



**North Tyneside Council**

# Licensing Sub Committee

Wednesday, 9 August 2023

**Wednesday, 16 August 2023** 0.01 Chamber - Quadrant, The Silverlink North,  
Cobalt Business Park, North Tyneside, NE27 0BY **commencing at 10.00 am.**

<b>Agenda Item</b>	<b>Page</b>
<b>1. Appointment of Chair</b>	
The Sub-committee to appoint a Chair for the meeting.	
<b>2. Declarations of Interest</b>	
Members of the Sub-committee are invited to declare any registerable and/or non-registerable interests in matters appearing on the agenda, and the nature of that interest.	
<b>3. Procedure for Licensing Act Hearings</b>	<b>3 - 8</b>
To note the procedure for hearing an application for the grant of a new Premises Licence.	
<b>4. Cafe Amsterdam, 69 Victoria Terrace, Whitley Bay, NE26 2QN</b>	<b>9 - 70</b>
To give consideration to an application for the grant of a new Premises Licence in respect of Café Amsterdam, 69 Victoria Terrace, Whitley Bay, NE26 2QN.	

**Circulation overleaf ...**

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**Members of the Licensing Sub Committee**

Councillor John Johnsson  
Councillor Frank Lott

Councillor Matthew Thirlaway

## LICENSING ACT 2003

### NORTH TYNESIDE COUNCIL

#### PROCEDURE FOR HEARING OF AN APPLICATION BEFORE THE LICENSING SUB-COMMITTEE (“the Committee”)

The four licensing objectives, as set out in the Licensing Act 2003, are:

- The prevention of crime and disorder
- Public safety
- The prevention of public nuisance
- The protection of children from harm.

Each application that comes before this Committee will be treated on its own merits, and this Licensing Authority will take its decision based upon:

- The merits of the application
- The promotion of the four licensing objectives
- The Statement of Licensing Policy of North Tyneside Council
- The guidance issued under Section 182 of the Licensing Act 2003.

#### **The Procedure of the Committee is as follows:**

1. The Chair of the Committee will open the hearing and will ask all persons present at the hearing to identify themselves. The Chair will then explain the procedure to be followed at the hearing.
2. The Committee will then consider any request made by a party under regulation 8(2) of the Licensing Act 2003 (Hearings) Regulations 2005 for permission for a person to attend as a witness on his/her behalf.
3. The Licensing Officer will present a report to the Committee outlining the application, any relevant representations and the relevant sections of the Council’s Statement of Licensing Policy and the statutory guidance.
4. The Committee may ask any relevant questions they have of the Licensing Officer.
5. The Applicant or their representative will then be invited to address the Committee to clarify any information arising from the officer’s report, if necessary.
6. Each of the Responsible Authorities which have made representations will be invited to address the Committee about the application, to indicate why they consider the issues they have raised to be relevant to the licensing objectives and sufficient to object to the application or notice (as applicable).

If a Responsible Authority has obtained prior permission to call a particular witness, then they may call that witness.

7. The Committee may ask any relevant questions they have of the Responsible Authorities.
8. Other Persons may ask any relevant questions they have of the Responsible Authorities.
9. The Applicant or their representative may ask any relevant questions they have of the Responsible Authorities.
10. Each of the Other Persons who have made representations will be invited to address the Committee about the application, indicating why they consider the issues they have raised to be relevant to the licensing objectives and sufficient to object to the application or notice (as applicable).

If any Other Person has obtained prior permission to call a particular witness, then they may call that witness.

Note: In order to avoid repetition and to expedite proceedings at the hearing, objectors within the same group of Other Persons are encouraged to appoint an agreed spokesperson to address the Committee.

11. The Committee may ask any relevant questions they have of the Other Persons or their witness(es).
12. The Responsible Authorities may ask any relevant questions they have of the Other Persons or their witness(es).
13. The Applicant or their representative may ask any relevant questions of the Other Persons or their witness(es).
14. The Applicant or their representative will be invited to address the Committee, as to why they consider the issues raised by the Responsible Authorities and Other Persons to be irrelevant to the licensing objectives and why they consider the Committee should grant their application or notice (as applicable).

If the Applicant has obtained prior permission to call a particular witness, then they may call that witness.

15. The Committee may ask any relevant questions they have of the Applicant, their representative or their witness(es).
16. The Responsible Authorities may ask any relevant questions they have of the Applicant, their representatives or their witness(es).
17. Any of the Other Persons may ask any relevant questions they have of the Applicant, their representative or their witness(es).

18. The Chair of the Committee will invite each of the Responsible Authorities to make a brief closing statement. Each Responsible Authority should ideally take no longer than 10 minutes to make their closing statements
19. The Chair will invite each of the Other Persons to make a brief closing statement. Each of the Other Persons will be entitled to a maximum of 10 minutes in which to make their closing statements.
20. The Chair will invite the Applicant or their representative to make a brief closing statement. Each Applicant should ideally take no longer than 10 minutes to make their closing statements.
21. The Chair will ask all parties if they are satisfied that they have said all they wish to.
22. The Committee will retire in private to consider the application and make its determination. The Legal Adviser will be present to ensure that all matters of law, evidence and procedure are adhered to appropriately but will not take part in the decision.
23. In considering any representations or a notice made by any party, the Committee may take into account documentary or other information produced by a party in support of their application, representations or notice (as the case may be) either before the hearing or, with the consent of all the other parties, at the hearing.
24. The Committee shall disregard any information given by a party or by any person to whom permission to appear at the hearing is given by the Committee, which is not relevant to:
  - (i) their application, representations or a notice (as the case may be) or, in the case of another person, the application, representations or notice of the party requesting their attendance; and
  - (ii) the promotion of the licensing objectives or, in relation to a hearing to consider a notice given by a chief officer of police, the prevention of crime and disorder licensing objective.

**NB** Parties are reminded that any documentary or other information or evidence they wish to produce in support of their application or representation must have been disclosed to all parties prior to the hearing taking place. **Late representations, documents or evidence will only be considered with the agreement of all parties present.**

25. The Committee will return to announce its decision. A written notice of the decision will be provided to all parties in accordance with statutory requirements. The decision letter will include the reasons for the decision, and any conditions placed upon the licence (if granted) and the licensing objective(s) they relate to. The notification of decision will include information on a party's right to appeal against the Committee's decision.

## **General Matters**

### **1. Expectations on parties**

The Licensing Authority expects all parties to a hearing to endeavour to address any issues openly and to work towards an amicable resolution, if at all possible, prior to the hearing taking place.

All parties will be expected to:

- (i) demonstrate which of the four licensing objectives are addressed in relation to each of the issues they wish to raise at the hearing; and
- (ii) draw to the Committee's attention any relevant aspects of the National Guidance or local Statement of Licensing Policy which they also consider are particularly relevant to the Committee's consideration of the issues the party(ies) has/have raised.

### **2. Agreement that a hearing is unnecessary**

A Licensing Authority can dispense with holding a hearing if all persons concerned (applicants and parties raising a representation) give notice to the Licensing Authority prior to the hearing date that they consider it unnecessary.

Where all such persons have given such notice, and the Licensing Authority agrees that a hearing is unnecessary, the Licensing Authority will give notice to the parties that the hearing has been dispensed with.

### **3. Failure of parties to attend**

The hearing may proceed in the absence of any party who has informed the Licensing Authority that they do not intend to attend or be represented at the hearing.

If a party fails to attend or be represented at a hearing without notifying the Licensing Authority, the Committee may adjourn the hearing to a specific date if it considers it to be in the public interest to do so, or alternatively may proceed with the hearing in the party's absence. In the interests of the other parties, costs and efficiency, hearings will generally proceed notwithstanding the absence of any party (including the Applicant).

Where it is decided to proceed in a party's absence, all notices and representations received from the absent party will be considered by the Committee.

If, in exceptional circumstances, a decision is made to adjourn a hearing all parties will be advised of the date, time and venue to which the hearing has been adjourned.

### **4. Questioning of parties**

The Licensing Authority will generally allow all parties to ask questions of another party present, but this decision will be taken on a case by case basis and in some exceptional circumstances (a reason will be given) cross examination may be prohibited.

