

Phillips, Steve

From: Devarajulu, Esther
Sent: 20 August 2010 09:38
To: Lehane, Paul; Phillips, Steve; Candeland, David; Warne, Peter; Grasty, Laurie
Subject: FW: London Borough Of Bromley - Draft Statement of Licensing Policy 2011-2014

Esther Devarajulu

Licensing Support Officer
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From: Jeremy Veitch [mailto:JeremyVeitch@greeneking.co.uk]
Sent: 19 August 2010 17:10
To: Licensing
Cc: Natasha Wade; Hannah Loynds; Barry Gifford
Subject: London Borough Of Bromley - Draft Statement of Licensing Policy 2011-2014

For attention of Licensing Team Public Protection:

Sir/Madam,

I am responding on behalf of Greene King Pub Partners as the Premises Licence holder for tenanted public houses within the area covered by your authority.

We would comment on one particular revision to your Draft Statement of Licensing Policy 2011-2014 under The Protection of Children from Harm on Pages 10-11 and your statement that "The Licensing Authority is also fully supportive of and actively encourages recognised proof of age schemes and Challenge 25 in all licensed premises as a means of controlling under age sales."

We wholeheartedly support initiatives seeking to address controls in respect of underage drinking and the requirement for a policy in this respect in accordance with the Mandatory Conditions which come into effect on 1st October 2010. We believe that compliance and the best methods of achieving this are best left to the operator on a risk based assessment.

Challenge 25 may be appropriate to the off-trade as sensible practice but may not be sensible or indeed arguably workable in the on-trade other than on a short term basis or where a serious risk warrants it. Your endorsement for Challenge 25 in your Policy Statement creates an expectation that this is required in all outlets and would be the criteria for licence applications, variations and conditions on reviews which we would not support.

Challenge 21 is an industry initiative and is used in a great number of outlets to effect with Challenge 25 as an alternative as and when required.

We would suggest the following amendment: "The Licensing Authority is also fully supportive of and actively encourages recognised proof of age schemes such as Challenge 21 and Challenge 25 in licensed premises as required, as a means of controlling under age sales."

We trust you will regard this input as constructive and look forward to viewing your Policy following this consultation process.

Regards,

Jeremy Veitch
Licensing Manager

20/08/2010

Greene King Pub Partners

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