



City and County of Swansea

Notice of Meeting

You are invited to attend a Meeting of the

Statutory Licensing Sub Committee

At: Remotely via Microsoft Teams

On: Thursday, 23 September 2021

Time: 10.00 am

Chair: Councillor Penny Matthews

Membership:

Councillors: H M Morris and B J Rowlands

Watch Online: [//bit.ly/3AeBili](https://bit.ly/3AeBili)

	Agenda	Page No.
1	Apologies for Absence.	
2	Disclosures of Personal and Prejudicial Interests. www.swansea.gov.uk/disclosuresofinterests	
3	Licensing Act 2003 - Section 17 - Application for a Premises Licence - Swansea Arena, Oystermouth Road, Copr Bay, Swansea, SA1 3BX.	1 - 90

A handwritten signature in black ink that reads 'Huw Evans'.

Huw Evans
Head of Democratic Services
Thursday, 16 September 2021

Contact: Democratic Services - tel: (01792) 636923

Agenda Item 3



**Report of the Licensing, Food and Safety Manager
To the Statutory Licensing Sub Committee
23rd September 2021**

Licensing Act 2003 Section 17 Application for a Premises Licence

- 1. Premises: Swansea Arena, Oystermouth Road, Copr Bay, Swansea, SA1 3BX**
- 2. Applicant : The Ambassador Group Limited**
- 3. Application For A New Premises Licence**

- 3.1** An application for a new premises licence was received by this authority on the 29th July 2021. The applicant has applied for a premises licence to allow the following licensable activities to take place:

Plays, Films, Indoor Sporting Events, Boxing or Wrestling, Live Music, Recorded Music, Performance of Dance, Anything of a similar description to Music or Dance, Supply of Alcohol

Monday – Sunday 10:00 – 02:00

Late Night Refreshment

Monday – Sunday 23:00 – 02:30

- 3.2** A copy of the application is attached at **Appendix A.**

4. Background

The premises is situated off Oystermouth Road Swansea and is part of the Copr Bay development and regeneration in Swansea City Centre leading to Swansea Bay.

The premises seeks to operate as a multi functional arena, event and conference space with a capacity of up to 3500

A location plan is attached at **Appendix B**.

5. Promotion of the Licensing Objectives

5.1 The Licensing Act 2003 contains four licensing objectives, namely: -

- (i) Prevention of Crime and Disorder;
- (ii) Public Safety;
- (iii) Prevention of Public Nuisance;
- (iv) Protection of Children from Harm.

Each of these objectives is of equal importance and the application must demonstrate how they are to be promoted.

Conditions which are consistent with the operating schedule and will be attached to the licence, if granted, are attached at **Appendix C**.

6. RELEVANT REPRESENTATIONS

6.1 Responsible Authorities

a) South Wales Police

A representation in support of the application has been received from South Wales Police. A copy of the representation is at **Appendix D**.

b) Trading Standards

No representations.

c) Mid and West Wales Fire Authority

No representations.

d) Health and Safety

No representations.

e) Planning Authority

No representations, however a position statement has been submitted in relation to Planning for the premises. This is attached at **Appendix F**.

f) Pollution Division

No representations.

g) Child Protection

No representations.

h) Primary Care Trust/Local Health Board

No representations.

i) Licensing Authority

No representations

j) Immigration

No representations.

k) Other Persons

Representations have been received from 32 other persons.
Copies of the representations are attached at **Appendix E**.

7. Policy Considerations

7.1 In considering this application Members should have regard to the current Statement of Licensing Policy (the Policy) which can be found at the following link.

<https://www.swansea.gov.uk/article/4280/Statement-of-licensing-policy>

8. Guidance Issued By the Home Secretary

8.1 Members should also have regard to the relevant parts of the current statutory guidance (The Guidance), issued by the Home Secretary in April 2018 in particular:

- (i) Introduction – Chapter 1
- (ii) Licensing Objectives – Chapter 2
- (iii) Applications For Premises Licences – Chapter 8
- (iv) Determining Applications – Chapter 9
- (v) Conditions attached to Premises Licences – Chapter 10
- (vi) Statement of Licensing Policy – Chapter 14

A link to the Guidance can be found at:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/705588/Revised_guidance_issued_under_section_182_of_the_Licensing_Act_2003_April_2018_.pdf

9. Determination of the Application

9.1 The decision must be based on the individual merits of the application and the representations received, with a view to promoting the licensing objectives outlined in paragraph 5 of the report.

9.2 In arriving at the decision, Members should also have regard to the relevant provisions of the Policy and the Guidance as previously provided. Reasons must be provided for any departures from the Policy or Guidance.

9.3 In reaching the decision the Committee must, having regard to the representations, take such steps mentioned below (if any) as it considers appropriate for the promotion of the licensing objectives:-

- a. Grant the licence subject to:
 - i) conditions that reflect the operating schedule, modified to such extent as the authority considers appropriate for promotion of the licensing objectives. Certain regulated entertainment under the Licensing Act 2003 (as amended), has been deregulated. Where entertainment is deregulated but licensable activities continue to take place on any premises, any licence conditions imposed on a grant of a licence in respect of any deregulated entertainment will be suspended.
 - ii) any mandatory conditions relevant to the licence
- b. Exclude any of the licensable activities to which the application relates.
- c. Refuse to specify a person in the licence as the premises supervisor.
- d. Reject the application

The Licensing Sub Committee's instructions are requested.

Background Papers:	Licence Application
Contact Officer:	Rachel Loosemore
Extension:	01792 635600

APPENDIX A

Application for a premises licence to be granted under the Licensing Act 2003

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We The Ambassador Theatre Group Limited

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 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

Part 1 – Premises details

Postal address of premises or, if none, Ordnance Survey map reference or description			
Swansea Arena Oystermouth Road Bae COPR Bay			
Post town	Swansea	Postcode	SA1 3BX

Telephone number at premises (if any)	n/a
Non-domestic rateable value of premises	£Not yet rated

Part 2 - Applicant details

Please state whether you are applying for a premises licence as appropriate

- Please tick as appropriate
- a) an individual or individuals * please complete section (A)
- b) a person other than an individual *
- i as a limited company/limited liability partnership please complete section (B)
- ii as a partnership (other than limited liability) please complete section (B)
- iii as an unincorporated association or please complete section (B)
- iv other (for example a statutory corporation) please complete section (B)



- c) a recognised club please complete section (B)
- d) a charity please complete section (B)
- e) the proprietor of an educational establishment please complete section (B)
- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

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

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth over		I am 18 years old or		<input type="checkbox"/> Please tick yes	
Nationality					
Current residential address if different from premises address					
Post town			Postcode		
Daytime contact telephone number					
E-mail address (optional)					

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth over		I am 18 years old or		<input type="checkbox"/>	Please tick yes
Nationality					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name The Ambassador Theatre Group Limited
Address 2 nd Floor Alexander House Church Path Woking Surrey GU21 6EJ
Registered number (where applicable) 02671052
Description of applicant (for example, partnership, company, unincorporated association etc.) Company
Telephone number (if any) c/o Ewen Macgregor of TLT LLP - Tel 03330 061251
E-mail address (optional) c/o Ewen Macgregor of TLT LLP – Ewen.Macgregor@TLTsolicitors.com

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
A	S	A P

If you wish the licence to be valid only for a limited period, when do you want it to end?

DD	MM	YYYY

Please give a general description of the premises (please read guidance note 1)

The premises will operate as a multi-functional arena, event and conference space.

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

What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2)

Please tick all that apply

- a) plays (if ticking yes, fill in box A)
- b) films (if ticking yes, fill in box B)
- c) indoor sporting events (if ticking yes, fill in box C)
- d) boxing or wrestling entertainment (if ticking yes, fill in box D)
- e) live music (if ticking yes, fill in box E)
- f) recorded music (if ticking yes, fill in box F)
- g) performances of dance (if ticking yes, fill in box G)
- h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)

Provision of late night refreshment (if ticking yes, fill in box I)

Supply of alcohol (if ticking yes, fill in box J)

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 7)			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input checked="" type="checkbox"/>			
				Outdoors	<input type="checkbox"/>			
				Both	<input type="checkbox"/>			
Day	Start	Finish						
Mon		02:00	Please give further details here (please read guidance note 4)					
		10:00						
Tue		02:00						
		10:00						
Wed		02:00				State any seasonal variations for performing plays (please read guidance note 5)		
		10:00						
Thur		02:00						
		10:00						
Fri		02:00	Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list (please read guidance note 6)					
		10:00						
Sat		02:00						
		10:00						
Sun		02:00						
		10:00						

B

Films Standard days and timings (please read guidance note 7)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input checked="" type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Mon		02:00	Please give further details here (please read guidance note 4)		
		10:00			
Tue		02:00			
		10:00			
Wed		02:00		State any seasonal variations for the exhibition of films (please read guidance note 5)	
		10:00			
Thur		02:00			
		10:00			
Fri		02:00		Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list (please read guidance note 6)	
		10:00			
Sat		02:00			
		10:00			
Sun		02:00			
		10:00			

C

Indoor sporting events Standard days and timings (please read guidance note 7)			<u>Please give further details</u> (please read guidance note 4)	
Day	Start	Finish		
Mon		02:00	<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 5)	
	10:00			
Tue		02:00		
	10:00			
Wed		02:00		
	10:00			
Thur		02:00		<u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u> (please read guidance note 6)
	10:00			
Fri		02:00		
	10:00			
Sat		02:00		
	10:00			
Sun		02:00		
	10:00			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 7)			Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input checked="" type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Mon		02:00	Please give further details here (please read guidance note 4)		
		10:00			
Tue		02:00			
		10:00			
Wed		02:00		State any seasonal variations for boxing or wrestling entertainment (please read guidance note 5)	
		10:00			
Thur		02:00			
		10:00			
Fri		02:00		Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list (please read guidance note 6)	
		10:00			
Sat		02:00			
		10:00			
Sun		02:00			
		10:00			

E

Live music Standard days and timings (please read guidance note 7)			Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input checked="" type="checkbox"/>		
Day	Start	Finish		Outdoors	<input type="checkbox"/>		
				Both	<input type="checkbox"/>		
Mon		02:00	Please give further details here (please read guidance note 4)				
		10:00					
Tue		02:00					
		10:00					
Wed		02:00		State any seasonal variations for the performance of live music (please read guidance note 5)			
		10:00					
Thur		02:00					
		10:00					
Fri		02:00			Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list (please read guidance note 6)		
		10:00					
Sat		02:00					
		10:00					
Sun		02:00					
		10:00					

F

Recorded music Standard days and timings (please read guidance note 7)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input checked="" type="checkbox"/>		
Day	Start	Finish		Outdoors	<input type="checkbox"/>		
				Both	<input type="checkbox"/>		
Mon		02:00		Please give further details here (please read guidance note 4)			
		10:00					
Tue		02:00					
		10:00					
Wed		02:00	State any seasonal variations for the playing of recorded music (please read guidance note 5)				
		10:00					
Thur		02:00					
		10:00					
Fri		02:00			Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list (please read guidance note 6)		
		10:00					
Sat		02:00					
		10:00					
Sun		02:00					
		10:00					

G

Performances of dance Standard days and timings (please read guidance note 7)			Will the performance of dance take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input checked="" type="checkbox"/>						
				Outdoors	<input type="checkbox"/>						
				Both	<input type="checkbox"/>						
Day	Start	Finish	Please give further details here (please read guidance note 4)								
Mon		02:00									
	10:00										
Tue		02:00									
	10:00										
Wed		02:00				State any seasonal variations for the performance of dance (please read guidance note 5)					
	10:00										
Thur		02:00									
	10:00										
Fri		02:00							Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list (please read guidance note 6)		
	10:00										
Sat		02:00									
	10:00										
Sun		02:00									
	10:00										

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	Will this entertainment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input checked="" type="checkbox"/>
Mon	10:00	02:00		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue	10:00	02:00	Please give further details here (please read guidance note 4)		
Wed	10:00	02:00			
Thur	10:00	02:00	State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 5)		
Fri	10:00	02:00			
Sat	10:00	02:00	Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sun	10:00	02:00			

I

Late night refreshment Standard days and timings (please read guidance note 7)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input checked="" type="checkbox"/>		
Day	Start	Finish		Outdoors	<input type="checkbox"/>		
				Both	<input type="checkbox"/>		
Mon		02:30	<u>Please give further details here</u> (please read guidance note 4)				
		23:00					
Tue		02:30					
		23:00					
Wed		02:30		<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 5)			
		23:00					
Thur		02:30					
		23:00					
Fri		02:30			<u>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</u> (please read guidance note 6)		
		23:00					
Sat		02:30					
		23:00					
Sun		02:30					
		23:00					

J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption – please tick (please read guidance note 8)	On the premises	<input type="checkbox"/>			
				Off the premises	<input type="checkbox"/>			
				Both	<input checked="" type="checkbox"/>			
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5)					
Mon		02:00						
		10:00						
Tue		02:00						
		10:00						
Wed		02:00						
		10:00						
Thur		02:00				Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 6)		
		10:00						
Fri		02:00						
		10:00						
Sat		02:00						
		10:00						
Sun		02:00						
		10:00						

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name TBC	
Date of birth	
Address	
Postcode	
Personal licence number (if known)	
Issuing licensing authority (if known)	

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9).