5. **Further clarification**  
When addressing the Committee each party shall respond specifically to any points of which it received notice (with the Notice of Hearing) upon which the Committee was seeking clarification.
6. **Questioning by Legal Adviser**  
The legal adviser to the Committee may ask questions on behalf of, or in addition to, the Committee members themselves.
7. **Hearsay evidence**  
Hearsay evidence will be admissible provided that it is relevant. The weight to be attributed to hearsay evidence will be a matter for the Committee.
8. **Persons behaving in a disruptive manner**  
The Committee has the right to exclude any person disrupting the hearing, at their discretion. The Committee can refuse to allow that person to return or, alternatively, may permit him/her to return on such conditions as the Committee may decide. Any person required to leave the hearing may, before the end of the hearing, submit to the Committee in writing any information which they would have been entitled to give orally had they not been required to leave.
9. **No decision-making by Ward Members**  
A member of the Licensing Committee shall not be entitled to participate in any decision-making in relation to any licensing application concerning premises in the Ward for which he/she serves as Councillor.

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## REPORT

**Meeting/  
Decision  
Maker(s)** Licensing Sub-Committee

**Date:** 16 August 2023

**Report by:** Gary Callum  
Licensing Officer  
Licensing Section  
☎ 643 2175

**Contact  
Officer(s):** Gary Callum  
Licensing Officer  
Licensing Section  
☎ 643 2175

**Title of  
Report:** Licensing Act 2003  
  
Café Amsterdam  
69 Victoria Terrace  
Whitley Bay  
NE26 2QN

**Ward(s):** Whitley Bay

### 1.0 Summary / Purpose of Report

#### 1.1 Licensing Sub-Committee

The Licensing Act 2003 provides that, where representations have been received from a Responsible Authority or Other Persons in respect of an application for a licence, a hearing must be held to consider them. Sub-Committees have been established in accordance with provisions of the Act for the purpose of hearing such applications.

1.2 The Sub-Committee is asked to consider and determine the application from Andrew Stuart Hickson for a New Premise Licence in respect of Café Amsterdam, 69 Victoria Terrace, Whitley Bay, NE26 2QN.

1.3 The applicant has been invited to attend the meeting to put forward their case in support of the application. All persons making relevant representations have also been invited to attend.

## 1.4 Representations from Responsible Authorities and Other Persons

The application has been forwarded to the Chief Officer of Police, Fire Authority, Local Planning Authority, Environmental Health Authority, Health and Safety Enforcement Agency, Licensing Authority, Director of Public Health, Weights and Measures Authority and the Local Safeguarding Children Board with a view to any of these Responsible Authorities inspecting the premises if deemed appropriate by them and to enable them to comment on the application. The application has been advertised near the premises, in a local newspaper and on the Council Website as prescribed.

Representations have been received from other persons. These are attached at **Appendix 5**.

## 1.5 Authority to make decisions

In relation to an Application for the grant of a Premises Licence the Licensing Sub-Committee can, under the Licensing Act 2003:

- grant a Licence subject to conditions consistent with the operating schedule and necessary for the promotion of the licensing objectives in addition to the mandatory conditions;
- exclude from the scope of the Licence any of the licensable activities to which the Application relates;
- refuse to specify a person in the licence as premises supervisor;
- or reject the Application.

Once the Sub-Committee has reached a decision, the decision and reasons for the decision must be given in accordance with the **Licensing Act 2003 and the Licensing Act 2003 (Hearings) Regulations 2005**.

## 2.0 Background

This report relates to an application for a New Premises Licence in respect of Café Amsterdam, 69 Victoria Terrace, Whitley Bay, NE26 2QN.

2.1 The Application for a New Premise Licence is attached at **Appendix 1**, a plan of the premises is attached at **Appendix 2** and a map of the area is attached at **Appendix 3**.

The Sub-committee should also be aware that this premises falls within the Cumulative Impact Area of Whitley Bay. This creates a rebuttable presumption that applications for the grant or variation of premises licences or club premises certificates which are likely to add to the existing cumulative impact will normally be refused or subject to certain limitations, following relevant representations, unless the applicant can demonstrate in the operating schedule that there will be no negative cumulative impact on one or more of the licensing objectives.

### 3.0 **The Application for the Grant of a Premises Licence under Section 17 of The Licensing Act 2003**

3.1 The Application for the Grant of the Premises Licence is made pursuant to Section 17 of the Licensing Act 2003 and the relevant Section of the Act dealing with the determination of such an Application is contained in Section 18 of the Act.

The application for a premise licence is as follows:

1. To permit the premises to **supply alcohol** (on and off the premises) as follows:
  - Monday to Sunday From 11.00 – 23.00
2. The provision of **Late Night Refreshment on and off the premises** as follows:
  - Monday to Sunday From 23.00 – 23.30
2. The opening hours are as follows:
  - Monday to Sunday From 11:00 – 23.30

If the licence is granted this will be subject to mandatory conditions attached at **Appendix 4**.

### 4.0 **Promotion of Licensing Objectives**

4.1 The applicant has included the following additional steps in the operating schedule that they intend to take in order to promote the licensing objectives.

Please see **Appendix 1**.

### 5.0 **The Parties**

The Parties to the hearing will be:

1. The Applicant - Andrew Stuart Hickson
2. Other Persons

### 6.0 **For consideration**

The areas for consideration by the Licensing Sub-Committee are:

- The application for a New Premises Licence in respect of Café Amsterdam, 69 Victoria Terrace, Whitley Bay, NE26 2QN

**7.0 The North Tyneside Council Statement of Licensing Policy**

The Sub-Committee's attention is drawn to the relevant part of the Policy – Section 10.1 – 10.5 Crime and Disorder.

**8.0 The Revised Guidance issued under Section 182 Licensing Act 2003**

The Sub-Committee's attention is drawn to the relevant parts of the Guidance issued under S182 Licensing Act 2003 that is Chapter 2 Licensing Objectives.

**9.0 For Decision**

The Sub-Committee is asked to determine this application in whichever way it sees fit.

**10.0 Associated Papers**

Appendix 1 – The application for the grant of a New Premises Licence

Appendix 2 – Plan of the premises

Appendix 3 – Map of the area

Appendix 4 – Mandatory Conditions

Appendix 5 - Representations

**11.0 Background Information**

The following background papers have been used in the compilation of this Report and are available for inspection at the offices of the authors of the Report:

North Tyneside Council Statement of Licensing Policy

The Licensing Act 2003 and Regulations

Revised Guidance issued under Section 182 of the Licensing Act 2003 from the Home Office

Delegation Scheme – Licensing Committee 7 February 2005

## **APPENDIX 1**





North Tyneside Council

**North Tyneside  
Application for a premises licence  
Licensing Act 2003**

For help contact  
[liquor.licensing@northtyneside.gov.uk](mailto:liquor.licensing@northtyneside.gov.uk)  
Telephone: 0191 6432175

\* required information

**Section 1 of 21**

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference

This is the unique reference for this application generated by the system.

Your reference

You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

- Yes       No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

**Applicant Details**

\* First name

\* Family name

\* E-mail

Main telephone number

Include country code.

Other telephone number

Indicate here if the applicant would prefer not to be contacted by telephone

Is the applicant:

- Applying as a business or organisation, including as a sole trader  
 Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means the applicant is applying so the applicant can be employed, or for some other personal reason, such as following a hobby.

Continued from previous page...

**Address**

\* Building number or name

\* Street

District

\* City or town

County or administrative area

\* Postcode

\* Country

**Agent Details**

\* First name

\* Family name

\* E-mail

Main telephone number

Other telephone number

Include country code.

Indicate here if you would prefer not to be contacted by telephone

Are you:

- An agent that is a business or organisation, including a sole trader
- A private individual acting as an agent

A sole trader is a business owned by one person without any special legal structure.

**Agent Business**

Is your business registered in the UK with Companies House?  Yes  No

Note: completing the Applicant Business section is optional in this form.

Registration number

Business name

VAT number

Legal status

Your position in the business

Home country

If your business is registered, use its registered name.  
Put "none" if you are not registered for VAT.

The country where the headquarters of your business is located.

Continued from previous page...

**Agent Registered Address**

Address registered with Companies House.

Building number or name	<input type="text"/>
Street	<input type="text"/>
District	<input type="text"/>
City or town	<input type="text"/>
County or administrative area	<input type="text"/>
Postcode	<input type="text"/>
Country	<input type="text"/>

**Section 2 of 21**

**PREMISES DETAILS**

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.

**Premises Address**

Are you able to provide a postal address, OS map reference or description of the premises?

Address     OS map reference     Description

**Postal Address Of Premises**

Building number or name	<input type="text" value="Cafe Amsterdam (formerly Whitley Bean)"/>
Street	<input type="text" value="69 Victoria Terrace"/>
District	<input type="text"/>
City or town	<input type="text" value="Whitley Bay"/>
County or administrative area	<input type="text" value="Tyne &amp; Wear"/>
Postcode	<input type="text" value="NE26 2QN"/>
Country	<input type="text" value="United Kingdom"/>

**Further Details**

Telephone number	<input type="text"/>
Non-domestic rateable value of premises (£)	<input type="text" value="5,800"/>



**Section 3 of 21**

**APPLICATION DETAILS**

In what capacity are you applying for the premises licence?

