

LICENSING PANEL (LICENSING ACT 2003 FUNCTIONS) ADDENDUM

10.00AM, WEDNESDAY, 20 OCTOBER 2021

VIRTUAL

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ADDENDUM

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LICENSING PANEL

(Licensing Act 2003 Functions)

Agenda Item

Brighton & Hove City Council

Subject:	Notification of a Temporary Event Notice under the Licensing Act 2003		
Premises:	The Brighton Zip Daltons Bastion Madeira Drive Brighton BN2 1EN		
Applicant:	Mr. Delso Da Silva		
Date of Meeting:	20 October 2021		
Report of:	Director of Neighbourhoods, Communities & Housing		
Contact Officer:	Name:	Jo Osborne	Tel: 01273 292100
	Email:	jo.osborne@brighton-hove.gov.uk	
Ward(s) affected:	Queens Park		

FOR GENERAL RELEASE**1. PURPOSE OF REPORT AND POLICY CONTEXT**

- 1.1 To consider a notification of a Temporary Event Notice in view of a formal objection to it by a relevant person under section 104(2) of the Licensing Act 2003.

2. RECOMMENDATIONS:

- 2.1 That the Panel consider whether it is necessary for the promotion of the licensing objectives of the Prevention of Crime and Disorder and Public Safety, to issue a counter notice to prevent the events from taking place.

3. CONTEXT/ BACKGROUND INFORMATION & CONSULTATION

- 3.1 These Temporary Event Notices relate to the time periods below:

23rd October 2021 Opening Hours: 12:00 to 23:30, Sale of Alcohol: 12:00 to 23:00

24th October 2021 Opening Hours: 12:00 to 22:30, Sale of Alcohol: 12:00 to 22:00

30th October 2021 Opening Hours: 12:00 to 23:30, Sale of Alcohol: 12:00 to 23:00

31st October 2021 Opening Hours: 12:00 to 22:30, Sale of Alcohol: 12:00 to 22:00

6th November 2021 Opening Hours: 12:00 to 23:30, Sale of Alcohol: 12:00 to 23:00

7th November 2021 Opening Hours: 12:00 to 22:30, Sale of Alcohol: 12:00 to 22:00

3.2 The proposed activities are:

	Proposed Activities
Sale by Retail of Alcohol	X
Regulated entertainment	
Late Night Refreshment	

3.3 The area to be covered by the temporary event notice: The Brighton Zip, Daltons Bastion, Madeira Drive, Brighton, BN2 1EN 5

3.4 Please see a copies of the Temporary Event Notices attached at Appendix A.

Objections received

3.5 Sussex Police objection on the Temporary Event Notice was made no later than 72 hours following receipt of the Temporary Event Notice. Their objection was made on the grounds of the Prevention of Crime and Disorder and Public Safety

3.6 Please see objection letter from Sussex Police attached in Appendix B.

3.7 A map detailing the location of the premises is attached at Appendix C.

4 COMMENTARY ON THE LICENSING POLICY

4.2 The following extracts from Guidance issued under section 182 of the Licensing Act 2003 are considered relevant to this application and **numbered as they appear in the Guidance:**

General

7.2 The system of permitted temporary activities is intended as a light touch process, and as such, the carrying on of licensable activities does not have to be authorised by the licensing authority on an application. Instead, a person wishing to hold an event at which such activities are proposed to be carried on (the “premises user”) gives notice to the licensing authority of the event (a “temporary event notice” or “TEN”).

7.6 The police or Environmental Health Authority (EHA) (“relevant persons” for the purposes of TENs) may intervene to prevent such an event taking place by sending an objection to the licensing authority, which the licensing authority must consider on the basis of the statutory licensing objectives and decide whether the event should go ahead. A relevant person may also intervene by agreeing a modification of the proposed arrangements directly with the TENs user (see paragraph 7.36). If a relevant person sends an objection, this may result in the licensing authority imposing conditions on a TEN but only where the venue at which

the event is to be held has an existing premises licence or club premises certificate. When giving a TEN, the premises user should consider the promotion of the four licensing objectives. The licensing authority may only otherwise intervene if the statutory permitted limits on TENs would be exceeded (see paragraphs 7.15-7.22 of the Guidance).

- 7.7 A TEN does not relieve the premises user from any requirements under planning law for appropriate planning permission where it is required.
- 7.28 If the licensing authority receives an objection notice from the police or EHA that is not withdrawn, it must (in the case of a standard TEN only) hold a hearing to consider the objection unless all parties agree that this is unnecessary. The licensing committee may decide to allow the licensable activities to go ahead as stated in the notice. If the notice is in connection with licensable activities at licensed premises, the licensing authority may also impose one or more of the existing licence conditions on the TEN (insofar as such conditions are not inconsistent with the event) if it considers that this is appropriate for the promotion of the licensing objectives. If the authority decides to impose conditions, it must give notice to the premises user which includes a statement of conditions (a “notice (statement of conditions)”) and provide a copy to each relevant party. Alternatively, it can decide that the event would undermine the licensing objectives and should not take place. In this case, the licensing authority must give a counter notice.

Police and environmental health intervention

- 7.32 The system of permitted temporary activities gives police and EHAs the opportunity to consider whether they should object to a TEN on the basis of any of the licensing objectives.
- 7.33 If the police or EHA believe that allowing the premises to be used in accordance with the TEN will undermine the licensing objectives, they must give the premises user and the licensing authority an objection notice. The objection notice must be given within the period of three working days following the day on which they received the TEN.
- 7.34 Where a standard TEN was given, the licensing authority must consider the objection at a hearing before a counter notice can be issued. At the hearing, the police, EHA and the premises user may make representations to the licensing authority. Following the hearing, the licensing authority may decide to impose conditions which already apply to an existing premises licence or club premises certificate at the venue, or issue a counter notice to prevent the event going ahead. As noted above, there is no scope for hearings in respect of late TENs and if objections are raised by the police or EHA in relation to a late TEN, the notice will be invalid and the event will not go ahead.
- 7.35 Such cases might arise because of concerns about the scale, location, timing of the event or concerns about public nuisance – even where the statutory limits on numbers are being observed. The premises user who signs the form is legally responsible for ensuring that the numbers present

do not exceed the permitted limit at any one time. In cases where there is reason to doubt that the numbers will remain within the permitted limit the premises user should make clear what the nature of the event(s) is and how they will ensure that the permitted persons limit will not be exceeded. For example, where notices are being given for TENs simultaneously on adjacent plots of land it may be appropriate for door staff to be employed with counters. In each case it is important that licensing authorities and relevant persons can consider whether they believe that the premises user intends to exceed the 499 person limit, or will be unable to control or know whether the limit will be exceeded. Where the planned activities are likely to breach the statutory limits or undermine the licensing objectives, it is likely to be appropriate for the police or EHA to raise objections.

- 7.36 However, in most cases, where for example, alcohol is supplied away from licensed premises at a temporary bar under the control of a personal licence holder, (such as at weddings with a cash bar or small social or sporting events) this should not usually give rise to the use of these powers.

Modification

- 7.37 As noted above, the police or EHA (as “relevant persons”) may contact the premises user to discuss their objections and try to come to an agreement which will allow the proposed licensable activities to proceed. The TEN can be modified (for example, by changing the details of the parts of the premises that are to be used for the event, the description of the nature of the intended activities or their duration). The other relevant person has to agree for the modification to be made. There is no scope under the 2003 Act for the modification of a late TEN.

Applying conditions to a TEN

- 7.38 The 2003 Act provides that only the licensing authority can impose conditions to a TEN from the existing conditions on the premises licence or club premises certificate at the venue. The licensing authority can only do so:
- if the police or the EHA have objected to the TEN;
 - if that objection has not been withdrawn;
 - if there is a licence or certificate in relation to at least a part of the premises in respect of which the TEN is given;
 - and if the licensing authority considers it appropriate for the promotion of the licensing objectives to impose one or more conditions.
- 7.39 This decision is one for the licensing authority alone, regardless of the premises user’s views or willingness to accept conditions. The conditions must be notified to the premises user on the form prescribed by regulations.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The licensing Act 2003 provides for fees to be payable to the licensing authority in respect of the discharge of their functions. The fee levels are set centrally at a level to allow licensing authorities to fully recover the costs of administration, inspection and enforcement of the regime.

Legal Implications:

- 5.2 The licensing authority must act to promote the four licensing objectives which are:

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

The licensing authority must have regard to its statement of licensing policy and the guidance issued by the Secretary of State in carrying out its functions.

Lawyer Consulted: Rebecca Sidell

Date: 15/10/21

Equalities Implications:

- 5.3 Diversity is valued and strong, safe communities are vital to future prosperity. Licensing policy aims to protect children from harm including sale and supply of alcohol to children.

Sustainability Implications:

- 5.4 Licensing policy aims to prevent public nuisance and develop culture of live music, dancing and theatre.

SUPPORTING DOCUMENTATION

Appendices:

1. Appendix A – Temporary Event Notices
2. Appendix B – Objection made by Sussex Police
3. Appendix C – Map of the area

Documents in Members' Rooms

Brighton & Hove City Council, Licensing Act 2003: Statement of Licensing Policy 2021.

Home Office, Revised Guidance issued under section 182 of the Licensing Act 2003, April 2018.

Public Health Framework for assessing Alcohol Licensing. Annual Report – Ward. 5th edition. Public Health Intelligence. January 2019

Background Documents

Brighton & Hove City Council, Licensing Act 2003: Statement of Licensing Policy 2021.

