the West End of London and now also in Cardiff at 46 Caroline Street.

They operate a rooftop bar opposite Waterloo Station, London, trading until 2am on Friday and Saturday with a maximum occupancy of 600.

They also operate in Birmingham a Tonight Josephine with a maximum occupancy of 446 until 2am with closing at 3am, together with Luna Springs (formerly Digbeth Arena) in Birmingham which has an occupancy of 2,000.

Adventure are serious, successful and accomplished operators who do not compromise in terms of quality of offer, professional and effective management and thorough staff training.

They have been granted a new licence at 46 Caroline Street (nearby) in Cardiff which has just opened for trade. This application mirrors that exactly in terms of licensable activities, hours of operation and conditions other than Condition 13 (occupancy) is phrased slightly differently.

Background and Premises

As indicated, the premises will trade on three floors with the ground and first being substantially smaller than the basement. There is a commitment as shown on the plans to providing fixed seating together with additional loose seating which is significant.

It is proposed that the entrance will be on St Mary Street and then customers will move to the other trading floors and the second floor.

Cumulative Impact Zone and Conditions

The Applicant is more than happy to discuss the proposal with the Responsible Authorities, in particular Cardiff Licensing Police and the Licensing Department.

The Applicant appreciates these premises are in Cardiff's Cumulative Impact Area, but there are two existing licences in force in the name of Mohammed Ali Abedi for premises which previously traded as Ladybird in the basement and The Meating Place on the ground and first floors.

Although these licences were limited by way of condition (Ladybird was a members' club licence and The Meating Place subject to restaurant conditions), the hours were well in excess of those applied for here.

Ladybird allowed the sale of alcohol until 4am Monday to Saturday, 2am on Sunday, with entertainment until 4.30am and 2.30am respectively, the same terminal hour as closing.

Similarly, The Meating Place allowed the sale of alcohol and entertainment until 4am 7 days a week, with closing until 5am 7 days a week.

**Continued from previous page...**

The Applicant intends to apply to transfer these licences so that it will be in a position (hopefully) to surrender them.

In addition, these are old licences without conditions which will effectively promote the licensing objectives.

The Applicant therefore contends that the combination of its own experience in operating late-night venues, a more up to date licence with conditions to promote the licensing objectives, and an effective reduction in the existing trading position will not add to the negative Cumulative Impact in Cardiff."

b) The prevention of crime and disorder

1. This premises licence will not have effect until premises licence number CCCP00973 has been surrendered.

2. A CCTV system shall be installed to an agreed standard as approved by South Wales Police and ii shall be maintained and operated at all times when the premises are open to the public. The system will cover all areas of the premises where the public have access (excluding toilets) , including all entrances and exits and any external areas associated with the premises. The images will be kept for a minimum period of 31 days. Images will be produced to a Police employee in a readily playable format, upon request when the premises are open to the public and at all other times as soon as reasonably practicable . There will be sufficient trained staff to facilitate the above.

3. An incident log (in either hard copy or electronic form) shall be kept at the premises and made available for inspection on request of an authorised officer of the Council or a Police Officer. The log will record the following;

a) all crimes reported to the premises

b) all ejections from the premise of customers including residents and their bona fide guests and non-residents;

c) any incidents of disorder;

d) all seizures of drugs or offensive weapons;

e) any faults in the CCTV system.

4. On Thursday to Saturday inclusively , when the premises has licensable activities beyond 00:00 hours, a minimum of 2 SIA-registered door supervisors shall be on duty at the premises from 21:00 hours. This will increase to a minimum of 3 door supervisors when the occupancy of the premises (both floors) reaches 130 customers, and to a minimum of 4 door supervisors when the total number reaches 200.

5. On Wednesday to Sunday inclusively when the premises has licensable activities beyond 00:00 hours, a minimum of 2 SIA-registered door supervisors shall be on duty at the premises when the occupancy exceeds 100 customers.

6. On those days designated by South Wales Police as Major Event days in the City Centre, 2 SIA-registered door supervisors will be on duty at the premises from either 16:00 hours that day or no less than 2 hours before the commencement of the event whichever is earlier, until the closure of the premises. This will increase to a minimum of 3 door supervisors when the occupancy of the premises (both floors) reaches 130 customers, and to a minimum of 4 door supervisors when the total number of customers reaches 200.