- An individual or individuals
- A limited company / limited liability partnership
- A partnership (other than limited liability)
- An unincorporated association
- Other (for example a statutory corporation)
- A recognised club
- A charity
- The proprietor of an educational establishment
- A health service body
- A person who is registered under part 2 of the Care Standards Act 2000 (€14) in respect of an independent hospital in Wales
- A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- The chief officer of police of a police force in England and Wales

**Confirm The Following**

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- I am making the application pursuant to a statutory function
- I am making the application pursuant to a function discharged by virtue of Her Majesty's prerogative

**Section 4 of 21**

**INDIVIDUAL APPLICANT DETAILS**

**Applicant Name**

Is the name the same as (or similar to) the details given in section one?

- Yes                       No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

First name

Family name

Is the applicant 18 years of age or older?

- Yes                       No

Continued from previous page...

**Current Residential Address**

Is the address the same as (or similar to) the address given in section one?

Yes  No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Applicant Contact Details**

Are the contact details the same as (or similar to) those given in section one?

Yes  No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

E-mail

Telephone number

Other telephone number

\* Date of birth  /  /   
dd mm yyyy

\* Nationality

Right to work share code

Documents that demonstrate entitlement to work in the UK  
Right to work share code if not submitting scanned documents

**Add another applicant**

**Section 5 of 21**

**OPERATING SCHEDULE**

When do you want the premises licence to start?  /  /   
dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end  /  /   
dd mm yyyy

Provide a general description of the premises

Continued from previous page...

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies you must include a description of where the place will be and its proximity to the premises.

Café Amsterdam is a concept that he has already operated under pop-ups in various premises. The unique selling point of the premises will be the provision of Dutch beer and food products, and also some gins.  
The applicant wishes to operate his premises with an on and off licence. This will allow him to operate as a bar and also as a bottle shop, to sell his specialist products.  
The premises will be table service only with seated customers, it will be a European style café, relaxed with a little bit of background music.

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

#### Section 6 of 21

##### PROVISION OF PLAYS

See guidance on regulated entertainment

Will you be providing plays?

Yes  No

#### Section 7 of 21

##### PROVISION OF FILMS

See guidance on regulated entertainment

Will you be providing films?

Yes  No

#### Section 8 of 21

##### PROVISION OF INDOOR SPORTING EVENTS

See guidance on regulated entertainment

Will you be providing indoor sporting events?

Yes  No

#### Section 9 of 21

##### PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

See guidance on regulated entertainment

Will you be providing boxing or wrestling entertainments?

Yes  No

#### Section 10 of 21

##### PROVISION OF LIVE MUSIC

See guidance on regulated entertainment

Will you be providing live music?

Yes  No

#### Section 11 of 21

Continued from previous page...

**PROVISION OF RECORDED MUSIC**

See guidance on regulated entertainment

Will you be providing recorded music?

Yes  No

**Section 12 of 21**

**PROVISION OF PERFORMANCES OF DANCE**

See guidance on regulated entertainment

Will you be providing performances of dance?

Yes  No

**Section 13 of 21**

**PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE**

See guidance on regulated entertainment

Will you be providing anything similar to live music, recorded music or performances of dance?

Yes  No

**Section 14 of 21**

**LATE NIGHT REFRESHMENT**

Will you be providing late night refreshment?

Yes  No

**Standard Days And Timings**

**MONDAY**

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

**TUESDAY**

Start

End

Start

End

**WEDNESDAY**

Start

End

Start

End

**THURSDAY**

Start

End

Start

End

**FRIDAY**

Start

End

Start

End

Continued from previous page...

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Will the provision of late night refreshment take place indoors or outdoors or both?

- Indoors       Outdoors       Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non-standard timings. Where the premises will be used for the supply of late night refreshments at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

**Section 15 of 21**

**SUPPLY OF ALCOHOL**

Will you be selling or supplying alcohol?

- Yes       No

**Standard Days And Timings**

Continued from previous page...

MONDAY

Start   
Start

End   
End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

TUESDAY

Start   
Start

End   
End

WEDNESDAY

Start   
Start

End   
End

THURSDAY

Start   
Start

End   
End

FRIDAY

Start   
Start

End   
End

SATURDAY

Start   
Start

End   
End

SUNDAY

Start   
Start

End   
End

Will the sale of alcohol be for consumption:

- On the premises     Off the premises     Both

If the sale of alcohol is for consumption on  
the premises select on, if the sale of alcohol  
is for consumption away from the premises  
select off. If the sale of alcohol is for  
consumption on the premises and away  
from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

Continued from previous page...

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

**Name**

First name

Family name

Date of birth  /  /   
dd mm yyyy

**Enter the contact's address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Personal Licence number (if known)

Issuing licensing authority (if known)

**PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT**

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

- Electronically, by the proposed designated premises supervisor
- As an attachment to this application

Reference number for consent form (if known)

If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

Continued from previous page...

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

none

**Section 17 of 21**

**HOURS PREMISES ARE OPEN TO THE PUBLIC**

**Standard Days And Timings**

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.



Continued from previous page...

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

**Section 18 of 21**

**LICENSING OBJECTIVES**

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e)

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

as per the operating schedule and conditions attached

b) The prevention of crime and disorder

as per the operating schedule and conditions attached

c) Public safety

as per the operating schedule and conditions attached with this application

d) The prevention of public nuisance

as per the operating schedule and conditions attached with this application

e) The protection of children from harm

as per the operating schedule and conditions attached with this application

Continued from previous page...

## Section 19 of 21

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

#### Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:

A licence may not be held by an individual or an individual in a partnership who is resident in the UK who:

- does not have the right to live and work in the UK; or
- is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any premises licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this in one of two ways: 1) by providing with this application copies or scanned copies of the documents listed below (which do not need to be certified), or 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

#### Documents which demonstrate entitlement to work in the UK

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK [please see note below about which sections of the passport to copy].
- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.
- A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.
- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A certificate of registration or naturalisation as a British citizen, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

Continued from previous page...

- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to work relation to the carrying on of a licensable activity.
- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.
- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 18(3) or 20(2) of the Immigration (European Economic Area) Regulations 2016, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.
- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an immigration decision, such as an appeal or administrative review reference number.
- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK including:-
  - evidence of the applicant's own identity – such as a passport,
  - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
  - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
    - (i) working e.g. employment contract, wage slips, letter from the employer,
    - (ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
    - (iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
    - (iv) self-sufficient e.g. bank statements.

Family members of European Economic Area nationals who are studying or financially independent must also provide evidence that the European Economic Area national and any family members hold comprehensive sickness insurance in the UK. This can include a private medical insurance policy, an EHIC card or an S1, S2 or S3 form.

**Original documents must not be sent to licensing authorities.** If the document copied is a passport, a copy of the following pages should be provided:-

- (i) any page containing the holder's personal details including nationality;
- (ii) any page containing the holder's photograph;
- (iii) any page containing the holder's signature;
- (iv) any page containing the date of expiry; and
- (v) any page containing information indicating the holder has permission to enter or remain in the UK and is permitted to work.

**Continued from previous page...**

If the document is not a passport, a copy of the whole document should be provided.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

#### **Home Office online right to work checking service**

As an alternative to providing a copy of the documents listed above, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their 9-digit share code (provided to them upon accessing the service at <https://www.gov.uk/prove-right-to-work>) which, along with the applicant's date of birth (provided within this application), will allow the licensing authority to carry out the check.

In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be checked online. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copy documents as set out above.

**Section 20 of 21**

**NOTES ON REGULATED ENTERTAINMENT**

*Continued from previous page...*

In terms of specific **regulated entertainments** please note that:

- Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
- Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
- Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
- Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- Live music: no licence permission is required for:
  - o a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
  - o a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
  - o any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

**Continued from previous page...**

- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
  - o any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
  - o any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
  - o any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
  - o any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

**Section 21 of 21****PAYMENT DETAILS**

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Premises Licence Fees are determined by the non-domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at [http://www.voa.gov.uk/business\\_rates/index.htm](http://www.voa.gov.uk/business_rates/index.htm)

Band A - No RV to £4300 £100.00

Band B - £4301 to £33000 £190.00

Band C - £33001 to £87000 £315.00

Band D - £87001 to £125000 £450.00\*

Band E - £125001 and over £635.00\*

\*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then you are required to pay a higher fee

Band D - £87001 to £125000 £900.00

Band E - £125001 and over £1,905.00

There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government. If, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.

Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.

If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time

Capacity 5000-9999 £1,000.00

Capacity 10000 -14999 £2,000.00

Capacity 15000-19999 £4,000.00

Capacity 20000-29999 £8,000.00

Capacity 30000-39999 £16,000.00

Capacity 40000-49999 £24,000.00

Capacity 50000-59999 £32,000.00

Capacity 60000-69999 £40,000.00

Capacity 70000-79999 £48,000.00

Capacity 80000-89999 £56,000.00

Capacity 90000 and over £64,000.00

\* Fee amount (£)

190.00

**DECLARATION**

Continued from previous page...

[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15) The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)

Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

\* Full name   
\* Capacity   
\* Date  /  /   
          dd      mm      yyyy

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/north-tyneside/apply-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

**IT IS AN OFFENCE LIABLE TO SUMMARY CONVICTION TO A FINE OF ANY AMOUNT UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION**

**IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED**

## Operating Schedule and Conditions

### Applicant:

Premises: Amsterdam Care,  
69 Victoria Terrace,  
Whitley Bay  
NE26 2QN

### Hours and Activities

Supply of Alcohol (on/off) 11:00 to 23:00 every day  
Opening Hours 11:00 to 23:30  
Late Night Refreshment 23:00 to 23:30

### The Applicant

He has been in the trade for 25 years, 18 as a licence holder and he has worked the entire time for St John Fitzgerald, which has recently been taken over by the Ladhar Group. The applicant has won numerous of awards, including CAMRA Tyneside Pub of the Year for Newcastle & Newcastle City Councils "Best Bar None" responsible alcohol retailing scheme.

### The Premises

Café Amsterdam is a concept that he has already operated under pop-ups in various premises. The unique selling point of the premises will be the provision of Dutch beer and food products, and also some spirits. The applicant has ran a couple of dozen events, some in other licensed premises. Since the applicant has a good relationship with a number of breweries, and small microbreweries and bottle shops, this has worked well to prove the viability of his concept in the North East. The pop-up events have been operated in the North East, particularly in Newcastle City Centre and County Durham. There have also been events in Edinburgh and Leeds. Some have operated under Temporary Events Notices, and some under existing premises licences.

The applicant wishes to operate his premises with an on and off licence. This will allow him to operate as a bar and also as a bottle shop, to sell his specialist products. The applicant wants to operate a neighbourhood bar for residents. He is replacing what is a closed unit and bringing that back into use. The hours for trade will be 11:00 to 23:00 to close at 23.30. Initially, the hours will be a lot shorter, as the business is built up. The premises will initially employ one person (the applicant), opening for 4 or 5 days a week until staff can be employed. The premises will operate within the hours applied for, predominantly opening on evenings and weekends. The hours will be dictated by what are established as busy days and the applicant will communicate the opening hours of the premises on the premises and also on socials. Staff will have to be trained and developed because there is a lot of knowledge to pass over in terms of the products. Eventually the applicant will employ 2-3 people.



The premises will be table service only with seated customers, it will be a European style café, relaxed with a little bit of background music. It will be similar to the Dog and Rabbit, Left Luggage, Nord or the Front Street Tap, which are all local premises. There will be a high price point on the products and it will be a specialist in imported beers.

All the products he will sell are Dutch in origin, beers, spirits, and food. The beers will be draught or packaged, and he will look to run about four draught beers on rotation and he will offer the flexibility for customers to take away 'growlers' of draught beer. He will also have gin and jenever, which is the predecessor of gin, and Advocaat – another Dutch product. In terms of food it will be cheese, bitterballen, peanuts & boiled eggs and a few other Dutch based foodstuffs. The soft drinks will also be Dutch in origin.

The applicant will offer tasters as well for customers coming in who are new to what he is doing. He plans to operate maybe six types of gin and tonic and small range of cocktails. The décor he describes as being "brown bar" which is a very typical Dutch bar, stained wood, brown, dark – so it a bit like a typical English pub (but this is a Dutch pub... although they do look fairly similar). He has a menu for his beers which has a map to show the locations of different breweries and what he is planning to do is very much an education on beers and the geography of where they come from.

Details of the drinks and snacks are available on the following two pages:

### Conditions

1. The consumption of alcohol will be predominantly by seated customers – the premises will not operate as a vertical drinking establishment (being predominantly people standing consuming alcohol).
2. At any one time, a minimum of 60 percent of the public trading area will be set aside for tables and chairs, thus ensuring the premises is predominantly seated. The definition of tables to include poseurs and pot shelves.
3. Alcohol shall not be sold or supplied unless suitable beverages other than alcohol (including drinking water) are equally available.
4. Off sales of alcohol will be provided at the discretion of management. All alcohol to take away from the premises will be in sealed containers.
5. Staff shall refuse to supply alcohol to any adult who they suspect to be passing the alcohol to those underage. Details of such refusals shall be documented and made available to police or local authority on request.
6. An incident and refusals book or log shall be kept at the premises which is utilised and maintained at all times. This book will be available to the Police or Licensing Authority on request.
7. The Premises Licence Holder shall ensure that all relevant members of staff receive training in their responsibilities under the Licensing Act 2003. Such training shall be documented and records made available upon request from the Police or an authorised officer of the Licensing Authority. Refresher training will take place at 6 monthly intervals and will also be documented.
8. A CCTV system shall be designed, installed and maintained in proper working order, to the satisfaction of, and in consultation with, Northumbria Police. Such a system shall:
  - a. Be operated by properly trained staff;
  - b. Be in operation at all times that the premises are open;
  - c. Ensure coverage of all public entrances and exits, till areas, any existing outside areas and other areas as required by Northumbria Police;
  - d. Be kept in a secure environment under the control of responsibly named individual.
  - e. During the times licensable activities are provided, have a member of staff present and trained in the retrieval of CCTV footage, with the ability to download the relevant footage onto a disc at the request from Northumbria Police;
  - f. Be capable of recognition of all persons entering the premises.
  - g. Provide continuous recording facilities for each camera to a high standard of clarity. Such recordings shall be retained on tape/disc/hard drive or otherwise for a minimal period of 28 days and shall be supplied to a Police and local authority on request. Images recorded are to be retained in an unedited format and the CCTV system must continually record whilst the premises is open.
9. Noise from the licensed premises, including noise from patrons, amplified music and live music shall not be audible beyond the boundary of the premises so as to cause nuisance to nearby residents or other business users.
10. All members of staff at the premises, including door supervisors where they are employed, shall seek "credible photographic proof of age evidence" from any person who appears to be under

the age of 25 years and who is seeking to purchase or consume alcohol on the premises. Such credible evidence, which shall include a photograph of the customer, will either be a passport, photographic driving licence or proof of age card carrying a "PASS" logo.

11. On entrance/exit to the premises there will be signs prompting customers to be respectful of neighbours and to leave quietly.

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**Café Amsterdam (Formerly Whitley Bean)**  
**69 Victoria Terrace**  
**Whitley Bay**  
**NE26 2QN**

### **Cumulative Impact Assessment Statement**

1. Andrew Hickson (trading as 'Café Amsterdam') intends to renovate the above premises. The premises has previously traded as a coffee house under the brand Whitley Bean, but due to a change in operating style they no longer require this unit and have moved to alternative premises. So this unit is now vacant. This application will allow this premises to come back into use, filling a void on the high street.
2. The operator is trying to create an experience and that is the driving force behind the application. They want to create a premises where customers can relax and enjoy the Dutch based drinks and snacks (predominantly Dutch beer). The applicant is looking to create a welcoming environment for customers, who he hopes will keep coming back. This is a premises aimed at residents of Whitley Bay and North Tyneside. The target clientele is a more mature customer.
3. The councils Statement of Licensing Policy states, at paragraph 13.2:

*"In summary, the Cumulative Impact Assessment has demonstrated that there is an evidential basis to justify creating a rebuttable presumption against granting premises licence applications, or variations of existing licences, in relation to alcohol led licensed premises (where alcohol is consumed on the premises) within areas of Whitley Bay and Tynemouth referred to in the Assessment and shown on the maps forming part of the Assessment."*

