

LICENSING ACT 2003

Application for New Premises Licence

1. The Application

Name of Applicant:	London Wembley Central Hotel Ltd
Name & Address of Premises:	Elm Hotel 1-11 Elm Road Wembley HA9 7JA
Applicants Agent:	

The application is for a new premises licence:

- 1 For sale & supply of alcohol and Live Music from 10:00hrs to 00:00hrs Monday to Sunday.
The provision of film, recorded music and to remain open from 00:00hrs to 23:59hrs Monday to Sunday
Late Night Refreshment from 23:00hrs to 05:00hrs Monday to Sunday.

2. Background

The premises was previously licensed but this was surrendered in June 2018.

3. Promotion of the Licensing Objectives

See page 13/14 of the application.

4. Relevant Representations

Representations have been received from the Police, Public Safety & Licensing Officers.

5. Interested Parties

None

6. Policy Considerations

Paragraph Nos: 7.2 8.1 – 8.4

8.1 Where responsible authorities and interested parties do not raise any relevant representations regarding the application made to the council, the council will grant the licence or certificate subject only to the conditions that are consistent with the operating schedule or club operating schedule and any mandatory conditions prescribed in the Act itself.

8.2 Where responsible authorities and interested parties raise relevant representations, the council may, if it is satisfied at a hearing or otherwise, impose conditions where considered necessary for the promotion of the licensing objectives.

8.3 Any conditions attached by the council or submitted by the applicant must focus on the direct impact of the activities taking place at licensed premises, on those attending the premises and residents and persons working in the area.

8.4 Any conditions attached to licences will be tailored to the individual needs, style and characteristics of the particular premises and events concerned and will be drawn from a 'model pool of conditions' (where appropriate) to the particular premises.

7. Determination of the Application

Members can take the following steps when determining a new premises licence application:

- grant the licence;
- exclude from the scope of the licence any of the licensable activities to which the application relates;
- refuse to specify a person in the licence as the premises supervisor;
- reject the application

8. Associated Papers

- A. Application Form & plan
- B. Police Rep
- C. Licensing Rep
- D. Public Safety Rep
- E. OS Map