* required information

Section 1 of 9

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

System reference

Not Currently In Use

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

Your reference

MAD31/1

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

Are you an agent acting on behalf of the applicant?

Yes No

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

Applicant Details

* First name

Delso

* Family name

Da Silva

* E-mail

Redacted

Main telephone number

Redacted

Include country code.

Other telephone number

Redacted

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

Is the applicant:

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

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

Applicant Business

Is the applicant's business registered in the UK with Companies House?

Yes No

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

Registration number

12699359

Business name

MADEIRA LEISURE LIMITED

If the applicant's business is registered, use its registered name.

VAT number

-

357164584

Put "none" if the applicant is not registered for VAT.

Legal status

Private Limited Company

Continued from previous page...

Applicant's position in the business

Home country

The country where the applicant's headquarters are.

Registered Address

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Agent Details

* First name

* Family name

* E-mail

Main telephone number

Include country code.

Other telephone number

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

Are you:

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

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

Agent Business

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

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

Registration number

Business name

If your business is registered, use its registered name.

VAT number

Put "none" if you are not registered for VAT.

Legal status

Continued from previous page...

Your position in the business

Home country

The country where the headquarters of your business is located.

Agent Registered Address

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Section 2 of 9

APPLICATION DETAILS ([See also guidance on completing the form, general notes and note 1](#))

Have you had any previous or maiden names?

- Yes No

* Your date of birth / /
dd mm yyyy

Applicant must be 18 years of age or older

National Insurance number

This box need not be completed if you are an individual not liable to pay UK national insurance.

Place of birth

Correspondence Address

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

- Yes No

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

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Continued from previous page...

Additional Contact Details

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

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

- Yes No

E-mail	<input type="text" value="Redacted"/>
Telephone number	<input type="text" value="Redacted"/>
Other telephone number	<input type="text"/>

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THE PREMISES

I, the proposed user, hereby give notice under section 100 of the Licensing Act 2003 of my proposal to carry out a temporary activity at the premises described below.

Give the address of the premises where you intend to carry on the licensable activities or if it has no address give a detailed description (including the Ordnance Survey references). [\(See also guidance on completing the form, note 2\)](#)

* Does the premises have an address?

- Yes No

Address

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

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

- Yes No

* Building number or name	<input type="text" value="The Brighton Zip"/>
* Street	<input type="text" value="Madeira Drive"/>
District	<input type="text" value="Brighton"/>
* City or town	<input type="text" value="East Sussex"/>
County or administrative area	<input type="text"/>
* Postcode	<input type="text" value="BN2 1EN"/>
* Country	<input type="text" value="United Kingdom"/>

* Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)?

- Neither Premises licence Club premises certificate

Location Details

* Provide further details about the location of the event

Whole of the premises	<input type="text"/>
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If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, give a description and details below [\(see also guidance on completing the form, note 3\)](#)

<input type="text"/>

Continued from previous page...

Describe the nature of the premises below ([see also guidance on completing the form, note 4](#))

The Brighton Zip consists of a Zip wire leisure activity in the southeast corner of the premises. Then a two-level outdoor deck with a kitchen and bar providing meals and drinks for the public. The Zip bar and kitchen provides a menu of traditional fish and chips and a range of alcoholic and non-alcoholic beverages.

Describe the nature of the event below ([see also guidance on completing the form, note 5](#))

The previous Premises Licence 1445/3/2019/00278/LAPREN lapsed and a new Premises Licence application was lodged with Brighton and Hove City Council on 7 October 2021. The Temporary Event Notice is to allow the sale of alcohol on selected days during the consultation period for the new Premises Licence. Please find attached Annex A (this has been emailed to Licensing as I was unable to upload with the application) which is a list of proposed conditions lodged with the new Premises Licence application that my client will adhere to during the Temporary Event Notice.

DATES/TIMES SOUGHT
Saturday 6th November 2021
Opening Hours : 12:00 – 23:30
Sale of Alcohol : 12:00 – 23:00
Sunday 7th November 2021
Opening Hours : 12:00 – 22:30
Sale of Alcohol : 12:00 – 22:00

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LICENSABLE ACTIVITIES

State the licensable activities that you intend to carry on at the premises ([see also guidance on completing the form, note 6](#)):

- The sale by retail of alcohol

- The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club

- The provision of regulated entertainment

- The provision of late night refreshment

- The giving of a late temporary event notice

[\(See also guidance on completing the form, note 7\).](#)

Late notices can be given no later than 5 working days but no earlier than 9 working days before the event.

[\(See also guidance on completing the form, note 8\).](#)

Event Dates

There must be a period of at least 10 working days between the date you submit this form and the date of the earliest event when you will be using these premises for licensable activities.

State the dates on which you intend to use these premises for licensable activities

[\(see also guidance on completing the form, note 9\)](#)

Continued from previous page...

Event start date / /
dd mm yyyy

The maximum period for using premises for licensable activities under the authority of a temporary event notice is 168 hours or seven days.

Event end date / /
dd mm yyyy

State the times during the event period that you propose to carry on licensable activities (give times in 24 hour clock)

[\(see also guidance on completing the form, note 10\)](#)

State the maximum number of people at any one time that you intend to allow to be present at the premises during the times when you intend to carry on licensable activities, including any staff, organisers or performers

Note that the maximum number of people cannot exceed 499.

[\(see also guidance on completing the form, note 11\)](#)

If the licensable activities will include the supply of alcohol, state whether the supplies will be for consumption on or off the premises, or both [\(see also guidance on completing the form, note 12\):](#)

- On the premises only
- Off the premises only
- Both

Section 5 of 9

RELEVANT ENTERTAINMENT [\(See also guidance on completing the form, note 13\)](#)

State if the licensable activities will include the provision of relevant entertainment. If so, state the times during the event period that you propose to provide relevant entertainment

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PERSONAL LICENCE HOLDERS [\(See also guidance on completing the form, note 14\)](#)

Do you currently hold a valid personal licence? Yes No

Provide the details of your personal licence below.

Issuing licensing authority

Continued from previous page... Licence number

Redacted

Date of issue / /
dd mm yyyy

Any further relevant details

Section 7 of 9

PREVIOUS TEMPORARY EVENT NOTICES [\(See also guidance on completing the form, note 15\)](#)

Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice?
 Yes No

State the number of temporary event notices (including the number of late temporary event notices, if any) you have given for events in that same calendar year

Have you already given a temporary event notice for the same premises in which the event period:
a) Ends 24 hours or less before; or Yes No
b) Begins 24 hours or less after the event period proposed in this notice?

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ASSOCIATES AND BUSINESS COLLEAGUES [\(See also guidance on completing the form, note 16\)](#)

Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?
 Yes No

Continued from previous page...

Has any associate of yours already given a temporary event notice for the same premises in which the event period:

- a) Ends 24 hours or less before; or
b) Begins 24 hours or less after the event period proposed in this notice?
- Yes No

Has any person with whom you are in business carrying on licensable activities given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?

Yes No

Has any person with whom you are in business carrying on licensable activities already given a temporary event notice for the same premises in which the event period:

- a) Ends 24 hours or less before; or
b) Begins 24 hours or less after the event period proposed in this notice?
- Yes No

Section 9 of 9

CONDITION [\(See also guidance on completing the form, note 18\)](#)

It is a condition of this temporary event notice that where the relevant licensable activities described in Sections 4 and 5 above include the supply of alcohol that all such supplies are made by or under the authority of the premises user.

PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.
This formality requires a fixed fee of £21

DECLARATION [\(See also guidance on completing the form, note 19\)](#)

- * The information contained in this form is correct to the best of my knowledge and belief
 - * I understand that it is an offence:
 - * (i) to knowingly or recklessly make a false statement in connection with this temporary event notice and that a person is liable on conviction for such an offence to a fine up to level 5 on the standard scale; and
 - * (ii) to permit an unauthorised licensable activity to be carried on at any place and that a person is liable on conviction for any such offence to a fine not exceeding £20,000, or to imprisonment for a term not exceeding six months, or to both
- Ticking this box indicates you have read and understood the above declaration

Continued from previous page...

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

* Full name

* Capacity

* Date / /
dd mm yyyy

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

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

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

OFFICE USE ONLY

Applicant reference number

Fee paid

Payment provider reference

ELMS Payment Reference

Payment status

Payment authorisation code

Payment authorisation date

Date and time submitted

Approval deadline

Error message

Is Digitally signed

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [Next >](#)

Section 1 of 9

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

- System reference This is the unique reference for this application generated by the system.
- Your reference You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.
- Are you an agent acting on behalf of the applicant? Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.
- Yes No

Applicant Details

- * First name
- * Family name
- * E-mail
- Main telephone number Include country code.
- Other telephone number
- Indicate here if the applicant would prefer not to be contacted by telephone

Is the applicant:

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

Applicant Business

- Is the applicant's business registered in the UK with Companies House? Yes No
- Registration number
- Business name If the applicant's business is registered, use its registered name.
- VAT number Put "none" if the applicant is not registered for VAT.
- Legal status

Continued from previous page...

Applicant's position in the business

Home country

The country where the applicant's headquarters are.

Registered Address

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Agent Details

* First name

* Family name

* E-mail

Main telephone number

Include country code.

Other telephone number

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

Are you:

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

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

Agent Business

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

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

Registration number

Business name

If your business is registered, use its registered name.