7. Prior to closure of the premises to the public SIA registered door supervisors will be provided outside of the venue to assist in the safe dispersal of patrons as they leave the premises. These door staff will utilise body worn cameras at all times whilst outside the premises and wear high visibility tabards or similar clothing.

8. The Premises shall maintain a register (which may be in hardcopy or digital form) of all SIA licensed door supervisors on duty at the premises which will include the following details:-

a) The SIA registration number and name of the door supervisor;

b) Date and time when the door supervisor commenced and finished a period of duty with a signed acknowledgement by that person;

*Continued from previous page...*

c) If the door supervisor is not an employee of the Premises Licence holder, the name of the person, company or agency by whom that person is employed or through whom the services of that person is engaged;

d) the register should be kept on the premises and made available for inspection upon request by an authorised officer of the Council or a Police Officer.

9. When SIA-registered door supervisors are employed on the premises they will utilise body-worn video devices. Any such device will be capable of recording both audio recordings and visual images. The recordings will be kept for a minimum of 31 days and will be produced to a Police employee in a readily available format immediately upon request when the premises are open and at all other times as soon as reasonably practicable. There will be sufficient trained staff to facilitate the above.

10. On those occasions when SIA registered door supervisors are employed at the premises, the DPS will ensure that an adequate system for measuring the number of patrons in the premise is used by such as clicker devices. Numbers of patrons on the premises will be recorded hourly in the door supervisor log book.

11. The premises shall use a radio system which is monitored by the Local Authority and South Wales Police.

12. The premises will ensure that all staff who are involved in the sale of alcohol receive training in the law relating to the sale of alcohol, including age restriction and in relation to the conditions on the Premises Licence to promote and encourage customer well-being and safety. A written record of this training will be kept at the premises, and refresher training will take place at least every 6 months and a record of this kept also.

13. The premises will retain all the fixed seats shown on all three trading floors as the minimum level of seating in the premises

14. The Designated Premises Supervisor shall be a member of the Cardiff Licensees Forum and will attend meetings in person or by sending a suitable proxy

15. On days classified as major event days by South Wales Police, all drinks will be dispensed into non-glass vessels, with the exception being hot drinks.

16. The premises will operate a Challenge 25 policy whereby any person attempting to buy alcohol who appears to be under 25 will be asked for photographic ID to prove their age. The recommended forms of ID that will be accepted are passports, driving licences with a photograph, photographic military ID or proof of age cards bearing the PASS mark hologram.

17. All bottles of spirits supplied to patrons will be fitted with a measured 25ml pourer approved by South Wales Police.

18. Pre-booked Alcoholic beverages;

a. One 75cl bottle of spirits { being alcohol with an ABV 15% or more } is permitted to be pre-booked and pre-paid electronically per multiple of four customers .

b. One 75cl bottle of wine, sparkling wine or champagne is permitted to be pre-booked and pre-paid electronically per multiple of two customers.

19. Last admission to the premises will be 01:30 hours daily. The exception to this will be those existing customers who have temporarily left the premises to smoke in any designated smoking area attached to the premises.

20. The premises will adopt the drug safe scheme. A lockable Drugs safe will be installed at the premises and accessible only to a Police officer or member of Police staff. Any drugs seized at the premises will be recorded in the premises incident book. This entry will record the date and time of the seizure, the details of the person seizing the items, a description of the items and the circumstances of the seizure. Where it is suspected that a person is supplying drugs then Police will be contacted at the time.

**Continued from previous page...**

21. Suitable medically trained staff will be on the premises whenever said premise is open to the public. A dedicated area shall be provided, for the purpose of providing care to patrons who are in need of assistance through injury, intoxication , or awaiting collection. In cases where patrons refuse all offer of assistance , all steps taken by staff at the premise shall be recorded, to evidence what efforts were made to ensure the safety of the individual concerned.

