



26 January 2016

Dr Kevin Pelan
Clerk
Committee for Social Development
Northern Ireland Assembly
Room 430
Parliament Buildings
Belfast
BT4 3XX

Dear Kevin

Licensing Bill

Thank you for your letter of 15 January 2016.

The Pro12 is sponsored by Guinness and the European Rugby Champions Cup (formerly the Heineken Cup) has Heineken as a main sponsor. Therefore there are quite significant contractual stipulations about alcohol.

In relation to the provision of alcohol, the Participation Agreements and their interpretation as agreed/directed by the tournaments include:

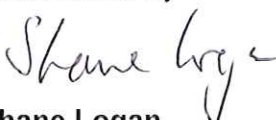
- (i) A minimum of 25% of pourage of alcohol is reserved for tournament sponsors
- (ii) This is to apply to all bars and hospitality spaces.
- (iii) Access to all bars/hospitality areas is to be granted to sponsors' staff at least 18 hours before kick off.
- (iv) All bars/hospitality areas are to be open before, during and after games. This has been set at 1.5-2 hours before and after games (subject to an 11 pm limit) for approximately 6 years.
- (v) The tournament have primacy over all commercial rights. This includes the provision of detailed direction regarding the supply of alcohol (see (iv) above).

At the Pro12 Final in May 2015 we were contracted to open all bars 2 hours before and 2 hours after kick off.

While the Invitation to Tender for the 2023 Rugby World Cup has not been finalised, previous World Cups have included the need for certainty around licensing. The current process of occasional licences and prohibition of children from areas where alcohol is served after 9pm would preclude us from a viable bid which included Kingspan and Casement Park Stadiums.

I hope this is helpful.

Yours sincerely


Shane Logan
Chief Executive

Hi Stewart,

The answer to this is not straightforward so please see notes below which I hope will help you:

- Ulster Rugby have never applied for the maximum of 13 licences at one time
- In previous years we would have applied in batches of 3 to 6 once we knew the dates of the matches (maximum would be 6 due to way match dates are released)
- We have never applied for a licence on the day of a match
- In the 2015/16 season after the new introduction of the Children's licence and after meeting with Constable McGuinness and our solicitors we decided to apply for 1 match at a time due to the grey areas around the Children's Licence that were new to us and the PSNI and the fact that this now had to go to the Judge, so it was prudent in regard to our business risk to apply match by match so as is there was a refusal on any basis it was for one match only
- As of today we are comfortable now in applying for two at a time, but the reality is that as we now have to map the individual bars in the stadium and that the bars in use vary from match to match depending on crowd and match timing that we may have to submit individually due to these variances in the designated bar mapping. The result of this is that the solicitors will continue to have to submit requests individually for certain events.

I would also like to state for the record that we have 14 food concessions that are NOT mixed retail serving food and non alcoholic beverage only and these are the main conduit for all food and non alcoholic beverage in the stadium.

If you need anything else please let me know.

Kind Regards,

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