VAT number

Put "none" if you are not registered for VAT.

Legal status

Continued from previous page...

Your position in the business

Home country

The country where the headquarters of your business is located.

Agent Registered Address

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Section 2 of 9

APPLICATION DETAILS ([See also guidance on completing the form, general notes and note 1](#))

Have you had any previous or maiden names?

- Yes No

* Your date of birth / /
dd mm yyyy

Applicant must be 18 years of age or older

National Insurance number

This box need not be completed if you are an individual not liable to pay UK national insurance.

Place of birth

Correspondence Address

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

- Yes No

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

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Continued from previous page...

Additional Contact Details

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

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

- Yes No

E-mail	<input type="text" value="Redacted"/>
Telephone number	<input type="text" value="Redacted"/>
Other telephone number	<input type="text"/>

Section 3 of 9

THE PREMISES

I, the proposed user, hereby give notice under section 100 of the Licensing Act 2003 of my proposal to carry out a temporary activity at the premises described below.

Give the address of the premises where you intend to carry on the licensable activities or if it has no address give a detailed description (including the Ordnance Survey references). [\(See also guidance on completing the form, note 2\)](#)

* Does the premises have an address?

- Yes No

Address

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

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

- Yes No

* Building number or name	<input type="text" value="The Brighton Zip"/>
* Street	<input type="text" value="Madeira Drive"/>
District	<input type="text" value="Brighton"/>
* City or town	<input type="text" value="East Sussex"/>
County or administrative area	<input type="text"/>
* Postcode	<input type="text" value="BN2 1EN"/>
* Country	<input type="text" value="United Kingdom"/>

* Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)?

- Neither Premises licence Club premises certificate

Location Details

* Provide further details about the location of the event

Whole of the premises	<input type="text"/>
-----------------------	----------------------

If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, give a description and details below [\(see also guidance on completing the form, note 3\)](#)

<input type="text"/>

Continued from previous page...

Describe the nature of the premises below ([see also guidance on completing the form, note 4](#))

The Brighton Zip consists of a Zip wire leisure activity in the southeast corner of the premises. Then a two-level outdoor deck with a kitchen and bar providing meals and drinks for the public. The Zip bar and kitchen provides a menu of traditional fish and chips and a range of alcoholic and non-alcoholic beverages.

Describe the nature of the event below ([see also guidance on completing the form, note 5](#))

The previous Premises Licence 1445/3/2019/00278/LAPREN lapsed and a new Premises Licence application was lodged with Brighton and Hove City Council on 7 October 2021. The Temporary Event Notice is to allow the sale of alcohol on selected days during the consultation period for the new Premises Licence. Please find attached Annex A (this has been emailed to Licensing as I was unable to upload with the application) which is a list of proposed conditions lodged with the new Premises Licence application that my client will adhere to during the Temporary Event Notice.

DATES/TIMES SOUGHT
Saturday 30th October 2021
Opening Hours : 12:00 – 23:30
Sale of Alcohol : 12:00 – 23:00
Sunday 31st October 2021
Opening Hours : 12:00 – 22:30
Sale of Alcohol : 12:00 – 22:00

Section 4 of 9

LICENSABLE ACTIVITIES

State the licensable activities that you intend to carry on at the premises ([see also guidance on completing the form, note 6](#)):

- The sale by retail of alcohol

- The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club

- The provision of regulated entertainment

- The provision of late night refreshment

- The giving of a late temporary event notice

[\(See also guidance on completing the form, note 7\).](#)

Late notices can be given no later than 5 working days but no earlier than 9 working days before the event.

[\(See also guidance on completing the form, note 8\).](#)

Event Dates

There must be a period of at least 10 working days between the date you submit this form and the date of the earliest event when you will be using these premises for licensable activities.

State the dates on which you intend to use these premises for licensable activities

[\(see also guidance on completing the form, note 9\)](#)

Continued from previous page...

Event start date / /
dd mm yyyy

The maximum period for using premises for licensable activities under the authority of a temporary event notice is 168 hours or seven days.

Event end date / /
dd mm yyyy

State the times during the event period that you propose to carry on licensable activities (give times in 24 hour clock)

[\(see also guidance on completing the form, note 10\)](#)

State the maximum number of people at any one time that you intend to allow to be present at the premises during the times when you intend to carry on licensable activities, including any staff, organisers or performers

Note that the maximum number of people cannot exceed 499.

[\(see also guidance on completing the form, note 11\)](#)

If the licensable activities will include the supply of alcohol, state whether the supplies will be for consumption on or off the premises, or both [\(see also guidance on completing the form, note 12\):](#)

- On the premises only
- Off the premises only
- Both

Section 5 of 9

RELEVANT ENTERTAINMENT [\(See also guidance on completing the form, note 13\)](#)

State if the licensable activities will include the provision of relevant entertainment. If so, state the times during the event period that you propose to provide relevant entertainment

Section 6 of 9

PERSONAL LICENCE HOLDERS [\(See also guidance on completing the form, note 14\)](#)

Do you currently hold a valid personal licence? Yes No

Provide the details of your personal licence below.

Issuing licensing authority

Continued from previous page... Licence number

Redacted

Date of issue / /
dd mm yyyy

Any further relevant details

Section 7 of 9

PREVIOUS TEMPORARY EVENT NOTICES [\(See also guidance on completing the form, note 15\)](#)

Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice?
 Yes No

State the number of temporary event notices (including the number of late temporary event notices, if any) you have given for events in that same calendar year

Have you already given a temporary event notice for the same premises in which the event period:
a) Ends 24 hours or less before; or Yes No
b) Begins 24 hours or less after the event period proposed in this notice?

Section 8 of 9

ASSOCIATES AND BUSINESS COLLEAGUES [\(See also guidance on completing the form, note 16\)](#)

Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?
 Yes No

Continued from previous page...

Has any associate of yours already given a temporary event notice for the same premises in which the event period:

- a) Ends 24 hours or less before; or
b) Begins 24 hours or less after the event period proposed in this notice?
- Yes No

Has any person with whom you are in business carrying on licensable activities given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?

Yes No

Has any person with whom you are in business carrying on licensable activities already given a temporary event notice for the same premises in which the event period:

- a) Ends 24 hours or less before; or
b) Begins 24 hours or less after the event period proposed in this notice?
- Yes No

Section 9 of 9

CONDITION [\(See also guidance on completing the form, note 18\)](#)

It is a condition of this temporary event notice that where the relevant licensable activities described in Sections 4 and 5 above include the supply of alcohol that all such supplies are made by or under the authority of the premises user.

PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.
This formality requires a fixed fee of £21

DECLARATION [\(See also guidance on completing the form, note 19\)](#)

* The information contained in this form is correct to the best of my knowledge and belief

* I understand that it is an offence:

- * (i) to knowingly or recklessly make a false statement in connection with this temporary event notice and that a person is liable on conviction for such an offence to a fine up to level 5 on the standard scale; and
- * (ii) to permit an unauthorised licensable activity to be carried on at any place and that a person is liable on conviction for any such offence to a fine not exceeding £20,000, or to imprisonment for a term not exceeding six months, or to both

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

Continued from previous page...

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

* Full name	<input type="text" value="Keystone Law Solicitors"/>
* Capacity	<input type="text" value="Solicitors on behalf of Applicant"/>
* Date	<input type="text" value="08"/> / <input type="text" value="10"/> / <input type="text" value="2021"/>
	dd mm yyyy

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

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

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

OFFICE USE ONLY

Applicant reference number	<input type="text" value="MAD31/1"/>
Fee paid	<input type="text"/>
Payment provider reference	<input type="text"/>
ELMS Payment Reference	<input type="text"/>
Payment status	<input type="text"/>
Payment authorisation code	<input type="text"/>
Payment authorisation date	<input type="text"/>
Date and time submitted	<input type="text"/>
Approval deadline	<input type="text"/>
Error message	<input type="text"/>
Is Digitally signed	<input type="checkbox"/>

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [Next >](#)

Section 1 of 9

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

- System reference This is the unique reference for this application generated by the system.
- Your reference You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.
- Are you an agent acting on behalf of the applicant? Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.
- Yes No

Applicant Details

- * First name
- * Family name
- * E-mail
- Main telephone number Include country code.
- Other telephone number
- Indicate here if the applicant would prefer not to be contacted by telephone

Is the applicant:

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

Applicant Business

- Is the applicant's business registered in the UK with Companies House? Yes No
- Registration number
- Business name If the applicant's business is registered, use its registered name.
- VAT number Put "none" if the applicant is not registered for VAT.
- Legal status

Continued from previous page...

Applicant's position in the business

Home country

The country where the applicant's headquarters are.

Registered Address

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Agent Details

* First name

* Family name

* E-mail

Main telephone number

Include country code.

Other telephone number

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

Are you:

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

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

Agent Business

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

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

Registration number

Business name

If your business is registered, use its registered name.

VAT number

Put "none" if you are not registered for VAT.

Legal status

Continued from previous page...

Your position in the business

Home country

The country where the headquarters of your business is located.

Agent Registered Address

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Section 2 of 9

APPLICATION DETAILS ([See also guidance on completing the form, general notes and note 1](#))

Have you had any previous or maiden names?

- Yes No

* Your date of birth / /
dd mm yyyy

Applicant must be 18 years of age or older

National Insurance number

This box need not be completed if you are an individual not liable to pay UK national insurance.