22. There will be no mobile alcohol sales persons of any sort. All sales of alcohol will be by way of static bars.

23. The premises will operate a dispersal policy and its contents will form part of management and staff training

**c) Public safety**

see box a) & b) above

**d) The prevention of public nuisance**

see box a) & b) above

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

see box a) & b) above

**Section 19 of 21**

**NOTES ON DEMONSTRATING ENTITLEMENT TO WORK IN THE UK**

# **APPENDIX C**

**South Wales Police Representation**

## Licensing (Licensing Regulatory) / Trwyddedu (Rheoleiddio Trwyddedu)

**From:**  
**Sent:** 10 May 2022 15:33  
**To:** Licensing (Licensing Regulatory) / Trwyddedu (Rheoleiddio Trwyddedu)  
**Cc:** Felix Faulkner  
**Subject:** Blame Gloria (Adventure Bar)  
**Attachments:** SWP Reps 'Blame Gloria'.pdf

**Importance:** High

**\*\*\* Warning: This email contains a Microsoft Office (Word, Excel, PowerPoint) or Adobe PDF attachment. Although this email has been scanned for threats, please think before opening attachments from unrecognised senders.**

**Rhybudd: Mae'r e-bost hwn yn cynnwys atodiad Microsoft Office (Word, Excel, PowerPoint) neu PDF Adobe. Er bod yr e-bost hwn wedi'i sganio ar gyfer unrhyw fygythiadau, meddyliwch cyn agor atodiadau gan anfonwyr nad ydych yn eu hadnabod. \*\*\***

**EXTERNAL:** This email originated from outside Cardiff Council, take care when clicking links.

**ALLANOL:** Daw'r e-bost hwn o'r tu allan i Gyngor Caerdydd, cymerwch ofal wrth glicio ar ddolenni.

Good Afternoon,

Please see attached SWP representations in relation to the application for a new premises license - 'Blame Gloria'.

Kind regards,



William Tapper BA (Hons), PGDIP

Cwnstabl Yr Heddlu | Police Constable

Adran Drwyddedu | Licensing Department

Gorsaf yr Heddlu Bae Caerdydd | Cardiff Bay Police Station



### Ymateb nad yw'n Argyfwng \ Non-Emergency Response

Oes angen i chi siarad â'r heddlu ond nid oes angen ymateb brys arnoch? Gallwch roi gwybod am fater drwy ein gwefan <https://www.south-wales.police.uk>, anfon neges breifat atom drwy gyfrif Facebook neu Twitter swyddogol Heddlu De Cymru, neu ffonio 101. Gallwch ddefnyddio 101 i roi gwybod am achosion nad ydynt yn rhai brys i unrhyw heddlu yng Nghymru a Lloegr. Mewn argyfwng, ffoniwch 999 bob amser.

**URhS Caerdydd a'r Fro**  
Gorsaf Heddlu Bae Caerdydd,  
Stryd James, Bae,  
Caerdydd CF10 5EW  
Teliffon: 01656 869211  
Mewn argyfwng ffoniwch **999**  
Fel arall, ffoniwch **101**  
Gwefan: [www.heddlu-de-cymru.police.uk](http://www.heddlu-de-cymru.police.uk)

**Cardiff & Vale BCU**  
Cardiff Bay Police Station,  
James Street, Cardiff Bay  
CF10 5EW  
Telephone: 01656 869211  
In an emergency always dial **999**  
for non-emergencies dial **101**  
Website: [www.south-wales.police.uk](http://www.south-wales.police.uk)

## SWYDDOGOL – OFFICIAL

Police Licensing Department  
Cardiff Bay Police station.  
James Street,  
Cardiff.  
CF10 5EW.

10<sup>th</sup> May 2022

Blame Gloria  
39 – 41 St Mary Street  
The Morgan Quarter  
Cardiff  
CF10 1AD

**APPLICATION FOR A NEW PREMISES LICENCE UNDER THE LICENSING ACT  
2003 – BLAME GLORIA, 39 – 41 ST MARY STREET, CARDIFF, CF10 1AD**

To whom it may concern,

I have caused enquiries to be made into this application. The application advises that the premises located on St Mary Street in The Morgan Quarter will be a predominantly cocktail-based bar with a small offering of hot food. The premises will be offering a uniquely themed space for customers to enjoy an eclectic array of cocktails while listening to a varied and diverse playlist of music genres. The premises is likely to cater to a 30+ demographic and plans to operate with an approximate 60/40 female to male split. The premises will primarily trade in the late afternoon and into the evening.

