

# Start to finish:

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

### Tyga, Cheltenham

Tyga is an online business that helps people create authentic dishes from across India from the comfort of their own homes. Tyga wanted to include alcoholic beverages in their food boxes for which they needed a licence.



You can find out about Tyga and their authentic Indian dishes on the [Tyga website](#) or follow them on [Twitter](#) and [Facebook](#).



## Pre-application advice and assistance

Tyga was an established online business when in February 2019 they approached the council with a proposal to expand the business by including alcoholic beverages in some of its hampers.

The law dealing with the online sales of alcohol is complicated and confusing. In February 2019 Tyga approached the council with a proposal to expand the business offer. The company chose to use the council's licensing pre-application advice service to help them through the entire application process, from understanding the legal requirements through to submitting an application correctly.



***“The application process at first seemed quite daunting. Fortunately there is a number you can call and I really appreciated a chat about what was involved. As a new business we are resource constrained, so this put my mind at ease knowing that I could achieve my licence with less than 2 days of my time.”***

The pre-application advice and assistance helps 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

In order to expand the business, there was a mandatory training requirement to fulfil.

The Level 2 Award for Personal Licence Holders (APLH) is a nationally recognised qualification that helps licence holders and managers understand the law and their responsibilities in running an alcohol licensed business.

Stephanie Griffiths from Tyga received her Level 2 qualification directly through the council. Obtaining the qualification in this way provided Stephanie with the convenience of having it all done in one place and dealing with the same officers throughout the entire process.



***“I really struggle to pick up lots of detailed facts. Although I found the course challenging, I really enjoyed it. The course leader was really engaging and I passed, so this shows I took in the information that was presented.”***

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: <https://www.cheltenham.gov.uk/aplh>

## ➔ The licence

Through the council's advice and support, Tyga was issued with a premises licence in April 2019 without any objections and subject only to conditions that were appropriate for their business.



***“This was a good process from start to finish. I'm glad I picked up the phone from the outset and was helped through the whole application by a very supportive team. Thank you.”***



Contact the council's licensing section for help with your business or business idea: <https://www.cheltenham.gov.uk/licensing>