Place of birth

Correspondence Address

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

- Yes No

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

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Continued from previous page...

Additional Contact Details

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

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

- Yes No

E-mail	<input type="text" value="Redacted"/>
Telephone number	<input type="text" value="Redacted"/>
Other telephone number	<input type="text"/>

Section 3 of 9

THE PREMISES

I, the proposed user, hereby give notice under section 100 of the Licensing Act 2003 of my proposal to carry out a temporary activity at the premises described below.

Give the address of the premises where you intend to carry on the licensable activities or if it has no address give a detailed description (including the Ordnance Survey references). [\(See also guidance on completing the form, note 2\)](#)

* Does the premises have an address?

- Yes No

Address

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

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

- Yes No

* Building number or name	<input type="text" value="The Brighton Zip"/>
* Street	<input type="text" value="Madeira Drive"/>
District	<input type="text" value="Brighton"/>
* City or town	<input type="text" value="East Sussex"/>
County or administrative area	<input type="text"/>
* Postcode	<input type="text" value="BN2 1EN"/>
* Country	<input type="text" value="United Kingdom"/>

* Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)?

- Neither Premises licence Club premises certificate

Location Details

* Provide further details about the location of the event

Whole of the premises	<input type="text"/>
-----------------------	----------------------

If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, give a description and details below [\(see also guidance on completing the form, note 3\)](#)

<input type="text"/>

Continued from previous page...

Describe the nature of the premises below ([see also guidance on completing the form, note 4](#))

The Brighton Zip consists of a Zip wire leisure activity in the southeast corner of the premises. Then a two-level outdoor deck with a kitchen and bar providing meals and drinks for the public. The Zip bar and kitchen provides a menu of traditional fish and chips and a range of alcoholic and non-alcoholic beverages.

Describe the nature of the event below ([see also guidance on completing the form, note 5](#))

The previous Premises Licence 1445/3/2019/00278/LAPREN lapsed and a new Premises Licence application was lodged with Brighton and Hove City Council on 7 October 2021. The Temporary Event Notice is to allow the sale of alcohol on selected days during the consultation period for the new Premises Licence. Please find attached Annex A (this has been emailed to Licensing as I was unable to upload with the application) which is a list of proposed conditions lodged with the new Premises Licence application that my client will adhere to during the Temporary Event Notice.

DATES/TIMES SOUGHT
Saturday 23rd October 2021
Opening Hours : 12:00 – 23:30
Sale of Alcohol : 12:00 – 23:00
Sunday 24th October 2021
Opening Hours : 12:00 – 22:30
Sale of Alcohol : 12:00 – 22:00

Section 4 of 9

LICENSABLE ACTIVITIES

State the licensable activities that you intend to carry on at the premises ([see also guidance on completing the form, note 6](#)):

- The sale by retail of alcohol

- The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club

- The provision of regulated entertainment

- The provision of late night refreshment

- The giving of a late temporary event notice

[\(See also guidance on completing the form, note 7\).](#)

Late notices can be given no later than 5 working days but no earlier than 9 working days before the event.

[\(See also guidance on completing the form, note 8\).](#)

Event Dates

There must be a period of at least 10 working days between the date you submit this form and the date of the earliest event when you will be using these premises for licensable activities.

State the dates on which you intend to use these premises for licensable activities

[\(see also guidance on completing the form, note 9\)](#)

Continued from previous page...

Event start date / /
dd mm yyyy

The maximum period for using premises for licensable activities under the authority of a temporary event notice is 168 hours or seven days.

Event end date / /
dd mm yyyy

State the times during the event period that you propose to carry on licensable activities (give times in 24 hour clock)

[\(see also guidance on completing the form, note 10\)](#)

State the maximum number of people at any one time that you intend to allow to be present at the premises during the times when you intend to carry on licensable activities, including any staff, organisers or performers

Note that the maximum number of people cannot exceed 499.

[\(see also guidance on completing the form, note 11\)](#)

If the licensable activities will include the supply of alcohol, state whether the supplies will be for consumption on or off the premises, or both [\(see also guidance on completing the form, note 12\):](#)

- On the premises only
- Off the premises only
- Both

Section 5 of 9

RELEVANT ENTERTAINMENT [\(See also guidance on completing the form, note 13\)](#)

State if the licensable activities will include the provision of relevant entertainment. If so, state the times during the event period that you propose to provide relevant entertainment

Section 6 of 9

PERSONAL LICENCE HOLDERS [\(See also guidance on completing the form, note 14\)](#)

Do you currently hold a valid personal licence? Yes No

Provide the details of your personal licence below.

Issuing licensing authority

Continued from previous page... Licence number

Redacted

Date of issue

/ /
dd mm yyyy

Any further relevant details

Section 7 of 9

PREVIOUS TEMPORARY EVENT NOTICES [\(See also guidance on completing the form, note 15\)](#)

Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice?

Yes No

State the number of temporary event notices (including the number of late temporary event notices, if any) you have given for events in that same calendar year

Have you already given a temporary event notice for the same premises in which the event period:

- a) Ends 24 hours or less before; or Yes No
- b) Begins 24 hours or less after the event period proposed in this notice?

Section 8 of 9

ASSOCIATES AND BUSINESS COLLEAGUES [\(See also guidance on completing the form, note 16\)](#)

Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?

Yes No

Continued from previous page...

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- Yes No

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Yes No

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- a) Ends 24 hours or less before; or
b) Begins 24 hours or less after the event period proposed in this notice?
- Yes No

Section 9 of 9

CONDITION [\(See also guidance on completing the form, note 18\)](#)

It is a condition of this temporary event notice that where the relevant licensable activities described in Sections 4 and 5 above include the supply of alcohol that all such supplies are made by or under the authority of the premises user.

PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.
This formality requires a fixed fee of £21

DECLARATION [\(See also guidance on completing the form, note 19\)](#)

- * The information contained in this form is correct to the best of my knowledge and belief
- * I understand that it is an offence:
 - * (i) to knowingly or recklessly make a false statement in connection with this temporary event notice and that a person is liable on conviction for such an offence to a fine up to level 5 on the standard scale; and
 - * (ii) to permit an unauthorised licensable activity to be carried on at any place and that a person is liable on conviction for any such offence to a fine not exceeding £20,000, or to imprisonment for a term not exceeding six months, or to both

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

Continued from previous page...

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

* Full name	<input type="text" value="Keystone Law Solicitors"/>
* Capacity	<input type="text" value="Solicitors on behalf of Applicant"/>
* Date	<input type="text" value="08"/> / <input type="text" value="10"/> / <input type="text" value="2021"/>
	dd mm yyyy

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

OFFICE USE ONLY

Applicant reference number	<input type="text" value="MAD31/1"/>
Fee paid	<input type="text"/>
Payment provider reference	<input type="text"/>
ELMS Payment Reference	<input type="text"/>
Payment status	<input type="text"/>
Payment authorisation code	<input type="text"/>
Payment authorisation date	<input type="text"/>
Date and time submitted	<input type="text"/>
Approval deadline	<input type="text"/>
Error message	<input type="text"/>
Is Digitally signed	<input type="checkbox"/>

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [Next >](#)



Sussex Police
Serving Sussex

www.sussex.police.uk

Brighton & Hove Licensing Unit

Police Station
John Street
Brighton
BN2 0LA

Tel: 101 ext. 550828

Email: brighton.licensing@sussex.pnn.police.uk

12th October 2021

The Licensing Technical Support Officers
Environmental Health, Brighton & Hove City Council
Bartholomew House, Bartholomew Square
Brighton, East Sussex
BN1 1JP

**RE: TEMPORARY EVENT NOTICES X 3 FOR THE BRIGHTON ZIPWIRE, MADEIRA DRIVE,
BRIGHTON, EAST SUSSEX, BN2 1TB**

NOTICE OF OBJECTION under Section 104 (2) of the Licensing Act 2003

To whom it may concern,

Notice of objection is hereby given on behalf of the Chief Officer of Police for Sussex for the above Temporary Event Notice (TEN) on the grounds that that it will undermine the licensing objective of the prevention of crime and disorder and public safety. We also make reference to the Public Health Framework report for Assessing Alcohol Licensing 2019 edition.

The notices seek to licence the sale by retail of alcohol 'on' the premises for the following dates:

Saturday 23rd October and Sunday 24th October 2021 – 264 people including staff
Saturday 30th October and Sunday 31st October 2021 – 264 people including staff
Saturday 6th November and Sunday 7th November 2021 – 264 people including staff

Each TEN is to cover the following hours:

Saturdays (on all 3 TENs)

Opening Hours: 12:00 – 23:30

Sale of Alcohol: 12:00 – 23:00

Sussex Police Headquarters
Malling House, Church Lane, Lewes, E. Sussex, BN7 2DZ

Telephone: 101 | 01273 470101

Email: brighton.licensing@sussex.pnn.police.uk

Sundays (on all 3 TENs)

Opening Hours: 12:00 – 22:30

Sale of Alcohol: 12:00 – 22:00

The location of the premises is on the beach prom just East of Brighton Palace Pier and the events are to be held within the premises of which most of this is open air.

The premises held an alcohol licence that was granted in April 2019 and lapsed due to non transfer following the premises licence holder company being dissolved. The alcohol licence granted in 2019 had strict restaurant conditions due to the risks associated with alcohol and especially due to the Zip Wires location on the beach. It was required that the premises only sold alcohol via waiter/waitress service to people seated at tables and ancillary to a meal. By having this condition it reduces the risk of people becoming intoxicated as they are eating a substantial meal with their drinks.