The application seeks the following licensable activity;

1. The sale by retail of alcohol for consumption on and off the premises: **Monday to Sunday: 10:00 to 02:30**  
On the commencement of British Summertime: **10:00 to 03:30**
2. The provision of regulated entertainment in the form of films (indoors), live music (indoors) and recorded music (indoors): **Monday to Sunday: 10:00 to 03:00**  
On the commencement of British Summertime: **10:00 to 04:00**

Mae Heddlu De Cymru yn croesawu derbyn gohebiaeth yn Gymraeg a Saesneg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.  
South Wales Police welcomes receiving correspondence in Welsh and English.  
Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.



3. The provision of late night refreshment (indoors): **Monday to Sunday: 23:00 to 03:00**  
On the commencement of British Summertime: **23:00 to 04:00**

This application does not fall under the Cumulative Impact Policy as the applicant has proposed a reduction in operating hours as well as surrendering two existing licenses should the subcommittee grant this new premise license.

The applicant has been spoken to and the application has been discussed. As a result of this consultation, I now make the following representations on behalf of South Wales Police.

At this time, South Wales Police object to the grant of a new premises licence as applied for under the following licensing objectives, namely those of;

The Prevention of Crime and Disorder.

The Prevention of Public Nuisance.

However, should the applicant agree to the below representations deemed to be appropriate and proportionate to support the licensing objectives, then the Police will automatically withdraw their request for a hearing before the Licensing Committee.

#### **POLICE REPRESENTATIONS.**

1. This premises licence will not have effect until premises licence number CCCP00973 has been surrendered.

2. A CCTV system shall be installed to an agreed standard as approved by South Wales Police and it shall be maintained and operated at all times when the premises are open to the public. The system will cover all areas of the premises where the public have access (excluding toilets), including all entrances and exits and any external areas associated with the premises. The images will be kept for a minimum period of 31 days. Images will be produced to a Police employee in a readily playable format, upon request when the premises are open to the public and at all other times as soon as reasonably practicable. There will be sufficient trained staff to facilitate the above.

3. An incident log (in either hard copy or electronic form) shall be kept at the premises and made available for inspection on request of an authorised officer of the Council or a Police Officer. The log will record the following;

a) all crimes reported to the premises

Mae Heddlu De Cymru yn croesawu derbyn gohebiaeth yn Gymraeg a Saesneg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

South Wales Police welcomes receiving correspondence in Welsh and English.  
Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.



b) all ejections from the premise of customers including residents and their bona fide guests and non-residents;

c) any incidents of disorder;

d) all seizures of drugs or offensive weapons;

e) any faults in the CCTV system.

4. On Thursday to Saturday inclusively and the Sunday before a bank holiday, when the premises has licensable activities beyond 00:00 hours, a minimum of 2 SIA-registered door supervisors shall be on duty at the premises from 21:00 hours and this will increase to a minimum of 3 door supervisors when all three floors of the premises are open to the public, or the occupancy of the premises (all floors) reaches 130 customers. SIA door supervisors will then increase on a ratio of 1 to 75 thereafter.

5. On Wednesday to Sunday inclusively when the premises has licensable activities beyond 00:00 hours, a minimum of 2 SIA-registered door supervisors shall be on duty at the premises from 21:00 hours. This number shall then increase thereafter at a ratio of 1 to 75.

6. On those days designated by South Wales Police as Major Event days in the City Centre, 2 SIA-registered door supervisors will be on duty at the premises from either 16:00 hours that day or no less than 2 hours before the commencement of the event whichever is earlier, and this will increase to a minimum of 3 door supervisors when all three floors of the premises are open to the public, or the occupancy of the premises (all floors) reaches 130 customers. SIA door supervisors will then increase on a ratio of 1 to 75 thereafter.

7. Prior to closure of the premises to the public SIA registered door supervisors will be provided outside of the venue to assist in the safe dispersal of patrons as they leave the premises. These door staff will utilise body worn cameras at all times whilst outside the premises and wear high visibility tabards or similar clothing.

8. The Premises shall maintain a register (which may be in hardcopy or digital form) of all SIA licensed door supervisors on duty at the premises which will include the following details:-

a) The SIA registration number and name of the door supervisor;

b) Date and time when the door supervisor commenced and finished a period of duty with a signed acknowledgement by that person;

c) If the door supervisor is not an employee of the Premises Licence holder, the name of the person, company or agency by whom that person is employed or through whom the services of that person is engaged;



d) the register should be kept on the premises and made available for inspection upon request by an authorised officer of the Council or a Police Officer.

