

CHEL TENHAM
BOROUGH COUNCIL

Mr Mark Fulton
Wadworth And Company Limited
Folly Road Brewhouse
Folly Road
Devizes
SN10 2HT.

ask for: Mr Craig Daly
ddi number:
fax number: 01242 774924
email: licensing@cheltenham.gov.uk
our ref: 25/01238/PRMVPS
your ref:
date: 27 May 2026

Dear Sir,

LICENSING ACT 2003

**RE: The Bayshill
St. Georges Place
Cheltenham
Gloucestershire
GL50 3PP**

Please find enclosed the premises licence and premises licence summary for the above premise, which reflects the recent change of Designated Premises Supervisor. The receipt for the fee is also enclosed.

I would remind you of the requirement that is imposed by s.40(1) of the Act for the premises licence holder to now notify the person, if any, who has been replaced as the DPS.

The premises licence or a certified copy must be kept securely at the premises for the purpose of future inspection. The premises licence summary or a certified copy must be displayed in a prominent location at the premises. (Section 57 of the Licensing Act 2003)

We would strongly encourage every licence holder and designated premises supervisor to familiarise themselves with the mandatory conditions. A copy of the order can be found on Cheltenham Borough Council website at www.cheltenham.gov.uk/licensing or from the licensing section during normal office hours.

If you have any queries or wish to discuss the matter further please do not hesitate to contact me.

Yours sincerely,

Mr Craig Daly
Licensing Officer



CHELTENHAM
BOROUGH COUNCIL
Licensing Act 2003
Cheltenham Borough Council

Premises Licence Number

25/01238/PRMVPS

Part 1 – Premises Details

Postal address of premises, or if none, ordnance survey map reference or description, including Post Town, Post Code

The Bayshill
St. Georges Place
Cheltenham
Gloucestershire
GL50 3PP

Telephone number 01242 524388

Where the licence is time limited the dates

Not applicable

Licensable activities authorised by the licence and the times the licence authorises the carrying out of licensable activities

Sale/Supply of Alcohol	Every Day	08:30 - 01:00
Performance of Live Music	Every Day	10:00 - 23:00 Indoors
Performance of Recorded Music	Every Day	10:00 - 23:00 Indoors
Late Night Refreshment	Every Day	23:00 - 01:00 Indoors

The opening hours of the premises

Opening Hours Every Day 08:30 - 02:00

Non Standard Timings

The additional hours permitted for licensable activity (not including drinking up time) shall be from 08.30 hrs on New Years Eve continuously until 01.00hrs on 2 January.

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

Both

Part 2

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

Wadworth & Company Ltd
Folly Road Brewhouse
Folly Road
Devizes
SN10 2HT
Electronic Mail bayshillinn@gmail.com
Business Phone Number 01242 524388
Head Office Phone Number 01380 723361

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

00030177

Name, address and telephone number of designated premises supervisor where the premises licence authorises for the supply of alcohol

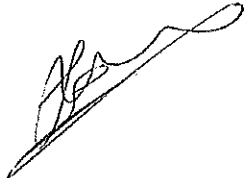
Mr Richard Massey
12 St Jude's Walk
Cheltenham
GL53 7BU

Business Phone Number 01242 524388

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

Party Reference: 21/00350/PERSLI

Licensing Authority: Malvern Hills District Council

Signature of Issuing Officer

Louis Krog
Head of Public Protection

Date of issue

27 May 2026

Annex 1 – Mandatory conditions

Annex 1 - Mandatory conditions

Premises licensed for the sale of alcohol

Condition 1

(1) No retail sale 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.
- (c) Every retail sale of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
- (d) The other conditions are any conditions specified in an order under section 19A and applicable to the premises licence.

Condition 2 - Irresponsible promotions

(1) 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.

(2) 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 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 that which carries 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).

Condition 3 - Free tap water

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

Condition 4 - Age verification policy

(1) 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.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

(3) 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.

