

Consent of individual to being specified as premises supervisor

I MISS MELISSA MARIE IRENE ARMSTRONG
[full name of prospective premises supervisor]

of



.....
[home address of prospective premises supervisor]

hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for

NEW PREMISES APPLICATION.
[type of application]

by

MISS MELISSA ARMSTRONG.
[name of applicant]

relating to a premises licence

N/A
[number of existing licence, if any]

for

THE VENUE
BEWICKE ROAD
WILLINGTON QUAY
WALSSEND, NE28 6LX
[name and address of premises to which the application relates]

and any premises licence to be granted or varied in respect of this application made by

MISS MELISSA ARMSTRONG

[name of applicant]

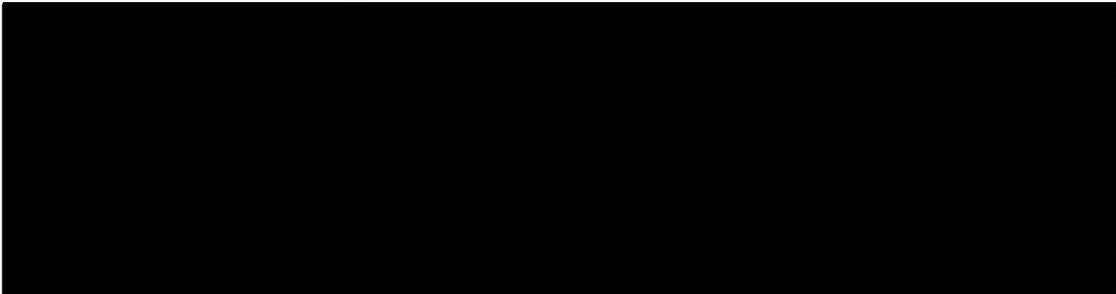
concerning the supply of alcohol at

THE VENUE
BENWICKE ROAD
WILLINGTON QUAY
WALSSEND
NE28 6LX

[name and address of premises to which application relates]

I also confirm that I am entitled to work in the United Kingdom and am applying for, intend to apply for or currently hold a personal licence, details of which I set out below.

Personal licence number



Signed



Name (please print)

MISS MELISSA ARMSTRONG

Date

24/03/26

Proposed Operating Schedule

General

- *The premises will operate as a privately booked bar and event space. The premises will be privately rented out (or booked through the operators sister company) only for various and sporadic events. These events will be but not limited to children's birthday parties, baby showers and christenings. Each sale of alcohol will be for bona fide guests of these events. The premises may also be rented out with for things like yoga classes, training courses, seminars and on these occasions the bar will not be operational.*
- *There will be no change to the operating style of the premises without prior written notice to the Licensing Authority, which shall include details of the proposed operating style of the premises. The Licensing Authority shall advise within 21 days whether a formal application for variation or a new application is required and the licence holder shall comply with that direction.*

Public Safety

- *The operator shall ensure that at all times when the premises are open for any licensable activity there are sufficient competent staff on duty at the premises for the purposes of fulfilling the terms and conditions of the Licensing Act and for preventing crime and disorder.*
- *The maximum numbers of persons permitted on the premises at any one time shall not exceed a figure prescribed by the fire risk assessments completed by the Fire Authority from time to time or in the absence of a prescribed figure, in accordance with regular fire risk assessments and which is reasonable and reflects the maximum safety capacity as prescribed by the Fire Authority guidance from time to time.*

Crime and Disorder

- *A CCTV system shall be designed, installed and maintained in proper working order to the satisfaction of the Licensing Authority and in consultation with Northumbria Police. Such a system shall be operated by properly trained staff, be in operation at all times that the premises are being used for licensable activities, ensure coverage of all entrances and exits to the licensed premises and provide continuous recording facilities for each camera to a good standard of clarity for 28 days. The CCTV system is able to capture a minimum of 4 frames per second. Such recordings shall be supplied to the Licensing Authority or Police on reasonable request.*
- *An incident book will be kept up to date at the premises and will be available for inspection by the Police or Licensing Officers with reasonable request.*