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			State any seasonal variations (please read guidance note 5)
Day	Start	Finish	
Mon		02:30	<p>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 6)</p>
	08:00		
Tue		02:30	
	08:00		
Wed		02:30	
	08:00		
Thur		02:30	
	08:00		
Fri		02:30	
	08:00		
Sat		02:30	
	08:00		
Sun		02:30	
	08:00		

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

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)

Please see attached.

b) The prevention of crime and disorder

Please see attached.

c) Public safety

Please see attached.

d) The prevention of public nuisance

Please see attached.

e) The protection of children from harm

Please see attached.

Checklist:

Please tick to indicate agreement

- I have made or enclosed payment of the fee.
- I have enclosed the plan of the premises.
- I have sent copies of this application and the plan to responsible authorities and others where applicable.
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.
- I understand that I must now advertise my application.
- I understand that if I do not comply with the above requirements my application will be rejected.
- ~~[Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15).~~


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

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.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant’s solicitor or other duly authorised agent (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

Declaration	<ul style="list-style-type: none"> • [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)
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Signature	 Ewen Macgregor for TLT LLP
Date	29 th July 2021
Capacity	Solicitor to Applicant

For joint applications, signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent (please read guidance note 13). If signing on behalf of the applicant, please state in what capacity.

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14) Ewen Macgregor TLT LLP One Redcliff Street			
Post town	Bristol	Postcode	BS1 6TP
Telephone number (if any)	+44(0)3330 061251 or +44(0)7718 099664		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) Ewen.Macgregor@TLTsolicitors.com			

Ambassador Theatre Group Limited

Swansea Arena

Oystermouth Road

Bae COPR Bay

Swansea

SA1 3BX

Proposed opening hours and operating schedule

Proposed Hours of operation

Opening Hours

- On each day of the week 0800 to 0230

Hours for the provision of licensable activities

- Sale of alcohol (on and off sales) and the provision of regulated entertainment – from 1000 to 0200 on each day of the week

The provision of regulated entertainment will include:

- Plays
 - Films
 - Indoor Sporting events
 - Boxing and Wrestling
 - Live Music
 - Recorded music
 - Performances of dance
 - Anything of a similar description
- Provision of late night refreshment – 2300 to 0230 on each day of the week

Schedule of proposed conditions

1. The premises will operate as a multi-functional event and conference space

Event Management Plan (EMP)

2. An event and site-specific Event Management Plan (EMP) will be developed and shared with the Licensing Authority, Police and other responsible authorities (as requested) on an ongoing basis
3. The EMP will include details on subjects such as (but not limited to):
 - Site plan
 - Layout plans
 - Risk Assessments
 - Artists profile
 - Counter terrorism measures
 - Fire Risk Assessment,
 - Security Management Plan
 - Capacity control
 - The use of glass drinking vessels
 - Drugs Policy
 - Alcohol Management Plan
 - Traffic Management Plan
 - Medical Management Plan
 - Adverse Weather Plan
 - Crisis Communication Plan
 - Noise Management Plan
 - Access, egress and dispersal Plan
 - Child Welfare/Vulnerable Persons Policy
 - Residents and Local Community Engagement
4. The EMP (and appendices) will be 'living' documents which will be reviewed and revised in the planning phases of events at the premises. These documents to be shared with Local Authority Licensing and Police Licensing for consideration prior to implementation.

5. Annually in January, formal discussions between the Licensing Authority, Premises Licence Holder, and South Wales Police must take place to discuss the proposed events for the year that are known at the time. Discussions will include the event profile, number of expected attendees and identify any additional resource levels that may be required.
6. The Premises Licence Holder must comply with the EMP
7. The premises licence holder will engage with, and attend as required, Safety Advisory Group (SAG) meetings

Events

8. Small events - For events where the capacity does not exceed 1,000 attendees (including for example but not limited to sit down dinners, awards ceremonies, private events etc) the terminal hour for the sale of alcohol shall be 0200, with the premises to be cleared of patrons by 0230
9. Medium Events – Subject to condition 10 below, for events where the capacity does not exceed 2,500 (including but not limited to DJ sets, club nights) the terminal hour for the sale of alcohol shall be 0200 with the premises to be cleared of patrons by 0230
10. Large Events - For events where the capacity is in excess of 2,500 the terminal hour for the sale of alcohol and the provision of licensable activities (save for in the VIP areas) shall be 2300 with the premises to be cleared by 2330 save for the VIP area where the terminal hour for the sale of alcohol shall be 0000. The VIP area shall be cleared of patrons by 0030
11. Events where the primary source of entertainment is by way of a DJ, with a capacity of over 2,000, where the provision of regulated entertainment ends after 0000, will only take place on Friday, Saturday, Sunday or Bank Holiday Mondays with no more than one event taking place each weekend (to include Friday, Saturday, Sunday and a Bank Holiday Monday) and will be limited to no more than 12 events in any 12 month period

CCTV

12. The premises licence holder must ensure that:
 - a. CCTV cameras are located within the premises to cover all public areas including all entrances and exits

- b. The system records clear images permitting the identification of individuals
- c. The CCTV system is able to capture a minimum of 24 frames per second and all recorded footage must be securely retained for a minimum of 28 days.
- d. The CCTV system operates at all times while the premises are open for licensable activities
- e. All equipment must have a constant and accurate time and date generation.
- f. The CCTV system is fitted with security functions to prevent recordings being tampered with, i.e. password protected.
- g. There are members of trained staff at the premises during operating hours able to provide viewable copies on request to police or authorised local authority officers as soon as is reasonably practicable in accordance with the Data Protection Act 2018 (or any replacement legislation).

Reporting procedures/Incident Management

13. An incident log (which may be electronically recorded) shall be kept at the premises for at least six months, and made available on request to the police or an authorised officer of the licensing authority, which will record the following incidents including pertinent details:
 - (a) All crimes reported to the venue, or by the venue to the police
 - (b) All ejections of patrons
 - (c) Any incidents of disorder
 - (d) Seizures of drugs, offensive weapons, fraudulent ID or other items
 - (e) Any faults in the CCTV system, searching equipment or scanning equipment
 - (f) Any refusal of the sale of alcohol
 - (g) Any faults in the CCTV system
 - (h) Any visit by a relevant authority or emergency service
 - (i) The times on duty, names and the licence numbers of all licensed door supervisors employed by the premises

14. There must be at the premises a lockable "Drugs Box" to which no members of staff save for the DPS and nominated members of management shall have access. All controlled drugs or items suspected to be or to contain controlled drugs) found at the premises must be placed in this box as soon as reasonably practicable and when emptied of its contents

all must be given to the designated officer of the South Wales Police for appropriate disposal.

Externally promoted events

15. The premises licence holder must complete, and make available for inspection, a written risk assessment form, as may be prescribed by the Licensing Authority, at least 7 days before any event that is
- carried on by any person not affiliated with the venue; and
 - promoted /advertised to the public

Staff Training

16. Relevant and appropriate staff shall be trained in:
- a. Relevant age restrictions in respect of age restricted products
 - b. Recognising signs of drunkenness and vulnerability
 - c. How overservice of alcohol impacts on the four objectives of the Licensing Act 2003
 - d. The premises' duty of care policy, understanding and dealing with situations involving vulnerable people
 - e. Action to be taken in the event of an emergency, including the preservation of a crime scene and reporting an incident to the emergency services
 - f. The conditions in force under this licence
17. Training must include evidence that the trainee has gained knowledge and understanding of the training, which may consist of a test or quiz, completed and signed by the trainee. Documented records of training completed shall be kept for each member of staff.
18. Training shall be regularly refreshed, at least every 6 months.
19. Training records shall be made available for inspection upon request by a police officer or an authorised officer of the licensing authority

Underage sales

20. The premises shall display prominent signage indicating [at any point of sale] [at the entrance to the premises] that it is an offence to buy, or attempt to buy, alcohol for a person under the age of 18
21. The Challenge 21 scheme must be operated to ensure that any person who appears to be under the age of 21 shall provide documented proof that he/she is over 18 years of age. Proof of age shall only comprise a passport, photo card driving licence, an EU/EEA national ID card or similar document, an HM Forces warrant card, a card bearing the PASS hologram, or any electronic or biometric age verification technology approved by the licensing authority
22. A refusals record must be kept at the premises which details all refusals to sell alcohol.
23. This record must include the date and time of the incident, a description of the customer, the name of the staff member who refused the sale, and the reason the sale was refused. All entries must be made within 24 hours of the refusal. The record must be made available for inspection and copying within 24 hours of a request by an officer of a Responsible Authority.

Door Security

24. The provision of door security on the premises shall be risk assessed.
25. A copy of the risk assessment shall be kept on the premises and made available to the Police and Licensing Authority on request.
26. The risk assessment shall be reviewed at least annually
27. When employed, a register of Door supervisor staff shall be kept. The register must show the following details:
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 - Date and time that the Door Supervisor commenced duty, countersigned by the Duty Manager
 - Date and time that the Door Supervisor finished work,
 - Any occurrence or incident of interest involving crime & disorder or public safety must be recorded giving names of the Door Supervisor involved.

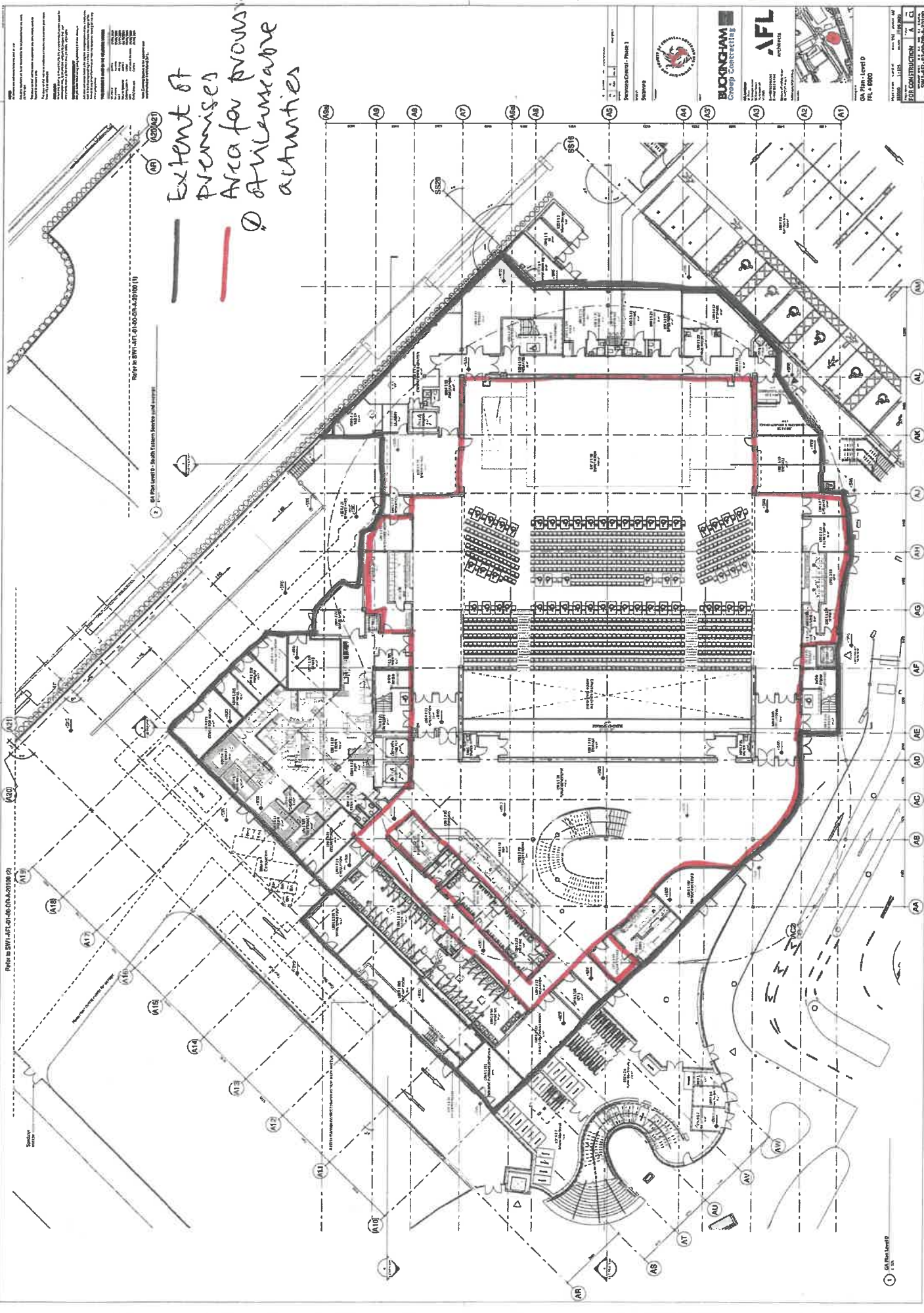
28. The Door Supervisor register shall be kept at the premises and be available for inspection by an authorised officer from the Licensing Authority and the Police and shall be retained for a period of twelve months.