Throughout August 2021 Police Licensing officers made a number of visits to the Zip Wire site to go through the then licence conditions. Breaches were found relating to the sale of alcohol with food as this had not been taking place. Customers had been able to purchase alcohol at the bar without purchasing food. Current signage surrounding this was also not on display.

The previous TENs submitted for the Zip Wire stated they would operate under restaurant conditions but these TENs see a move to the sale of alcohol with no requirement for food to be purchased with it, just that food has to be available. Sussex Police are aware that the applicant has submitted a new premises licence application and that this is asking for café bar conditions e.g. sale of alcohol by waiter/waitress service to be consumed at tables but with no food purchase requirement. While Sussex Police acknowledge that the applicant has included a schedule of these conditions (Annex A) that they state will be adhered to throughout the periods covered by these TENs, Sussex Police continue to have no confidence that the premises will be run in a responsible manner. This is due to the fact that the premises were breaching when operating under a premises licence and as a TEN is a 'notice', as such, conditions are only 'in trust' as opposed to being legally enforceable.

Sussex Police have seen the negative effect that alcohol has, particularly in areas where there are a high number of licensed premises in a small area e.g. the seafront. It can result in persons being made vulnerable and becoming victims of numerous types of crimes. Reviewing the Public Health Framework report for assessing alcohol licensing 2019 edition, Queens Park ward, of which this location is within, is ranked 3rd highest out of 21 wards for police recorded alcohol related incidents.

There is an additional concern around the TEN covering 30th – 31st October 2021 as this falls on Halloween. Sussex Police are expecting the evening of Saturday 30th October into the early hours of Sunday 31st October as well as the evening of Sunday 31st October to be incredibly busy. The nature of Halloween events have changed over the last few years and they now require a large Police operation due to it being the most large scale celebration of the year, far surpassing New Year's Eve. Due to this, Sussex Police are applying a higher level of scrutiny to Temporary Event Notices wishing to provide licensable activity across these dates to ensure that the prevention of crime and disorder and public safety licensing objectives are not at risk of being undermined.

The TEN for 30th and 31st October 2021 provides minimum information and does not include any written provisions of additional measures that will be put in place to help reduce the risks around crime and disorder, drunkenness or vulnerability with the hours being applied for. Sussex Police are do not feel adequate provisions have been made or outlined to prevent the potential for disorder, increased risk of drunkenness/vulnerability or sufficiently promote public safety throughout the

duration of the event. We are not satisfied that the above licensing objectives will be promoted by allowing this TEN.

Therefore, the Chief Officer of Police contends that permitting these premises to be used in accordance with the notice is likely to undermine the licensing objectives of the prevention of crime and disorder as well as public safety. For these reasons, we ask that a Counter Notice is issued to all 3 TENs by the Licensing Authority Committee.

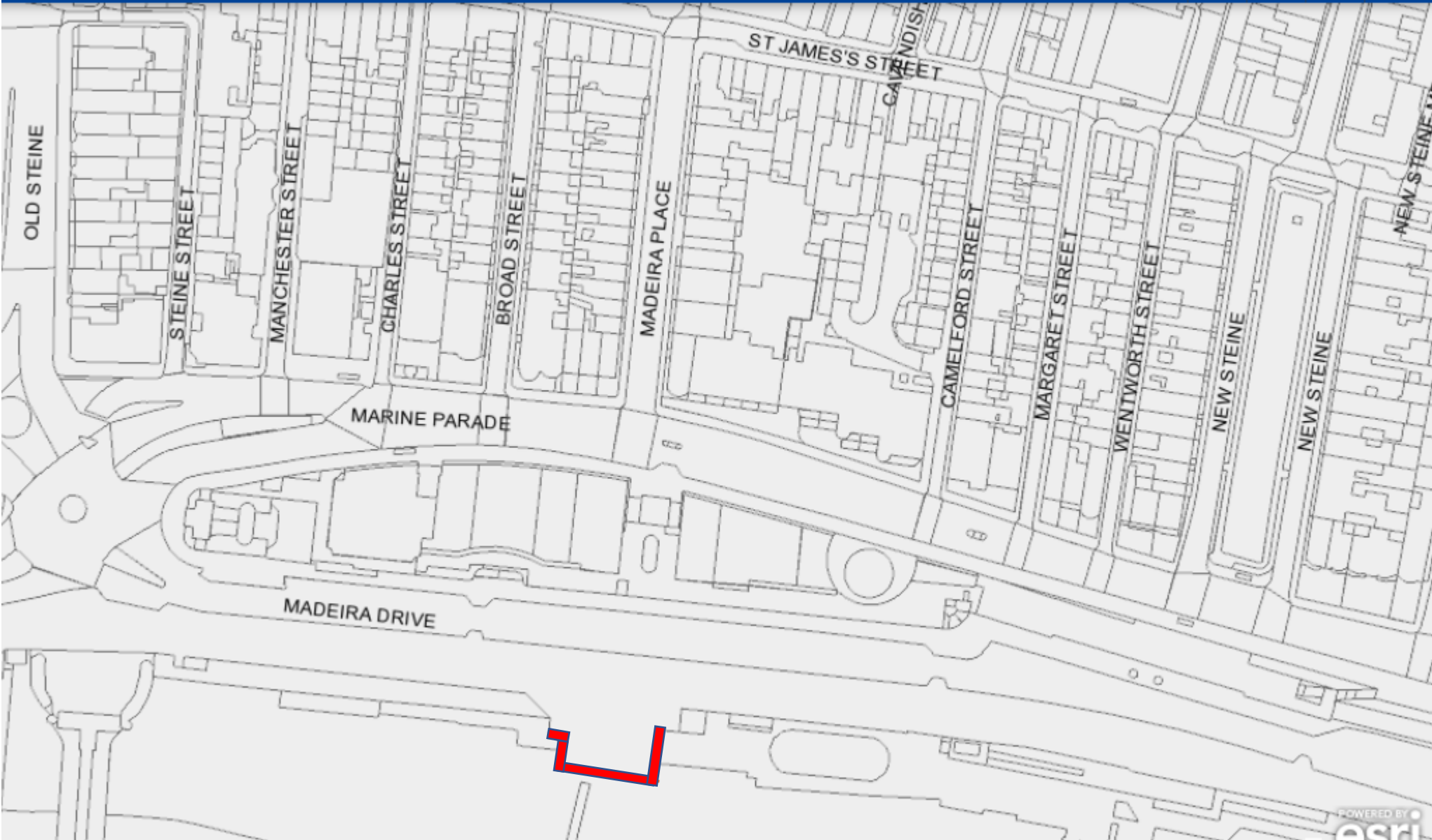
I confirm that a copy of this objection letter has been sent by email to the applicant and every other 'relevant person'.

Yours faithfully,



Insp Michelle Palmer-Harris
Ops Planning and Events (inc. Licensing) Inspector
Sussex Police

Please address all future correspondence to Brighton & Hove Licensing Unit, First Floor, Police Station, John Street, Brighton, BN2 0LA.





THE ZIP

THE BRIGHTON ZIP
BRAND AND BUSINESS STRATEGY

HISTORY

The Brighton Zip has been operating since 2017. It is one of Brighton's major leisure offerings with over 25,000 riders a year. The zip is one of the few leisure activities that has a physical element to it. It consists not only of the zip wire itself but also the walk down the seafront to The Zip Base camp, this has two benefits one is the additional exercise and the other is giving customers the opportunity to see other businesses and shop fronts on the return walk. The site has been operated by the same person prior to Brighton Zip since 2011. The Zip operator was also responsible for bringing Brighton wheel to the seafront, a big attraction and a huge investment to the city which brought hundreds of jobs over the years, and raised Madeira Drive's profile in Brighton with both with tourists and residents alike. During this time they worked closely with BHCC's to pass the wheel through planning and were allowed to operate under BHCC own license to create VIP events and support charity evenings. This partnership was incredibly successful.

49 The Brighton Zip as a concept was born out of the need to use the site for leisure after the wheel was removed. The reason for its removal was partly due to the investment from BHCC in the I360. Once again, the operator regenerated the site and supplemented the leisure activity with a simple food court offering. They were approved for a premises license in April of 2019 and added alcohol offering to their food offering.

Brighton Zip are one of the few companies that have committed to being open throughout the winter. While not commercially profitable during the off season, it's has always been important to the local family business to provide year-round employment to their core staff.

The long-term plans for the site were to create a permanent restaurant to cater for the tourist trade near Brighton Pier. In essence this plan remains the same, but The Brighton Zip seek to approach the project in a different way to align the operation with the cultural needs and behaviour of the local people of Brighton and Hove and to manage the social responsibility and challenges COVID-19 has brought to business in the hospitality and leisure sector.





MADIERA DRIVE

It's been clear that Madeira Drive has suffered from neglect over the years, almost the forgotten stretch of seafront. Even with significant investment from historic operators like Brighton Zip, Concorde 2 and new operators, such as Loaded and The Electric Arcade the area has traditionally been a difficult place to operate, and very tourist focused. When the Covid-19 Pandemic hit it decimated businesses along the seafront from bars to restaurants, venues to leisure activities. The damage to these businesses and major employers runs deep and regardless of the support and schemes it has put business back for years, leaving companies carrying huge amounts of debt. Even with a cultural feel that the worst is over these businesses will carry damages far into the future and income is not by any means back to pre-pandemic levels.

