

# LICENSING ACT 2003

## Application for New Premises Licence

### 1. The Application

Name of Applicant:	Lidl Great Britain Ltd
Name & Address of Premises:	Lidl, Minavil House, Ealing Road, Alperton, HA0 4EL
Applicants Agent:	

The application is for a new premises licence:

- 1 For the sale and supply of alcohol and to remain open from 07:00hrs to 23:00hrs Monday to Sunday.

### 2. Background

The review of the Statement of Licensing Policy has introduced Cumulative Impact Zones for all new or variation applications for 'Off' licences in the borough.

Cumulative Impact Zones are a tool outlined in the Licensing Act 2003 to address alcohol related anti-social behaviour where authorising of further licences in a specific area may undermine the promotion of the licensing objectives.

This application falls within a Cumulative Impact Zone.

### 3. Promotion of the Licensing Objectives

See page 17-18 of the application form.

### 4. Relevant Representations

Representations have been received from the Police and Licensing Officers.

### 5. Interested Parties

None

## **6. Policy Considerations**

### **Policy 1 – Process for Applications**

Conditions on the licence, additional to those voluntarily sought/agreed by the applicant, may be considered. Conditions will focus on matters which are within the control of individual licensee and which relate to the premises or areas being used for licensable activities, the potential impact of the resulting activities in the vicinity. If situations arise where the licensing objectives may be undermined but cannot be dealt with by the use of appropriate conditions the Licensing Authority will consider whether it is appropriate for a licence to be granted or continue to operate.

## **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. Copy of Application Form & Plan
- B. Police Representation
- C. Licensing Representation
- D. OS Map