



## Licensing Act 2003

### Premises Licence

<b>Premises Licence Number</b>	BTWPRM0140
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#### Part 1 – Premises Details

<b>Postal address of premises, or if none, ordnance survey map reference or description</b>  The Blue Elephant Holyhead Road Ketley Telford TF1 5AN
<b>Telephone Number</b>

<b>Where the licence is time limited the dates</b>  N/A
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<b>Licensable activities authorised by the licence</b> Sale of Alcohol by Retail Provision of Late Night Refreshment Performance of Live Music Playing of Recorded Music
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#### Times the licence authorises the carrying out of licensable activities

<b><u>Sale of Alcohol by retail:</u></b>		
<b><u>Day</u></b>	<b><u>Start Time</u></b>	<b><u>End Time</u></b>
Monday	10:00:00	00:00:00
Tuesday	10:00:00	00:00:00
Wednesday	10:00:00	00:00:00
Thursday	10:00:00	02:00:00





Friday	10:00:00	04:00:00
Saturday	10:00:00	04:00:00
Sunday	10:00:00	00:00:00

**Provision of Late Night Refreshment: Indoors**

<b><u>Day</u></b>	<b><u>Start Time</u></b>	<b><u>End Time</u></b>
Monday	23:00:00	00:00:00
Tuesday	23:00:00	00:00:00
Wednesday	23:00:00	00:00:00
Thursday	23:00:00	02:00:00
Friday	23:00:00	04:00:00
Saturday	23:00:00	04:00:00
Sunday	23:00:00	00:00:00

**Performance of Live Music: Indoors**

<b><u>Day</u></b>	<b><u>Start Time</u></b>	<b><u>End Time</u></b>
Monday	10:00:00	00:00:00
Tuesday	10:00:00	00:00:00
Wednesday	10:00:00	00:00:00
Thursday	10:00:00	02:00:00
Friday	10:00:00	04:00:00
Saturday	10:00:00	04:00:00
Sunday	10:00:00	00:00:00

**Playing of Recorded Music: Indoors**

<b><u>Day</u></b>	<b><u>Start Time</u></b>	<b><u>End Time</u></b>
Monday	10:00:00	00:00:00
Tuesday	10:00:00	00:00:00
Wednesday	10:00:00	00:00:00
Thursday	10:00:00	02:00:00





Friday	10:00:00	04:00:00
Saturday	10:00:00	04:00:00
Sunday	10:00:00	00:00:00

### **Seasonal Variations**

### **Non Standard Timings**

A further additional hour on Christmas Eve and Boxing Day, when they fall on Monday, Tuesday, Wednesday or Sunday only.

From the end of permitted hours on New Years Eve until the start of permitted hours the following day.

### **The opening hours of the premises**

<u>Day</u>	<u>Start Time</u>	<u>End Time</u>
Monday	08:30:00	00:30:00
Tuesday	08:30:00	00:30:00
Wednesday	08:30:00	00:30:00
Thursday	08:30:00	02:30:00
Friday	08:30:00	04:30:00
Saturday	08:30:00	04:30:00
Sunday	08:30:00	00:30:00

### **Non-Standard Opening Hours of the Premises**

A further additional hour on Christmas Eve and Boxing Day, when they fall on Monday, Tuesday, Wednesday or Sunday only.

From the end of permitted hours on New Years Eve until the start of permitted hours the following day.

### **Where the licence authorises supplies of alcohol whether these are on and /or off supplies**

For consumption on and off the premises





**Part 2**

**Name, (registered) address, telephone number and email (where relevant) of holder of premises licence**

Mr Shander Herian  
The Blue Elephant  
Holyhead Road  
Ketley  
Telford  
TF1 5AN

**Registered number of holder, for example company number, charity number (where applicable)**

**Name and address of designated premises supervisor where the premises licence authorises the supply of alcohol**

Mr Shibbir Mahmood

**Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol**

Licence Number:  
Issuing Authority:

**Date of first issue:** 17-08-2005  
**This version valid from:** 15-08-2025  
**Issuing Authority:** Telford & Wrekin Council  
Darby House  
Lawn Central  
Telford  
TF3 4JA





## **Annex 1 – Mandatory Conditions**

### **The making and authorisation of Alcohol Sales**

No supply of alcohol may be made under the Premises Licence—

- a) at a time when there is no Designated Premises Supervisor in respect of the Premises Licence, or
- b) at a time when the Designated Premises Supervisor does not hold a Personal Licence or his Personal Licence is suspended.

Every supply of alcohol under the Premises Licence must be made or authorised by a person who holds a Personal Licence.

### **Irresponsible Alcohol Promotions**

The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises.

- (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—
  - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
  - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
- (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
- (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;
- (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner.
- (e) Dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).

### **Provision of Free Tap Water**

The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

### **Age Verification Policy for the Sale or Supply of Alcohol**

The Premises Licence holder or Club Premises Certificate Holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.





The Designated Premises Supervisor in relation to the Premises Licences must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either:-

- (a) A holographic mark or
- (b) An ultraviolet feature.

