



## PUBLIC NOTICE OF APPLICATION

### Sale and Supply of Alcohol Act 2012 Section 101

**BEERS LIMITED, (THE LICENSEE, 19 Bowhill Road, New Brighton, Christchurch)**, has made application to the District Licensing Committee at Christchurch for the issue of **OFF-LICENCE NEW** in respect of the premises situated at **19 Bowhill Road, New Brighton** known as **NORTH BEACH BEER GARDEN**.

The general nature of the business conducted under the licence is: **OFF-LICENCE TAVERN**

The days on which and the hours during which alcohol is intended to be sold under the licence are:

**ACROSS THE BAR:**

**MONDAY TO SUNDAY 10.00 AM TO 9.00 PM**

**12 DAYS PER ANNUM FROM 10.00 AM TO 9.00 PM**

**NOTE: AS PER RMA/2025/183 DECISION**

The application may be inspected during ordinary office hours at the office of the Christchurch District Licensing Committee, 53 Hereford Street, Christchurch. Phone 941 8999 to arrange with the Alcohol Licensing Team.

Any person who is entitled to object and who wishes to object to the issue of the licence may, not later than 25 working days after the date of the first publication of this notice, file a notice in writing of the objection with the Secretary of the District Licensing Committee, P O Box 73013, Christchurch 8154.

No objection to the issue of a licence may be made in relation to a matter other than a matter specified in section 105(1) of the Sale and Supply of Alcohol Act 2012.

Date of first publication on website: **11 July 2025**

[www.ccc.govt.nz/alcohol](http://www.ccc.govt.nz/alcohol)

[ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licence-public-notification](http://ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licence-public-notification)

# Application for new Off-licence

Section 100, Sale and Supply of Alcohol Act 2012

## About this application:

Please ensure you have read the Step-by-step guide before you apply

[www.ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licences](http://www.ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licences)

Please complete this form and then arrange a **Lodgement Meeting** appointment with an Alcohol Licensing Inspector in order to lodge your completed application and pay the associated fee. The Alcohol Licensing Team are located at Civic Offices, 53 Hereford Street, Christchurch 8154 and can be contacted by phone (03) 941 8999 or email [alcohollicensing@ccc.govt.nz](mailto:alcohollicensing@ccc.govt.nz)

**This application cannot be accepted if the form is incomplete and documents are missing. You will be given an invoice at the Lodgement meeting. Filing is not complete unless your invoice is paid.**

*Note: All application fees are for processing of an application and are non-refundable, they must be paid when you apply.*

**We can only process your application once we have both the Proof of Payment of fees AND the required paperwork (application form and required documents).**

Accepted methods of payment are: CASH – EFTPOS – Internet Banking.

Any questions contact the Alcohol Licensing Team to discuss and for more information, please call 03 941 8999 or [alcohollicensing@ccc.govt.nz](mailto:alcohollicensing@ccc.govt.nz)

Endorsements: (state by type every endorsement sought) ☐ Auctioneers ☐ Remote Sales

## 1. New application for:

a. Trading name: North Beach Beer Garden

b. Licensee: Beers Limited

## 2. Lodgement meeting, Fees Calculation Invoice and Payment

(Refer fees information sheet) To be completed at lodgement meeting with inspector before invoicing.

At the Lodgement meeting an inspector will – check the application for completeness, confirm the risk weighting and fees payable, and issue the invoice for payment.

### Weighting and fees calculation

a. Type of licensed premises: **Across bar**

Weighting: **10**

b. Latest alcohol sale time: **9pm**

Weighting: **—**

c. Enforcements: **N/A**

Weighting: **—**

d. Total weighting: **10**

Fee Category: Very low Low ☒ Medium High Very high

e. Fees payable: Application fee: \$ **816.50**

Annual fee: \$ **632.50**

f. Premises Certificate of Compliance (alcohol) application lodged? ☒ Yes ☐ No

If YES, Certificate already issued and attached? ☒ Yes ☐ No

g. Inspector confirmed application vetted and complete for lodgement ☒ Yes ☐ No (refer to lodgement notes on back page)

Inspectors Signature

Date: **8.7.25** dd/mm/yyyy

To be completed by the inspector at the lodgement meeting.