Condition 5 - Availability of certain 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 measures 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.

Conditions 1, 2 and 4 do not apply where the licence or certificate authorises the sale by retail or supply of alcohol only for consumption off the premises.

Condition 6 - Minimum pricing

(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 3 above-

(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(b).

(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 subparagraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

(4) 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. 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.

Premises licensed to show films

Exhibition of films:-

(a) Where a premises licence authorises the exhibition of films, the licence must include a condition requiring the admission of children to the exhibition of any film to be restricted in accordance with the following paragraphs.

(b) Where the film classification body is specified in the licence, unless paragraph c below applies, admission of children must be restricted in accordance with any recommendation by that body:

(c) Where,

(i) the film classification is not specified in the licence, or

(ii) the Licensing Authority has notified the holder of the licence that this paragraph applies to the film in question, admission of children must be restricted in accordance with any recommendation made by the Licensing Authority.

(d) In this section:- "children" means persons aged under 18; and "film classification body" means the person or persons designated as the authority under section 4 of the Video Recordings Act 1984 (authority to determine suitability of video works for classification).

Premises which have door supervision requirements

This applies to all premises except theatres, cinemas, bingo halls and casinos.

(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

1a) The extended permitted hours for the sale and consumption of alcohol and provision of regulated entertainment on New Years Eve/New Years Day continue in force.

b) On commencement of British Summertime, the benefit of the clock going forward at 0200, instead of 0100 GMT is preserved.

2a) The current 5 camera CCTV system shall be set so that all cameras are directed onto the public areas and it shall be maintained in good working order, shall record at all times that the premises are open, and recordings shall be kept for 28 days (14 days for digital systems) and be provided to officers of the council and the police on request.

b) Alcoholic drinks shall not be discounted (below tariff in place for a minimum of one week) after 18:00hrs on Friday or Saturday nights (until the start of trading the following day)

c) Non-alcoholic / low alcohol drinks will be made available throughout all trading hours.

d) A closed door policy shall be operated with no admission or re-admission on New Years Eve from 23.30 to 04.00hrs on New Years Day.

e) A period of at least 30 minutes 'drinking up' time shall be provided to allow appropriate dispersal, use of lavatories etc

f) Details of local taxi / private hire firms shall be made available to assist with customers' onward journeys.

Annex 3 – Conditions attached after a hearing by the licensing authority

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Annex 4 – Plans

1 See drawing no. 1011-049-01 dated 12/05/2015



CHELTENHAM
BOROUGH COUNCIL
Licensing Act 2003
Premises Licence Summary

Premises Licence Number	25/01238/PRMVPS
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Premises Details

Postal address of premises, or if none, ordnance survey map reference or description, including Post Town, Post Code	
The Bayshill St. Georges Place Cheltenham Gloucestershire GL50 3PP	
Telephone number	01242 524388

Where the licence is time limited the dates
Not applicable

Licensable activities authorised by the licence and the times the licence authorises the carrying out of licensable activities			
Sale/Supply of Alcohol	Every Day	08:30 - 01:00	
Performance of Live Music	Every Day	10:00 - 23:00	Indoors
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Non Standard Timings
The additional hours permitted for licensable activity (not including drinking up time) shall be from 08.30 hrs on New Years Eve continuously until 01.00hrs on 2 January.

The opening hours of the premises		
Opening Hours	Every Day	08:30 - 02:00

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

Name, (registered) address of holder of premises licence

Wadworth & Company Ltd
Folly Road Brewhouse
Folly Road
Devizes
SN10 2HT

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

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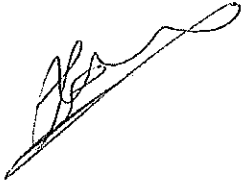
Name, designated premises supervisor where the premises licence authorises for the supply of alcohol

Mr Richard Massey

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

Not Restricted

Signature of Issuing Officer



Louis Krog
Head of Public Protection

Date of issue

27 May 2026