### Availability of Small Measures of Alcohol

The responsible person must ensure that—

- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
  - (i) beer or cider: ½ pint;
  - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
  - (iii) still wine in a glass: 125 ml; and
- (b) these measure are displayed in a menu, price list or other printed material which is available to customers on the premises; and
- (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

### Permitted Price of Alcohol

1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price
2. For the purposes of the condition set out in paragraph 1—
  - a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979);
  - b) ”permitted price” is the price found by applying the formula—

$$P = D + (D \times V)$$

where—

- (i) P is the permitted price,
  - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
  - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
- c) “relevant person” means, in relation to premises in respect of which there is in force a premises licence—
- (i) the holder of the premises licence,
  - (ii) the designated premises supervisor (if any) in respect of such a licence, or
  - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;





- d) “relevant person” means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
  - e) “valued added tax” means value added tax charged in accordance with the Value Added Tax Act 1994.
3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
4. (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day (“the first day”) would be different from the permitted price on the next day (“the second day”) as a result of a change to the rate of duty or value added tax.
- (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

### **Security Activity**

1. Where a premises licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, each such individual must:

- (a) be authorised to carry out that activity by a licence granted under the Private Security Industry Act 2001; or
- (b) be entitled to carry out that activity by virtue of section 4 of the Act.

2. But nothing in subsection (1) requires such a condition to be imposed:

- (a) in respect of premises within paragraph 8(3)(a) of Schedule 2 to the Private Security Industry Act 2001 (c12) (premises with premises licences authorising plays or films); or
- (b) in respect of premises in relation to:
  - (i) any occasion mentioned in paragraph 8(3)(b) or (c) of that Schedule (premises being used exclusively by club with club premises certificate, under a temporary event notice authorising plays or films or under a gaming licence), or
  - (ii) any occasion within paragraph 8(3)(d) of that Schedule (occasions prescribed by regulations under that Act).

3. For the purposes of this section:

- (a) “security activity” means an activity to which paragraph 2(1)(a) of that Schedule applies, and, which is licensable conduct for the purposes of that Act, (see Section 3(2) of that Act) and
- (b) paragraph 8(5) of that Schedule (interpretation of references to an occasion) applies as it applies in relation to paragraph 8 of that Schedule.





## **Annex 2 – Conditions consistent with the Operating Schedule**

### **a) General – all four licensing objectives (b,c,d,e):**

All conditions attached to the Public Entertainment Licence, including those reproduced with this licence, are preserved as conditions attached to this licence.

### **b) The prevention of crime and disorder:**

The exterior of the premises will be floodlight.

A CCTV system is in place and covers the exterior of the premises.

Door supervisors will be employed at all times that the premises is open after 2400hrs.

All door supervisors will be registered with the Security Industry Authority.

The toilet areas will be checked regularly.

### **c) Public safety:**

Senior staff hold a basic food hygiene certificate.

Emergency lighting will be in place and checked regularly.

Fire fighting appliances will be maintained within the licensed areas.

Fire appliances will be available for use at all times.

The permitted occupancy level of the ground floor is 200.

### **d) The prevention of public nuisance:**

Customers will be asked to leave the premises quietly.

The function room windows will be closed during entertainment.

The inner door to the main entrance will be kept closed when public entertainment is taking place.

No noise will be audible at the eastern boundary of Ketley Methodist Church.

All amplified music at the premises shall be played through the amplifier connected to the &quot;Formula Sound&quot; noise limiter.

### **e) The protection of children from harm:**

Children will only be allowed in the dining area. They will need to be accompanied by an adult.

No striptease or nudity will be allowed on the premises.

Children are not allowed to play the gaming machines or to use the cigarette machine.

## **Other Operating Conditions**



### **Annex 3 – Conditions attached after a hearing by the Licensing Authority**

None



**Telford & Wrekin**  
Co-operative Council

**Protect, care and invest  
to create a better borough**

## **Annex 4 – Plans**

As deposited with the Licensing Authority.





## Licensing Act 2003

### Premises Licence Summary

<b>Premises Licence Number</b>	BTWPRM0140
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#### Premises Details

##### Postal address of premises, or if none, ordnance survey map reference or description

The Blue Elephant  
Holyhead Road  
Ketley  
Telford  
TF1 5AN

##### Telephone Number

##### Where the licence is time limited the dates

N/A

##### Licensable activities authorised by the licence

Sale of Alcohol by Retail  
Provision of Late Night Refreshment  
Performance of Live Music  
Playing of Recorded Music

#### Times the licence authorises the carrying out of licensable activities

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**Performance of Live Music: Indoors**

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### The opening hours of the premises

<u>Day</u>	<u>Start Time</u>	<u>End Time</u>
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For consumption on and off the premises

### Name, (registered) address of holder of premises licence

Mr Shander Herian  
The Blue Elephant  
Holyhead Road  
Ketley  
Telford  
TF1 5AN





**Registered number of holder, for example company number, charity number (where applicable)**

**Name of designated premises supervisor where the premises licence authorises the supply of alcohol**

Mr Shibbir Mahmood

**State whether access to the premises by children is restricted or prohibited**

Children are not allowed to play the gaming machines or to use the cigarette machine.

**Date of first issue:** 17-08-2005  
**This version valid from:** 15-08-2025  
**Issuing Authority:** Telford & Wrekin Council  
Darby House  
Lawn Central  
Telford  
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