4. This premises would operate in the Whitley Bay Cumulative Impact Area. Whilst snacks and some food are provided at the premises, the premises is alcohol led. Concern around alcohol led premises is very much geared towards 'vertical drinking' establishments, which is defined as premises where customers mostly stand up and drink. This premises is far from the vertical drinking establishment type of premises which the council is looking to dissuade. Customers at the premises will be seated, and the concept is very much in the European style of having drinks delivered to your table. Customers can come to the counter to get drinks and snacks, but that is not the model of operating being encouraged. The premises will be predominantly seated with a mix of fixed and loose seating.
5. We appreciate that in recognition of the premises being within a cumulative impact area, we require an assessment of how the premises will operate, particularly to move away from the 'vertical drinking' type premises that the policy was designed to address. Please see below para 13.8 of the councils Statement of Licensing Policy:

*"The Authority welcomes the introduction of well operated, high quality licensed premises in the Borough, including the areas referred to in the Cumulative Impact Assessment that will enhance diversity in terms of licensed premises and will add to the economic vitality of the Borough. The Authority on the other hand is aware that large capacity "vertical drinking" premises that are used primarily or exclusively for the*

*sale and consumption of alcohol and have little or no seating for patrons can have a significant impact on the likelihood of crime and disorder. Such establishments are not therefore likely to be granted a licence in the areas referred to in the Cumulative Impact Assessment.* "

6. And, far from being a premises with 'little or no seating for patrons', as stated above, this premises is predominantly seated, and so as far away from being a vertical drinking establishment as is possible. The applicant is also wanting to encourage seated customers, enjoying their experience and conversing in the premises. The applicant has offered conditions which provide for customers to be predominantly seated and for the majority of the space in the premises to be for tables and chairs. Offered conditions 1 and 2 are as follows:
  - a. The consumption of alcohol will be predominantly by seated customers – the premises will not operate as a vertical drinking establishment (being predominantly people standing consuming alcohol).
  - b. At any one time, a minimum of 60 percent of the public trading area will be set aside for tables and chairs, thus ensuring the premises is predominantly seated. The definition of tables to include poseurs and pot shelves.
7. We think this premises is of the type which would be considered 'well operated [and] high quality'. Our assessment is based upon the applicants 25 years experience at Sir John Fitzgerald, and the plans that he has for the venue. He wants customers to be able to come into his venue, sit down and have an experience which they cannot get anywhere else in the North East. He has already delivered this concept successfully elsewhere at pop ups and under temporary events notices.
8. In regard to the promotion of the licensing objectives more generally, we have proposed a robust operating schedule. The conditions provide for training, Challenge 25, CCTV, refusals and incident record keeping and risk assessment.

## **Conclusion**

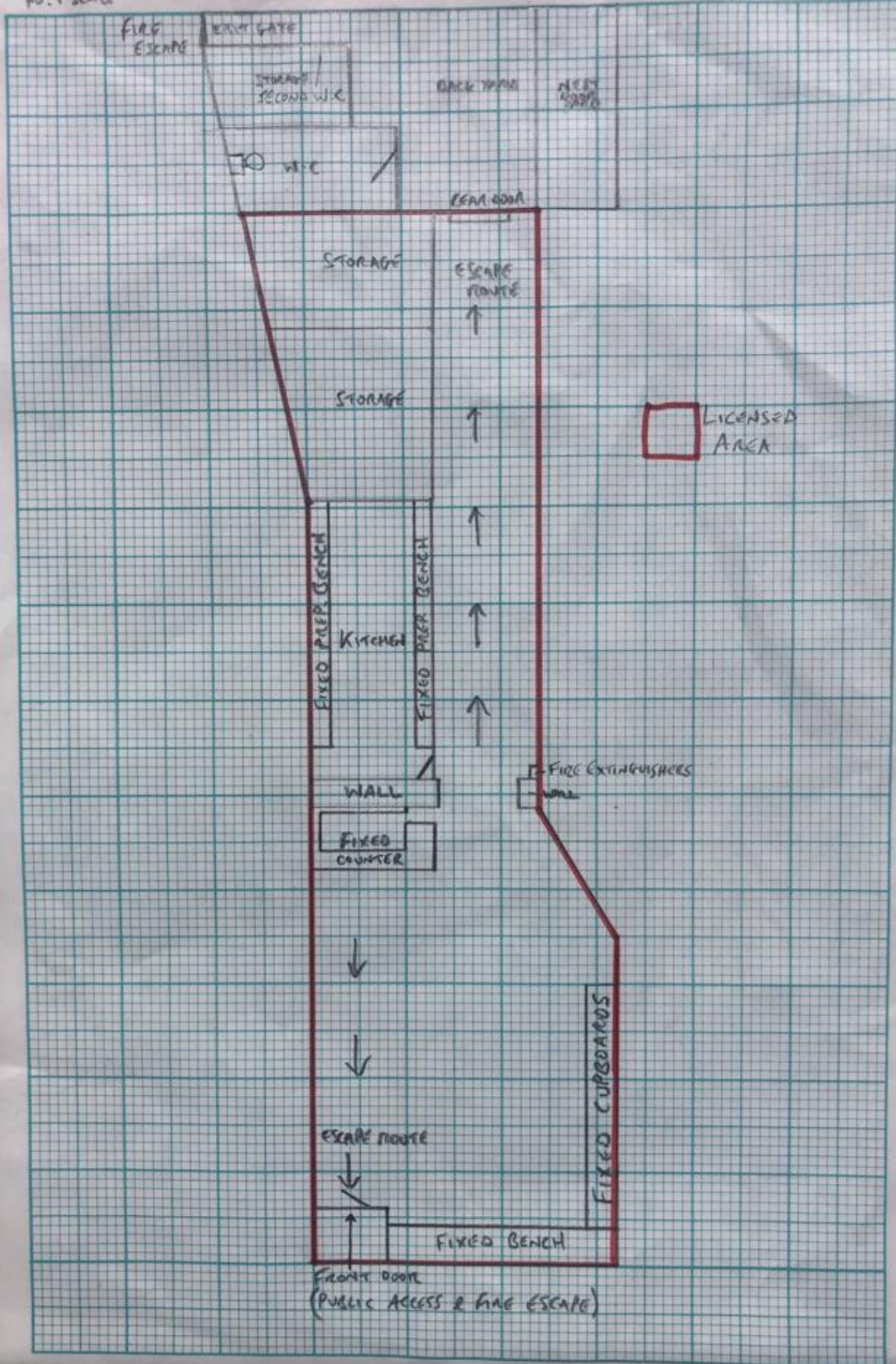
9. For the reasons listed above, we submit that the premises as applied for could not, whilst being alcohol led, ever be a vertical drinking establishment. Since that is a theme of concern running through the CIA policies, and is listed as a ground for refusal, we think that it is an important point to address. The applicants operating style and conditions ensure that the premises should be considered an exception to the CIA policy. The applicant has also demonstrated in their operating schedule and conditions their experience, and plans for the premises, also highlighting how they will promote the licensing objectives and be predominantly seated.
10. It is worth repeating that paragraph 13.8 the council states that "*The Authority welcomes the introduction of well operated, high quality licensed premises in the Borough, including the areas referred to in the Cumulative Impact Assessment that will enhance diversity in terms of licensed premises and will add to the economic vitality of the Borough*". We submit that this proposed premises and this application will enhance diversity, will create local jobs and add to the economic vitality of the

Borough. We therefore propose that we are exactly the type of premises the Borough is looking to encourage.