### Council Use Only

Connect Invoice number:

Receipt No.:

Date:

### 3. Details of applicant Please give legal name as appears on Birth Certificate or Passport

a. Company name or full legal name(s) if individual to be on licence:

Beers Limited

b. Other names/aliases known by: Beers by Bacon Bros

c. Date of birth:

Sex:

Male

Female

d. Occupation/Current employment (including for all Directors): Restaurant owner

e. Residential address:

f. Website: [www.beersbeers.co.nz](http://www.beersbeers.co.nz)

#### g. Convictions of Company Directors, Partners, or Individuals:

Have you ever been convicted of any offence (including traffic but not parking)? Note: As per the Criminal Records Clean Slate Act 2004, if you have no convictions in the last 7 years, you need not declare any convictions prior to that date other than convictions relating to imprisonment or indefinitely disqualified from driving. Yes No

If YES, give details below. (You may wish to explain the circumstances on another page)

Name of offence:

Date of conviction:

Penalty suffered:

N/A

h. Postal address for service of documents: 477b Blenheim Road

Suburb: Sockburn

City: Christchurch

Postcode: 8042

Is this address used for any other business with Council? e.g. Rates; dog registration.

Yes

No

If Yes and this address has changed recently please go to the "Contact us" link at [www.ccc.govt.nz/contact-us](http://www.ccc.govt.nz/contact-us) to update your address details for all other Council business.

i. Daytime Contact Name: Jamie Bennett

Phone:

Mobile

Email: [orders@beersbeers.co.nz](mailto:orders@beersbeers.co.nz)

j. Preferred mode of contact: Phone

k. Status of applicant: (tick appropriate box)

Natural Person

Licensing Trust

Government Department

Manager under the protection of Personal and Property Rights Act 1988

Body Corporate to which section 28(1)(b) of the Act applies. Authority incorporated under:

Board, organization, or other body to which section 28(1)(c)

Other

☒ Private Company

☐ Partnership

☐ Local Authority

☐ Trustee

☐ Public Company

☐ Incorporated Society



#### 4. Details of all Managers appointed for the premises

- a. Full list of all details of all manager(s) to be employed and Certificate Numbers of Manager's Certificate(s):  
(Please attach separate sheet if required)

Name:	Known as:	Address:	Certificate number, or is no certificate held confirm if they have applied for one	Expiry Date
Camille Martin			60/cert/345/2025	17/06/2026
Michaela Thompson			60/cert/440/2024	22/08/2025

Note: please remember to complete a separate **Notice of Duty Manager Appointment or Change form** for all appointments or termination of duty managers.

#### 5. Further details of where applicant is a company

- a. Date of incorporation: 31 July 2020  
b. Place of incorporation: Christchurch  
c. Full details of each director, and the secretary (if any), as follows:

Full name:	Address:	Date of birth:	Place of birth:	Designation:	Face value of shares held:
Troy Bilbrough					

- d. Private Company only: Authorised Capital: 500,000 Paid-up Capital: 500,000

- e. Private Company: Full details of each person who holds any shares issued by the company:

Full name:	Address:	Date of birth:	Place of birth:	Designation:	Face value of shares held:
Troy Bilbrough					

- f. Public Company: Full details of each person who holds 20 percent or more of the shares, or of any particular class of shares, issued by the company.

Full name:	Address:	Date of birth:	Place of birth:	Designation:	Face value of shares held:
------------	----------	----------------	-----------------	--------------	----------------------------

## 6. Further details of where applicant is a partnership

a. Full details of each partner as follows:

Full name:	Address:	Date of birth:	Place of birth:	Designation:	Face value of shares held:

b. Signature of each partner:

## 7. Premises details

a. Legal address of premises: (Note: for Remote Sales this is the office base)

