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BROMSGROVE DISTRICT COUNCIL

MEETING OF THE LICENSING SUB-COMMITTEE

TUESDAY 27TH FEBRUARY 2024
AT 11.00 A.M.

COMMITTEE ROOM 2 - PARKSIDE, MARKET STREET, BROMSGROVE,
WORCESTERSHIRE, B61 8DA

MEMBERS: Councillors B. Kumar, B. McEldowney and D. J. A. Forsythe
Reserve Member: Councillor A. M. Dale

AGENDA

LICENSING SUB-COMMITTEE HEARING PROCEDURE (Pages 5 - 8)

1. Election of Chairman for the meeting
2. To receive apologies for absence and notification of substitutes
3. Declarations of Interest

To invite Councillors to declare any Disclosable Pecuniary Interests or Other Disclosable Interests they may have in items on the agenda, and to confirm the nature of those interests.

4. APPLICATION FOR THE GRANT OF A PREMISES LICENCE , JPMR RETAIL LTD, 7 STOKE ROAD, BROMSGROVE, B60 3EQ (Pages 9 - 36)

Sue Hanley
Chief Executive

Parkside
Market Street
BROMSGROVE
Worcestershire
B61 8DA

19th February 2024

**If you have any queries on this Agenda please contact
Pauline Ross
Democratic Services Officer**

**Parkside, Market Street, Bromsgrove, B61 8DA
Tel: 01527 881406
Email: p.ross@bromsgroveandredditch.gov.uk**

Notes:

Although this is a public meeting, there are circumstances when the Sub-Committee might have to move into closed session to consider exempt or confidential information. For agenda items that are exempt, the public will be excluded.



INFORMATION FOR THE PUBLIC

Access to Information

The Local Government (Access to Information) Act 1985 widened the rights of press and public to attend Local Authority meetings and to see certain documents. Recently the Freedom of Information Act 2000 has further broadened these rights, and limited exemptions under the 1985 Act.

- You can inspect agenda and public reports at least five days before the date of the meeting.
- You can inspect minutes of the Council, Cabinet and its Committees/Boards for up to six years following a meeting.
- You can have access, upon request, to the background papers on which reports are based for a period of up to six years from the date of the meeting. These are listed at the end of each report.
- An electronic register stating the names and addresses and electoral areas of all Councillors with details of the membership of all Committees etc. is available on our website.
- A reasonable number of copies of agendas and reports relating to items to be considered in public will be made available to the public attending meetings of the Council, Cabinet and its Committees/Boards.
- You have access to a list specifying those powers which the Council has delegated to its Officers indicating also the titles of the Officers concerned, as detailed in the Council's Constitution, Scheme of Delegation.

You can access the following documents:

- Meeting Agendas
- Meeting Minutes
- The Council's Constitution

at www.bromsgrove.gov.uk

Appendix

LICENSING SUB-COMMITTEE (Premises)

HEARING PROCEDURE

1. The Chairman will open the hearing and ask Members of the Sub-Committee and officers present to introduce themselves.
2. The Chairman will ask all parties to the proceedings to introduce themselves.
3. The Charman will ask all parties if they are satisfied with the hearing procedure to be followed. Any variation to the hearing procedures will be at the discretion of the Chairman.
4. The Technical Officer (Licensing), Worcestershire Regulatory Services will present the report.
5. The Chairman will invite Members of the Sub-Committee and all parties to the proceedings to put any relevant questions to the Technical Officer.
6. The Chairman will invite the Applicant and/or their representative to present their case and call any witnesses. A total of 15 minutes will be allowed.
7. The Chairman will invite Members of the Sub-Committee and all parties to the proceedings to put any relevant questions to the Applicant and/or their representative.
8. The Chairman will invite the Responsible Authorities to present their representations. A total of 15 minutes will be allowed.
9. The Chairman will invite Members of the Sub-Committee and all parties to the proceedings to put any relevant questions to the Responsible Authorities.
10. All Other Parties to the proceedings will be invited to present their representations or elect a spokesperson to speak on their behalf. A total of 15 minutes will be allowed.
11. The Chairman will invite Members of the Sub-Committee and all parties to the proceedings to put any relevant questions to the Other Parties.
12. The Responsible Authorities will be invited to sum up. A total of 5 minutes will be allowed.
13. The Other Parties will be invited to sum up. A total of 5 minutes will be allowed.