9. When SIA-registered door supervisors are employed on the premises they all will utilise body-worn video devices. Any such device will be capable of recording both audio recordings and visual images. The recordings will be kept for a minimum of 31 days and will be produced to a Police employee in a readily available format immediately upon request when the premises are open and at all other times as soon as reasonably practicable. There will be sufficient trained staff to facilitate the above.

10. On those occasions when SIA registered door supervisors are employed at the premises, the DPS will ensure that an adequate system for measuring the number of patrons in the premise is used by such as clicker devices. Numbers of patrons on the premises will be recorded hourly in the door supervisor log book.

11. The premises shall use a radio system which is monitored by the Local Authority and South Wales Police.

12. The premises will ensure that all staff who are involved in the sale of alcohol receive training in the law relating to the sale of alcohol, including age restriction and in relation to the conditions on the Premises Licence to promote and encourage customer well-being and safety. A written record of this training will be kept at the premises, and refresher training will take place at least every 6 months and a record of this kept also.

13. The premises will retain all the fixed seats shown on all three trading floors as the minimum level of seating in the premises

14. The Designated Premises Supervisor shall be a member of the Cardiff Licensees Forum and will attend meetings in person or by sending a suitable proxy

15. On days classified as major event days by South Wales Police, all drinks will be dispensed into non-glass vessels, with the exception being hot drinks.

16. The premises will operate a Challenge 25 policy whereby any person attempting to buy alcohol who appears to be under 25 will be asked for photographic ID to prove their age. The recommended forms of ID that will be accepted are passports, driving licences with a photograph, photographic military ID or proof of age cards bearing the PASS mark hologram.

17. All bottles of spirits supplied to patrons will be fitted with a measured 25ml pourer approved by South Wales Police.

18. Pre-booked Alcoholic beverages;

a.) One 75cl bottle of spirits { being alcohol with an ABV 15% or more } is permitted to be pre-booked and pre-paid electronically per multiple of four customers .



b.) One 75cl bottle of wine, sparkling wine or champagne is permitted to be pre-booked and pre-paid electronically per multiple of two customers.

19. Last admission to the premises will be 01:30 hours daily. The exception to this will be those existing customers who have temporarily left the premises to smoke in any designated smoking area attached to the premises.

20. The premises will adopt the drug safe scheme. A lockable Drugs safe will be installed at the premises and accessible only to a Police officer or member of Police staff. Any drugs seized at the premises will be recorded in the premises incident book. This entry will record the date and time of the seizure, the details of the person seizing the items, a description of the items and the circumstances of the seizure. Where it is suspected that a person is supplying drugs then Police will be contacted at the time.

21. Suitable medically trained staff will be on the premises whenever said premise is open to the public. A dedicated area shall be provided, for the purpose of providing care to patrons who are in need of assistance through injury, intoxication, or awaiting collection. In cases where patrons refuse all offer of assistance, all steps taken by staff at the premise shall be recorded, to evidence what efforts were made to ensure the safety of the individual concerned.

22. There will be no mobile alcohol sales persons of any sort. All sales of alcohol will be by way of static bars.

23. The premises will operate a dispersal policy and its contents will form part of management and staff training

Yours faithfully,

R. Haines

*R Haines C/I 4705*

Chief Inspector.

**COPY TO:**

Dan Cook  
Operations Manager,  
Licensing and Strategic Services.  
Cardiff City Council.

Mae Heddlu De Cymru yn croesawu derbyn gohebiaeth yn Gymraeg a Saesneg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.  
South Wales Police welcomes receiving correspondence in Welsh and English.  
Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.



# **APPENDIX D**

**Other persons representations**

## **Barker, Kirstie**

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**From:** Mackie, Norma (Cllr)  
**Sent:** 01 May 2022 21:34  
**To:** Barker, Kirstie  
**Cc:** Merry, Sarah (Cllr); Weaver, Christopher (Cllr)  
**Subject:** Adventure Bar St Mary's Street  
**Attachments:** Licensing Objection Adventure Bar St Mary's Street.docx

Hi Kirstie,  
Please find attached our objection in respect of the above application.  
Regards  
Norma

**Cllr Norma Mackie and on behalf of Cllrs Merry and Weaver**

Licensing Cardiff Council

01.05.2022

Dear Kirstie

I write on behalf of myself and Cllrs Sarah Merry and Chris Weaver to object to the following application:

