

## Trading Standards Representation

**From:** Trading Standards  
**Sent:** 17 September 2024 10:39  
**To:** Tim Shield  
**Subject:** Premier Inn - Ross on Wye

Good morning Tim,  
I am in receipt of the application for the Premier Inn at Ross on Wye.

I intend to suggest the conditions you previously agreed for the Premier Inn at Holmer in Hereford.

Would this be acceptable to you?

Yours

Trading Standards Practitioner  
Herefordshire Trading Standards Service  
Herefordshire Council  
Plough Lane  
Hereford  
HR4 0LE

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**From:** Tim Shield  
**Sent:** 18 September 2024 15:13  
**To:** Trading Standards  
**Subject:** RE: Premier Inn - Ross on Wye

Hi

I anticipate that if the wording is the same as agreed for Holmer road this will be acceptable, but I will check with my client and come back to you

Tim

**Tim Shield**  
Partner

[www.john-gaunt.co.uk](http://www.john-gaunt.co.uk)

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**From:** Tim Shield  
**Sent:** 24 September 2024 11:00  
**To:** Trading Standards  
**Subject:** RE: Premier Inn - Ross on Wye

Hi

On the basis that if the following conditions are added to our application for a new premises licence for the above site you will not make a representation in this matter then my client will agree the addition of the following to this application for the new premises licence as follows;

**All staff responsible for selling alcohol shall receive training in the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act, and conditions of the premises licence. In addition to any other training, the premises licence holder shall ensure that all staff involved in the sale of alcohol are trained to prevent underage sales, to maintain a refusals book and monitor staff to ensure their training is put into practice. Refresher training shall take place every twelve months. Written records of this training shall be retained for a period of no less than 12 months and made available on request to authorised officers of the Licensing Authority and the Police.**

**The premises shall operate a Challenge 21 Policy. Such policy shall be written down and kept at the premises. The policy shall be produced on demand of an authorised person' (as defined by Section 13 of the Licensing Act 2003) or the police or an authorised Trading Standards Officer of Herefordshire Council. Prominent, clear and legible signage (in not less than 32 font bold) shall also be displayed at all entrances to the premises as well as at, at least one location behind any bar advertising the scheme operated.**

**A written or electronic register of refusals will be kept including a description of the people who have been unable to provide required Identification to prove their age. Such records shall be kept for a period of 12 months and will be collected on a daily basis by the Designated Premises Supervisor and produced to the police or an 'authorised person' (as defined by Section 13 of the Licensing Act 2003) or an authorised Trading Standards Officer of Herefordshire Council on demand.**

**No under 16's will be allowed on the premises after 21:00hrs unless dining with an adult aged 18yrs or over, attending a pre booked function, or a resident at the hotel.**

**No adult entertainment or services or activities must take place at the premises (Adult Entertainment includes, but is not restricted to, such entertainment or services which would generally include topless bar staff, striptease, lap-table, or pole-dancing, performances involving feigned violence or horrific incidents, feigned or actual sexual acts or fetishism, or entertainment involving strong and offensive language).**

If this acceptable please confirm

Many thanks

Tim

**Tim Shield**

Partner

| [www.john-gaunt.co.uk](http://www.john-gaunt.co.uk)

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**From:** Trading Standards

**Sent:** Tuesday, September 24, 2024 12:02 PM

**To:** Licensing

**Subject:** FW: Premier Inn - Ross on Wye

Good afternoon,

I can confirm that the conditions are agreed, and I have no further representations to make.

Trading Standards Practitioner  
Herefordshire Trading Standards Service  
Herefordshire Council  
Plough Lane  
Hereford  
HR4 0LE