

# Start to finish:

## *A Case Study of Licensing Support for New Businesses*

### **Vegetus, Cheltenham**

In late 2019, Annamaria Feher approached the council regarding her business Vegetus, a café that specialises in vegetarian and vegan food. Annamaria wanted to be able to sell alcoholic beverages in her café, for which she needed a premises licence.



## **Pre-application advice and assistance**

Vegetus was an established business when in late 2019 Annamaria approached the council with a proposal to expand the business by selling alcoholic beverages at the café. Annamaria, having limited experience of the licensing application process in Cheltenham, applied to the council for pre-application advice and assistance.

Through the council's 'Check and Send' pre-application service, Annamaria had access to a dedicated council Licensing Officer who met with her to ensure that there were no mistakes in her application, and that she had all required documents. Through the 'Check and Send' service, Vegetus' application was correctly served on other responsible authorities who had to be notified of the application.



***"I wanted to ensure my licensing application was submitted right the first time and was sent to all the licensing responsible authorities. I used the council's pre-application advice service to help me get it right the first time round." - Annamaria***

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](http://www.cheltenham.gov.uk/licensing-pre-app)

## ➔ Licensing training

Since Vegetus wanted to provide alcoholic beverages to their clients, it was necessary for at least one member of the business to be a personal licence holder. To become a personal licence holder, applicants must hold a recognised licensing qualification, such as the Level 2 Award for Personal Licence Holders.

The council is accredited through a national awarding body to offer the Level 2 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](http://www.cheltenham.gov.uk/aplh)

## ➔ The licence

The new premises licence for Vegetus was issued in December 2019 without any objections and subject only to conditions that were appropriate for the business.



*"The process of applying for a premises licence can be complicated and mistakes can invalidate the application. The council's pre-application service simplified the process for me and gave me confidence that my application would not be sent back." - Annamaria*



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

## Award winning council and licensing service