Sale of alcohol/pop up bars/mobile vendors

29. Alcohol may be sold from permanent bars as shown on the deposited plans, from temporary pop up bars and by mobile vendors.
30. The positioning of any temporary bar/mobile vendor shall be within the licensed area as shown on the deposited plan.
31. The positioning of any temporary bar/mobile vendor will be risked assessed by the licence holder and their location will be in such a place/places so as not to impede/hinder or prevent access/egress to or from the premises or through escape routes.
32. A copy of the risk assessment shall be kept on site and made available to authorised representatives of the police and licensing authority on request
33. Any sales of alcohol for consumption off the premises shall be in sealed containers only

General

34. No external speakers shall be placed on the premises



Extent of
premises
Area for provision
of accessible
activities



GA Plans - Level 0
FL = 6000

GA Plans - Level 0
FL = 6000

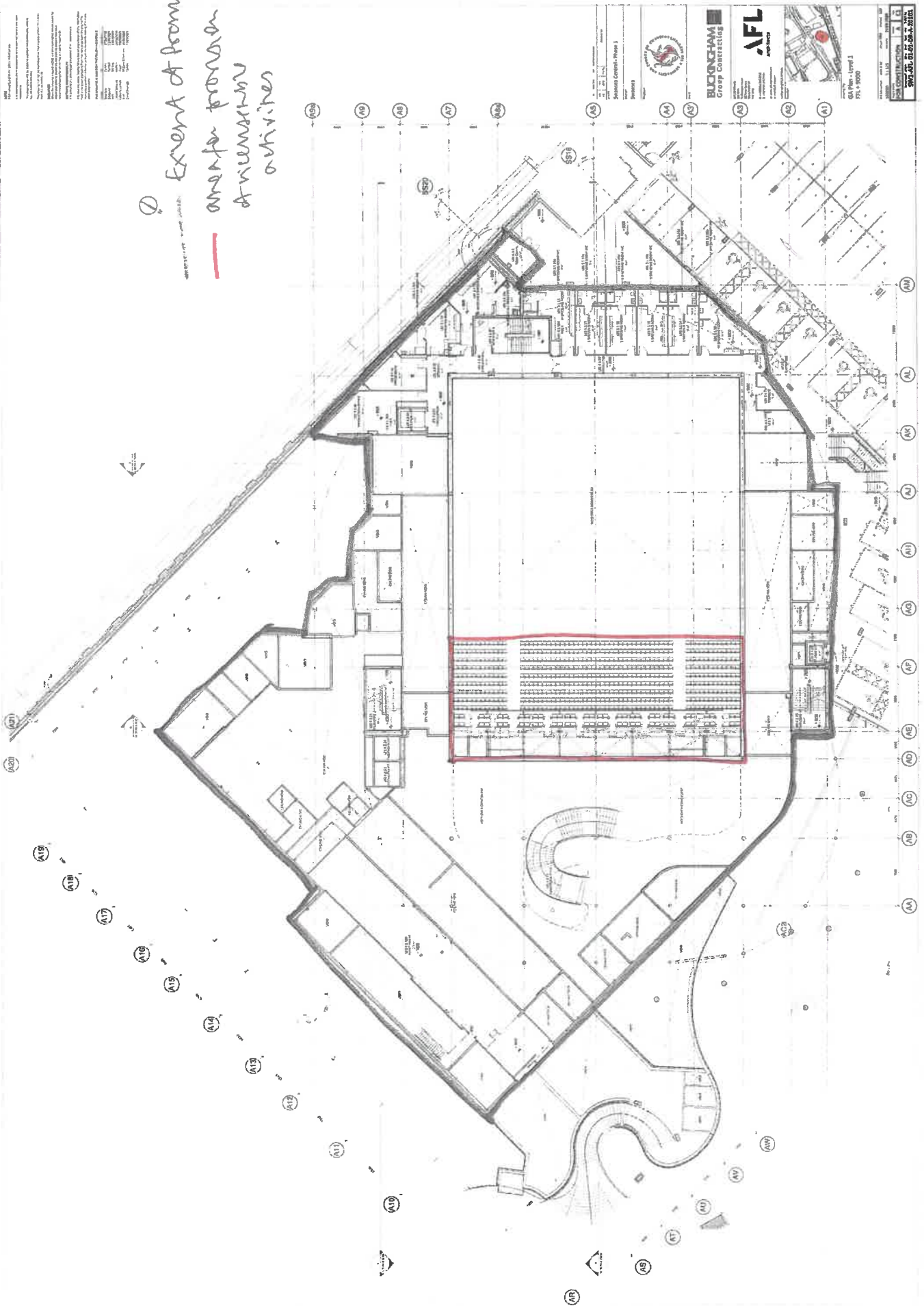
BUCKINGHAM
Group Contracting

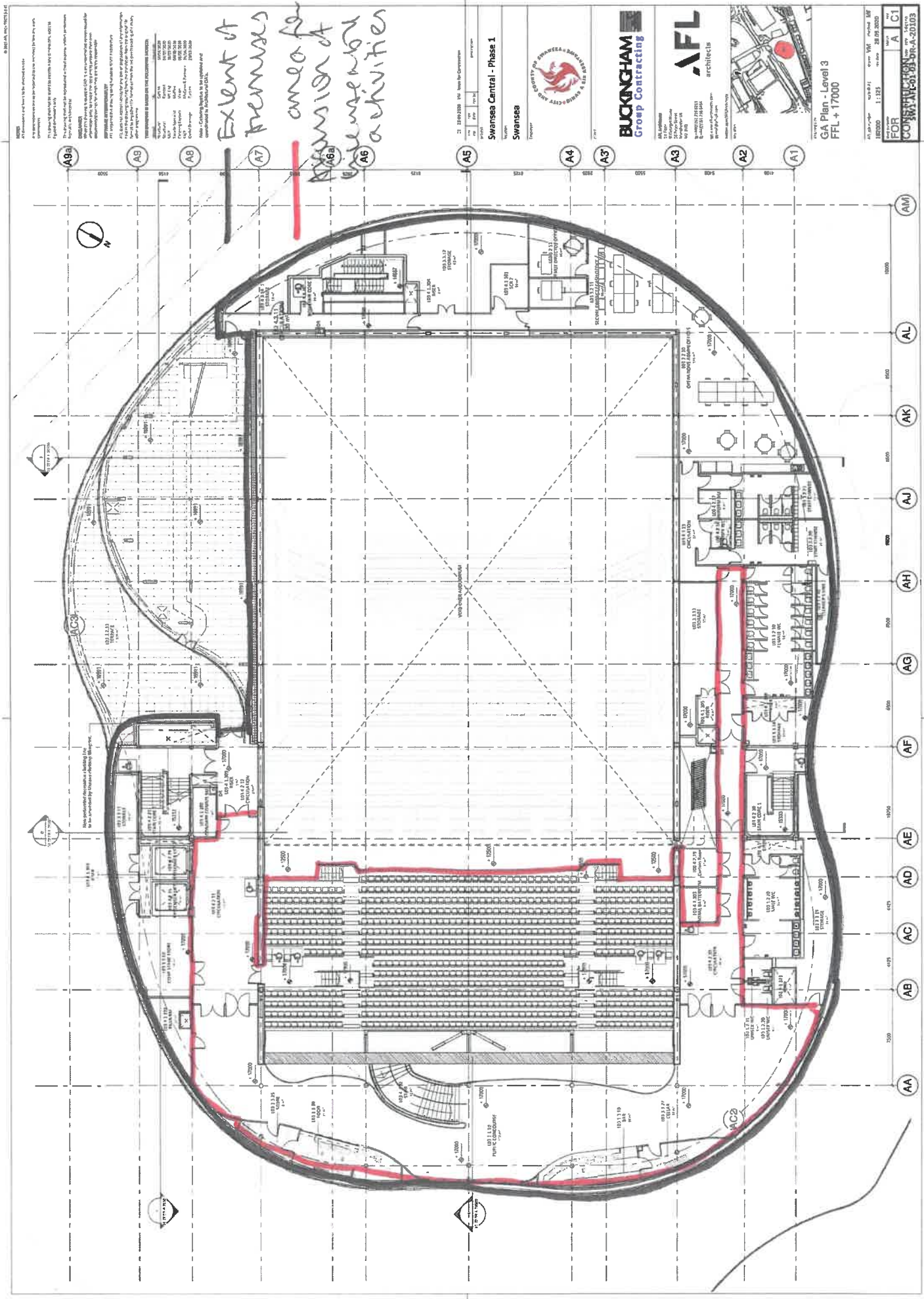
AFL
ARCHITECTS

GA Plans - Level 0
FL = 6000

GA Plans - Level 0
FL = 6000

Extent of removal
 greater than
 dimension
 activities





Extent of Premises
 area for Admission of members activities

Swanssea Central - Phase 1
 Swanssea

BUCKINGHAM
 Group Contracting

AFL
 architects

GA Plan - Level 3
 FFL + 17000

FOR CONSTRUCTION OF
 A C1

NOTES
 1. All dimensions are given in millimetres unless otherwise stated.
 2. The drawings are to be read in accordance with the Australian Standards AS 1100:2009.
 3. The drawings are to be read in accordance with the Australian Standards AS 1100:2009.
 4. The drawings are to be read in accordance with the Australian Standards AS 1100:2009.
 5. The drawings are to be read in accordance with the Australian Standards AS 1100:2009.

PROJECT INFORMATION
 PROJECT NAME: Swarasa Central - Phase 1
 CLIENT: Swarasa
 ARCHITECT: AFL architects
 CONTRACTOR: Buckingham Group Contracting
 DATE: 11/12/2020
 DRAWING NO: GA Plan - Level 4
 SCALE: 1:1000