**Name of Applicant:** +Venture Battersea Limited

**Name and Postal address of Premises:** Adventure Bar 39-41 St Mary Street Cardiff CF10 1AD

**Statement of Relevant Licensable Activities which it is proposed will be carried on or from the premises together with the relevant times:**

1. The sale by retail of alcohol for consumption on and off the premises:  
Monday to Sunday: 10:00 to 02:30 On the commencement of British Summertime:  
10:00 to 03:30
2. The provision of regulated entertainment in the form of films (indoors), live music (indoors) and recorded music (indoors):  
Monday to Sunday: 10:00 to 03:00 On the commencement of British Summertime:  
10:00 to 04:00
3. The provision of late night refreshment (indoors):  
Monday to Sunday: 23:00 to 03:00 On the commencement of British Summertime:  
23:00 to 04:00

As you will be aware St Mary Street sits in the Cumulative Impact Zone (CIZ) implemented by Cardiff Council to control the number of licenced alcohol premises in the zone with the aim to promote the Licensing objectives of:

the prevention of crime and disorder;

public safety;

the prevention of public nuisance and:

the protection of children from harm.

The Cumulative Impact Policy (CIP) which dictates that a CIZ is in place is because it is already recognised that there are problems related to alcohol consumption in that area, and that has an impact on public safety and crime and drains the already overstretched police resources to control it.

We feel that creating another very large drinking establishment, open until 4am, on St Mary Street will not promote these objectives.

We understand that this company has venues in England providing the same "Adventures" and that the target customers are large parties of people especially stag and hen parties,

where they are likely to be offered special deals that would encourage them to drink more in a short space of time, where they are likely to become drunk more easily.

Their Adventure Bar opened in Clapham Junction has now changed its name to Blame Gloria and its website describes it as a “brand new identity and you had better be prepared, because now we’ve got an outrageously wild party veteran at our helm.” It describes Gloria as “Unashamedly scandalous, unapologetically wayward and well versed in the art of the afterparty. If you need an excuse to pull a sickie – be our guest and Blame Gloria” They also advertise Bottomless Brunches that involve limitless cocktails.

This company was given a license for another premises, Not Tonight Josephine, a few months ago in Caroline Street because they convinced the objectors and the sub-committee that they were creating a safe space for women to enjoy themselves and that they would not be encouraging them to drink to excess. We now find that are offering 3 sessions a day of an hour-long bottomless brunch costing £35 a session when drinks are refilled as requested for no extra cost. To get value for money this would encourage excessive drinking quickly, increasing the risk of drunkenness and the problems that brings. It appears to be attracting hen parties with the aim of getting drunk and is nothing like the venue described at their hearing.

We also have concerns that the customers at this proposed venue will adversely affect the customers of the Queer Emporium next door. The Queer Emporium was set up to genuinely create a safe space for LGBT+ customers, a lot of their customers being young people coming to terms with their sexuality. They come to shop, chat and have a coffee and also to be signposted to other services if required. This is the first of its kind on the high street and shows Cardiff as a caring and diverse city. It would be wrong if this business was made to move or close completely because that safe space has been removed by customers of the Adventure Bar, possibly to become Blame Gloria, who are likely to be leaving the premises drunk, early in the afternoon and evening when the shop is open and could well make comments at or threaten the customers of the Queer Emporium.

It is very difficult to see how this premises, with the above philosophy, could possibly provide the exemplary application that will promote the Licensing Objectives as required by the Cumulative Impact Policy (CIP) for the Cumulative Impact Zone active on St Mary’s Street.

We feel this application will not promote the Licensing Objectives of:

The Prevention of Crime and Disorder;

Promoting Public Safety;

and the Prevention of Public Nuisance

in that it will encourage irresponsible drinking, increasing the number of drunken people on St Mary’s Street, creating a nuisance to the public with disruptive behaviour with increased crime and disorder. It would also reduce the safety and the perception of safety to the customers of the Queer Emporium.

We strongly ask the committee to reject this application.

