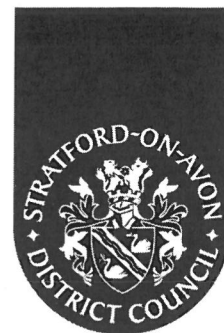


Direct Line : 01789 267575
e-mail : Licensing@stratford-dc.gov.uk
My ref : Draft Licensing Policy Consultation
Your ref :
Date : 17 June 2025



Fao: Premises Licence holder or Designated Premises Supervisor
Town Hall
Town Hall
Sheep Street
Stratford-upon-Avon
CV37 6EF

Dear Licence Holder or Designated Premises Supervisor

Licensing Act 2020
Statement of Licensing Policy 2026- 2031 [Consultation]

This is notification that Stratford on Avon District Council have reviewed and amended their Statement of Licensing Policy which is now out for consultation.

Section 5 of the Licensing Act 2003 requires a Licensing Authority to prepare and publish a Statement of its Licensing Policy at least every 5 years. The current policy for Stratford on Avon District is due to expire in January 2026. Before determining this policy, the Licensing Authority must consult with members of the public, trade and responsibly authorities.

The draft policy for 2026-2031 can be viewed on the council's website by searching for 'Licensing Policy' or via the following link: <https://www.stratford.gov.uk/licences-permissions/licensing-policy.cfm>

This consultation will run until 10 September 2025. If you wish to make any comments in relation to the draft policy, please forward any correspondents to licensing@stratford-dc.gov.uk with the reference **LA03 POLICY**.

Yours sincerely

Vikki Goodman

Vikki Goodman
Senior Licensing Officer

Elizabeth House
Church Street
Stratford-upon-Avon
CV37 6HX

telephone 01789 267575
minicom 01789 260747
website www.stratford.gov.uk
DX700737 STRATFORD-ON-AVON 2

Licensing Act 2003 reminder.

Your Premises Licence summary must be prominently displayed at or on the premises concerned.

The person specified as the designated premises supervisor must still be involved with the premises. Please ensure that these details are correct and up to date.

Mandatory Conditions on all Premises Licences where alcohol is sold or supplied must be available in the following smaller measures:

- Beer or cider – half pint
- Gin, rum, vodka or whisky – 25ml or 35ml (Note: You are only permitted to serve in single measures of either 25ml or 35ml as standard; only one or the other size may be used, not both)
- Still wine in a glass – 125ml

As well as making the drinks available in the above measures, customers must be made aware of the availability of these measures – for example, by making their availability clear on menus and price lists and ensuring that these are displayed in a prominent place in the relevant premises (e.g. at the bar).

Customers must also be informed verbally of the availability of these smaller measures when, for example, the customer asks for 'a beer', 'a whisky' or 'glass of wine'.

The above condition does not apply if the drinks in question are sold or supplied having been made up in advance ready for sale or supply in a securely closed container.

All employees should be made aware of the licensing hours for the premises as well as the mandatory and any special conditions. It is good practice to document that this information has been cascaded to all employees as part of their training.

The premises licence holder or club premises certificate holder must ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol.

This must as a minimum require individuals who appear to the responsible person to be under the age of 18 years of age to produce on request (before being served alcohol) identification bearing their photograph, date of birth, and a holographic mark. Examples of acceptable ID include photo card driving licences, passports or proof of age cards bearing the PASS hologram, although other forms of ID which meet the criteria laid out above are also acceptable.

The premises licence holder or club premises certificate holder must ensure that staff (in particular staff who are involved in the supply of alcohol) are made aware of the existence and content of the age verification policy applied by a premises.

To obtain a new copy of your licence please email licensing.applications@stratford-dc.gov.uk

A payment of £10.50 is required. Payments can be made by calling 01789 260979

To update your licence details please visit our website at the following link:
<https://www.stratford.gov.uk/licences-permissions/premises-licences.cfm>