19 & 23 Bowhill Road, North New Brighton

Is this premises location known by any other address? (Note: for Remote Sales this could be your website address)

b. Proposed trading name for premises (if any): North Beach Beer Garden

c. Is a licence already held for this premises? Yes ☒ No ☐ If yes, licence number:

d. Do you hold a current Temporary Authority to trade on that licence? Yes ☒ No ☐

e. Is a licence sought conditional upon construction/completion of the premises? Yes ☐ No ☒

f. Does the applicant own the proposed licensed premises? Yes ☐ No ☐

If NO:

Owners full name: Sachibondu Investments

Owners address: 15 Bowhill Road

Form and term of tenure (state whether to be held as leasehold, or under tenancy agreement, or licence):

5 years, tenancy agreement

NB: Additional information and/or signed documents may be requested in some instances to confirm tenure

g. Details of premises area:

The proposed licensed areas include: Full extent of site

NB: Please attach plans annotated with licensed area

h. What part (if any) of the premises does the applicant intend should be designated as:

- **Restricted designation:** no person under 18 may be present on the premises.
- **Supervised designation:** persons under 18 may be present, but only if accompanied by a parent, or legal guardian, i.e. Court appointed. Those under 18 cannot be sold alcohol, but may be supplied by the parent or guardian.
- **Un-designated:** Any person of any age may be present on the premises. Those under 18 cannot be served alcohol, but may be supplied by their parent, or legal guardian.

NB: Any designated areas **MUST** be marked on the plan for the premises

A restricted area: N/A

A supervised area: N/A

- i. **FIRE SAFETY – Section 100(d):** I certify that the Building Owner has confirmed with me that the building: has ☒ does not require an Evacuation Scheme for public safety which meets the requirements of section 76 of the Fire and Emergency New Zealand Act 2017.

Name of owner:

Signature:

Date:

dd/mm/yyyy

A registered Evacuation Scheme is required when:

- The building can hold more than 100 people;
- There are more than 10 employees in the entire building; or
- Overnight accommodation is provided for more than 5 people.

Please contact Fire and Emergency NZ (telephone 372 8600) for more information about evacuation schemes and fire safety requirements.

## 8. Business details

Please attach separate sheet if required

- a. Does the applicant seek the licence in connection with the business of a remote seller? Yes ☒ No

If yes, state the address from where the alcohol will be stored and dispatched from.

- b. Does the applicant seek the licence in connection with the business of an auctioneer? Yes ☒ No

- c. Is the sale of alcohol intended to be the principal purpose of the business? Yes ☒ No

If NO:

What is intended to be the principal purpose of the business? Food sales

What part of Section 32 of the Act is applicable to this application?

If section 32(1)(f)(grocery stores) applies you must complete the relevant Statement of Annual Sales Revenue available here [ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licences/off-licence](http://ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licences/off-licence)

If section 32(1)(b) (Bottle store) applies:

What percentage of your annual sales is expected to be from the sale of alcohol?

- d. Is the applicant engaged, or intending to be engaged, in the sale or supply of any goods other than alcohol and food, or in the provision of any services other than those directly related to the sale or supply of alcohol and food? Yes ☒ No

If YES, what is the nature of those other goods or services?

- e. On which days and during which hours does the applicant intend to sell alcohol under this licence? Note for remote sellers: s49 can permit sales "at any time on any day". s59(1) imposes restrictions on hours for delivery to the buyer for all remote sales licences.

10am - 9pm everyday

- f. Does the applicant intend to provide complimentary samples of alcohol on the premises? ☒ Yes No



## 9. Conditions Please attach separate sheet if required

The following questions relate to Host Responsibility. In conjunction with completing the questions, you should provide with this application a copy of your 'Host Responsibility Policy' by using the guidelines on our website [ccc.govt.nz](http://ccc.govt.nz)

- a. What steps does the applicant propose to take to ensure that the requirements of the Act in relation to the sale of alcohol to prohibited persons (i.e. minors, intoxicated persons, other persons to whom alcohol may not be sold pursuant to the licence) are observed?

Signage will be clearly displayed regarding no service to prohibited persons, All staff will either have their LCQ or will undertake ServeWise training

- b. Are there any other steps the applicant intends to take to promote the responsible drinking of alcohol?

