

PUBLIC NOTICE OF APPLICATION

Sale and Supply of Alcohol Act 2012 Section 101 & 120

CODEBREAKERS LIMITED, (THE LICENSEE, 166 St Asaph Street, Christchurch 8011), has made application to the District Licensing Committee at Christchurch for the issue of **ON-LICENCE VARIATION** in respect of the premises situated at **166 St Asaph Street, Central City** known as **SERVE SOCIAL**.

The general nature of the business conducted under the licence is: **ON-LICENCE ENTERTAINMENT VENUE**

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

CURRENT HOURS:

MONDAY TO SUNDAY 10.00 AM TO 12.00 MIDNIGHT

VARIATION SOUGHT:

EXTENSION OF LICENSED AREA

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: **10 November 2025**

www.ccc.govt.nz/alcohol

ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licence-public-notification

Application for Variation or Cancellation of Conditions

Section 120, Sale and Supply of Alcohol Act 2012

For office use only:

Connect Ref:

ALC / /

About this application:

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

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.

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

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).

Any questions contact the Alcohol Licensing Team to discuss and for more information, ph 03 941 8999 or alcohollicensing@ccc.govt.nz

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

1. Application for Variation of Licence conditions for: (details as on current licence)

a. Trading name:

b. Licensee:

c. Licence expiry date:

2. Lodgement meeting, Fees Calculation Invoice and Payment

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

At 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: Weighting:

b. Latest alcohol sale time: Weighting: ☒

c. Enforcements: Weighting: ☒

d. Total weighting: Fee Category: ☐ Very low ☐ Low ☐ Medium ☐ High ☐ Very high

e. Fees payable: Application fee: \$

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:

CodeBreakers Ltd.

- b. Other names/aliases known by: Serve Social

- f. Website:

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 indefinite 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:

- h. Postal address for service of documents: Serve Social 166 St Asaph St

Suburb: Central City

City: Christchurch

Postcode: 8011

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 to update your address details for all the Council's services.

Phone:

Mobile:

Email: logan@codebreakers.nz

- j. Preferred mode of contact: Email

- k. Status of applicant: (tick appropriate box)

- | | | |
|---|---|---|
| ☐ Natural Person | ☒ Private Company | ☐ Trustee |
| ☐ Licensing Trust | ☐ Partnership | ☐ Public Company |
| ☐ Government Department | ☐ Local Authority | ☐ Incorporated Society |
| ☐ 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, organisation, or other body to which section 28(1)(c) | | |
| ☐ Other | | |



4. Details of all Managers appointed for the premises

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

Name:	Known as:	Address:	Certificate number, or if no certificate held confirm if they have applied for one	Expiry Date
Hilary Wilson			60/CERT/224/2022	24/05/2026
Rachel Bertschinger			60/CERT/357/2024	25/06/2028

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

5. Further details of where applicant is a company

- a. Date of incorporation: 16 Dec 2015

- b. Place of incorporation: Christchurch, New Zealand

- 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:
Logan Scott McMillan					
John Kevin McMillan					

- d. Private Company only: Authorised Capital: Paid-up Capital:

- 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:

- 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 and licence details

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

166 St Asaph Street, Central City, Christchurch, 8011 (LOT: 1 DP: 27850)

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

b. If premises is a conveyance:

Type of conveyance (ship, bus, plane, railway carriage):

Registration number:

Home base address:

c. Trading name for premises/conveyance (if any): Serve Social

d. Licence Number: 60/ON/109/2022

Expiry Date: 16 May 2026

e. Does the applicant own the licensed premises? ☐ Yes ☒ No

If NO:

Owners full name: Matanui Farms Ltd

Owners address: 124 Clearwater Lane, Rd 4, Taupo, 3384, New Zealand

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

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

f. **Details of premises area** – the current licensed includes: (Please attach plans annotated with proposed licenced area)

Internal areas include: All areas of warehouses

Outside areas include: Small turfed area

Do you have a separate lease over these outside areas? If YES, attach a signed copy with plan included. ☐ Yes ☒ No

Any leased public space areas? If YES, please attach copy of the lease with plan included. ☐ Yes ☒ No

g. 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: 100% Un-designated

A supervised area: 100% Un-designated

8. Business details (Please attach separate sheet if required.)

- a. What is the general nature of the business to be conducted by the applicant in the premises if the licence is granted? (e.g. hotel, tavern, restaurant, entertainment/nightclub):

We are an entertainment business that runs Escape Rooms and competitive socialising games.

- b. 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?

Entertainment - Escape rooms, darts, shuffleboard, corn hole and ping pong.

- c. 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?

Entertainment

- d. On which days and during which hours does the applicant intend to sell alcohol under this licence?

Monday - Sunday 10am to 12am / Midnight

- e. Full On-Licence: Are you also intending to permit BYO? ☐ Yes ☒ No

- f. BYO Restaurants only: Does the applicant wish to have the license endorsed under Section 37 of the Act? ☐ Yes ☐ No

- g. If off-licence remote sales, state the address from where the alcohol will be stored and dispatched from.

9. Conditions (Please attach separate sheet if required.)

The following questions relate to the conditions you are applying to vary or cancel.