Extent of premises
area for mission of housewife activities

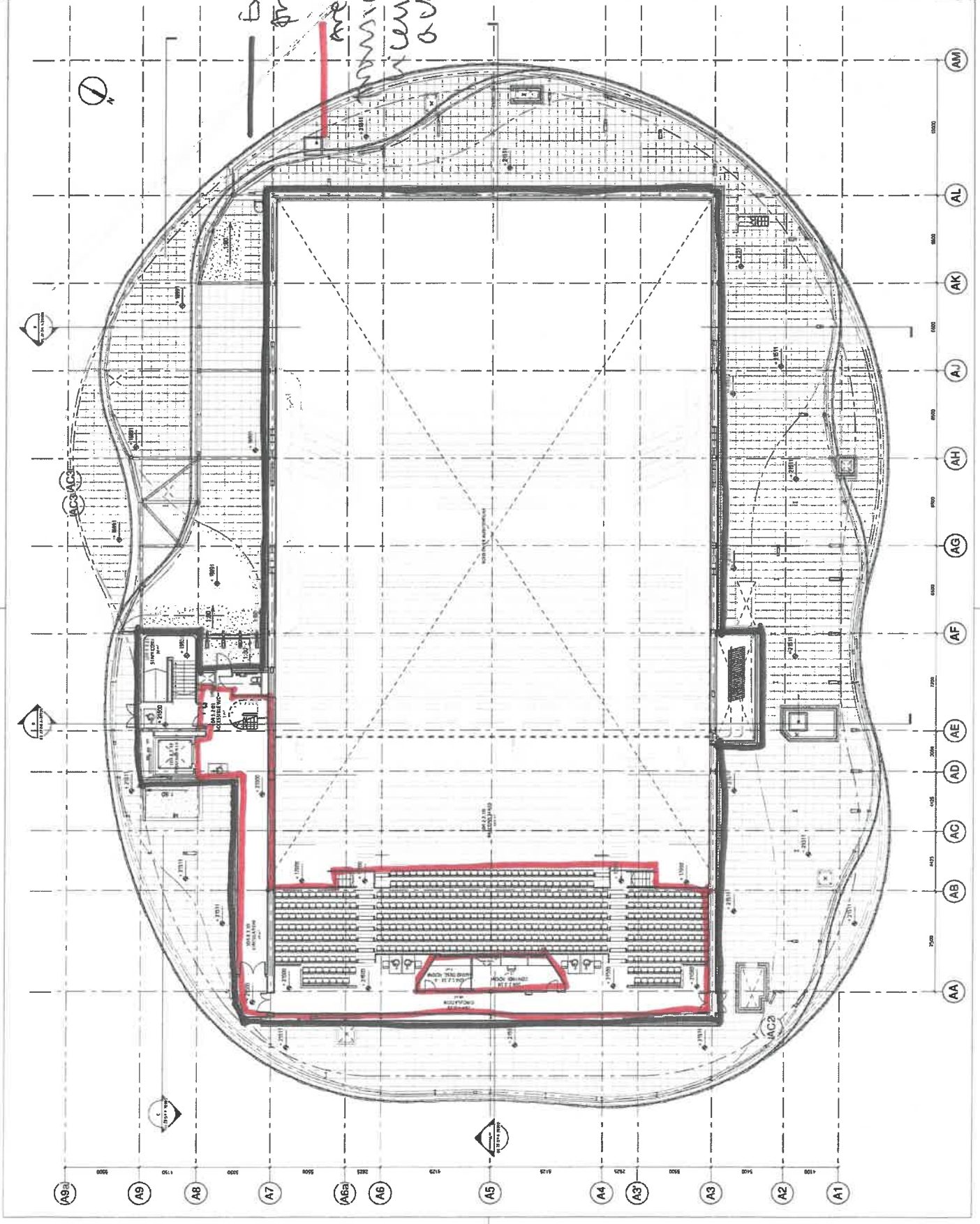
Swarasa Central - Phase 1
 Swarasa



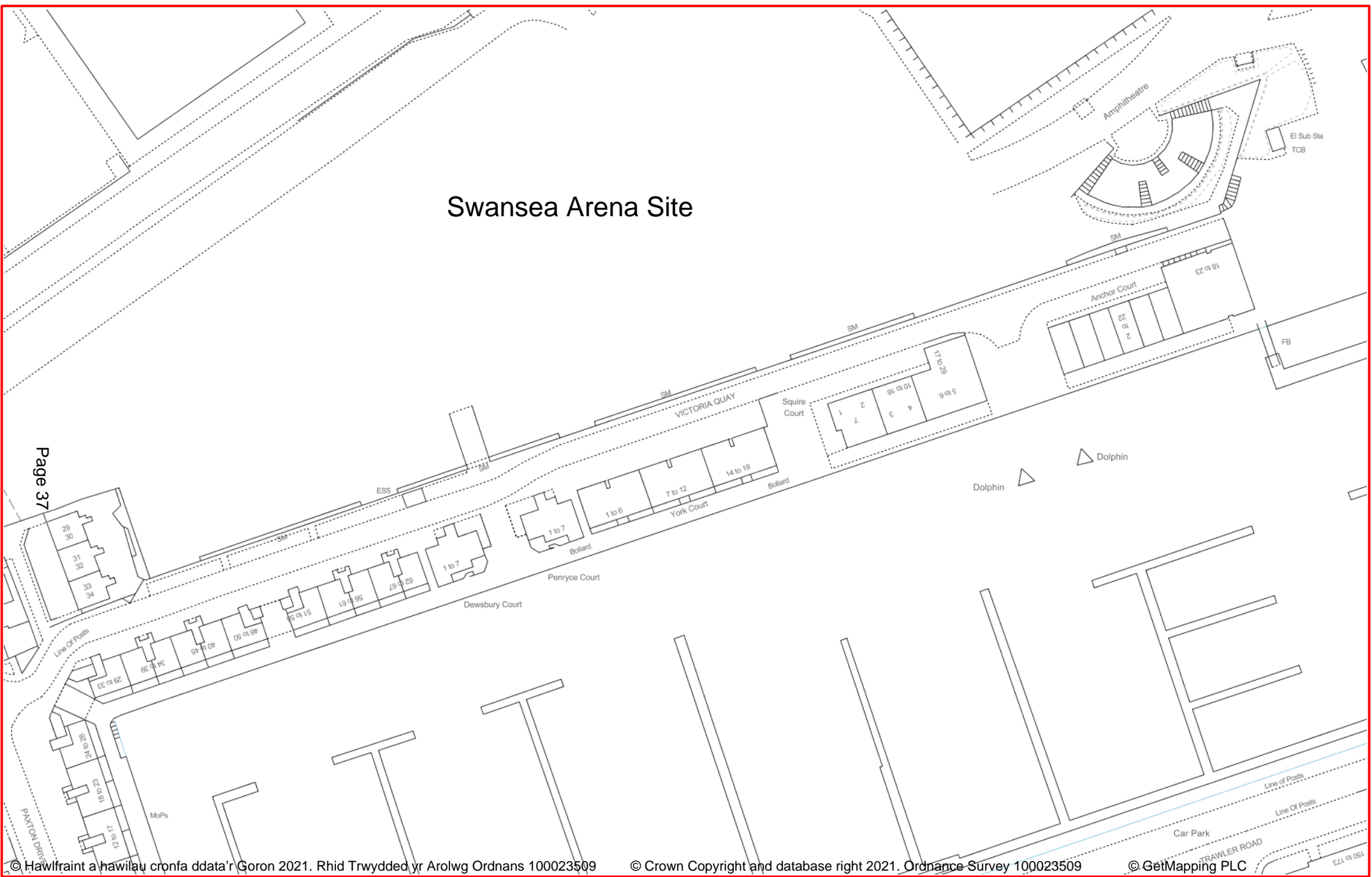
BUCKINGHAM
 Group Contracting



GA Plan - Level 4
 FFL + 21500



Swansea Arena Site



© Hawlfraint a hawilau cronfa ddata'r Goron 2021. Rhid Trwydded yr Arolwg Ordnans 100023509

© Crown Copyright and database right 2021. Ordnance Survey 100023509

© GetMapping PLC



This plan is for illustrative purposes only and should not be used as a legal document. Appendix B

Swansea Arena

Scale: 1:1250
Date: 01/09/2021
Created by: Rachel.Losemore

APPENDIX C

Ambassador Theatre Group Limited

Swansea Arena

Oystermouth Road

Bae COPR Bay

Swansea

SA1 3BX

Proposed opening hours and operating schedule

Proposed Hours of operation

Opening Hours

- On each day of the week 0800 to 0230

Hours for the provision of licensable activities

- Sale of alcohol (on and off sales) and the provision of regulated entertainment – from 1000 to 0200 on each day of the week

The provision of regulated entertainment will include:

- Plays
 - Films
 - Indoor Sporting events
 - Boxing and Wrestling
 - Live Music
 - Recorded music
 - Performances of dance
 - Anything of a similar description
- Provision of late night refreshment – 2300 to 0230 on each day of the week

Schedule of proposed conditions

1. The premises will operate as a multi-functional event and conference space

Event Management Plan (EMP)

2. An event and site-specific Event Management Plan (EMP) will be developed and shared with the Licensing Authority, Police and other responsible authorities (as requested) on an ongoing basis

3. The EMP will include details on subjects such as (but not limited to):

- Site plan
- Layout plans
- Risk Assessments
- Artists profile
- Counter terrorism measures
- Fire Risk Assessment,
- Security Management Plan
- Capacity control
- The use of glass drinking vessels
- Drugs Policy
- Alcohol Management Plan
- Traffic Management Plan
- Medical Management Plan
- Adverse Weather Plan
- Crisis Communication Plan
- Noise Management Plan
- Access, egress and dispersal Plan
- Child Welfare/Vulnerable Persons Policy
- Residents and Local Community Engagement

4. The EMP (and appendices) will be 'living' documents which will be reviewed and revised in the planning phases of events at the premises. These documents to be shared with Local Authority Licensing and Police Licensing for consideration prior to implementation.

5. Annually in January, formal discussions between the Licensing Authority, Premises Licence Holder, and South Wales Police must take place to discuss the proposed events for the year that are known at the time. Discussions will include the event profile, number of expected attendees and identify any additional resource levels that may be required.
6. The Premises Licence Holder must comply with the EMP
7. The premises licence holder will engage with, and attend as required, Safety Advisory Group (SAG) meetings

Events

8. Small events - For events where the capacity does not exceed 1,000 attendees (including for example but not limited to sit down dinners, awards ceremonies, private events etc) the terminal hour for the sale of alcohol shall be 0200, with the premises to be cleared of patrons by 0230
9. Medium Events – Subject to condition 10 below, for events where the capacity does not exceed 2,500 (including but not limited to DJ sets, club nights) the terminal hour for the sale of alcohol shall be 0200 with the premises to be cleared of patrons by 0230
10. Large Events - For events where the capacity is in excess of 2,500 the terminal hour for the sale of alcohol and the provision of licensable activities (save for in the VIP areas) shall be 2300 with the premises to be cleared by 2330 save for the VIP area where the terminal hour for the sale of alcohol shall be 0000. The VIP area shall be cleared of patrons by 0030
11. Events where the primary source of entertainment is by way of a DJ, with a capacity of over 2,000, where the provision of regulated entertainment ends after 0000, will only take place on Friday, Saturday, Sunday or Bank Holiday Mondays with no more than one event taking place each weekend (to include Friday, Saturday, Sunday and a Bank Holiday Monday) and will be limited to no more than 12 events in any 12 month period

CCTV

12. The premises licence holder must ensure that:
 - a. CCTV cameras are located within the premises to cover all public areas including all entrances and exits

- b. The system records clear images permitting the identification of individuals
- c. The CCTV system is able to capture a minimum of 24 frames per second and all recorded footage must be securely retained for a minimum of 28 days.
- d. The CCTV system operates at all times while the premises are open for licensable activities
- e. All equipment must have a constant and accurate time and date generation.
- f. The CCTV system is fitted with security functions to prevent recordings being tampered with, i.e. password protected.
- g. There are members of trained staff at the premises during operating hours able to provide viewable copies on request to police or authorised local authority officers as soon as is reasonably practicable in accordance with the Data Protection Act 2018 (or any replacement legislation).

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all must be given to the designated officer of the South Wales Police for appropriate disposal.

Externally promoted events

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General

34. No external speakers shall be placed on the premises

Appendix D

Pencadlys HeddluHeol y Bont-faen
Penybont
CF31 3SUMewn argyfwng ffoniwch **999**
fel arall, ffoniwch **101**Gwefan: www.heddlu-de-cymru.police.uk**Police Headquarters**Cowbridge Road
Bridgend
CF31 3SUIn an emergency always dial **999**
for non-emergencies dial **101**Website: www.south-wales.police.ukPolice Licensing Officer,
Swansea Central Police Station.Mrs Lynda Anthony.
The Divisional Licensing Officer,
City and County of Swansea,
Civic Centre,
Swansea.26th August 2021.

Dear Mrs Anthony

**Police Observations to application for a premises
licence under the Licensing Act 2003.**

I am in receipt of the above application made under the requirements of the Licensing Act 2003 for the below mentioned premises

Premises: Swansea Arena
Oystermouth Road,
Bae COPR Bay
Swansea
SA1 3BX

I can confirm that this application has been considered in conjunction with a number of detailed meetings held with the applicant surrounding the operational plan for the premises. The application is supported on the grounds that the premises is a multi-functional arena, enhancing and promoting the culture of the City. There is a detailed operational schedule which includes a number of conditions relating to event specific management plans which will ensure a robust and safe operation, whilst also promoting the licensing objectives of crime and disorder, public safety, prevention of public nuisance and protection of children from harm. These conditions have considered the operational needs of the arena along with minimising noise and anti-social behaviour disruption to the local residents and the wider local community.

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

South Wales Police welcomes receiving correspondence in Welsh and English.

Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.



Therefore this application does not adversely affect the licensing objectives, and there are no other police representations in relation to this application.

Respectfully submitted for your information and consideration,

Yours sincerely,

Jon Hancock

Police Licensing Officer
(On behalf of the Chief Officer of Police)

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



From:

Date: 10 August 2021 at 19:46:05 BST

To: evh.licensing@gov.uk

Subject: Arena licensing hours To whom it may concern

Swansea Council is investing a lot of money in the new arena and surrounding area. It's going to be a major asset to the City . However I am appalled at the licensing hours being put forward

I see this as a nice family orientated venue. Something that could be enjoyed by all. When events finish at arenas people usually are seen to disperse quickly. If some would like a drink after they can cross the golden bridge over to Wind Street where any drunken yobbish behaviour can be controlled in one location making it easier to police. Wind Street has suffered during COVID and I think the premises there would also prefer the arena to do what it's supposed to be there for - holding shows conferences etc and then let the publicans also benefit from the added footfall hopefully the arena will bring to the City

As a resident of the Marina I see daily the effects of drugs and alcohol on people. I walk over to the City centre daily and I am shocked at how many addicts and people literally just lying on the streets either drunk or out of their heads

I know many people are put off visiting Swansea by these people. Whilst I realise everyone has a backstory and it's sad to see them like they are they also make people especially women feel very vulnerable too

I am afraid to go into the City centre at night. I really was hoping that I could enjoy the new development but the new licensing hours frighten me . Will we see drunken yobs wrecking the digital park instead of children having fun? Will we be afraid to walk across golden bridge like we are afraid to walk in certain areas of the city centre even during the day in case we are hassled by professional beggars????

Please think carefully and create an environment that everyone feels safe and happy to enjoy

Regards

Denise Lovering

From:

Sent: 13 August 2021 15:09

To: EVH Licensing <EVH.Licensing@swansea.gov.uk>

Subject: Re: Arena licensing hours

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

Thank you for the information but my original email still stands regarding the licensing hours

Going by past experience licensing hours are granted regardless how people feel and usually the reasons for granting the license is not in the best interest of the public.

When trouble occurs police often struggle to cope with anti social behaviour In my view what could be an outstanding opportunity for the city will be spoilt by greed pure and simple

Regards

Denise Lovering Sent from my iPhone

York Court
Victoria Quay
Marina
Swansea SA1 3XD

15 August 2021

Licensing Authority
City & County of Swansea
Civic Centre
Oystermouth Road
Swansea SA1 3SN

Dear sirs

With reference to the recent application from the Ambassador Theatre Group Limited regarding the new Swansea Arena, Oystermouth Road Bae COPR Bay. This application is for an alcohol licence at the Arena (inside and outside) from 10.00am to 2.00am 7 days a week, 365 days a year.

This Arena has been constructed within yards of a large residential area and I strongly object to this blanket application because it will have a detrimental effect on the lives and health of people living along Arthesua Quay, Victoria Quay, Paxton Drive and Bathurst Street.

I feel that if this application were to be granted it would lead to increased anti-social behaviour and disorder in the area when several thousand people would be exiting the arena at 2.30am. We feel that the noise and disruption to sleep would be intolerable for residents living close to the Arena. In addition, the noise from a couple of hundred cars leaving the car park plus traffic along Victoria Quay would also affect living standards, sleep patterns and consequently residents' health.

This application should be refused so as to prevent public nuisance in the early hours on Victoria Quay and to the surrounding Marina.

All lighting in and around the arena will need to be on until at least 2.30am in order for the crowds to safely exit the Arena. At present, some lighting in and around the Arena is on throughout the night during the construction phase and is causing difficulties for residents and complaints have been made

regularly to the developers. The lighting arrangement in and around the Arena will again have an adverse effect upon the lives and health of residents as sleep because sleep will be disrupted.

May I remind you that other venues on the Marina near residential properties do not have late alcohol licences. Can I also remind you that there is no footpath along Victoria Quay and large crowds and increased traffic could mean safety issues in the early hours of the morning?

Consequently, we would like the Licensing Authority to reject this blanket alcohol licence application and require the Ambassador Theatre Group to make individual applications for a small number of specified events.