Appendix

14. The Applicant and/or their representative will be invited to sum up. A total of 5 minutes will be allowed.
15. The Chairman will ask the Legal Advisor if there is any legal advice to be given.
16. The Chairman will close the Hearing so that the Sub-Committee can reach its decision in private.
17. The Sub-Committee's decision will be confirmed in writing to the Applicant and those parties who made representations within 5 working days.
18. If any party to the proceedings wishes to appeal against the Sub-Committee's decision an appeal must be commenced by the appellant giving a notice of appeal to the designated officer for the magistrates' court within a period of 21 days beginning with the day on which the appellant was notified by the licensing authority of the decision which is being appealed.

NB

In considering any representations or notice made by a party the Sub-Committee may take into account documentary or other information produced by a party in support of their application, representations or notice either before the hearing or with the consent of all other parties at the hearing.

Please Note:

1. ***Each application coming before the Licensing Sub-Committee will be treated on its own merits, and the Sub-Committee will take its decision based upon:***
 - a) ***the promotion of the four licensing objectives, as given by the Licensing Act 2003, namely:***
 - ***the prevention of crime and disorder;***
 - ***public safety;***
 - ***the prevention of public nuisance; and***
 - ***the protection of children from harm;***
 - b) ***Bromsgrove District Council's Statement of Licensing Policy;***
 - c) ***guidance issued under section 182 of the Licensing Act 2003; and***
 - d) ***the Licensing Act 2003.***
 - e) ***The report presented to the Sub-Committee by the Technical Officer, and all relevant written and oral representations.***

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BROMSGROVE DISTRICT COUNCIL

LICENSING SUB-COMMITTEE

27TH FEBRUARY 2024

LICENSING ACT 2003

APPLICATION FOR THE GRANT OF A PREMISES LICENCE

JPMR RETAIL LTD

PUBLIC HEARING	
Director:	Head of Worcestershire Regulatory Services
Contact Officer:	Sarah Royall Licensing Technical Officer 01905 822799 enquiries@worcsregservices.gov.uk
Ward(s) affected:	Aston Fields
Appendices:	Appendix 1 – Application Form & Plan Appendix 2 – Conditions agreed with Police Appendix 3 – Representations from other persons

1. PURPOSE OF REPORT

1.1. To consider and determine an application for grant of a premises licence in respect of

JPMR Retail Ltd
7 Stoke Road

Bromsgrove

Worcestershire

B60 3EQ

A copy of the application form and plan of the premises is attached at **Appendix 1**.

2. BACKGROUND

- 2.1. On 8 January 2024 an application was received from JPMR Retail Ltd for grant of a premises licence in respect of

JPMR Retail Ltd
7 Stoke Road
Bromsgrove
Worcestershire
B60 3EQ

- 2.2. The application contained all the requisite documentation including the fee and a plan of the premises.
- 2.3. It can be confirmed that the application has been advertised in accordance with the requirements of the Licensing Act 2003 and associated regulations and that the application has also been served on all responsible authorities.
- 2.4. The applicant is applying for the following licensable activities:-

Activity	Days	From	To
Sale of Alcohol	Everyday	08:00	22:45

- 2.5. The designated premises supervisor identified in the application is Jason David Pirie.
- 2.6. The applicant has agreed additional conditions with West Mercia Police which would form part of the operating schedule if the licence is granted. A summary of the additional conditions are attached at **Appendix 2**

3. REPRESENTATIONS

RESPONSIBLE AUTHORITIES

- 3.1. No representations have been received from any of the responsible authorities notified of the application.

OTHER PERSONS

- 3.2. Three valid representations have been received from other persons relating to concerns for the potential for noise and crime and disorder. A copy of these representations are attached at **Appendix 3**
- 3.3. Some of the representations make reference to planning permission and parking issues. These matters cannot be considered as part of a premises licence application, and are normally considered as part of a planning application.

