

LICENSING ACT 2003

Application for New Premises Licence

1. The Application

Name of Applicant:	Alperton Stationary Shop Ltd
Name & Address of Premises:	Alperton Stationary Shop, 200 Ealing Road, HA0 4QG
Applicants Agent:	RB Retail & Licensing Services Ltd

The application is for a new premises licence:

- 1 For the sale and supply of alcohol and to remain open from 9am to 10pm 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.

This application falls within a Cumulative Impact Zone.

3. Promotion of the Licensing Objectives

See page 16-18 of the application

4. Relevant Representations

Representations have been received from the Police and Licensing Officers both requesting refusal.

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