Yours faithfully

M M Williams

York Court
Victoria Quay
Marina
Swansea SA1 3XD

15 August 2021

Licensing Authority
City & County of Swansea
Civic Centre
Oystermouth Road
Swansea SA1 3SN

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Yours faithfully

R J Williams

**RE: THE AMBASSADOR THEATRE GROUP LTD
THE APPLICATION FOR A GRANT OF A NEW PREMISES LICENCE UNDER THE
LICENSING ACT 2003 FOR OPENING HOURS OF EACH DAY OF THE WEEK
FROM 08.00 TO 02.30 IN RESPECT OF THE SWANSEA ARENA, OYSTERMOUTH
ROAD, COPR BAY, SWANSEA SA1 3XB**

OBJECTONS ARE:

The Marina is a residential area. Therefore, it is totally unreasonable to expect the residents to be subjected to a licensed premises selling alcohol 7 days a week from 08.00 to 02.30.

If this was the original intention, the venue should have been situated out of town and away from a residential area.

Prevention of Crime and Disorder

If alcohol is sold for prolonged periods of time, it is known to be a direct cause of crime and disorder. Who will be responsible to ensure that there will be no unruly behaviour and that the residents are protected, during the day and into the early hours of each morning? Presumably, this will have to result in an increased Police presence and who will be paying for this, another increase in the Council Tax?

Public Safety

There is a public safety issue with the danger of people being unaware of the drop from the podium level to Victoria Quay. This would be a further risk late at night, and especially as there is little room between the Arena and the stone facing wall.

A number of people have lost their lives by falling into the Marina whilst possibility under the influence of alcohol.

The Prevention of Public Nuisance

Because of the proximity of the Arena to the residential buildings, there will be a greater risk of disturbances late at night as crowds leave the 3,000-seater venue whilst under the influence of alcohol.

As people leave the premises, the noise level will increase and the amount of lighting necessary to ensure the public's safety will be a further disturbance.

The noise of the traffic leaving the Arena will also be accentuated on the cobbled streets.

There is also a risk of anti-social behaviour and public nuisance.

The Protection of Children from Harm

There is the possibility that the welfare of children living at the Marina could be harmed.

Russell Wood

Owner: York Court, Victoria Quay, Maritime Quarter, Swansea SA1 3XD

From: Deena Howells < >
Sent: 17 August 2021 16:28
To: EVH Licensing <EVH.Licensing@swansea.gov.uk>
Subject: Objection To Licensing Hours Re: COPR Bay

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

Dear Sir/Madam,

With reference to the application for premises licence in COPR Bay Swansea, I would like to object in the strongest terms.

I feel the consequences will be detrimental for residents on Victoria and Arethusa Quay, and will only exacerbate the problems with anti-social behaviour, that we already have in this area.

The increased traffic on the cobbled road at Victoria Quay, is something that worries me, especially with taxi's and cars dropping off customers to the venue, not to mention picking them up, in the early hours of the morning. Of course this is all magnified by the consumption of alcohol, which if the licence is extended to 2.30am, will inevitably cause even more disruption to residents.

I have elderly parents, who up to now, have enjoyed living on Victoria Quay, but the possibility of granting the licence to 2.30am fills them with overwhelming dread. They are not against new enterprise, in fact welcome it, but the problems of anti social behaviour, associated with late night drinking, is a huge cause of concern for us all as a family.

I also have concerns with regard to access and egress onto Victoria Quay from the arena area. With no footpath in place, I can only assume, that the safety for visitors will be compromised, as Victoria Quay is a cobbled road, and will no doubt be an issue for most people.

I also have concerns regarding the close proximity of the arena to residential buildings, in respect of the amount of lighting required to enable safe exit from the Arena, which will no doubt cause disturbance for the residents. With any large venue, there will inevitably be large crowds of people, and I also worry that their safety has not been taken into account.

A cobbled road, in close proximity to residential buildings is not a safe place for crowds of people to congregate on, not to mention the safety of the residents on Victoria Quay.

I sincerely hope that you take my objections into account, and will not grant the licence that has been applied for.

Sincerely,
Ms Deena Howells
Director (Dewsbury Court)

From: Gareth and Lisa < >

Sent: 18 August 2021 09:55

To: EVH Licensing <EVH.Licensing@swansea.gov.uk>

Subject: APPLICATION FOR PREMISES LICENCE - Swansea Arena, Oystermouth Road, Swansea, SA13XB

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APPLICATION FOR PREMISES LICENCE – Swansea Arena, Oystermouth Road,
Bae COPR Bay, Swansea, SA1 3BX.

I strongly object to this application from The Ambassador Theatre Group Limited for a new premises licence.

As a resident of Squire Court I am seriously concerned about the details of the application, it states on the public notice that the sale of alcohol for on and off sales will be from 1000 to 0200 hours every day of the week and the provision for late night refreshment from 2300 to 0230 hours. These later hours will be to accommodate the arena staging late night live D.J. events finishing at 0230 hours with up to 2500 persons leaving the arena site at possibly 0300 hours. The council have apparently already agreed with the Ambassador Group that they could hold a maximum of 12 of these events a year subject to the relevant licenses being granted.

I, together with other representatives from the Victoria Quay area attended a meeting on 12.08.21 with Lisa Mart from the Ambassador Group, Spencer Winter from Rivington Hark, Lee Richards and Adrian Denning from Swansea council, we discussed this application in detail together with the many other concerns we have regarding this development and the impact this will have on our lives especially late at night.

My objections are:-

- The impact to residents of up to 2500 people leaving the arena between 0230 to 0300 hours after having consumed copious amounts of alcohol with the associated levels of noise and anti-social behaviour that this would generate would undoubtedly impact the lives of many people along Victoria Quay, Paxton Drive, Bathurst Street and to the North of the arena. This could be more of a serious issue for anyone who lives at Squire or Anchor Court because of the close proximity to the arena and to the 3 new tunnels that open out onto Victoria Quay exacerbated by the fact that there will be a public walkway along the top of the revetment wall directly behind our bedrooms, If even a few dozen or so very drunk/drugged up individuals decide to come onto the marina at this point or walk along the revetment wall during these hours you can imagine the disturbance this will cause.
- The potential of alcohol being consumed on but especially off site between 10.00 and 0200 hours is obviously going to result in drunkenness, anti-social

behaviour and lots of noise/nuisance for all the residents of Victoria Quay, Paxton Drive, Bathurst Street and to the north of the arena.

Off sales of alcohol cause many of the antisocial and criminal problems in the city because it can't really be controlled, the police can surely testify to that, so how can the granting of an off licence for this establishment help the situation, surely it will add to the problem.

- As you know Oystermouth Road is an extremely busy road where several people have died or have been seriously injured trying to cross it, can you imagine the potential carnage when so many of the 2500-3000 people many of whom have been drinking decide not to use the bridge for whatever reason, especially so after the proposed live D.J event which would apparently finish at 0230 hours, a lot of these individuals would be seriously intoxicated, add in possible drug use and then you truly have serious accidents waiting to happen, they would be totally unavoidable.

To close, the granting of this very late premises licence would be totally unacceptable based on the very serious impact this would have on hundreds if not thousands of residents living in close proximity to the arena and for the many reasons outlined above.

Mr Gareth Edwards
Squire Court
Victoria Quay
Maritime Quarter
Swansea
SA13XB

Squire Court
Victoria Quay
Maritime Quarter
Swansea
SA1 3XB
19th August 2021

City and County of Swansea
Licensing Authority
Civic Centre
Oystermouth Road
Swansea
SA1 3SN

Dear Sirs,

APPLICATION FOR PREMISES LICENCE BY THE AMBASSADOR GROUP

We note that the new operators of the arena in the Copr Bay development have submitted an application to the Council encapsulating their requests for extended operating hours to serve alcohol.

We appreciate that any business in the entertainment industry has a need to be able to supply alcohol to its clients and obviously have no objection (albeit we do have some concerns human nature being what it is when alcohol has been consumed) to this being carried out during normal Licensing hours.

We are concerned however with their request have a Licence to serve alcohol up to 02.30 on each day of the week. We believe strongly that this will lead to a number of problems for the residents of the Marina.

These problems will be -

Noise - The release of a large number of people who have consumed alcohol from the Arena will invariably result in a lot of noise being generated. We appreciate that the majority of clients are likely to head across the bridge into the city but undoubtedly a certain proportion of the clients will be tempted to come onto the Marina and, at that hour of the morning, they will cause severe noise problems.

Disturbance - These same clients that are likely to come onto the Marina will, under the influence of alcohol, create levels of disturbance with drunken behaviour. We all have experience of witnessing the horseplay and general drunken antics that are bound to happen in the aftermath of an evening drinking alcohol.

Safety - The relationship between consumption of alcohol and the increased chance of accidents occurring is well established. We are concerned that these factors, combined with tiredness due to the lateness of the hour will result in a number of accidents and we feel the extended drinking time will, sadly, significantly increase the chance of accidents occurring.

Traffic issues - We are concerned that transport will be tempted to enter Victoria Quay to collect clients during the early hours - with all the downside of these actions, including public urination (or worse) while people who have consumed too much alcohol will be waiting for taxi's or other transport to pick them up.

We therefore, respectfully request that the application for the late night alcohol Licence is refused and the Licence only granted for normal Licensing hours.

Yours faithfully,

Peter J Lewis
Residents of Swansea Marina

Margaret Lewis

From: Michael Bennett < >

Sent: 20 August 2021 14:20

To: Mike Bennett < >

Subject: Fwd: Objection to the application for a premises licence/alcohol licence at the arena.

APPLICATION FOR PREMISES LICENCE for Swansea Arena,
Copr Bay, Oystermouth Road,
Swansea, SA1 3BX.

I live with my 12 year old grandson and my property is adjacent to the 3 new tunnels and 10 metres away from the pathway that runs along the top of the revetment wall, our bedrooms also face this direction too. I'm very concerned that these late licensing hours will have a very serious affect on our quality of life and sleep; I don't see how this could be otherwise.

I object to this application from The Ambassador Theatre Group Limited for a new premises licence based on the following:-

- 1) An increase in antisocial behaviour mostly due to consumption of alcohol and sometimes drugs or indeed both. We already experience a lot of these problems and have done for many years; these proposed licensing hours will add to that.
- 2) Extra footfall generated in the night along the new footpath on top of the revetment wall which is directly opposite my bedroom; I'm worried about this in particular due to the potential increase in noise and disturbance. Not all of the patrons leaving the arena will head across the bridge to town; many will come in the direction of the marina right past my property.
- 3) The danger to many of these people who leave the arena intoxicated and or drugged up and decide not to use the bridge for whatever reason and cross Oystermouth Road, there have already been many deaths and injuries in the past when individuals have done this sober and in broad daylight, God only knows what will happen at 2.30am when it is dark, rainy and with a busy road to boot.
- 4) There are children living at Squire Court and other premises along Victoria Quay, the lateness of this licence together with most of the problems I outline here will surely impact them especially when you factor in that all the bedrooms along Victoria Quay face the arena, the 3 new tunnels and surrounding concourse.
- 5) The increase in traffic and thus noise generated along Victoria Quay due to drop offs and pickups especially late at night and into the early hours of the morning exacerbated by the fact that there are cobbles at the rear of our

building and along the whole length of Victoria Quay directly below our bedrooms.

These are my objections to this application for a premises licence, please consider them carefully because they are very valid and made in good faith.

Mr Michael Bennett

Squire Court

Victoria Quay

Swansea

SA13XB

From: Hilary Roberts < >

Sent: 20 August 2021 22:53 **To:** EVH Licensing <EVH.Licensing@swansea.gov.uk>

Subject: The Proposal for the Ridiculous opening hours for this Arena

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

Dear Sir

I have already sent you a detailed letter stipulating why I oppose these ridiculous opening hours.

Despite the details you have sent me to try and persuade me to accept your proposals I in No way agree to this.

Initially it was 11.00pm closure which the residents of the Marina were prepared to accept but this was obviously to placate the public

To accept this building being constructed. Possibly Swansea City Council leader should have given greater thought to this project and chosen a more appropriate out of town location.

Hopefully the people responsible for the safety and welfare of this area will reject these proposals.

Yours Sincerely

Hilary Roberts

From: Hilary Roberts < >

Sent: 07 August 2021 10:44**To:** EVH Licensing <EVH.Licensing@swansea.gov.uk>

Subject: Objection re licensing hours at Swansea Arena

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

Dear Sir,

When the proposals for this Arena was put forward there was no mention of these ridiculous opening hours , but we were informed that everything would be closed by 11.00 pm. If the Council had prior knowledge of these hours this development should have been constructed in an out of town location where noise , lighting etc would not be a problem.

Now you are asking us to tolerate not only noise at unsocial hours and public nuisance but also to put up with traffic noise and traffic related problems which already exist on the Marina. As for anti social behaviour the police have had great difficulty recently in controlling the gangs which have invaded the Marina causing a great deal of damage and problems to residents in the Marina.

Policing is another major factor when considering these ridiculous hours , the need obviously for a substantial increase in police manpower and then the question who will be paying for this??I can assure you that residents are already considering requesting a lowering of council tax for the Marina!!

Do you really realise the close proximity of this Arena to residential buildings and its affect upon the many elderly people who now live here plus the well being of children being disturbed late at night?

When excessive alcohol is consumed at these late hours there can only be one result!!

I believe the Council need to thoroughly investigate this matter and consult with the police, environmental health officer, fire service etc before proceeding any further.

Yours Sincerely,

Hilary Roberts

York Court ,Victoria Quay

From: Gareth Edwards < >
Sent: 21 August 2021 13:17
To: EVH Licensing <EVH.Licensing@swansea.gov.uk>
Subject: Objection to the proposed application for a premises licence to the Ambassador Group Ltd.

