

Dear Licensee & Designated Premises Supervisor,

**Premier League – Newcastle United vs Sunderland
Licensed Premises Operations**

On **Sunday 22nd March 2026**, Newcastle United will host Sunderland AFC in the Tyne and Wear Derby at St James' Park, with kick-off scheduled for 12:00pm. As with previous fixtures between these clubs, significantly increased numbers of both home and away supporters are expected within Newcastle city centre before, during and after the match.

The Licensing Authority is committed to ensuring a safe and well-managed environment for all visitors to the city. Licensed premises play an important role in supporting public safety and positively contributing to the overall matchday experience. Effective management of licensed premises is therefore essential in promoting the four licensing objectives.

Northumbria Police and Newcastle City Council Licensing Authority have undertaken extensive operational planning in preparation for this fixture, including a risk-assessed review of key licensed venues across the city centre. Although the fixture has been designated a high-risk event, premises that have a licence condition restricting alcohol sales to commence at 11:00am will **not** have this condition invoked on this occasion. These premises may therefore trade in accordance with their permitted licensed hours.

This approach reflects the confidence of both the Licensing Authority and Northumbria Police that the licensed trade will proactively implement appropriate control measures and operate responsibly in order to positively promote the licensing objectives.

Premises are expected to ensure the effective implementation of the following measures throughout the operational period:

- Use plastic or polycarbonate drinking vessels and decant drinks from glass bottles.
- Ensure staff and SIA personnel prevent glassware from being taken off the premises.
- Do not operate any additional “pop-up” bar areas.
- Maintain regular internal and external rubbish clearance to remove potential safety risks.
- Ensure staff do not serve alcohol to intoxicated individuals.
- Suspend alcohol promotions (e.g., two-for-one offers).
- Apply Challenge 21 and Challenge 25 age-verification policies.
- Manage noise to avoid nuisance to neighbouring properties.
- Consider patron **vulnerability and safeguarding** needs, including under-18s accompanied by family members.

You should ensure that adequate door staff and security personnel are deployed to effectively manage and control patrons of your premises throughout this high-risk derby day fixture.

You will see an increased police presence across the city centre prior to the fixture, monitoring footfall with sufficient resources on duty dedicated to this operation.

In addition to the police resources dedicated to pre-engagement and the fixture itself there will also be additional licensing officers deployed to the city centre pre-match. Officers will remain dedicated to those locations with increased footfall.

Public Space Protection Order (PSPO)

The consumption of alcohol in public areas within the City of Newcastle upon Tyne is subject to a Public Space Protection Order (PSPO). The order is designed to ensure that the law-abiding majority can use and enjoy public spaces, safe from anti-social behaviour.

These restrictions compel any person to surrender alcohol upon instruction by an Authorised Officer of the Licensing Authority or Northumbria Police.

Compliance Monitoring

Premises will be continually monitored by Police Officers and those of the City Council Licensing Authority during this period to ensure adherence to conditions of your premises licence with non-compliance resulting in potential licence review.

If you wish to discuss this further or need any advice, please feel free to contact City Council Licensing Authority on 0191 278 7878 or by e-mail reply to licensing@newcastle.gov.uk

Thank you for your anticipated cooperation in this matter.



Jonathan Bryce

Licensing Manager

Newcastle City Council Licensing Authority