Regards,

*NMackie*

Cllr Norma Mackie and on behalf of Cllrs Sarah Merry and Chris Weaver

Cathays and City Centre Councillors

## **Licensing (Licensing Regulatory) / Trwyddedu (Rheoleiddio Trwyddedu)**

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**From:**  
**Sent:** 18 April 2022 12:12  
**To:** Licensing (Licensing Regulatory) / Trwyddedu (Rheoleiddio Trwyddedu)  
**Subject:** 39-41 St Mary's Street

Dear whomever it may concern

I'm writing to oppose the licensing application of the above address. The proposed license would be for a unit next to the "Queer Emporium", which opened in the Summer of 2021. Since opening it has become a hub and safe space for many people who often feel unsafe in other spaces in Cardiff. It has become somewhere that people feel comfortable going and know that they will be welcome to be themselves. There is no other venue in Cardiff like it, where they provide entertainment but also a comfortable space for people to gather.

I fear that with the proposed license next door that this will no longer be a safe space and actually become a hostile environment. It will become much like other places in Cardiff and will take away that much needed safe space for the Queer community. It is really upsetting that after finally having somewhere like the Emporium that it will be taken away, by a big company.

With people drinking till late, it increases the chances of people becoming aggressive and abusive and this will only evoke fear in a community that constantly have to worry about things like this.

I really do hope that you take into account the many lives that have been changed by the Emporium and why that is. It's because the environment feels safe.

Kind regards

## Barker, Kirstie

---

**From:**  
**Sent:** 22 April 2022 19:10  
**To:** Licensing (Licensing Regulatory) / Trwyddedu (Rheoleiddio Trwyddedu)  
**Subject:** Adventure Bar (39-41 St. Mary's Street)

**EXTERNAL:** This email originated from outside Cardiff Council, take care when clicking links.

**ALLANOL:** Daw'r e-bost hwn o'r tu allan i Gyngor Caerdydd, cymerwch ofal wrth glicio ar ddolenni.

To whom it concerns,

I am writing to you today concerning the proposed bar moving into the currently vacant space next to The Queer Emporium on St. Mary's Street, Cardiff.

As a frequent patron of The Queer Emporium, I have several concerns about the new venue, and the impact it will have not only on this small business, but on Cardiff's LGBT community as a whole, particularly concerning young people.

In my research I have found that this bar would be in violation of a number of licensing requirements. The objections are as follows:

The Prevention of Crime and Disorder - St Mary's Street is already saturated with bars serving hen parties, stag dos and sports crowds, further adding to this is likely to increase crime and antisocial behaviour. As it would be so close to a safe space designed to cater for a group which is disproportionately harassed (the LGBT community), it is likely to cause an increase in hate crimes. This is simply unacceptable and is not in line with Cardiff's values and commitments to protect the LGBT community. I would hope that these commitments are taken seriously and are not simply for vanity.

Public Safety - This is a bar that encourages large amounts of drinking in short spaces of time (60 minute bottomless brunches) throughout the daytime and is targeted towards women. This would lead to an increase in drunk and vulnerable people through the day on St Mary's Street, who would be too intoxicated and could cause disruptions on the street and to other venues, not to mention the potential danger they could be putting themselves in.

The Prevention of Public Nuisance - Large amounts of intoxicated people are likely to cause public nuisance that could be targeted at nearby vulnerable groups, independent businesses and sober spaces.

Finally, and in my opinion most crucially, The Protection of Children from Harm - as stated, the proposed location is next to The Queer Emporium, a safe space that is the only accessible space for under 18s that are within the LGBT community in Wales. This space is essential for those under 18s, who cannot go anywhere else. The importance of a space like this is unparalleled; having a bar adjacent, that's opening hours encompass The Queer Emporium's, encourages heavy drinking and potentially has a high turnover of intoxicated clientele would endanger the space and most likely make it untenable. As someone with a 13 year old queer sibling who regularly uses The Queer Emporium as a safe haven, I am deeply concerned about this on a very personal level.

The Royal Arcade is also known for independent shops, family run businesses, coffee shops, sober spaces and restaurants, having this establishment on the entrance to the arcade will negatively affect those businesses as it will discourage many groups from visiting the area.

I hope that you will seriously consider these objections. I love Cardiff and I want it to remain a safe hub for the LGBT community, as I'm sure you do too.

Thank you for taking the time to read this email, I eagerly anticipate your response and action.