Staff will monitor customers consumption to ensure alcohol is consumed responsibly  
Staff will promote food, as well as low and non alcoholic beverage options

- c. **Where the principal business is other than the manufacture or sale of alcohol:** What kind or kinds of alcohol does the applicant intend to sell or deliver under the licence?

Beer, wine, cider, and spirits

- d. What appropriate systems, staff and training does/will the applicant have in place to ensure compliance with the law?

Regular internal staff training will be conducted to ensure all staff are up to date with their knowledge of the law. All front of house staff will undertake servewise training or have their LCQ

- e. What are the current and possible future noise levels and how does the applicant intend to mitigate them?

Current noise levels are low. We are aware that there has been recent noise complaints at the site from one affected neighbor though it is understood that abatement notices were not issued. The proposed redevelopment will have measures in place such solid fencing to contain noise, speaker placement to be below fence height and directed towards the rear of the site (park behind). After 10pm no patrons under the marquee and side door of the building to be closed. These are further outlined in the resource consent conditions and acoustic report.

- f. What are the current and possible future levels of nuisance and vandalism and how does the applicant intend to mitigate them?

Current levels of nuisance and vandalism are minimal and we do foresee this changing as a result of this license being granted. There have been no issues with nuisance or vandalism during the last 12 months of operation as a food truck venue and holding licensed community events on Saturday afternoons

- g. What other licensed premises are there in the vicinity of this proposed premises? And, will the granting of this licence contribute to an increase in alcohol related problems in the area? (Explain)

New Brighton Rugby Football Club (600m), New Brighton Club (100m), Salt on the Pier & Southpaw Brewery (1300m), Endeavour Tavern (1300m). Granting a licence will not contribute to increase in alcohol related problems in the area. Licenced events have been held regularly at the site without any alcohol related issues.

- h. What is the land near the proposed premises being used for? Will the granting of a licence for your premises impact on changing neighbouring land use? If so, in what way?

Neighbouring land to either side is commercial, with a park behind and residential across the road. Granting of a licence will assist in revitalisation of the area.

## 10. Please attach the following documents:

You must provide the following prescribed documents (your application will not be accepted without these documents)

- ✓ Floor plans annotated to show licensed area (for whole of premises, and mark any restricted or supervised designated areas)
- ✓ Photo of principle entrance to the premises
- ✓ Certificate of Incorporation (including the extract details of directors and shareholders)
- ✓ Premises Certificate of Compliance (Alcohol)

All Grocery Stores must complete a Statement of Annual Sales Revenue if applicable. Template statement available here [ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licences/off-licence](http://ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licences/off-licence)

You should also provide the following documents to assist with assessment of your application (if these are not provided this will delay assessment of your application)

- ✓ Host Responsibility Policy
- ✓ Duty Manager appointment forms for all your duty managers
- ✓ Background information on applicant(s) and Directors – business experience and training experience in the hospitality industry (a brief CV outlining work history would assist)
- ✓ Background information on the Operational Manager (if not to be the licensee) – experience and training in the hospitality industry (a brief CV would assist)

Any other information you wish to include to support your application, e.g. business plan, promotional materials etc

**Bottle Stores 32(1)(b):** To assist with confirmation of percentage annual income expected from alcohol you may wish to complete a Statement of Annual Sales Revenue if applicable. Template statement available here [ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licences/off-licence](http://ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licences/off-licence)

### Notes:

- The Agencies may request to inspect a copy of your staff training plan/manuals.
- Tenure (Q7f) – Additional information and/or signed documents may be requested in some instances to confirm tenure.
- Please remember to complete a separate **Notice of Duty Manager Appointment or Change form for any new Duty Manager appointments or termination of duty managers** and provide a copy to both the Alcohol Licensing Team and the Police, as detailed on the form [ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/managers-certificate/notification-of-management-change](http://ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/managers-certificate/notification-of-management-change)

## Important to note – Public notification of application

All alcohol licence application public notices are published on the dedicated webpage located on [ccc.govt.nz/alcohol](http://ccc.govt.nz/alcohol). Applications are no longer required to be published in the local newspaper.