4. LOCAL POLICY CONSIDERATIONS

- 4.1. The Sub-Committee should have regard to the Council's Statement of Licensing Policy under the Licensing Act 2003.
- 4.2. The Council's Statement of Licensing Policy is available to download from the Council's website or to request a hard copy, contact Worcestershire Regulatory Services on 01905 822799 or email enquiries@worcesterservices.gov.uk

5. LEGAL IMPLICATIONS

- 5.1. The Sub-Committee is obliged to determine this application with a view to the promotion of the licensing objectives which are:
 - the prevention of crime and disorder;
 - public safety;
 - the prevention of public nuisance;
 - the protection of children from harm.
- 5.2. In making its decision, the Sub-Committee is also obliged to have regard to the guidance issued by the Secretary of State under section 182 of the Licensing Act 2003 and the Council's own Statement of Licensing Policy.
- 5.3. The Sub-Committee must also have regard to the representations made and the evidence it hears.
- 5.4. The Sub-Committee must take such of the following steps as it considers appropriate for the promotion of the licensing objectives:
 - (a) Grant the application as requested
 - (b) Modify the conditions of the licence, by altering or omitting or adding to them.
 - (c) Reject the application in whole or in part.
- 5.5. The Sub-Committee is asked to note that it may not modify the conditions or reject the whole or part of the application merely because it considers it desirable to do so. It must actually be appropriate in order to promote the licensing objectives.
- 5.6. All parties to the hearing will be notified of the Sub-Committee's decision in writing within five working days of the conclusion of the hearing.
- 5.7. Any party aggrieved by a decision taken by the Sub-Committee may appeal against the decision to a Magistrates' Court within 21 days of being notified of the decision in writing.
- 5.8. The hearing should be conducted in accordance with the agreed procedure.

6. FOR DECISION

- 6.1. The Sub-Committee must consider and determine the application.

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Application for a premises licence to be granted under the Licensing Act 2003

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We JPMR Retail Ltd
(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises details

Postal address of premises or, if none, ordnance survey map reference or description			
7 Stoke Road Aston Fields			
Post town	Bromsgrove	Postcode	B60 3EQ

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£13,750

Part 2 - Applicant details

Please state whether you are applying for a premises licence as:
Please tick as appropriate

- a) an individual or individuals * please complete section (A)
- b) a person other than an individual *
 - i as a limited company/limited liability partnership please complete section (B)
 - ii as a partnership (other than limited liability) please complete section (B)
 - iii as an unincorporated association or please complete section (B)
 - iv other (for example a statutory corporation) please complete section (B)

Agenda Item 4

- c) a recognised club please complete section (B)
- d) a charity please complete section (B)
- e) the proprietor of an educational establishment please complete section (B)
- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or
- I am making the application pursuant to a
- statutory function or
 - a function discharged by virtue of Her Majesty's prerogative

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name JPMR Limited
Address 7 Stoke Road Aston Fields Bromsgrove B60 3EQ
Registered number (where applicable) 15383389
Description of applicant (for example, partnership, company, unincorporated association etc.) Private Limited Company
Telephone number (if any) [REDACTED]

E-mail address

[REDACTED]

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
0	5	02
2	2	02
4		

If you wish the licence to be valid only for a limited period, when do you want it to end?

DD	MM	YYYY

Please give a general description of the premises (please read guidance note 1)

This application arises out of an unfulfilled niche in the local amenity, identified by local businessman Jason Pirie, owner of JPMR Retail Ltd. As a local resident himself, the premises will be operated with paramount importance being given to being a good neighbour and to contributing positively to the local area.

As a new 'normal' emerged following Covid, and high numbers of licensed premises have been lost, the need for warm, friendly, welcoming social daytime and evening venues has increased.

This application is for a daytime/evening pub where the strong emphasis will be on creating a relaxing and comfortable environment to attract a clientele seeking a friendly base to work, meet, chat, and socialise by enjoying high-end and specialist craft ales, beers, wines and spirits.

Available beverages will reflect quality rather than quantity, as the applicant specifically wishes to encourage new customers out of their homes and into the lounge/bar, having no desire to encourage customers away from other local businesses.

The offering will set itself apart from local restaurants or sport-focussed premises as the applicant business will be focussed on creating a friendly, welcoming, community-style pub.