There was one significant change to Madeira drive, the pedestrianisation of the road for additional exercise space during the Lockdown. Locals began to discover a part of their seafront they had not considered regularly visiting before. This derelict forgotten part of the seafront began to show signs of growth and innovation, alongside the changes and reduction in visiting tourists.

It is this that has triggered Brighton Zip to once again regenerate and refocus its business at local residents. Brighton Zip is a family business who have lived in Brighton for the past 30 years. Graphite Design has been contacted to help develop this new concept and reach more local audiences.

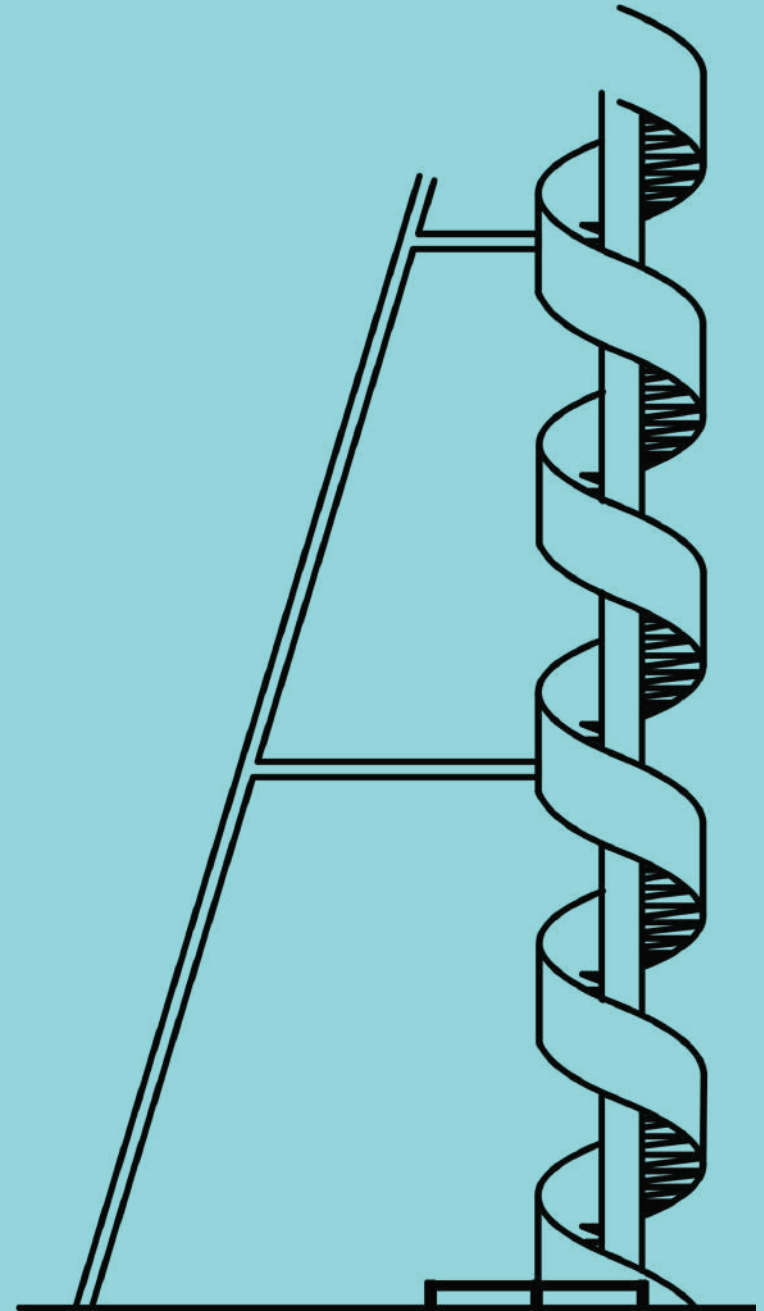
THE BRIEF

Brighton Zip wants to create a new hub for local residents, families, foodies and adventure seekers. They want to tap into Brighton's love for pop up - local food, local beer, and the love of socialising. They want to bring the traditions that local Brightonians all love about being a seaside town, while moving away from the traditional 'kiss me quick' and 'fish and chip' offering. Knowing that investment in indoor dining is incredibly risky at the moment they want to create a vibrant outdoor environment with a food and activity focus that local people can enjoy all year round.

GOALS

- + Site redevelopment to engage local audiences.
- + Update branding to be modern, clean and more accessible.
- + New food with pop-up options and kitchen takeovers.
- + New local coffee offering.
- + Venue for local artists, charities and kitchens.
- + Make the ZIP Deck + WIRE a year-round operation.

**BRIGHTON ZIP THE NEW
PLACE TO MEET.**



THE STRATEGY

SITE

Re-Style the ZIP deck, to integrate with the local audiences more.

- + Clean and remove cluttered signage
- + Create a strong colour pallet that brings a mix of the tradition seafront styling with the new bolder colour choice
- + Bring the zip and the food court together to feel like one cohesive operation
- + Create an original asset to the site for local people to enjoy
- + Tidy the visuals and operational bar and kitchen elements
- + Make the coffee shop a more accessible unit that relates to the site
- + Create a clear entrance and brand for the site.
- + Install signage that give the space a title 'The Zip Deck'

BRANDING

Create one clean brand across the whole operation and communication platforms.

- + Update logo
- + Create basic brand guidelines and follow them through all arms of the company
- + Tie the site clearly to the branding
- + Make a strong brand presence across the site
- + Make relationships with other brands that supports Brighton Zips goals
- + Make enviromentally friendly choices in all branding activations

PARTNERSHIPS

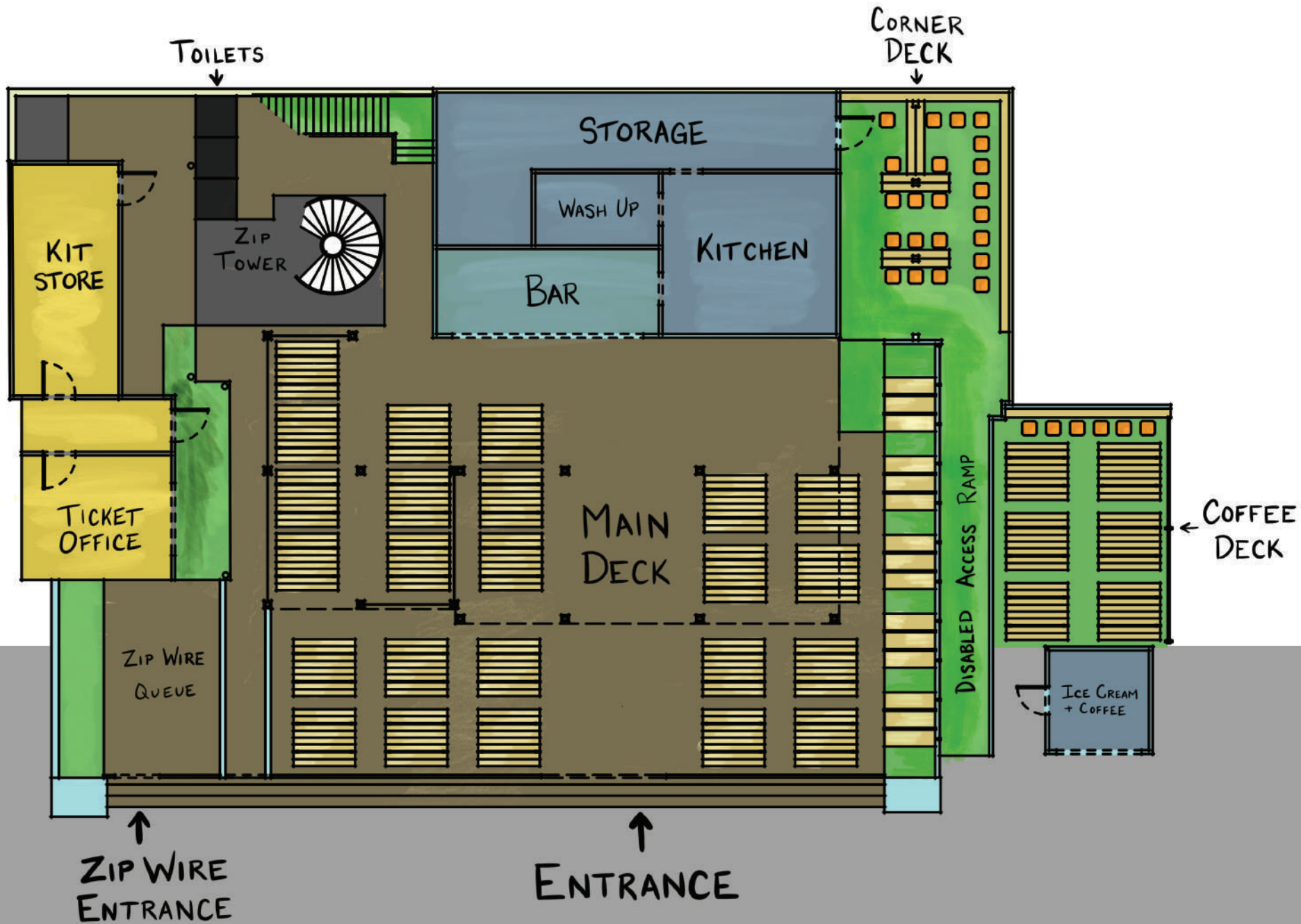
Work with other Brighton businesses in collaboration to create great experiences for customers.