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70:1 SCALE



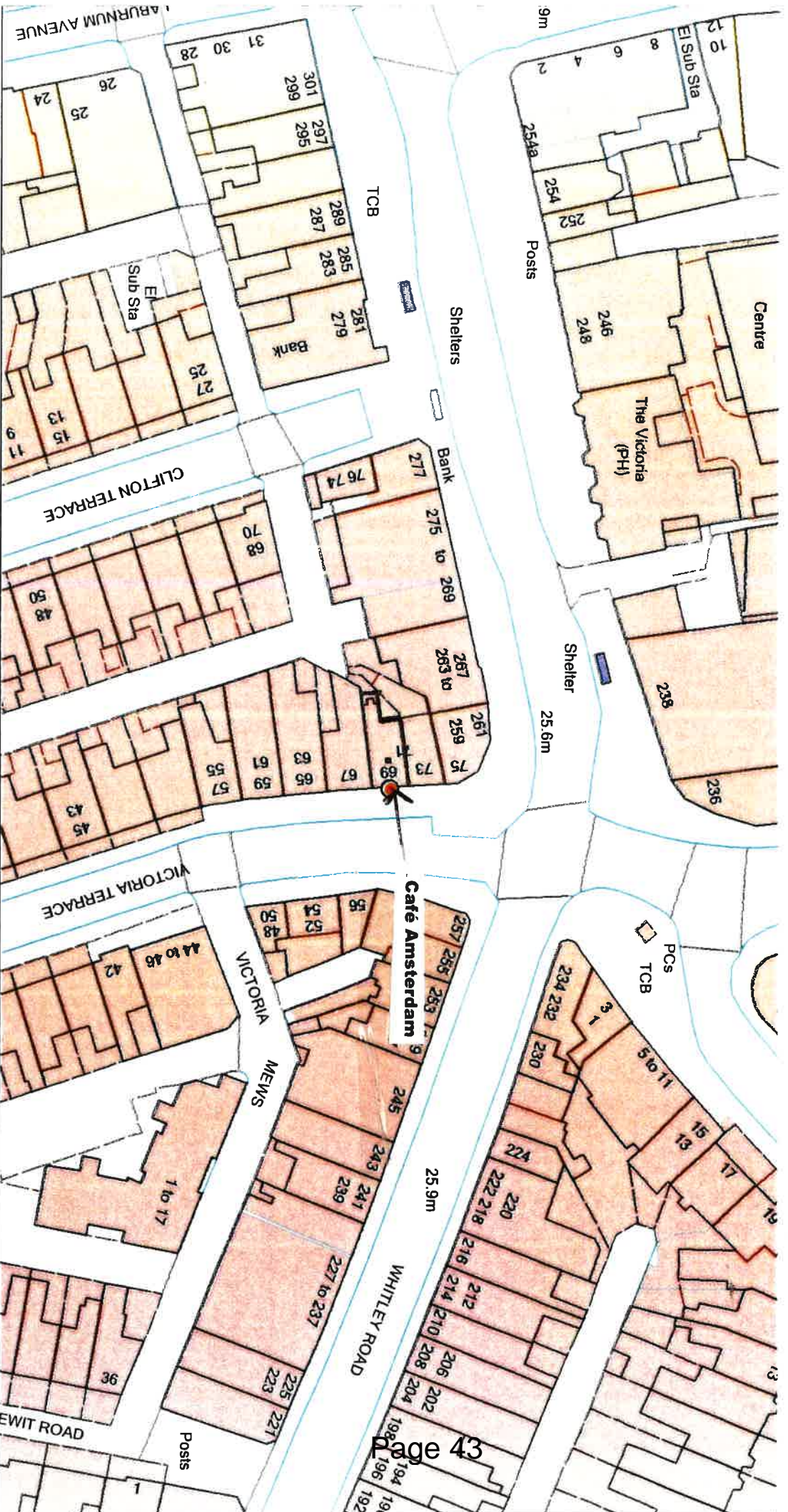
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# Cafe Amsterdam

69 Victoria Terrace



North Tyneside Council



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<b>Organisation</b>	North Tyneside Council	<b>Date</b>	26 July 2023
<b>Department</b>	North Tyneside Council	<b>SLA Number</b>	100016801
<b>Comments</b>	Premises Licence Application	<b>Scale :</b>	1:822

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## **APPENDIX 4**

## Appendix 4

### Mandatory Conditions

#### Section 19 Licensing Act 2003

1. No supply of alcohol may be made under this premises licence:-
  - (a) At a time when there is no designated premises supervisor in respect of the premises licence

Or

  - (b) At a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.
2. Every supply of alcohol under this premises licence must be made or authorised by a person who holds a licence.

#### The Licensing Act 2003 (Mandatory Licensing Conditions) Order 2010 - with effect from 1st April 2010 as amended on 1st October 2014

1. (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
- (2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises -
  - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to -
    - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
    - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
  - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
  - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

(d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner.

(e) dispensing alcohol directly by one person into the mouth of another (other than where that person is unable to drink without assistance by reason of disability).

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

**The Licensing Act 2003 (Mandatory Licensing Conditions) Order 2010 - with effect from 1st October 2010 as amended on 1st October 2014**

3. (1) The premises licence holder or club premises certificate holder shall ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol.
- (2) The designated premises supervisor in relation to the premise licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
- (3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either -
- (a) a holographic mark, or
  - (b) an ultraviolet feature.

4. The responsible person shall ensure that:

- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures
- (i) beer or cider: ½ pint;
  - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
  - (iii) still wine in a glass: 125 ml; and
- (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

- (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

**The Licensing Act 2003 (Mandatory Licensing Conditions) Order 2014 – with effect from 28<sup>th</sup> May 2014**

1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

2. For the purposes of the condition set out in paragraph 1—

(a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) “permitted price” is the price found by applying the formula—

$$P = D + (D \times V)$$

where—

(i) P is the permitted price,

(ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and

(iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c) “relevant person” means, in relation to premises in respect of which there is in force a premises licence—

(i) the holder of the premises licence,

(ii) the designated premises supervisor (if any) in respect of such a licence, or

(iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) “relevant person” means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) “valued added tax” means value added tax charged in accordance with the Value Added Tax Act 1994.

3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

4. (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day (“the first day”) would be different from the permitted price on the next day (“the second day”) as a result of a change to the rate of duty or value added tax.



- (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.
  
1. The admission of children to the exhibition of any film must be restricted in accordance with Section 20 Licensing Act 2003.

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**Susan Vert**

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**From:**  
**Sent:** 23 July 2023 16:47  
**To:** Liquor Licensing  
**Subject:** Objection to License application Cafe Amsterdam, Victoria Terrace. Whitley Bay

\*EXTRNL\*

Dear Licensing section

I am writing to object to the license application for Café Amsterdam on Victoria Terrace. Although there are a couple of shops at the end of our street it is essentially a residential street and not appropriate for a licensed premises.

There has been a significant growth of the hospitality trade in Whitley Bay as part of the regeneration. Whilst the regeneration is welcome, there has to be a balance between that and the impact on local residents, and there should be protection from an encroachment of licensed premises into residential streets. We live within the Cumulative Impact zone and the increase in the hospitality trade already causes a negative impact on residents. There is increased disturbance with anti-social behaviour during the day and particularly at night. There are more drunk people travelling to and from the metro at the end of the street. I have had to move to the bedroom at the back of the house, because of the disturbance of noise in the street. There has been damage to cars in the street and windows smashed. The Pizza place at the end of the street attracts drunk people late at night and into the early hours of the morning. My neighbours at the end of the street report regularly seeing drunk people urinating at the corner of the alley to the mews, and I gather that the shops often have to have doorways cleaned after weekends because of people urinating in them. That is all bad enough and I have no doubt that a licensed premises on the street itself will worsen this and cause an increase in drunk people congregating on the street and in general disturbance.

It is already unpleasant at times (particularly in the summer) to walk onto the high street because of drunk people stood outside of the Fire Station bar. It can be intimidating and when I have my young nieces with me I often try to avoid walking past there. I am concerned that a bar on the street itself would make walking down the street similarly unpleasant because of drunk people travelling to and from the bar and standing outside smoking. It is also likely to increase the number of drunk people walking from the bar to the metro, or increase disturbance from traffic dropping off and picking up from the bar, particularly at night.

I am concerned that if a license was granted it would lead to a further crime, a public nuisance and would be a concern for the safety of local residents, including children.

There are other units empty in Whitley Bay, on streets where there are already licensed premises and which are not residential. It would be much more appropriate for Café Amsterdam to open in one of those unused units rather than having a licensed premises on a residential street.

I am a little confused by part of the justification of the case by the applicant. The application seems to claim that the current business Whitley Bean has vacated the premises and the new license would avoid an empty unit. However, that was a surprise to read, as it does not appear to be vacated or closed permanently, the notice on the door indicated it was closed for a couple of weeks in July, similar to when the owners have temporarily closed for holidays.

I also note that the license application displayed in the Whitley Bean window was on white paper. I thought that the advert had to be on pale blue paper? The current advert on white paper is not very noticeable, and I think many people will have missed it.

Thank you for taking my letter into consideration



**Gary Callum**

---

**From:**  
**Sent:** 05 July 2023 11:37  
**To:** Liquor Licensing  
**Cc:**  
**Subject:** ... Amsterdam, 69 Victoria Terrace

**\*EXTRNL\***

Please be advised that we wish to register our objection to the provision of a liquor license for these premises. We already have four bars/pubs within 50 yards of Victoria Terrace plus the one on the Metro Station plus many more throughout Whitley Bay. Plaza Pizza is also licensed, allegedly just for deliveries, and is open until the early hours causing frequent disturbance. In addition, the back lane to Victoria Terrace already suffers from litter problems and anti-social behaviour, eg. urinating both during the day and at night.

While we are happy to see businesses thrive in the town, we don't need another licensed premises so close to residential properties.

