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| **POLICE AND CRIME COMMISSIONER FOR** **THE WEST MIDLANDS** | **NON-CONFIDENTIAL** **NOTICE OF DECISION****[027/2022]** |
| Contact Officer: Corinne Brazier |  |
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| **Title – request for a premises license for the police museum** |
| **EXECUTIVE SUMMARY** Part of the police museum’s business plan to expand income generation opportunities is to obtain a license to allow the museum to sell alcohol for consumption on and off the premises and to host evening entertainment events.This is a request for approval from the Police and Crime Commissioner for the museum to apply for a premises license in order to sell alcohol and put on entertainment events such as movie screenings. |
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| **DECISION**To approve the request to allow the police museum to apply for a premises license in order to sell alcohol and put on entertainment events. |
| **Police and Crime Commissioner for the West Midlands**I confirm that I do not have any disclosable pecuniary interests in this decision and take the decision in compliance with the Code of Conduct for the Police and Crime Commissioner of the West Midlands. Any interests are indicated below. |
| https://pcc.sp.wmpad.local/Templates/Signatures/Simon%20Foster%20Digital%20Signature.pngSignature………………………………………………….Date……18 Jan 2023……………………………….. |
| **NON - CONFIDENTIAL FACTS AND ADVICE TO THE POLICE AND CRIME COMMISSIONER** |
| **INTRODUCTION AND BACKGROUND**The PCC would be the named owner of the building for the license and the Heritage Manager would be the designated premises supervisor. This would require completion of a training course by the Heritage Manager that would then be cascaded to staff and volunteers to allow them to sell alcohol in the shop and during events.The museum would seek to obtain a license to allow the selling of alcohol throughout the building from 12pm to midnight (in order to cater for special events/occasions or future growth without needing to apply again) but would start off by offering alcohol as an option only at pre-planned group, ticketed and corporate events. Part of the museum’s marketing plan to secure additional income is to secure additional corporate clients and we have already had feedback from several companies that they would not consider a venue for an evening social if they weren’t able to have alcohol. |
| A license to occupy has been developed by Legal Services for use when the building is hired out for filming. This includes various clauses to protect West Midlands Police such as ensuring the occupier complies with health and safety requirements, pays for any damage caused and provides cover in the event of direct or indirect losses, such as reputational damage. This will be developed to be utilised whenever the building is hired, which would include corporate events where alcohol is sold. Other security measures are already in place such as:* Functioning CCTV within and outside the building
* Ensuring there is always one member of staff (two for large events) as well as an appropriate number of volunteers
* Requiring a deposit from the company, which can be withheld in the event of any damage or other issues arising

A hire policy will need to be developed to ensure there are clear criteria to whom the museum can be hired for events. This policy will be developed and approved by the Heritage Board. Two members of staff (supported by volunteers) will be required to work any event where alcohol is being sold/served. Wording will also be included in the agreement to protect WMP from reputational damage from social media posts made by visitors at events where alcohol is sold. This will be agreed with Legal Services.Work is being undertaken to source a suitable supplier for alcoholic drinks that will comply with the contract standing orders of WMP. **FINANCIAL IMPLICATIONS**The cost would be around £1,000 for the license, £450 for the associated advertisement in the local paper that is required and around £150 for the training course, as well as a £400 yearly renewal fee. Part of the museum’s marketing plan to secure additional income is to secure additional corporate clients and we have already had feedback from several companies that they would not consider a venue for an evening social if they weren’t able to have alcohol. Events would be priced around £500 to £1000 for up to four hours and alcohol and food packages could be included in the price, increasing the profit margin once staff costs are covered. Three such events would cover the costs of the license and training and securing at least one corporate booking each year would cover the yearly license renewal. The costs of running the museum including staffing and building costs are recovered from income generated. If total costs exceed the total income, any deficit would be required to come from the Force’s overall budget. Any licensing costs, the purchase of alcohol and holding events would need to be recovered from additional income generated and not subsidised by police budgets.  |
| **LEGAL IMPLICATIONS**We have consulted with Legal Services (Tim Westwood), the force’s Licensing Team (Sergeant Stephen Lynn) and Professional Standards (Sergeant Jon Beach). No concerns were raised and the Licensing Team have offered support throughout the process. Sergeant Beach highlighted that the two members of the heritage team who are special constables would need to declare the fact that they sell alcohol as part of their paid role at the museum as a business interest but other than that, there were no concerns. There would be no issues with police officers who volunteer at the museum selling alcohol as they wouldn’t be doing this in a paid capacity, and the force would need to accept the risk involved with staff selling alcohol and potential reputational damage if this was not managed properly or there were any licensing offences committed.  |
| **EQUALITY IMPLICATIONS**An equality impact assessment has been completed to identify and mitigate any potential impact on different community groups.Safety of women and girls has also been considered. For staff/volunteers this would be covered by ensuring there are always at least two staff/volunteers present and always two members of staff for events selling alcohol. Radios are also used for staff/volunteers to communicate any issues and call for support if needed (e.g. ejecting unwanted visitors). For the safety of female customers, staff and volunteers will be made aware of the Ask Angela scheme (where female customers can discreetly seek help from staff at hospitality venues). |
| **Schedule of Background Papers** |
| **Public Access to Information**Information contained in this decision is subject to the Freedom of Information Act 2000 and other legislation. This decision will be made available on the Commissioner’s website. |