- a. Terms of condition at present:

- b. Action sought: ☒ Variation ☐ Cancellation

If variation, in what respect does the applicant seek to vary the condition? (This includes hours, premises area, nature of the business, or change in designation)

We are seeking to extend our area to include all our escape rooms as per the attached floor plan.

- c. Full reasons for variation or cancellation:

We are an entertainment business that runs Escape Rooms and competitive socialising games.

- d. What is your proposed implementation date for these changes:

21st Nov 2025

Note:

- Please DO NOT publish Public Notices until further discussion with the Alcohol Licensing Team on phone (03) 941 8827.
- An **Updated Premises Certificate of Compliance (Alcohol)** for **some changes sought** may also be required. Applications requesting changes cannot be accepted without this certificate. For more information refer to the **step-by-step guide** ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licences/variatiions-to-alcohol-licences-changes-to-your-business

9. Host Responsibility 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 at ccc.govt.nz/alcohol

a. What provisions does the applicant intend to make for the sale and supply of alcohol?

- Food (attach menu's, including all day or snack menu):

Attached. We sell a full array of pizza and snacks.

- Non-alcoholic refreshments:

Still water, soft drinks, nonalcoholic beer & cider

- Low-alcoholic beverages (Between 1.1% and 2.5%ALC):

A low alcoholic beer will be available. Currently have Golden light 2.5%

- Alcohol range available (attach full drinks menu)

See menu attached

b. What steps does the applicant propose to take to provide assistance with or information about alternative forms of transport from the premises, for staff and patrons?

We display details for local taxi services and Uber and our duty manager will offer to call a taxi for people if required. There is a permanent taxi stand out front on St Asaph St. We also have plenty of on site parking and customers can leave their vehicle overnight for free if needed.

c. What other steps does the applicant propose to take aimed at promoting the responsible consumption of alcohol?

1. Food is available at all times whilst the bar is open
2. No promotions to encourage the excessive consumption of alcohol will be undertaken
3. All staff are trained on their obligations under the Sale & Supply of Alcohol Act 2012

d. 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?

1. Patrons displaying signs of intoxication are not served anymore alcohol, they will then be watched by staff & may be asked/ helped to leave.
2. Staff & Security ensure that ID is requested should a patron look to be under the age of 25

e. To what extent, where, and how is drinking water intended to be freely available to patrons? (i.e. explain whether water is bar service only, water jugs, or plumbed water stations and locations)

We have a free water station setup - which is plumbed in, chilled and filtered. Cups are readily available for it and the station is signposted.

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

Full staff training is held on a regular basis to ensure adherence to, and the understanding of the Sale & Supply of Alcohol act 2012.

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

Our activities produce very little noise and it isn't noticeable from outside the building at all. We play music in the competitive socialising area but this doesn't spill out into the area.

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

We don't seem to have any vandalism on St Asaph street now with very little foot traffic. We have 18 cameras throughout our building and security lighting which lights up our outdoor areas / the entire carpark throughout the night. We also work in conjunction with the security team at neighbouring Hide bar to report and suspicious people in the area - which is very rare.

i. 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)

In the immediate vicinity we have Hide, Cafe Valentino, Bessie, Engineers, and The Mud Bar. The foot track has significantly dropped since the Terrace has opened & we do not believe our licence application will impact the St Asaph Street area.

j. 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?

Buildings in the immediate vicinity mainly comprise hospitality, commercial / office space, charter school and a healthcare provider several doors along. Other buildings in the immediate vicinity mainly comprise hospitality, commercial / office space, and a healthcare provider. We feel our impact on neighbouring land use will be negligible.

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, including any outside area and mark any restricted or supervised designated areas)
- ☒ Leased outside areas – Footpath, public or private space lease details and plan if held for any outside areas (annotated to show licensed area)
- ☒ Photo of principle entrance to the premises
- ☒ Certificate of Incorporation (including the details of directors and shareholders or the Society's full registration details)
- ☒ Premises Certificate of Compliance (Alcohol) – An Updated Certificate may be required when seeking a Variation of the 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)

- ☒ Duty Manager appointment forms for all your duty managers or any additional duty managers
- ☒ Host Responsibility Policy
- ☒ Food Menu
- ☐ Drinks/ beverage menus
- ☒ 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

Clubs:

- ☐ 1. Provide an updated copy of Club Charter and membership rules (including details of any Affiliated memberships)
- ☐ 2. A list of names of clubs with which the club has reciprocal visiting rights for members; and
- ☐ 3. A Club Alcohol Management Plan and Club Alcohol Policy (desirable)

Notes:

- The Agencies may request to inspect a copy of your staff training plan/manuals.
- Tenure (Q7e) – 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

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, 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).*

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

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. 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 15 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).

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. This information will be made available to the public on request as part of the public notification of your application. 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 day of 20

13. Variation Lodgement and Invoicing

Please make an appointment with an Alcohol Licensing Inspector to Lodge your new renewal with variation. The inspector will confirm your risk rating and fees and if required re-issue your invoice for payment of fees. Renewal with Variations will not be accepted without an Inspector Verification being completed.

14. Processing Timelines:

Premises applications should be made well before your licence is required. On average about 5-6 weeks is required for a standard application to allow for public notification, 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 public objections or agency oppositions or missing information on your application. More information about statutory timelines can be found at ccc.govt.nz/alcohol

Lodgement notes – for office use only