The application makes clear the desire to avoid the late night business by ending alcohol sales at 10.45pm, with a closing time of 11pm, specifically to avoid attracting any late customers from the surrounding food-led businesses.

To that end, music will be mainly background music, selected to create a mellow and easy environment, and occasional live music nights will focus on instrumental performances such as saxophone, guitar etc.

Bar snacks will always be available and will include items such as pastries and baked goods, which will accompany teas and coffees for morning, breakfast or brunch-time customers.

The operating schedule formalises the basic pillars of good practice, ensuring due diligence measures are documented and available on request, ensuring the premises operates to a high standard of compliance.

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

Not applicable

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What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

- | Provision of regulated entertainment (please read guidance note 2) | Please tick all that apply |
|-------------------------------------------------------------------------------------------------------------|-------------------------------------|
| a) plays (if ticking yes, fill in box A) | <input type="checkbox"/> |
| b) films (if ticking yes, fill in box B) | <input type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C) | <input type="checkbox"/> |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D) | <input type="checkbox"/> |
| e) live music (if ticking yes, fill in box E) | <input type="checkbox"/> |
| f) recorded music (if ticking yes, fill in box F) | <input type="checkbox"/> |
| g) performances of dance (if ticking yes, fill in box G) | <input type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H) | <input type="checkbox"/> |
| <u>Provision of late night refreshment</u> (if ticking yes, fill in box I) | <input type="checkbox"/> |
| <u>Supply of alcohol</u> (if ticking yes, fill in box J) | <input checked="" type="checkbox"/> |
- In all cases complete boxes K, L and M**

Agenda Item 4

A

Plays Standard days and timings (please read guidance note 7)			<u>Will the performance of a play take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors				
				Outdoors				
				Both				
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 4)					
Mon								
Tue								
Wed						<u>State any seasonal variations for performing plays</u> (please read guidance note 5)		
Thur								
Fri						<u>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat								
Sun								

Agenda Item 4

B

Films Standard days and timings (please read guidance note 7)			<u>Will the exhibition of films take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
Day	Start	Finish		Outdoors	
Mon				<u>Please give further details here</u> (please read guidance note 4)	
Tue					
Wed			<u>State any seasonal variations for the exhibition of films</u> (please read guidance note 5)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

C

Indoor sporting events Standard days and timings (please read guidance note 7)			<u>Please give further details</u> (please read guidance note 4)
Day	Start	Finish	<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 5)
Mon	
Tue	
Wed	
Thur	
Fri	
Sat	
Sun	

Agenda Item 4

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 7)			<u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
				Outdoors	
Day	Start	Finish		Both	
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 5)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

Agenda Item 4

E

Live music Standard days and timings (please read guidance note 7)			<u>Will the performance of live music take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors				
				Outdoors				
				Both				
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 4)					
Mon								
Tue								
Wed						<u>State any seasonal variations for the performance of live music</u> (please read guidance note 5)		
Thur								
Fri						<u>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat								
Sun								

Agenda Item 4

F

Recorded music Standard days and timings (please read guidance note 7)			<u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors				
				Outdoors				
				Both				
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 4)					
Mon								
Tue								
Wed						<u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 5)		
Thur								
Fri						<u>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat								
Sun								

Agenda Item 4

G

Performances of dance Standard days and timings (please read guidance note 7)			<u>Will the performance of dance take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed					
Thur					
			<u>State any seasonal variations for the performance of dance</u> (please read guidance note 5)		
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

Agenda Item 4

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	<u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
Mon				Outdoors	
				Both	
Tue			<u>Please give further details here</u> (please read guidance note 4)		
Wed					
Thur			<u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 5)		
Fri					
Sat			<u>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sun					

Agenda Item 4

I

Late night refreshment Standard days and timings (please read guidance note 7)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed			<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 5)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

Agenda Item 4

J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption – please tick (please read guidance note 8)	On the premises	
				Off the premises	
				Both	✓
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5)		
Mon	08:00	22:45			
Tue	08:00	22:45			
Wed	08:00	22:45			
Thur	08:00	22:45			
Fri	08:00	22:45			
Sat	08:00	22:45			
Sun	08:00	22:45			
			Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 6)		

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name Jason David PIRIE	
Date of birth [REDACTED]	
Address [REDACTED]	
Postcode	[REDACTED]
Personal licence number (if known)	To be confirmed in due course
Issuing licensing authority (if known)	Bromsgrove District Council

K

Agenda Item 4

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9).