- *A Challenge 25 policy shall be adopted, implemented and maintained ensuring that all members of staff are trained to refuse to supply to anyone who appears to be under the age of 25 and who is seeking to obtain any age-restricted product unless that person provides credible photographic proof of age evidence. Such credible evidence shall include a photograph of the customer and acceptable form of ID. Examples of acceptable ID are limited to photo card driving licence, passports, military identification or proof of age cards bearing the 'PASS' hologram. No other evidence of age and identity may be accepted.*

Children from Harm

- *A refusal register will be kept and endorsed after every refused sale. This is to include over 18s purchasing alcohol and passing it to under 18s (proxy sales).*
- *The premises licence shall ensure that all relevant members of staff receive training in their responsibilities under the Licensing Act 2003. Such training will be documented and records shall be made available upon lawful request from the Police or authorised officers of the Licensing Authority. Training records will be updated every six months.*

Public Nuisance

- *Noise from the licensed premises including noise from patrons or amplified regulated entertainment shall not be audible beyond the boundary of the premises so as not to cause nuisance to nearby residents.*
- *A written dispersal policy shall be in place and implemented at the premises to move customers from the premises and the immediate vicinity in such a way as to cause minimum disturbance or nuisance to neighbours.*
- *Clear and legible notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and to leave the vicinity as quickly and quietly as possible.*
- *The premises shall operate a taxi ring back service for customers who request a taxi to avoid unnecessary congregating around outside.*
- *Levels of music at the premises will always be played at levels that allows patrons to talk in comfort.*

- *No refuse shall be deposited in any skip, bin or other container of a like nature located in the open air outside of the premises between the hours of 22.30 and 08.00 Monday to Sunday, and any such skip, bin or other container shall not be removed from the premises between those hours.*

THE VENUE, BEWICKE ROAD, WILLINGTON QUAY, WALLSEND

INFORMATION RE APPLICANT

Melissa Armstrong is an experienced and well-established business operator with over 15 years' experience within the hospitality sector. Throughout her career, she has developed a strong reputation for delivering high-quality services, building long-term client relationships, and identifying opportunities for growth within the events and hospitality industries.

In 2020, Melissa founded *Make Your Event*, an events planning and room decoration business, with the aim of providing bespoke, high-quality event styling and coordination services across the North East of England. Since its inception, the business has grown steadily and successfully, delivering services for a wide range of clients including private individuals, established regional companies, hospitality venues, and high-profile clientele such as professional footballers and celebrities.

A significant proportion of the business has been generated through Melissa's extensive network within the hospitality sector, particularly through long-standing relationships with bars, restaurants, and event venues. These relationships have enabled consistent repeat business and have positioned *Make Your Event* as a trusted and reliable provider within the regional events market.

INFORMATION RE THE PREMISES AND STYLE OF OPERATION

Building on this success, Melissa is now seeking to expand and further develop the business into a more integrated, customer-focused model. This includes the ambition to create a "one-stop shop" offering, whereby clients are able to access venue hire, catering, event planning, and decoration services under a single provider. This approach is designed to streamline the customer journey, improve service efficiency, and increase overall accessibility for clients seeking a comprehensive event solution.

In line with this strategic development, Melissa is actively seeking to secure a suitable venue that can operate as a multi-functional event space. The proposed venue would not only accommodate private celebrations and corporate events delivered through *Make Your Event*, but would also be made available for wider community and commercial use. This includes activities such as training courses, seminars, workshops, fitness classes, and other forms of structured hire.

We have drafted conditions that reflect this style of operation and the restrictions on the premises not being open to the public to walk in off the street. All members of the public will be clients of *Make Your Event* or their bona fide guests and guests of the clients who have hired the venue for the specific reasons stated above. The doors are locked with a video bell system to be buzzed in and demonstrate in advance that they are guests of a parties, classes or workshop.

Save for all of the above we would like to draw your attention of our robust operating schedule