- + Bring in a local coffee company Red Roaster to provide training for staff, a better quality product and a trusted local brand
- + Connect with Street. Diner a local street food market and stall broker to provide local food offerings through their contacts
- + Connect with local venues and festivals to engage in existing events providing space for activations such as screenings, receptions and small-scale performances
- + Develop a relationship through previously mentioned activity with local Brighton audiences to create a year round non-seasonal business

THE BEST SUNSET IN BRIGHTON
ALL YEAR ROUND.

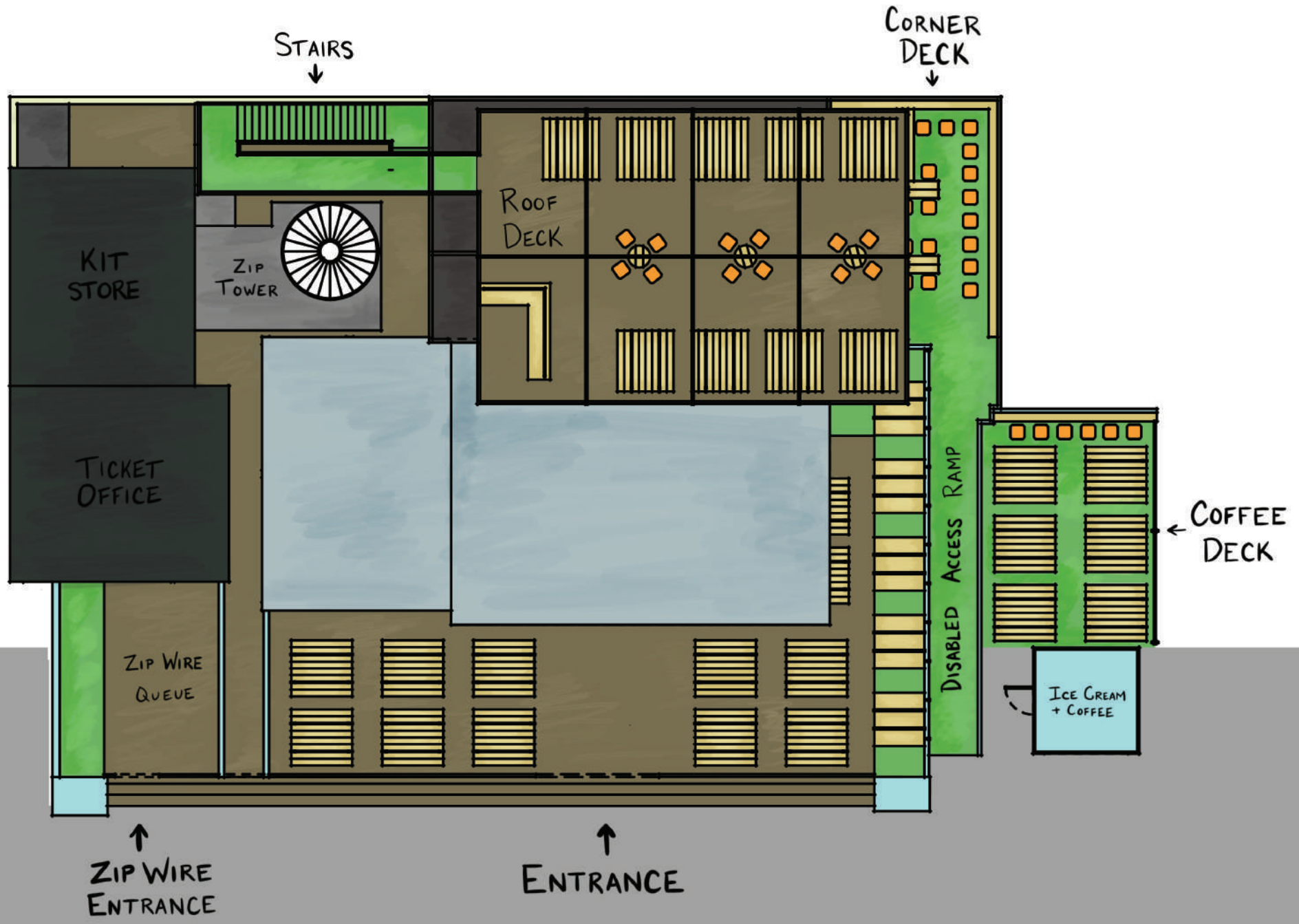
SITE LAYOUT PROPOSALS

GROUND FLOOR



ROOF DECK

54



SKETCH CONCEPT



THE ZIP

PRICE LIST

ZIP WIRE

SINGLE RIDER _____ £16
DUAL RIDER _____ £30

VIDEO WRIST BAND

RECORD YOUR TRIP _____ £3

WWW.BRIGHTONZIP.COM

ENTRANCE

KIT DROP

THE ZIP BAR + KITCHEN

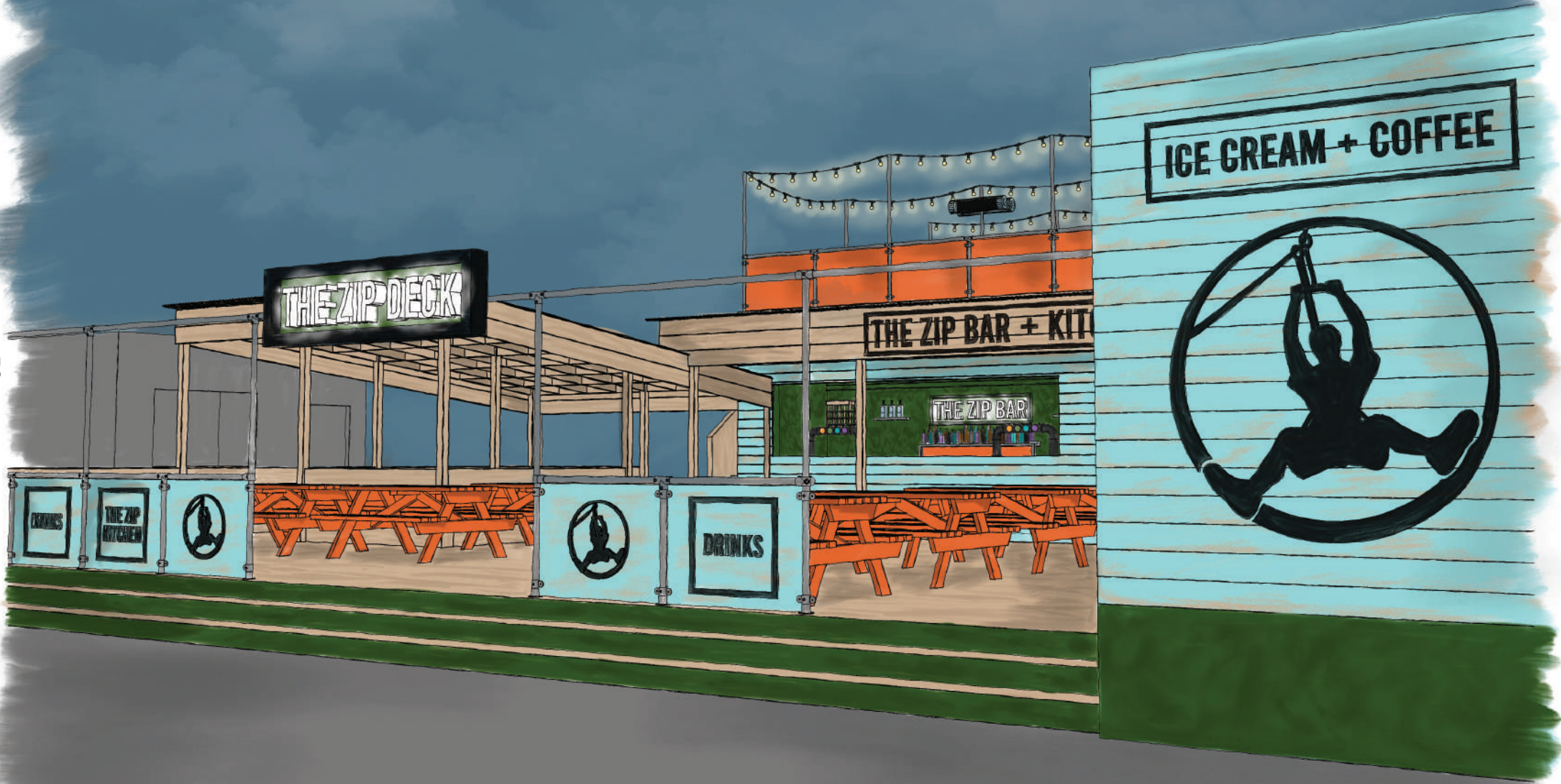


**THE ZIP
KITCHEN**

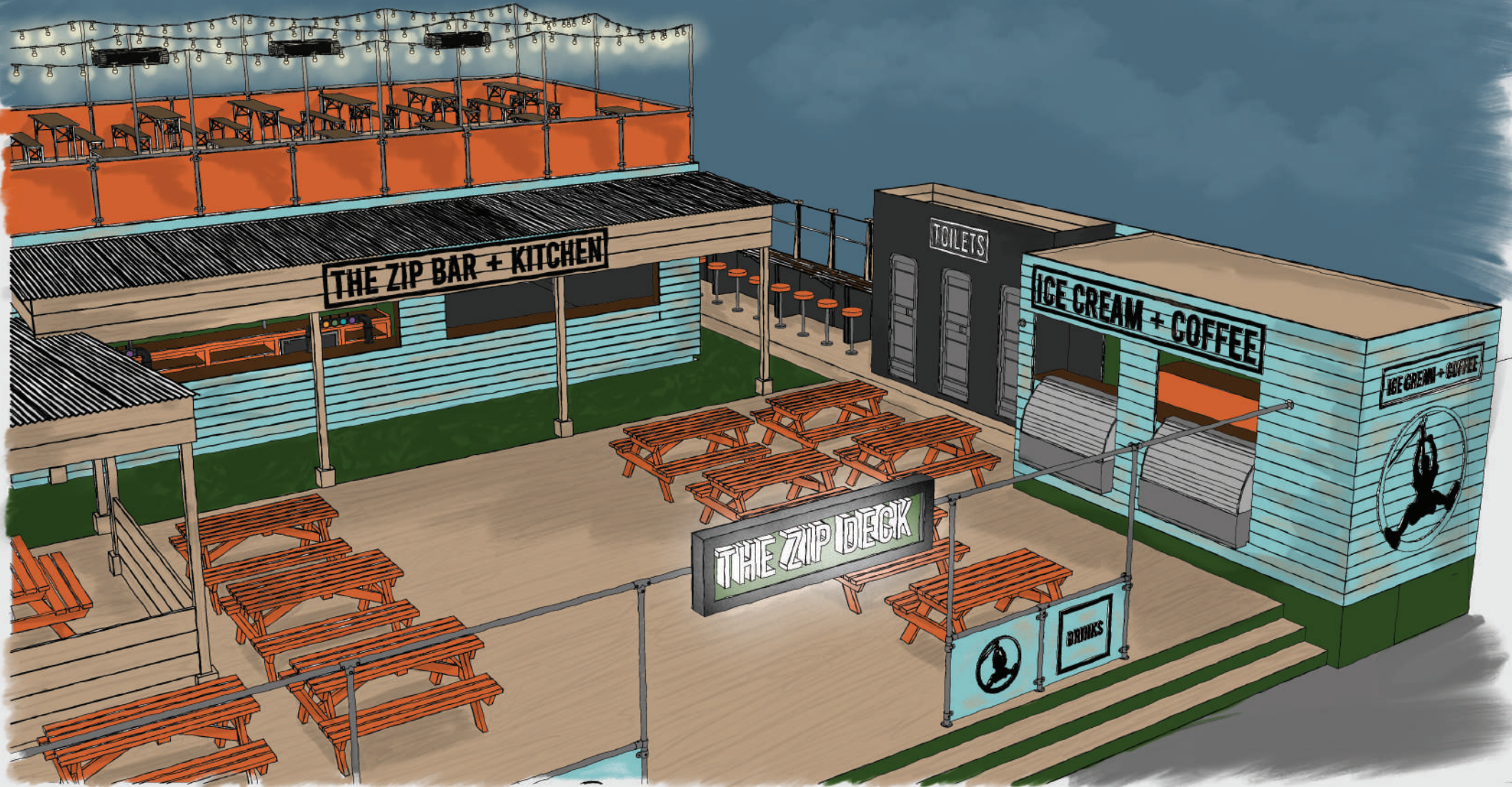
**FISH
+
CHIPS**

SKETCH CONCEPT

56

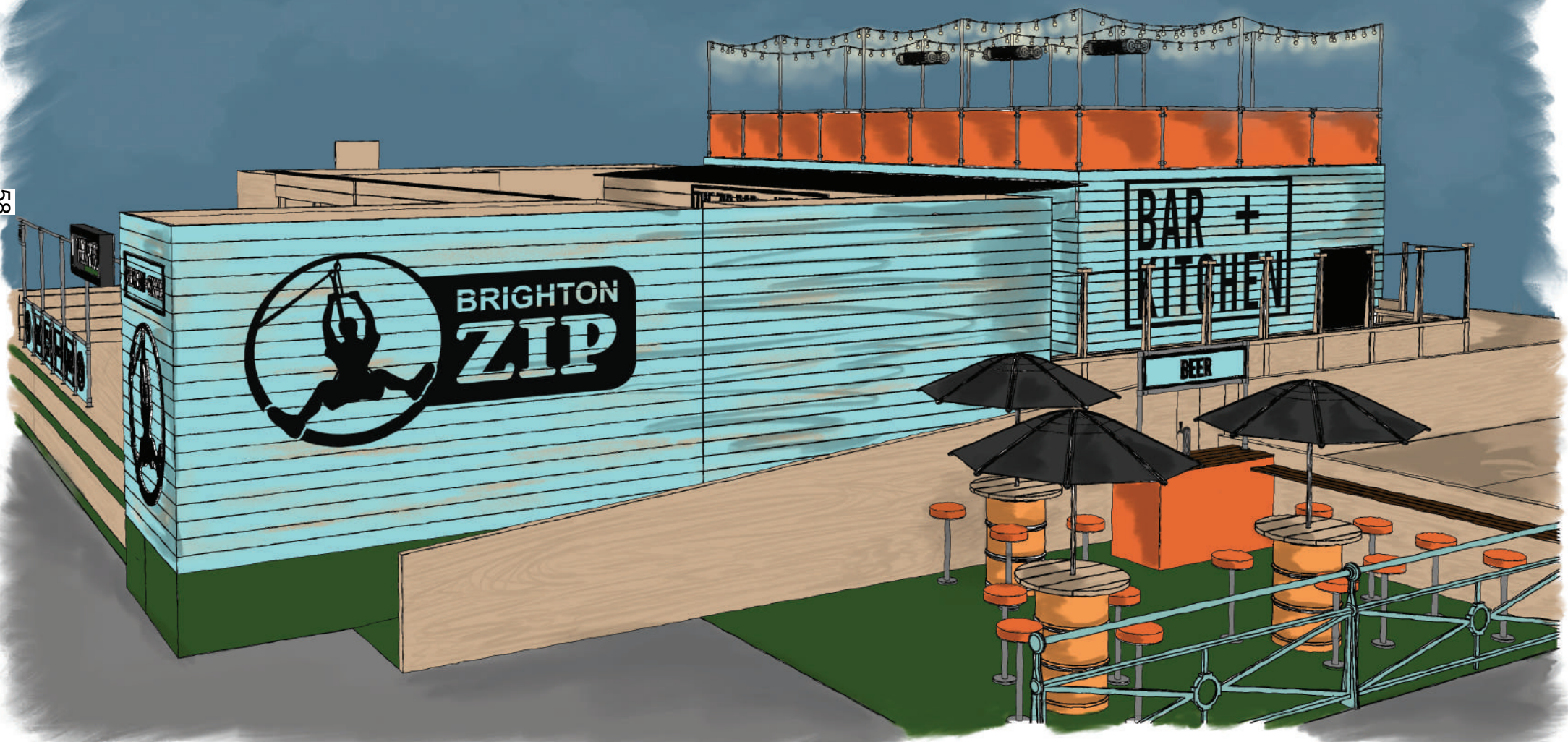


SKETCH CONCEPT



SKETCH CONCEPT

58

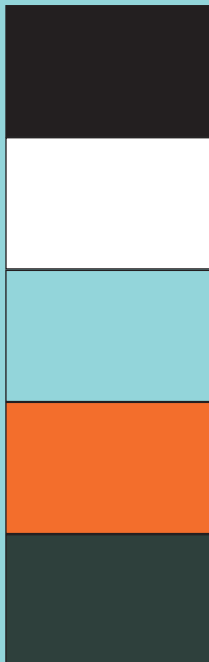


BRAND PROPOSALS

BRANDING STYLE PROPOSAL

- + Black and white versions of the logo on Brighton Blue
- + All signs hand painted instead of printed
- + Single font, taken from current branding "Bebas"