None

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			<u>State any seasonal variations</u> (please read guidance note 5)
Day	Start	Finish	
Mon	08:00	23:00	<p><u>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</u> (please read guidance note 6)</p>
Tue	08:00	23:00	
Wed	08:00	23:00	
Thur	08:00	23:00	
Fri	08:00	23:00	
Sat	08:00	23:00	
Sun	08:00	23:00	

M Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives

Staff Training

All staff responsible for selling alcohol shall receive induction and/or refresher training (at least annually) commensurate with their role and responsibilities in relation to the sale of alcohol and the times and conditions of the premises licence.

Training shall include the requirement and process for completing both the incident log and refusal log (detailed below), will be documented, and training records will be kept at the premises.

Training records shall be made available to the Police and/or Local Authority upon request and shall be kept for at least one year.

CCTV

A digital CCTV system shall be installed and maintained at the premises with cameras covering all entrances and exits and public areas.

The system shall be fully operational and record at all times the premises is open for licensable activities.

All recordings used in conjunction with CCTV shall:

- be of evidential quality in all lighting conditions;
- indicate the correct time and date; and
- be retained for a period of 31 consecutive days.

A responsible person must be trained to use the system, as a recorded image must be available for inspection and downloading immediately upon request to officers of Responsible Authorities.

All images downloaded from the CCTV system must be provided in a format that can be viewed on readily available equipment without the need for specialist software.

b) The prevention of crime and disorder

Refusal Log

A record of refused sales, which may be written or electronic, shall be maintained and completed with details of all refusals of the sale of alcohol.

This record shall be made available to Police and/or the Local Authority upon request and shall be kept for at least one year from the date of the last entry.

c) Public safety

General

All requirements and responsibilities pertaining to the lawful and responsible operation of the premises covered by primary legislation, will be complied with – e.g building regs, health and safety, fire prevention.

d) The prevention of public nuisance

General

The premises licence holder will operate the business with general consideration in respect of the surrounding areas, neighbours and businesses.

Appropriate signs, requesting patrons leave quietly and with consideration for neighbours in the vicinity, will be displayed clearly and prominently at exits.

The DPS or other senior responsible person will monitor music volumes to ensure they are maintained at a reasonable level to prevent causing noise nuisance.

e) The protection of children from harm

Age Verification Scheme – Challenge 25

A challenge 25 age verification scheme will operate at the premises whereby any person who appears to be under 25 years of age, and unknown to the staff member serving as a person over 18 years of age, shall not be served alcohol unless they provide identification to prove they are over 18 years of age.

Acceptable forms of identification will be a valid passport, a valid photo ID driving license or a valid proof of age scheme card with the PASS approved hologram.

Appropriate signage advertising the operation of the Challenge 25 scheme must be displayed in the vicinity of all points of sale for alcohol.

Checklist:

Please tick to indicate agreement

•	I have made or enclosed payment of the fee.	X
•	I have enclosed the plan of the premises.	X
•	I have sent copies of this application and the plan to responsible authorities and others where applicable.	
•	I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.	X
•	I understand that I must now advertise my application.	X
•	I understand that if I do not comply with the above requirements my application will be rejected.	X
•	[Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom or my share code issued by the Home Office online right to work checking service (please read note 15).	

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR

IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.

