

Start to finish:

A Case Study of Licensing Support for New Businesses

Rebel Road Barbershop, Cheltenham

Early 2019, Tom Saunders approached the council with a business proposal to open a barber shop. Tom wanted to be able to offer his clients a free alcoholic beverage on site when they booked a haircut or styling.



You can find out about Rebel Road Barbershop on their [website](#) or follow them on [Instagram](#).



➔ Pre-application advice and assistance

Tom had no previous experience or knowledge of the alcohol licensing system and legislation. He applied to the council for pre-application advice and assistance to help him through the process of obtaining an alcohol licence for his business.

Through the council's pre-application advice service, Tom had access to a dedicated council Licensing Officer to assist him with drafting his application including appropriate operating conditions, statutory public notices and assistance with drafting a premises plan that is compliant with the statutory regulations.



"I really had no idea what the process was but I was guided through each step of the process by the licensing team at Cheltenham Borough Council."

The Pre-application advice and assistance helps a licence holder to:

- gain an understanding of potential issues that may arise from their application
- consider any appropriate conditions and/or comments that may be suggested by consultees or responsible authorities
- understand any policy implications arising from their application
- understand the likelihood of their application being successful



Read more about how the council's licensing pre-application assistance can help your business:

www.cheltenham.gov.uk/licensing-pre-app

➔ Licensing training

Since Rebel Road Barbershop wanted to provide alcoholic beverages to their clients, it was necessary for Tom to gain the Level 2 Award for Personal Licence Holders - which is a legal requirement. The nationally recognised qualification helps prospective licence holders and managers understand the law and their responsibilities in running an alcohol licensed business.

The council is accredited through a national awarding body to offer the level 2 qualification.

Obtaining the level 2 qualification through the council provided Tom with convenience, gaining the knowledge and skills needed and benefitting from dedicated and experienced officers.



“The level 2 qualification was informative & delivered by someone that was passionate about educating people enabling them to pass the qualification.”

Why choose the council for your APLH training?

- We are cheaper than other local training providers
- Our course is delivered by experienced licensing officers who can offer practical knowledge
- Training, study material and exam fee are all included in the one day course
- Winners of the 'Best Commercial Council' category in the MJ Achievement Awards 2019



Find out more about the council's fully accredited licensing training for your business and staff: www.cheltenham.gov.uk/aplh

➔ The licence

Tom's premises licence was issued without any objection from local residents or any of the responsible authorities such as the police or environmental health.



“The general public we're given 28 days to object to our intention to provide alcohol at Rebel Road Barbershop. We met with the police to discuss our options, ensuring that we were being responsible in our duty to provide alcohol in a safe & responsible way.”



Contact the council's licensing section for help with your business or business idea: www.cheltenham.gov.uk/licensing