- + Single simple box around titles
- + All titles in block capitals
- + The use of + symbol instead of the word 'and' or '&' In titles.

COLOUR PALETTE



TEXT AND LOGO COLOUR

TEXT AND LOGO COLOUR

PRIMARY COLOUR

ACCENT COLOUR

ACCENT COLOUR

OLD LOGO

The old Brighton Zip logo, has become dated over time and needs modernising. Taking the multiple font styles and removing a lot of the colour will help clean the logo.



NEW LOGO

The new Brighton Zip logo creates a modern silhouette of the old logo design. By simplifying the multi-colour branding to a high-contrast, monochrome palette, it turns what was once a logo into an icon - a recognisable symbol that can be used in many applications, from packaging, to signage, and t-shirts.



THE ZIP

PACKAGING

Update the Brighton Zip packaging to reflect the new brand and style guidelines.

Replace plasticware for sustainable materials that can be easily recycled and are biodegradable.

Replace multi-colour boxes with simple kraft boxes, so all packaging has a cohesive look.



- + BROWN KRAFT BOXES
- + RECYCLABLE, BIODEGRADABLE COFFEE CUPS
- + RECYCLABLE, BIODEGRADABLE PINT CUPS
- + BIODEGRADABLE BAMBOO CUTLERY
- + STAMPED WITH ZIP LOGO

UPDATES SEPTEMBER 2021

BEFORE



AFTER



02



BEFORE



AFTER

BEFORE



AFTER



AFTER





BEFORE



AFTER



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AFTER