Part 4 – Signatures (please read guidance note 11)

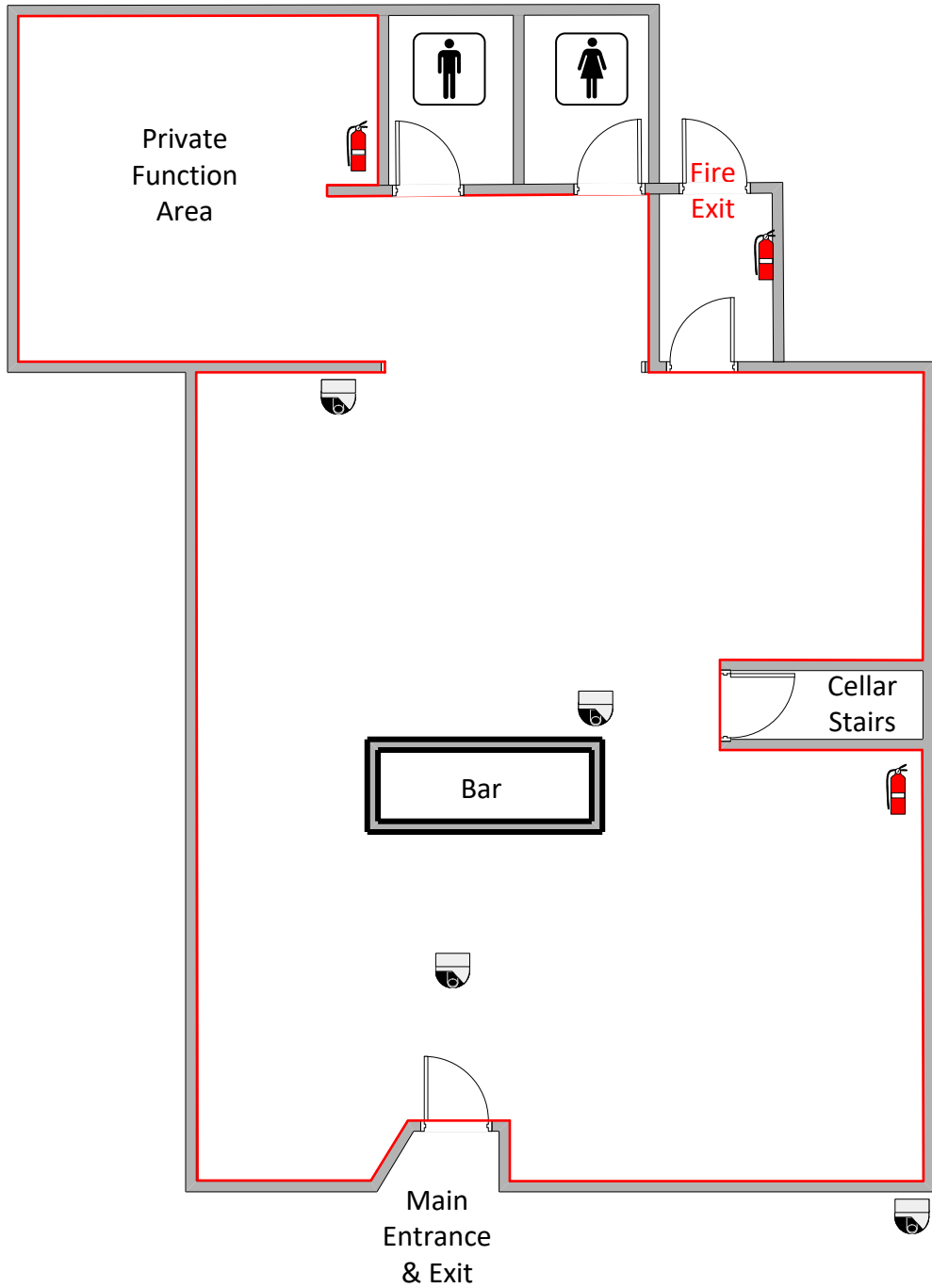
Privacy Notice

The Licensing Service will store your personal data and share it with other agencies in accordance with Stroud District Council’s privacy policy Please see the Council’s website www.stroud.gov.uk/privacynotice . Section 1 to 10 is the Council’s general privacy notice and section 15 gives details for the Licensing Service.