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe
To whom it may concern.

APPLICATION FOR PREMISES LICENCE for Swansea Arena, Oystermouth Road,
COPR Bay, Swansea, SA1 3BX.

I object to the terms of this application from The Ambassador Theatre Group Ltd for a new premises licence based on the following:-

- 1) I am an elderly lady who lost my husband fairly recently and I suffer from a number of debilitating conditions, the thought of having these late licensing hours really worries me because of the effect they will have on my restorative sleep and quality of life here, that is, the noise created when so many people leave the arena at these ridiculous time of the morning many well and truly intoxicated and on a very regular basis with lots of them coming onto Victoria Quay after the events finish through the new 3 tunnels very near to me and close to my bedroom.
- 2) An increase in antisocial behaviour mostly due to excessive consumption of alcohol. We already experience a lot of these problems and have done so for many years; these proposed licensing hours will exacerbate these immensely.
- 3) Extra footfall generated at night and early hours of the morning along the new footpath on top of the revetment wall which is directly opposite my bedroom only 10 metres away, I'm really worried about this due to the potential noise, disturbance and potential antisocial behaviour. Not all of the patrons leaving the arena will head across the bridge to town; many will come in the direction of the marina right past my premises opposite and below my bedroom.
- 4) The danger to people leaving events during the early hours who try to cross Oystermouth Road many of whom will be intoxicated.
- 5) There are children living along Victoria Quay, the lateness of this licence together with the problems I've outlined above will surely impact them especially when you factor in that all the bedrooms along Victoria Quay that face the arena, surrounding concourse and footpath along the top of the revetment wall.

6) The increase in traffic and thus noise generated along Victoria Quay due to drop offs and pickups especially late at night and into the early hours of the morning exacerbated by the fact that there are cobbles at the rear of our building and along the whole length of Victoria Quay directly below our bedrooms.

These are my objections to this application; we've had to put up with a lot of noise, mess and disturbance since this arena came to fruition. I just hope that we don't have to put up with any more due to the ridiculous licensing hours proposed in this application.

Regards.

Mrs Eileen Ace
Squire Court
Victoria Quay
Swansea
SA13XB.

City and County of Swansea
Licensing Authority
evh.licensing@swansea.gov.uk
2021

20 August

Dear Sir/Madam

Re: Application Licence for Ambassador Group Limited

Further to your Notice for the above licence being granted I wish to submit my concerns, which are as follows:

- Noise

The noise generated from their patrons who have consumed alcohol will in all likelihood be relatively high and even if they do not come directly onto the Marina at that time of the morning it will still cause problems due to the area it is located within.

- Disturbance

Having experienced the disturbance caused from inebriated persons onto Squire Court about 20 years ago via the archway, at a time when people had started using the leisure centre area for congregating to consume alcohol resulting in shouting, swearing and so on, it was thankfully halted due to the complaints generated by the owners. However there are now more archways to allow access to the vicinity.

- Safety

The safety of the residents and visitors to the area at that late hour will create a feeling of anxiety due to potential stragglers around the vicinity.

- Transport

The cobbled road by the 3 archways amplifies the sound of transport and with the increased amount of traffic, taxis etc. will only exacerbate this for residents at such a late hour.

I therefore submit my objection based on the aforementioned points and request that the application for the late night alcohol licence be refused and only granted for normal licensing hours.

Yours faithfully

David James Denton – Owner, Squire Court, Marina, Swansea

From: Michael Evans < >
Sent: 23 August 2021 14:29
To: EVH Licensing <EVH.Licensing@swansea.gov.uk>
Subject: Re: Application for Premises Licence

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

I am writing to register an objection to the application for a premises licence that has been submitted by Ambassador Theatre Group Limited for the Swansea Arena.

In particular the provision of entertainment and alcohol until 2 a.m. is concerning. The Arena is very close to residential areas, so there is a prospect of noise and disruption from customers leaving the premises after drinking in the early hours of the morning.

There are likely to be limited police resources to deal with any incidents or nuisance, particularly at weekends, as police already have to cope with potential problems on Wind Street and High Street.

As people may attempt to continue drinking after leaving the Arena, they could be tempted to walk to the beach or stop outside Marina residences causing noise and disruption. This could also lead to incidents of vandalism.

Some customers may leave by car leading to noise and danger, particularly after consuming alcohol. Whilst attempts are being made to stop Arena Customers being dropped off and picked up along Victoria Quay some may still have left their cars there increasing the potential for noise,

Regards

Michael Evans
tel:

Penryce Court,
Victoria Quay
Maritime Quarter
Swansea SA1 3XE

-----Original Message-----

From: Sue Winlove < >

Sent: 23 August 2021 14:45

To: EVH Licensing <EVH.Licensing@swansea.gov.uk>

Cc: Squire Court Management < >

Subject: Application for Premises Licence at Swansea Arena by Ambassador Theatre Group

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

Dear Sir/Madam

We object in the strongest terms to the above application. It threatens to fundamentally change the character of, and undermine the quality of life in this quiet and historically significant corner of the Marina.

When we decided to purchase a property in the Marina some years ago we quickly focused our attentions on Squire Court and the neighbouring blocks because the style and quality of this early development contrasted with other local developments and because it attracted occupants of 'mature years' seeking a quiet life.

This proposal to provide food and drink up to 2.30 in the morning would inevitably lead to the discharge of 'excited' cohorts onto the waterfront at all hours. The unhappy interaction between alcohol and deep water raises immediate safety concerns and there are likely to be major problems with waste, human and otherwise, and noise pollution. In the latter connection you should note the cobbled roadway behind Squire Court, which is a very attractive feature, but a major generator of noise from pedestrians and vehicular traffic. Since most bedrooms face this road we foresee sleep becoming almost impossible at times of 'regulated' (whatever this means) entertainments.

We look forward to receiving your response to these concerns.

Yours

Professor C. P. Winlove

From:

Sent: 23 August 2021 19:02

To: EVH Licensing <EVH.Licensing@swansea.gov.uk>;

Subject: Copper Bay Arena Licensing Hours. Objection.

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

Good Afternoon.

I am only just back home from a 16 week stay in hospital following an accident which nearly cost me my life. At present I am more or less a prisoner in my own apartment and will be for a while. The break in hospital at least gave me time away from the 2 years of constant arena building work the council inflicted on us.

I have never had to make an objection against licensing hours before.

If the arena has to sell drink then I think 10pm with 30 mins drink up is fine.

If people want to drink after this there are plenty of pubs, clubs and restaurants in City centre and Wind Street.

I believe a licence to drink into the early hours has been applied for when DJ nights are planned. I object on this strongly as the Arena is only about 50 feet away from our bedrooms ... are we expected to have quadruple glazing and keep our windows closed at night to shut out noise nuisance.

Policing the late night drinking in Wind St certainly puts pressure on the Police and ambulance personnel. Matt Jukes and other past area commanders told me what a nightmare Wind Street is so please don't let those problems spread to the Arena. I don't think the Police or Ambulance or A&E have the ability to cope.

My opinion is that it is totally wrong that Swansea Council EVH and Planning should be involved in this licensing matter. This should be done by some other body to ensure that everything is done transparently. It is again my opinion the council obviously have a conflict of interest in this matter after all as a council and political group are leading this project. I would ask the member of South Wales Police look into this and have his findings reported to everyone before any licences are issued.

Unfortunately we are all expecting this license to be passed but I would once again ask you will seriously consider the residents of the area and the devastating effect your decision could have should the late night drinking go ahead. We have nowhere to go Arena at the back water at the front. From what we are told EVH become a chocolate teapot when you have to make a noise nuisance complaint.

Thanks for the opportunity to put my objections forward

J A Lovering.

From: jekin roberts < >
Sent: 24 August 2021 11:23
To: EVH Licensing <EVH.Licensing@swansea.gov.uk>
Subject: Re Swansea Arena

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

Dear Sir,

I would like to inform you that I object most strongly to the opening hours for the Arena.

There are enough problems with vandalism and noise here already without you giving more incentive to these

Yobs to disturb this community even further!

11.00 o'clock closing is adequate and by the time they filter from there it will be midnight.

For once lets hope that the city of Swansea will put the residents before FINANCIAL GAINS!!!!

Yours Sincerely

JO Roberts

From: Mavis Crispin < >
Sent: 24 August 2021 14:14
To: EVH Licensing <EVH.Licensing@swansea.gov.uk>
Subject: Swansea Arena SA13BX

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

To whom it may concern

I want to place my objection to the extended license for the above premises.

This is a residential area where many working people live, some of whom work at home. Either way we need sleep in order to work and discharge other responsibilities.

Apart from the noise of the music and other sound from the arena itself, there is the inevitable noise from hundreds or thousands of people entering and leaving in the area whether by car or foot. and not all will behave in socially acceptable ways.

I ask you to re consider this. A twelve o clock deadline would be quite late enough.

Yours Faithfully,

Mavis Crispin

From: Chris Collier < >
Sent: 24 August 2021 14:36
To: EVH Licensing <EVH.Licensing@swansea.gov.uk>
Subject: Licensing Application for Swansea Arena

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

To whom it may concern,

As residents in York Court, Marina and living directly next to the stadium, I must emphasise our aversion to the licencing hours proposed by The Ambassador Theatre Group LTD. The Marina area of Swansea is mostly residential and we have seen an increase in the last couple of years of anti-social behaviour. If granted, Swansea Council will be giving the green light for the Arena to sell alcohol until potentially 2.30am. This makes little sense, particularly as local businesses, such as The Swigg and The Anchor, have all applied for similar licences and have been rejected, having to close at 11.30pm if not earlier. It is clear these sort of licences are, and I might add correctly, distributed to bars on Wind Street or other designated areas for nightlife.

I think all the residents around Swansea Arena have been extremely patient with the building of this stadium, despite water and electric going off outside of designated times, along with our roads being cut off. This feels like a huge 'Slap in the face' and the audacity to even ask for such a licence is likely to generate a lot of negativity towards the stadium. I implore for a sensible decision to be made in this situation and a licence to be granted in line with the other businesses in the Marina.

Lastly, in the last few years, I feel like Swansea is finally on track to modernising and somewhat striving towards it's potential after what has been, a calamity of decisions in the past. Please don't let this be one of those decisions that sends Swansea backwards, as we want to keep areas like the Marina a safe and clean environment for everybody, no matter what the time of day.

Thank you for taking time to read this email, which I'm sure will be echoed by people in this community.

Chris Collier & Anastasia Petrou
York Court, Maritime Quarter, Marina, SA1 3XD

From: Jon Woolliscroft < >
Sent: 25 August 2021 09:17
To: EVH Licensing <EVH.Licensing@swansea.gov.uk>
Cc: Gareth Pritchard <Gareth.Pritchard@swansea.gov.uk>; David Owen <David.Owen@swansea.gov.uk>
Subject: Re: FW: Arena

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

Good Morning Rachel

The MQRA have looked at the license and have decided that certain aspects of the proposed license are unacceptable as they are likely to cause public nuisance and antisocial behaviour.

Whilst we are looking forward to the opening of the Arena we feel that approval of the application should be delayed until the license is amended or there have been further public liaison to clarify the situation.

Our formal objection is set out below.

Maritime Quarter Residents Association Objection to License.

I am writing on behalf of the MQRA to object to the current license application for the Arena.

The license application includes for the off-site sale of alcohol in sealed containers until 02.00am. Antisocial behaviour has been a major problem around the Maritime Quarter for a number of years. The police have only recently brought this under control and it is a major concern that a source of alcohol, available until the early hours of the morning, will reignite the problem.

The application includes mobile alcohol vendors and, whilst it is accepted that they will be positioned within the licensed area, it is not clear if they will be sited indoors or outdoors. Mobile vendors must be sited indoors to avoid nuisance to neighbouring properties and all alcohol must be consumed prior to leaving the licensed area, otherwise this aspect of the license should be rejected.

Part 3 (h) of the license application requires the applicant to complete box H. Box H clearly requires a description of the type of entertainment to be provided. They have made no attempt to complete box H and this is therefore not a valid application.

As part of the application, the applicant has included a Schedule of proposed conditions and an Event Management Plan. What appears to be absent in the list of subjects is a topic, "impact on the adjacent residential area".

The license application has caused great distress to local residents as the application hours until 02.30am have come as a surprise. One of the reasons for this distress is that the management company has made little attempt to engage with local residents. For example, the local residents were not aware that there would be late night refreshments from 23.00 to 02.30 when the concept of the Arena was first discussed. The applicant includes 'Residents and Local Community Engagement' in

the EPM list and this should already have taken place for all residents living adjacent to the Arena.

Many of the concerns of residents could be allayed by local community engagement. The MQRA, as part of its objection, requests that approval of this application be delayed until there has been such meaningful local community engagement.

Kind regards

Jon Woolliscroft
Chair MQRA

From: Lisa Anne Edwards < >
Sent: 25 August 2021 09:27
To: EVH Licensing <EVH.Licensing@swansea.gov.uk>
Cc: Hannah Lawson <>; David Phillips (Councillor) < >; Fiona Gordon (Councillor) < >; Erika Kirchner (Councillor) >
Subject: APPLICATION FOR PREMISES LICENCE –Swansea Arena, Oystermouth Road, BaeCOPR Bay, Swansea, SA1 3BX.

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

To Whom It May Concern:

APPLICATION FOR PREMISES LICENCE – Swansea Arena, Oystermouth Road,
Bae COPR Bay, Swansea, SA1 3BX.