Regards,

--

## Licensing (Licensing Regulatory) / Trwyddedu (Rheoleiddio Trwyddedu)

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**From:**

**Sent:** 09 May 2022 21:20

**To:** Licensing (Licensing Regulatory) / Trwyddedu (Rheoleiddio Trwyddedu)

**Subject:** Objection against Proposed Location of Adventure Bar in Mary Street, Cardiff

**Importance:** High

**EXTERNAL:** This email originated from outside Cardiff Council, take care when clicking links.

**ALLANOL:** Daw'r e-bost hwn o'r tu allan i Gyngor Caerdydd, cymerwch ofal wrth glicio ar ddolenni.

Dear Sir/Madam,

I hope you are well.

Regarding the proposed location of the Adventure Bar in Mary Street, Cardiff please find my following objection below:

The Protection of Children and Harm:

As proposed, the location of the new bar is next door to The Queer Emporium, which offers a safe and welcoming space to the LGBTQIA community from all walks of life. The Queer Emporium has offered tremendous support for the LGBTQIA community in Cardiff, since it was established in 2020 and is the only LGBTQIA venue open to those under 18 who are unable to go elsewhere. As a member of the Welsh Ballroom Community, this unique venue has been essential for offering us the necessary platform to express ourselves fully within a nurturing environment.

The Royal Arcade is filled of various independent businesses from fashion, restaurants, and coffee shops all of which are open to family and sober clientele. Having the new bar located next door would only encourage heavy drinking and anti-social behaviour, leading to intimidating regular customers of the Royal Arcade venues and driving away business. Most importantly, this would greatly hinder the safe and welcoming space offered by the Royal Arcade businesses.

Thank you for your time and understanding, and I look forward to your response.

Kind regards,

## **Barker, Kirstie**

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**From:**  
**Sent:** 22 April 2022 18:13  
**To:** Licensing (Licensing Regulatory) / Trwyddedu (Rheoleiddio Trwyddedu)  
**Subject:** Concerns regarding Venture Battersea Limited license application for 'Adventure Bar'

To whom it may concern,

I am writing to you with regard to the licensing application made by +Venture Battersea Limited for 'Adventure Bar' to strongly object to this license being granted.

I regularly attend evenings out in the centre of Cardiff and appreciate the variety of venues we have in our city. I am extremely concerned however about the application for the above premises.

I know of this bar business from their other venues - a business model predicated on excessive drinking (bottomless brunches, spirit deals etc). Another venue of this kind on this street is unnecessary and dangerous for public safety and for a Cardiff city centre that we can be proud of. Unfortunately, large numbers of highly intoxicated people cause public nuisance and are often highly intimidating (especially to marginalised groups that I know Cardiff council is committed to supporting to thrive in our city). In recent years, St Mary's Street has become increasingly unpleasant a street with regard to crime and antisocial behaviour. There are already dozens of bars serving increasingly rowdy groups into the small hours, and higher and higher levels of antisocial behaviour and crime. A night in town is often blighted by inebriated people often behaving in antisocial ways. This bar will only add to this problem at a time when we should be looking at the make up of premises in this area and taking proactive action to make it a safer place for all.

I am particularly concerned about the location of this proposed bar. It is next door to The Queer Emporium, which is an absolute asset of a venue for Cardiff. This is a safe space which I attend regularly and have witnessed the sanctuary it offers to queer people of all ages and backgrounds, many with additional vulnerabilities and needs. As queer people, we experience harassment and hate crimes on a scarily regular basis and it would be detrimental to have the proposed premises next door bringing with it the antisocial behaviour and threat that is unfortunately associated with establishments such as the one proposed in this application.

I have personally felt intimidated as a woman and a queer person here and regularly witness fights, harassment, theft of possessions etc. I suggest that the last thing our city centre needs is another late night place promoting problematic binge drinking through bottomless booze deals etc. Children attend the premises next door (the queer emporium), which offers a safe and nurturing environment for young people under 18 to socialise, be themselves and have fun during the day and in the evening undertaking community-building, arts, craft and social activities. I would be very concerned about the impact of the proposed license on these young people, for whom the queer emporium is a place of sanctuary. To this end, I would be keen to see the completed Equalities Impact Assessment for the proposed license, please.

I would be very happy to have a follow-up conversation or meeting about all of the above, or to answer further questions you may have to help you make an informed decision on this application.

Yours faithfully,