Signature of applicant or applicant’s solicitor or other duly authorised agent (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**




Declaration	<ul style="list-style-type: none"> [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15). The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)
Signature	Reba DANSON for The Licensing Guys TM
Date	08/01/2024
Capacity	Licensing Consultant

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)			
The Licensing Guys, Rural Enterprise Centre Vincent Carey Road Rotherwas Business Park			
Post town	HEREFORD	Postcode	HR2 6FE
Telephone number (if any)	07890 105387		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) licensing@thelicensingguys.com			



Bremi
7 Stoke Road
Bromsgrove
B60 3EQ

Key

-  CCTV
-  Foam Fire Extinguisher
-  Licensable Activity



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Customers temporarily leaving the premises to smoke will be required to leave drinks and other consumables inside the premises. Signs at the exit will inform customers that drinks and food may not be taken outside the premises.

Drug Policy

The Premises-Licence Holder will ensure that there is a robust written drug policy.

It will detail the following points

- the level of search for entry into the premises.
- the timeframe of inspections of the toilets and other key areas in the premise that can be used for drug use.
- The policy will outline to staff what to do if drugs are located.
- It will detail training that will be given to all staff.

Incident Book

The premises licence-holder must record all incidents that occur on the premises.

An incident log must be kept at the premises, and made immediately available on request to an 'authorised person (as defined by Section 13 of the Licensing Act 2003) or the Police, which must record the following:

- (a) all crimes reported to the venue
- (b) all ejections of patrons
- (c) any complaints received
- (d) any incidents of disorder
- (e) seizures of drugs or offensive weapons
- (f) any faults in the CCTV system or searching equipment or scanning equipment
- (g) any refusal of the sale of alcohol
- (h) any visit by a relevant authority or emergency service
- (i) All existing staff shall be trained within one month of the date this

The licence holder will ensure that the doors and windows will be closed from 22:00 hrs daily, apart from the main door for the purpose of ingress or egress.

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1.

From: XXXXXXXX
Sent: Tuesday, January 30, 2024 12:27 PM
To: WRS Enquiries <enquiries@worcsregservices.gov.uk>
Subject: Licensing application 7 Stoke Road B60 3EQ

Please be informed that I wish to make a formal objection to the application for a Licence on these premises by JPMR Retail Ltd.

This business has no track record of running this type of business and was only formed and registered with Companies house on 03 01 2024 with the nature of business recorded as 56302 - Public houses and bars.

The grounds for this objection are that the premises are in a **residential area** where there are already 6 licensed establishments within an area of approximately 200 yards, namely, Banners, Ascott's, Ladybird, No3a, Fuso and Dicks smoke house. Zinga are also within this area, they are not licenced but allow customers to bring in their own alcohol.

I am very concerned that another bar will give rise to the potential of:- crime and disorder, public safety, public nuisance, poses harm to children where they pass by on their way to and from school, noise pollution, air pollution, insufficient car parking and road safety.

I trust that you will look into this matter and please let me know should you require any further information.

Regards

XXXXXXX

XXXXXXXXXXXXXXXXXX

2.

From: XXXXXXXX
Sent: Friday, February 2, 2024 10:21 PM
To: WRS Enquiries <enquiries@worcsregservices.gov.uk>
Subject: No 7 Stoke Road

To whole it may concern,

I wish to lodge my complaint about No 7 Stoke Road becoming another bar/eatery. I am a local resident who already suffers the consequences of local businesses already in situ. The parking, noise and general mess that these place make does not need adding to by somewhere new.

I would like you to reconsider and not allow this to happen

XXXXXXX
XXXXXXXXXX

3.

From: XXXXXXXX
Sent: Saturday, February 3, 2024 7:30 PM
To: WRS Enquiries <enquiries@worcsregservices.gov.uk>
Subject: 7 Stoke Road, Aston Fields, Bromsgrove

Dear Sir or Madam

I am writing to object to the application for 7 Stoke Road to be licenced to sell Alcohol from Mon - Sun 8.00 to 22.45. We have so many other premises within a few yards of the building that sell Alcohol. There are currently 7 retail premises selling alcohol in the Village.

There is not enough parking in the area for extra customers, even the residents cannot park outside their own homes. Also over the last few years it has become very noisy as customers leave the local eating places.

Can I ask if there should be planning permission for 7 Stoke Road to change from a carpet shop to and Licensed premises. We have not seen any information on the change of usage for this building and it has happened so quickly, not giving local residents time to make their feelings known. If so could you please let me know any details about it?

Thank you.
XXXXXXXXXXXXXXXXXX