Regards

**Gary Callum**

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**From:**  
**Sent:** 06 July 2023 12:48  
**To:** Liquor Licensing  
**Subject:** 69 Victoria Terrace, Whitley Bay - Alcohol Licence application

\*EXTRNL\*

Good afternoon

I wish to object to the above application.

The premises are located in the Whitley Bay Cumulative Assessment Area (CIA), and I'm unconvinced that the statement submitted in the application are significant enough to allow the application to be approved.

Victoria Terrace is a residential street where regular disorder occurs, arising from the numerous nearby Pubs located near the application premises.

Below is an extract from the CIA, which I believe is relevant to my objection.

In October 2018 the Authority formed the opinion that a Cumulative Impact Assessment should be published for parts of Whitley Bay and Tynemouth. That Assessment informed the Authority's Statement of Licensing Policy published in November 2018 which included a Cumulative Impact Policy for those parts of Whitley Bay and Tynemouth. That Policy created a rebuttable presumption against granting premises licences for alcohol led establishments in those areas.

4. For the avoidance of doubt, "cumulative impact" has been described as the potential impact on the promotion of the licensing objectives because of a significant number of licensed premises concentrated in one area. Serious problems of nuisance or disorder may arise at or near licensed premises and may occur from a large number of people being concentrated in a particular area.

Hearing before the Members of the Licensing Sub-Committee

Wednesday 16<sup>th</sup> August 2023

10:00am

North Tyneside Council, Silverlink North, Cobalt Business Park,  
North Tyneside, NE27 0BY

Café Amsterdam, 69 Victoria Terrace, Whitley Bay, NE26 2QN

## **Applicants Information**

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**Café Amsterdam - Mixed Fermentation Bottle Pour**

**Mean Eyed Cat Thursday 28/10/21 – see blackboard for bottles currently open**

(prices per 125ml pour)

**Nevel Artisan Ales (Nijmegen)**

'Dauw' / BA saison with elderflower / 5.6% / £4.25

'Meander' / BA blonde with rhubarb & blackcurrant leaf / 5.9% / £4.0

'Purper' / BA light ale with buckwheat, lavender & chokeberry / 4.5% / £4.0

**Brouwerij Vandenbroek (Midwolde)**

'Watergeus Honey' / dark lambic blend with heather honey / 6.5% / £3.75

'Fruity Watergeus' / 1-yr old lambic macerated a further year on cherries & blackberries / 6.5% / £4.25

'Watergeus Peach-Plum' / aged lambic macerated on peaches & plums / 6.5% / £4.25

**Brewpub De Kromme Haring (Utrecht)**

'Shubunkin' / sour with sea buckthorn / 5.5% / £3.25

'Crab & Monkey II' / bière de coupage / 5.5% / £3.25

'Lactic Fantastic Yuzu' / sour fruit beer / 5.2% / £3.75

'Mannekin Vis' / farmhouse ale with elderflower / 6.9% / £3.25

**Tommie Sijf Wild Ales (Den Helder)**

'Oude' (bottled) / blend of wild ales aged 1-4 years / 6.7% / £5.0

'Kriek' (bottled) / wild ale with organic sour cherries / 6.6% / £5.0

**Full bottles available for home delivery**

**<https://cafeamsterdamwb.square.site/> #DutchCraftBeer**





Cafe Amsterdam is in North Shields.

27 April · Instagram · 🌐

Happy King's Day! This weekend we celebrate at The Seven Stars.



*Amsterdam*



**Dutch Bar Pop-Up**

*Craft Beer in Keg/Bottle/Can,  
Gin & Cocktails, Beer Snacks*

28-29/04/23 ~ The Seven Stars,  
7 Albion Road, North Shields, NE30 2RJ





Cafe Amsterdam

13 March · 🌐

Looking forward to this!



McColl's Brewery

12 March · 🌐

🇳🇱 🍷 2 weeks to go!

Cafe Amsterdam are popping up at the taproom all weekend with loads of great beers & boiled eggs.

You can also join Andy for a tasting ses... See more





Cafe Amsterdam is in Whitley Bay.

3 February 2022 · Instagram · 🌐

We had an ace time in Leeds at Nomadic Taproom this weekend, and still have some of our new stock to offer for home delivery this week - Fresh @brouwerijkees - BA @molenbier - sour @folkingebrew @arpusbrewing collab among others. Shop link in bio



**& Verdoemenis  
Kokos BA**

BA & Verdoemenis  
**Bourbon BA Imp. Stout**

Alc. 10.9% vol. / drink at 10°C / 330ml

With a hint of Clove,  
Caramel




ÄRPU  
BREWING CO.

x



FOLKINGEBREW

Collab S-

Blackcurrant x Blueberry x Citra Sour DIPA

👍 5

🔗 1

👍 Like

💬 Comment







Beer & Cheese  
at Elder Beer Café

*City of Amsterdam*



Dutch Farmhouse  
Bottle Pours!

+



Delicious Unpasteurised Cheeses

March 21st  
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CANS ~ BOTTLES THE OLD COAL YARD MINIS ~ MERCH

# NORTH EAST BEER WEEKEND

WITH BEER FROM:  
 NORTHERN ALCHEMY, KING AELLE BREW CO,  
 ALMASTY BREWING CO, VAUX BREWERY,  
 MCCOLLS BREWERY  
 CAFE AMSTERDAM & THE FREE TRADE INN.

SATURDAY 18TH-SUNDAY 19TH DEC

12-5PM BOTH DAYS  
 AT THE OLD COAL YARD, BYKER, NE6 1JS





**McCull's Brewery Limited**

Unit 4  
Randolph Industrial Estate  
Evenwood  
Bishop Auckland  
Co. Durham  
DL14 9SJ

01388 417250  
info@mccollsbrewery.co.uk  
www.mccollsbrewery.co.uk



**11/05/23**

**Re: Andrew Hickson / Café Amsterdam reference**

I have personally known Andrew Hickson for 4 years, with his Café Amsterdam pop-up being the first instance of working together professionally. Since our initial meeting I was immediately struck by his passion and professionalism for hospitality and the wider beer industry, but quickly learned that his knowledge for Dutch beers and their culture surpassed anyone I'd encountered previously. Alongside that, his reputation for both management and front of house service within the North East hospitality sector is exemplary.

As a business we are proud to work with Andrew, both supplying the pubs he currently manages and hosting his Café Amsterdam pop-ups at our brewery taproom. On a weekly basis it is a pleasure to work with him within the on-trade sector, as his level of professionalism and knowledge of what it is he offers makes our life very simple. More specifically, regarding Café Amsterdam pop-ups we have had Andrew back to the brewery taproom on multiple occasions with our own customers demanding he returns. His approach and ethos to a sensible, educational and fun experience is exactly what we have achieved at the brewery taproom and he compliments that perfectly.

We are based in a very rural village with extremely close residents to our licensed premises, there has never been any issues regarding any residents in the 6 years we have been open, including whenever Café Amsterdam have popped-up. Earlier this year we even hosted a ticketed educational event 'Meet Café Amsterdam' at the taproom where our customers learnt all about Café Amsterdam and Dutch beer - It's fair to say the event was a massive success. This is driven by the type of clientele both our taproom and Café Amsterdam appeal to, that being, the more mature and appreciative individual who enjoys but does not over consume alcohol.

On both a personal and professional level I fully believe that Andrew will be an absolute asset and positive force for the community in Whitley Bay that he hopes to open Café Amsterdam in. He brings a mature, family orientated and professional approach to hospitality, one that fully understands the potential negative effects of alcohol but one that also wants to create a great place and experience within the community. I am in no doubt that Andrew and Café Amsterdam will address all concerns accordingly, bring a positive and safe space to Whitley Bay, and ultimately be seen as a great addition to the community.

Daniel McColl

Managing Director & Owner, McColl's Brewery Limited







07/08/23

To whom it may concern,

**Re: Application for a new premises licence by Andrew Hickson  
Café Amsterdam, 69 Victoria Terrace, Whitley Bay, NE26 2QN**

I am the Area Manager for Amber Taverns. I am responsible for the overall management of 13 premises. My area runs from Whitley Bay to Hartlepool. I am providing this reference for Andrew Hickson, who I knew as the manager as the Bacchus in Newcastle City Centre.

At the time of knowing Andrew I was a regional manager for the Ladhar Group, operating various licensed premises across the North East. I never had the pleasure of working with Andrew, but he had a great reputation in the trade. Andrew ran a fantastic premises at Bacchus, which was popular, well managed and became one of our favourite places to have a beer. When somebody from the trade tells you that somewhere is a good place to have a beer, that is high praise since we are the most critical type of customer a premises will have. Andrew was clearly well trained and that was reflected in his staff and service levels. His premises never had any issues, was smart and well maintained and was respected by other operators.