I wish to register my objection to the application from The Ambassador Theatre Group Limited for a new premises licence.

As a resident of Victoria Quay I am gravely concerned about the details of the application, it states on the public notice that the sale of alcohol (on and off sales) will be from 1000 to 0200 every day of the week and the provision of late night refreshment from 2300 to 0230.

My objection is based on the fact that this new licence will cause a disturbance and public nuisance potentially for 16.5 hours, every day to all the residents living/working/sleeping in Victoria Quay, Paxton Drive and Bathurst Street.

Swansea Arena is situated next to 1,400 square foot restaurant and café (alcohol licence yet to be applied for) and a coastal park that's over 1 acre, with an off sales licence how can The Ambassador Theatre Group possible prevent any crime, disorder, public safety, public nuisance and protect children from harm in the surrounding areas????

Also the potential for over 2,000 intoxicated people leaving the arena simultaneously at 2:30 am is extremely concerning! They won't all leave in cars, and they won't all leave via the new bridge, even if less than 10% of them want access to the marina they will walk on the pathway along the top of the revetment wall that runs the length of Victoria Quay, anyone walking along this path can be heard and seen from the bedrooms of the residents, and/or walk through the newly opened archways cut out of the revetment wall straight onto Victoria Quay thus causing considerable disturbance.

The potential of alcohol being consumed on and especially off site between 10am and 2:30am is obviously going to result in drunkenness, anti-social behaviour and lots of noise/nuisance for all the residents of Victoria Quay, Paxton Drive and Bathurst Street.

I cannot see how the 4 licensing objectives of: the prevention of crime and disorder, public safety, prevention of public nuisance and the protection of children from harm can be met.

As a council you decided to grant planning permission and build a 3,500 indoor capacity arena along with a restaurant/café that will have capacity for at least 60 people inside as well as outdoor seating directly behind the residential road of Victoria Quay, there were token consultations with residents but it was a given that the arena would be built, like it's a given you will grant this licence application but I felt like I have no option but to object based on the 0.0001% chance that you might take my objection into consideration.

Regards,

Lisa Anne Edwards

Resident of Squire Court, Victoria Quay.

-----Original Message-----

From: Mike Sammals < >

Sent: 25 August 2021 12:35

To: EVH Licensing <EVH.Licensing@swansea.gov.uk>

Subject: Swansea Arena,Application for Licence

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

Dear Sir/Madam

I urge you NOT to grant a Premises/Alcohol licence for the extended hours requested.

We as residents were informed in a meeting that it would all finish at the arena by 2300 hrs.

Adjacent to the Arena,there are densely populated residential areas.

My reasons for objection are as follows.

1.Children.

There are several children permanently living adjacent to the Arena.Also many other children visit and stay with family on a regular basis,for weekends,school holidays,and some for childcare throughout each week.

Their lives will be affected by the extended licence hours late at night by disturbances,anti social behaviour and artificial light, which may affect their well being ,schooling and mental health.

2 Public Safety.

The later the licence is granted ,the greater the risk.

The height of the arena from Victoria Quay WILL cause a danger to public safety,especially with extended hours for alcohol.People will be unaware of the drop,stairways to Victoria Quay,with the added danger of a cobbled road with no pavement on leaving the arena vicinity.

3 Public Nuisance Prevention

The extended hours will only add to public nuisance issues,in this residential area.The police will have to deal with the increased anti social behaviour.It's the residents who will suffer the disturbances late at night.

4 Crime and Disorder

The risk of Crime and Disorder will vastly increase with the extended hours.

The police again will have to deal with it.There is a huge additional cost implication for South Wales Constabulary.

There will be extra burdens placed on medical care services,highways department,fire service.

So I urge you please do not grant a licence Carte Blanche,maintain control and please protect the many residents of this area,who contribute hugely to Swansea,and are far more important than any arena.

Yours sincerely
Michael Sammals
York Court
Victoria Quay
SA1 3XD

From: Christine Lloyd < >

Sent: 25 August 2021 16:44

To: EVH Licensing <EVH.Licensing@swansea.gov.uk>

Subject: Objection To Arena Licence

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

I wish to make a formal objection to the application by Ambassador Theatre Group Ltd for a new premises licence under the Licensing Act 2003 for the Swansea Arena, Oystermouth Road. The application is requesting opening hours from 8:00am to 2:30am with the sale of alcohol and provision of regulated entertainment from 10:00-02:00am each day of the week and the provision of refreshments from 23:00-02:30am. I wish to object on the following grounds:

- 1.The arena is located directly next door to a residential area. There will be noise from the people leaving the arena at unsociable hours. The application is asking for a closing time of 2:30am. The arena also has capacity for 3500 people.
- 2.There will be light pollution in a residential area at unsociable hours from the lighting required to allow people to exit the arena safely.
- 3.There is direct access via a tunnel to Victoria Quay, the adjacent residential area. This area has cobbled streets which will lead to an increase in noise levels. There is also the public nuisance, anti-social behaviour, violence, crime and litter associated with drunken people leaving a venue late at night. These people will have easy access to the marina. Over the years there have been several deaths from intoxicated people ending up in the marina.
- 4.The council already has special policies in place for Wind Street, Kingsway and High Street and their surrounding areas due to the associated crime, disorder, violence, public nuisance, litter, noise, intoxicated people contributing to crime and disorder and number of people leaving premises together leading to conflict in taxi queues (to quote the council). Princess Way, which is included in the Wind Street policy, is in close proximity to the arena. Although unlike these areas the Arena is only a single venue, it is a large venue accommodating 3500 people. The arena area could end up just like the previously mentioned areas.
- 5.Swansea police resources are already stretched with the problems associated with its "famous nightlife". People come from miles to sample it. Will not the late licensing of the arena stretch police resources even further and exacerbate the problems across the city?
- 6.We are all aware of the problems associated with excessive drinking both socially and health wise. Studies show that "larks" live longer than "owls" and that irregular sleeping habits and sleep deprivation are detrimental to health and wellbeing yet Swansea City Council seem at times happy to support a culture of late nights and alcohol. Where and when will this end?
I would be grateful for confirmation of receipt of this email.
Christine Lloyd, Owner, Penryce Court, Victoria Quay.

-----Original Message-----

From: Paul Morris < >

Sent: 25 August 2021 19:49

To: EVH Licensing <EVH.Licensing@swansea.gov.uk>

Subject: Licensing application for Swansea Arena - Fw to RL

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

Dear sirs

I wish to object to the application by the Ambassador Theatre Group Ltd for the grant of a new premises licence in respect of the Swansea Arena from 8.00 to 2.30 each day of the week.

If granted this would cause considerable nuisance and disturbance for the residents of Victoria Quay. I believe the arena should be allowed a licence for the same hours as the existing bars and restaurants on the Quay and should apply for extensions on special events in the usual way.

Many thanks

Paul Morris
Anchor Court
Swansea
SA1 3XA

From: Keith Evans < >
Sent: 26 August 2021 18:38
To: EVH Licensing <EVH.Licensing@swansea.gov.uk>
Subject: OBJECTION to Application for new Premises Licence - Swansea Arena - Fw to RL

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

Dear Sirs

We are writing with regard to the Arena Licensing application submitted by The Ambassador Theatre Group Limited and wish to register our **Objection** to specific aspects of the application.

Given that the Group is planning to organise "indoor events" primarily the Arena, **why is this application seeking permission to supply Alcohol for consumption both "on the premises" and "off the premises"?**

The Maritime Quarter and SA1 areas have witnessed significant anti-social behaviour and alcohol-related problems during 2020/2021 and consideration to "off the premises" sales/consumption of alcohol represents a major risk in terms of Public Nuisance. By way of example, please see <https://www.walesonline.co.uk/news/local-news/swansea-marina-alcohol-bars-drinks-18587892>

The Prevention of Public Nuisance is a key objective for the Police, and it is unconscionable that the much-heralded Arena should be seen to contribute in any way to the undermining of Police efforts in this regard!

In its fight for the Prevention of Crime and Disorder in the locality, we also understand that the Council is intending to create a Public Spaces Protection Order for the neighbourhood which includes the Arena ... accordingly, no consideration should be given to the sale/consumption of alcohol "Off the premises".

The sale and consumption of Alcohol should be limited to "On the premises" only --- otherwise, severe problems will understandably result for local residents, as many Arena visitors will doubtless consume their alcoholic purchases in the streets near our homes!

Finally, we also question **why there is a need for a Licence extending to 2 a.m.** These extended hours should be curtailed and be limited, as appears to happen at e.g., the Wales Millennium Centre, to hours which coincide with **the closing of bars after the last interval for any specific events** taking place at the Arena.

Yours faithfully

Keith and Gloria Evans

Marine Walk, Maritime Quarter, Swansea, SA1 1YQ

From: Natalie Jane < >

Sent: 26 August 2021 21:16

To: EVH Licensing <EVH.Licensing@swansea.gov.uk>

Subject: Arena planning application for alcohol, food and music - Fw to RL

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

Subject: Arena planning application for alcohol, food and music

I wish to strongly object to the above and it's application to serve on and on site until 2 am and also to the entertainment having the opportunity to be running each and every day until 2am

I live directly behind the arena and I am very concerned as to the potential impact of this on my privacy and right to a quiet life.

It is not in keeping with the other venues in the area and you must take into account the marina is a mainly residential area. If you visit most arena eg ECHO, MEN.. most do not run until this time and have a cut off being respectful to the neighbours.

This will lead to increase noise and disturbance to those living behind and taking into account all bedrooms face onto the arena. Mine is at the exact level of the wall so I will be looking directly at those walking around and I really don't want that at 2am. It will be impossible to leave a window open ...

There will be an increased likelihood of antisocial behaviour that comes with alcohol consumption... noise.. from those over excited, those arguing or those who simply have no respect for people living there. There will be a risk of inappropriate urination, sexual activities, car vandalism , littering etc as we already have this from another marina establishment.

There will be more traffic up and down the cobbles as people will have to take a taxi if they have been drinking in the vicinity. Behind the arena will be too convenient a drop off point. It is noisy with a cobbled road and people will not wait quietly. There is also the risk of people using car parking not allocated to the public.

I would ask the planners to honestly answer.. would you want this in what is really your back garden ?

Natalie and Anthony Smith
Squire Court

From: Alison David < >
Sent: 26 August 2021 21:45
To: EVH Licensing <EVH.Licensing@swansea.gov.uk>
Subject: Objection to the application for a premises license - Swansea arena Oystermouth Road. - Fw to RL

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

Dear Sir/Madam,

As the owner of a residential flat at Anchor Court I wish to express my grave concerns of the impact to the area that granting such a licence would have.

It is completely inappropriate to be having entertainment until 2am and serving alcohol until 2:30 am every day of the week.

The arena sits in a residential area and holding events until the early hours of the morning and serving alcohol will make the problem of nuisance noise unbearable. The venue with such a late license will also attract overflow drinkers from the Wind street area. There are well documented objections from the residents to the Ribcage/Waterside bar and nightclub back in the 1980's. I know only too well the issues caused with noise; taxis rumbling up and down the cobbles and fights which used to take place right beneath the bedrooms.

The arena is on an extremely busy main road and there are health and safety implications for drinkers who can consume alcohol into the early hours of the morning.

Any event, concert or sporting match should finish at 11 pm so as not to contravene nuisance noise laws and all bars should shut by this time also.

Swansea City Council has a duty of care to its residents and should not grant this license as applied for in its current format.

Yours sincerely,
Alison David.

York Court
Victoria Quay
Maritime Quarter
Swansea

The City of Swansea Licencing Authority
Civic Centre
Oystermouth Road
Swansea

Ref: The Ambassador Theatre Group Limited in respect of their application for
Swansea Arena Oystermouth Road Bae COPR Bay Swansea SA1 3XB

Date of Response: August 5th. 2021

Dear chairman and licence committee members,

I would like you to take into consideration my response to the proposed licence for the new arena.

Firstly, I would like to ask some questions about the scope of the licence.

Will the licence allow drinking both in the main and secondary arenas as well or will it be restricted to areas for adults only?

Will drinks be allowed to be taken out of the arena for example, out onto the podium level? I ask this because the applicant has ticked both (inside and outside) for their answer to section G of their application. Please note the positioning of the podium level in relation to the bedrooms of York Court and Penryce Court.

I note that this licence is not to extend to the cafe outside the arena at podium level.

Thank you.

On Thursday 29th. July directors of Penryce, York and Squire Courts were having an on-site meeting with a Swansea councils' highways official when I noticed the signs regarding this application.

Victoria Quay is very unusual as it is a cobbled stone road.

During the meeting cars were driving past and we could hardly hear ourselves speak. A little later a refuse lorry which had to reverse the entire length of Victoria Quay due to a lack of space. We had to move onto the private property of Squire court for safety reasons. There is no pavement along Victoria Quay.

The council sends the residents of Victoria Quay letters apologising for the noise and disruption during polling days for the extra traffic disturbing residents trying to sleep. As you well know, vote counting is carried out in the LC. Will the council be sending out such letters every applicable night if this licencing application is approved? Clearly, Swansea City Council understand how disturbing traffic along a cobbled street can be late at night. These letters, the current consultation with the highways department with residents and the highways discussions with the police prove it.

I asked the highways' representative about the operational timing of the arena. I thought that around 10pm would see the arena close, due in part to the closeness of residential property and the concerns above.

Can you imagine my surprise when I read the licencing notice requesting an alcohol licence from 10am to 2:30am every day of the year? This is a total disregard for the residents of Victoria Quay and the effects such actions will have on them.