1. We will take care of the publication of your public notice when you make your application to us.
  - There is a small administration charge for our assistance in loading the content onto the licensing notification webpage. The fee will need to be paid in advance of publication.
  - Your notice will be published within a week of your application being received and the public notice fee being paid.
2. We will send you a copy of the published notice for your records at the same time we send you the front entrance notice for display on your premises. You will need to display the notice on your main entrance for at least 25 working days.
3. Except in the case of a conveyance, within 10 working days after filing this application with the District Licensing Committee, the applicant must ensure that notice of this application in form 7 is attached in a conspicuous place on or adjacent to the site to which this application relates (unless the Secretary of the District Licensing Committee agrees that it is impracticable or unreasonable to do so).

## 11. Payment

You will be issued an invoice at your lodgement meeting when you file your application. **Payment of Fee MUST be made immediately on receiving the invoice.**

Accepted methods of payment are: CASH – EFTPOS – INTERNET BANKING

Note: All application fees are for processing of an application and are non-refundable, and must be paid when you apply. *We can only process your application once we have both the Proof of Payment of fees AND the required paperwork (application form and required documents).*

Any questions? Contact the Alcohol Licensing Team to discuss and for more information, ph 03 941 8999 or [alcohollicensing@ccc.govt.nz](mailto:alcohollicensing@ccc.govt.nz)



## 12. Authorisation

You must complete this section in full

Have you completed ALL relevant sections of this form and attached ALL requested documents? ☒ Yes ☐ No

Incomplete applications WILL be returned. We can only process your application once we have BOTH the Proof of Payment of fees AND the required paperwork (application form and required documents).

## Privacy Statement

Information contained in your application and any supporting information will be held by Christchurch City Council to enable your application to be processed under the Sale and Supply of Alcohol Act 2012. Please note, your full application, including name and contact details will be used by Council staff to assess and provide to decision makers. Your application, with names only will be available on our website. However, if requested under the Local Government Official Information and Meetings Act 1987, we may disclose applications including personal details. If you feel there are reasons why your contact details and/or personal details should be kept confidential, please contact us.

The information will be provided to the statutory reporting agencies (the Police, the Medical Officer of Health, and the Council's Licensing Inspectors) for the purposes of assessing and reporting on your application, and to the Christchurch District Licensing Committee for the purposes of making a decision on your application. This information may form part of a public hearing of your application before the Christchurch District Licensing Committee and may be used in the Committee's decision for your application. Decisions will be made publicly available.

The Council is required to keep a record of every premises licence application (including for renewals and variations) filed with the District Licensing Committee and the Committee's decision on it. This information (which includes the application and all attachments) is made available to the Council's Licensing Inspectors, the Medical Officer of Health, and the Police for the purposes of monitoring ongoing compliance with any licence conditions and undertakings, Duty Manager appointments and the Act.

The Council is required to report statistics about applications to the Alcohol Regulatory and Licensing Authority.

Any member of the public may, under the Local Government Official Information and Meetings Act 1987, request access to information held by the Council. The Privacy Act 2020 applies to the Council and under that Act, you have the right to see and correct personal information that the Council holds about you.

I have read and understood the above privacy statement ☒ Yes ☐ No

Dated at Christchurch this 08 day of 07 2025

Applicant's Signature

(must not be signed  
by an Agent or Solicitor)

## 13. Lodgement meeting and invoicing

Please make an appointment with an alcohol licensing Inspector for a Lodgement meeting. The inspector will confirm your fees and issue your invoice for payment. Your application will not be accepted without this meeting. Phone (03) 941 8999 for an appointment.

## 14. Processing Timelines:

Manager Certificate applications should be made well before your certificate is required. On average about 5-6 weeks is required for a standard application to allow for processing, statutory reporting on your application, and issuing of a District Licensing Committee (DLC) decision on your licence. Timelines will be longer if there are agency oppositions or missing information on your application. More information about statutory timelines can be found at [ccc.govt.nz/alcohol](http://ccc.govt.nz/alcohol)

## Lodgement notes – for office use only