Andrew was at the forefront of the craft beer revolution in Newcastle. He was doing it before anybody else was, and other operators, including us, took note. What he was doing in Bacchus became the basis for what we later developed in Lady Greys and Pleased to meet you. He changed the drinking scene in Newcastle. His innovations led to the development of other premises and micro pubs offering something similar, and of course different to mainstream bars.

If Andrew was available as a manager he would be somebody we would look to employ, but because of his specialist knowledge and passion, and the type of offering we deliver, I just think he would find it boring. Andrew is an innovator and Café Amsterdam is proof of that. The specialist offering he has developed with the 'Café Amsterdam' brand does not surprise me, nor does it surprise me that it has been launched so successfully at pop up events in the North East. It also says a lot about how well regarded Andrew is that so many other operators have given over their premises to Andrew to trade his concept for a period of time. Beer is a passion of Andrew's, and when he ran the Bacchus (and when I was a customer) it was the best pub in Newcastle.

Amber Taverns, The Victory Offices, 112 Victory Road. Blackpool. FY1 3NW

Telephone 01253 757158 Fax: 01253 757151

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VAT No: 100139773 [www.ambertaverns.co.uk](http://www.ambertaverns.co.uk) Registration No: 5335601



I am aware that his application has received a number of representations from local residents. There should be no concern about Andrew as an operator, as wherever he goes he makes an improvement... good operators do. They raise standards, and others follow. His offering will not be cheap, and won't attract the type of customer who causes issues or frequents more mainstream pubs. Andrew was ahead of his time when he brought draft beer to Newcastle, and he is the type of operator who will continue to provide high quality products and a high level of customer service wherever he goes.

Yours faithfully,

John Munsey  
Area Manager  
07487 674453

Amber Taverns, The Victory Offices, 112 Victory Road. Blackpool. FY1 3NW

Telephone 01253 757158 Fax: 01253 757151

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VAT No: 100139773 [www.ambertaverns.co.uk](http://www.ambertaverns.co.uk) Registration No: 5335601

**From:** cohen ricky <[rickycohen100@yahoo.co.uk](mailto:rickycohen100@yahoo.co.uk)>  
**Sent:** Thursday, August 3, 2023 11:35:32 AM  
**To:** [cafeamsterdamwb@outlook.com](mailto:cafeamsterdamwb@outlook.com) <[cafeamsterdamwb@outlook.com](mailto:cafeamsterdamwb@outlook.com)>  
**Subject:** Re: Reference

To whom it may concern,

I am writing to provide a personal character reference for Andrew Hickson, who is applying for a premises licence with North Tyneside Council for the premises *Café Amsterdam*.

I've had the privilege of knowing Andrew on a professional and personal basis for c.20 years, initially line managing Andrew in my role as Area Manager for Sir John Fitzgerald.

During this time, I found Andrew to be a highly responsible and dedicated individual. One notable achievement that highlights Andrew's commitment and proficiency, is his recognition as the inaugural winner of the Newcastle's "Best Bar None" award with the Bacchus public house, Newcastle. This accomplishment not only speaks to his exceptional skills and professionalism in the industry, but also underscores his ability to create and maintain an outstanding and responsible establishment.

Andrew has skilfully and responsibly managed various licenced premises across the North-East, including Whitley Bay's very own *Rockcliffe Arms*. His dedication to developing true community with a unique offer, as demonstrated at the *Rockcliffe Arms*, combined with his thorough understanding of the licensing and regulatory requirements makes Andrew an ideal candidate for a premises license.

Unlike most commercial venues across the country, you will see that Andrew's *Café Amsterdam* offer is not primarily concerned to drive cultures associated with bars and pubs, but to offer something unique and special for the good people of Whitley Bay; to be a welcoming space for those wanting to experience something unique, providing the opportunity to try something different and learn about the Dutch brewing industry.

I agree that Andrew will need to work hard for *Café Amsterdam* to become part of the great Whitley Bay community, however he has a long tradition of being very successful at this.

In summary, I have full confidence in Andrew's integrity, work ethic, and capability to uphold the standards necessary for a premises license. His track record of success and commitment to excellence make him an asset to any establishment and community.

Please feel free to contact me if you require further information or clarification regarding Andrew Hickson's character.

Sincerely,

Ricky Cohen

*Former Area Manager for Sir John Fitzgerald Ltd and Current Senior Operations Manager, Durham University*

*Co-chair for the Durham University Colleges & Student Experience Bars Committee - with a responsibility for 20 premises licences / club premises certificates.*

*BSc (Hons)*

*Nebosh (Cert)*

## **To Whom It May Concern**

I have known **Andy Hickson** for over 25 years. I first met Andy as a young barman in the Bridge Hotel, Newcastle-upon-upon and it was clear at that early stage he would progress through the ranks of Sir John Fitzgerald Ltd, to reach Managerial status.

As an ex-chairman of the local branch, Tyneside & Northumberland, of CAMRA, the Campaign for Real Ale, from 1999 to 2005, I was ideally placed to chart this progress.

Andy duly progressed to manager of The Bacchus, High Bridge, Newcastle-upon-Tyne and won the prestigious CAMRA branch, POTY (Pub of the Year) award three years in succession.

This award not only demonstrates the ability to keep, maintain and serve top quality ales but also maintain a prestigious licensed establishment to the highest standards in a severely competitive marketplace like the centre of a major city.

Andy demonstrated his entrepreneurial skills by establishing the "pop-up" pub **Café Amsterdam**, which sells specialist beers from Holland and Belgium. This method of selling and marketing drinks was pioneered by Andy in this region and has proved very successful.

Throughout the years I have known Andy, he has demonstrated a keen interest in his customer clientele having the unique talent of combining attention to customer's needs while maintaining sufficient business acumen to run a profitable business. Examples include researching local needs and competition in different geographical areas, improving premises and local security with CCTV technology and maintaining sympathy with local existing development plans.

I would have no hesitation in recommending Andy to anyone proposing a new venture in the licensing trade.

*Richard J Dollimore*

**Richard J. Dollimore A.C.M.A., C.G.M.A.**

Email: [richarddollimore@aol.com](mailto:richarddollimore@aol.com)

Mobile: 0781-358-9093

Licensing  
Block A  
The Killingworth Site  
Harvey Combe  
Killingworth  
Newcastle upon Tyne  
NE12 6QQ

Dear Sir / Madam

I am delighted to provide a character reference for Andy Hickson. We became firm friends via our long working relationship over the past 11 years.

Andy is one of the most positive, hardworking, and responsible people I know. He is kind and cool-headed in a crisis and has had a long history working in a professional hospitality environment. As a brewery owner I have supplied Andy with beer for over 11 years and everybody I have met in the industry during this time shows high regard for Andy's knowledge and expertise coupled with his determination to make the pub's he managed the best in the area.

His long and outstanding career in the hospitality trade makes Andy the ideal person to run a safe, pleasant, licenced premises that will add tremendous value to the community within the town of Whitley Bay. On top of his full-time roll in pub management for Sir John Fitzgerald Andy has set up in his own Café Amsterdam pop-up project. Over the years running Café Amsterdam as a pop-up experience, Andy has created an enviable reputation and now has strong loyal following wherever it appears. The concept is unique and showcases the magnificent range of Dutch beers, Gins, and bar snacks that you will not see anywhere else in the UK. With Andy's experience in the trade the community of Whitley Bay will have a top-rated venue to frequent on their doorstep. Also due to the uniqueness of what Café Amsterdam has to offer it will attract customers from outside the area.

In addition to running a brewery I also have a pub called the Seven Stars Free House. We have hosted the Café Amsterdam pop-up at our pub 4 times and every time it has been a great success. Our regular customers and new visitors have all enjoyed the experience.

On a final note, Andy's understands that the safety & happiness of his customers and neighbours is of utmost importance. He will always adhere to having state of the art CCTV in place and will not tolerate any behaviour that would affect the happiness and enjoyment of his customers. Andy will ensure that measures are in place to respect the neighbours and the general public.

If you need any more information, please don't hesitate to get in touch.

Yours sincerely,

Ewan McCann  
Director  
Three Kings Brewery LTD

Director  
Darwin Brewery LTD

Director  
Seven Stars Free House LTD

Contact Address:- Three Kings Brewery LTD, 14/15 prospect terrace, North Shields,  
Tyne & wear. NE30 1DX

07580004565