During the on-site meeting with the highways officer and in a written response from the highways department, I was told that the police have already said they will not support a moving traffic violation along Victoria Quay due to resource issues. The council's highways department can only take action against stationary vehicles. What is to stop private cars, taxis and busses driving down a cobble stone street at all hours of the night, every night?

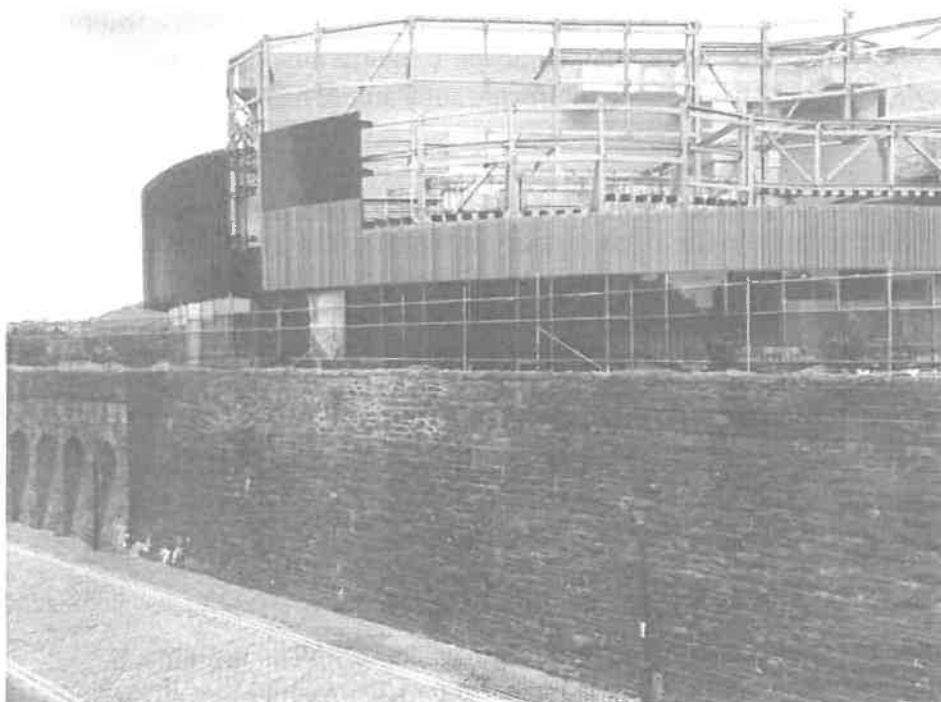
The council say the arena will improve the quality of life for the residents of Swansea. Does the council think (let us be clear about this it is the council's arena whoever runs it) that the only way people can be entertained in Swansea, is by offering them alcohol every night until 2:30am? I thought this arena was for the benefit of all age groups, however, it seems more like an all-day, late-night drinking club.

What will be the effect on the residents of Victoria Quay, when some of us have already had their light taken away? Are we to have our sleep taken away from us too? If this is so, then it is clearly a public nuisance.

There is a revetment wall along Victoria Quay. The podium level is 6m above Victoria Quay. The revetment wall is 20.56m from the bedrooms of York Court (according to plans supplied for the agreed profile) and much closer to the boundary to our land. There is a choke point between the arena and York Court (see photograph below).

In meetings with building contractors of the arena and council employees we were informed that the access around the arena must also be a cycle path. The South Wales Evening Post has also referred to the new bridge over Oystermouth road as being a pedestrian and cyclist bridge. This is clearly a public safety concern for theatre goers and cyclists.

Safety and the prevention of public nuisance are important considerations due to the fact that there is over a 6m drop from podium level to ground level in Victoria Quay for its whole length. How is the safety of audiences to be managed when leaving the arena? Lighting will have to be strong enough to enable large volumes of pedestrians to leave safely. How will this affect the bedrooms of York Court and Penryce Court residence, just metres away? Has this been considered? Have the effects of cyclists been considered? Has the prevention of public nuisance been considered with respect to children and adults living in Victoria Quay? Remember, York Court bedrooms are only 20.56m from the revetment wall?



The photograph shows the proximity of the arena to the revetment wall. The space between the wall and arena must accommodate planting, fence, cycle path and walkway, so I am told.

The photograph was taken from a bedroom window.

I know the ambassador group will tell you that there will be many security cameras around the arena. They may help catch the perpetrators of anti-social behaviour, as long as the cameras are consistently monitored, on arena property, but they will not stop it. Neither will it stop anti-social behaviour along Victoria Quay. People whom will likely have been drinking alcohol for a number of hours will not be discouraged by security cameras.

During the arena's construction I have heard what sounds like quad bikes racing around the car parking to the side of the arena. I have also witnessed groups of people running around at podium level. If the Ambassador group cannot control a few people who should not be there. How will they cope with up to 3500 people whom they hope will attend?

Victoria Quay residents have great concerns about light, noise, privacy and security. Please do not add to the misery of the residents of Victoria Quay by allowing an alcohol licence at such extremes to the day.

What are the audience/crowd dispersal policies of Swansea council with regard to the arena proposing to closing at 2:30 am every night? Whatever anyone says in favour of the application there is a distinct possibility that very large volumes of people will vacate the arena, at the same time, no matter what time it closes. Therefore, the later it closes the greater the disturbance to local residence. I have already mentioned the disturbing noise produced by a few quad bikes. Has anyone considered the echoing effect of 100's of cars starting in the arena's multi storey car park in the early hours of the morning? Will this also constitute a public nuisance?

Where is the public transport and taxi ranks to disperse 3500 people? What is the police response to this? They have already said they cannot spare the manpower to police moving traffic offences in the marina close to the arena. How will they be able to provide sufficient levels of safety for local residents and arena attendees?

In Wind street, where there is an extension to normal licencing hours, I notice an increased police presence. Is the capacity of Wind street similar to the arena? For Wind street there is a large recognised drop off and pick up area. Are there recognised pick up points for the arena?

The council were only too aware of the proximity of resident's homes to the arena when proposals were first introduced for the arena.

This licencing hours request is unnecessary, unreasonable and costly for the constabulary and highways department of Swansea City Council to properly police. I have grave concerns over public safety, public nuisance as well as the negative effects it will have on local resident's and their children.

It shows that the ambassador group has total disregard for the wellbeing of the residents of Victoria Quay. It also shows that they are more interested in running the arena as an all day and late-night alcoholic venue than appealing to all age groups with meaningful entertainment.

I object to the licencing application.

Thank You for considering my response to this application and await your response to my queries.



Alan Lewis

Foot Note:

I was very pleased that a representative of the highways committee attended an on-site meeting with directors of various blocks of flats in Victoria Quay. We found it very productive.

To fully understand other residents, and my, concerns I invite the sub-Committee dealing with this licence application to an on-site meeting so that they can see for themselves the situation and how noise reverberates between the revetment wall and Victoria Quay properties.

Maybe an on-site visit will also show how the arena overwhelms the residents of Victoria Quay.

MRS L HOWELL

PAXTON DRIVE

MARINA

SWANSEA

SAW35B

DEAR SIR or MADAM,

I WRITING THIS
LETTER TO OBJECT ABOUT THE
LICENCE HOURS THE ARENA ARE
PROPOSING THERE WILL BE TO MUCH
DISRUPTION NOISE AND SOCIAL
BEHAVIER. THE VENUE SHOULD BE
SHUT BY 11.00 AT THE LATEST.

YOURS


MRS L Howell

Re: PREMISES LICENCE FOR THE ARENA

DOUGLAS & ELIZABETH WHEELER, as RESIDENTS of Anchor Court strongly object to the granting on application of the above for the sale of alcohol and off sales between the hours of 10.30 am to 02.30 am. everyday.

REASONS FOR OUR OBJECTION

- 1) We, and I suspect hundreds of other residents, bought properties on the Marina (which were advertised nationwide as having a relaxing Marine atmosphere) are now facing the possibility of a totally unacceptable intrusion of privacy into our homes.
- 2) Having already experienced antisocial behaviour, mainly due to the excessive alcohol consumption which has occurred in this area, & which has been well documented, we can only anticipate what the sale of alcohol, & with the resulting footfall, plus the accompanying traffic would cause, giving a possible rise in crime statistics for the area.
We respectfully suggest that consideration be given to objections, and act accordingly in the interest of residents.

Signed: 

Elizabeth

Date 19/1/21



S. MORLAN

BATHURS ST
SWANSEA

Glam

Dear Sirs

24 Aug - 2024

I am writing to
oppose the licence
application for the Arena
being built very close to
my property.
I am 82 years old
and fear drunken jobs
will be causing damage to
my property, and there will
also be indiscriminate
parking in the area
causing problems for
residents leaving them
no where to park near
their homes.

Yours faithfully

by Margaret

**TERRENCE AND NANETTE GRIFFITHS
YORK COURT, VICTORIA QUAY
MARINA, SWANSEA SA1 3XD
UNITED KINGDOM.**

e-mail

23 August 2021

City and County of Swansea
Licensing Authority
Civic Centre
Oystermouth Road, Swansea SA1-3SN

Dear Sir/Madam;

Regarding the application for Premises License for Swansea Arena COPR BAY, we object to the licensing hours on the following basis:

The Arena is very close to our residence. The revetment wall at the podium level is 6 meters above Victoria Quay and only about 20 meters from the bedrooms and bathrooms of York Court. We have experienced an object being thrown from the top of the wall and smashing our bathroom window. Also, eggs have been thrown onto the windows and walls of residences along Victoria Quay and the marina side of Victoria Quay. We have had our car stolen and subsequently written off because the carjammers crashed it. Another time, our car was broken into damaging the driver's door. And, we have children living and/or visiting at York Court and any noise or disturbance would greatly affect their well-being.

It is not acceptable that up to 3,500 patrons, some intoxicated, could be spilling out of the Arena very late at night in such close proximity to our residence. Crime, disorder, theft and vandalism is a very distinct possibility. It would require police presence to control.

The Highways Directorate has proposed restrictions on waiting and loading along Victoria Quay between 5 pm and midnight.

If a license was granted until 2:30 am, there would be nothing to prevent taxis and minibuses lining up on Victoria Quay at 2:30 am, waiting to pick up patrons from the Arena. Victoria Quay is a fairly narrow cobbled street with no pavements. This would create intolerable noise for the residents of Victoria Quay and be considerable safety hazard.

Thank you for your attention,



TERRENCE E. GRIFFITHS



NANETTE GRIFFITHS

SQUIRE COURT
MARINA
SWANSEA
SA1 3XB

23rd. August 2021

Dear Sir/ Madams

I object to the application
for a new late premises alcohol licence
at the Swansea Arena Oystermoulin
Road SA13BX

As a marina resident I object
to the late opening hours
0800 to 02-30 hours on the
bases of noise and anti social
behaviour, which will affect
the residents of squire court
and other areas.

Yours faithfully
Delna Davies.

-----Original Message-----

From: Spencer Simmonds < >

Sent: 12 August 2021 22:05

To: EVH Licensing <EVH.Licensing@swansea.gov.uk>

Subject: Licence application for the Arena , Copr Bay ,Swansea for the Ambassador Theatre Group.

CAUTION: External email - Do not click links/open attachments unless you recognise the sender and know the content is safe

Dear sir /madam

I wish to object in the strongest terms to the alcohol licence for the venue as stated in the subject.

I am a Director for Squire Court Management Company, and am objecting on behalf of the residents of Squire Court.

We are not against an alcohol licence in general, but a licence till 2.30 am is totally wrong and goes against everything the First Minister says regarding alcohol abuse and anti social behaviour . To grant such a licence is encouraging excess drinking and this is inexplicably linked to anti social behaviour. As Squire Court is in very close proximity to the Arena , our fear is that we will bear the brunt of any such behaviour. I think that the licence should be in line with all other licences that hospitality venues in and around the marina currently have. We do not want a precedent set here which other venues in the Marina might try to emulate, leading to a late night/ early morning drinking bonanza and noise, disturbance and anti social behaviour problems that we will have to deal with. If there are special functions , then we do not object to the group applying for special licences to cover those specific nights, but to allow a blanket licence till 2.30am every day is , in my view , a recipe for disaster.

Yours sincerely

Spencer Simmonds (Director)

Sent from my iPhone

Planning Comments

The Arena was granted outline planning permission as part of the comprehensive redevelopment of the Swansea Central / Copr Bay development in May, 2017, with detailed reserved matters approval granted 3rd October, 2018.

At the time of the original permission, the operators / venue management of the digital indoor arena had not been appointed and a planning condition was imposed on the permission requiring an Arena Management Plan (AMP) to be submitted to and approved in writing by the Local Planning Authority prior to the beneficial use of the Arena. It is intended that the AMP should incorporate details of the parking management, emergency evacuation and the hours of operation in the interests of safety and in order to protect the amenities of the surrounding area. It was the intention that the hours of operation would be considered in parallel with the licensing requirements for the Arena as it would only be known at that time how the entertainment venue would be managed.

This condition has yet to be formally submitted and approved, however, there have been active discussions with CCS Project Management team, Ambassador Theatre Group (ATG) and CCS Licensing Officers in respect of the draft content of the AMP and moreover, the proposed Licensing restrictions of the Arena including the hours of operation. Swansea Arena will be a purpose built flexible indoor arena with a capacity of 3500 and will operate as a multi-functional event and conference space, with the hours of operation 7 days a week, 08:00 – 02:00 with restrictions in place for small events, medium events and large events with the capacity in excess of 2,500.