

LICENSING ACT 2003

Application for New Premises Licence

1. The Application

Name of Applicant:	Swift Stores Ltd
Name & Address of Premises:	Swift Stores Ltd, 19A High Road, (Central Square), Wembley, HA9 7AF
Applicants Agent:	Piers Warne - TLTsolicitors

The application is for a new premises licence:

- 1 For the sale 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 2 of the application.

4. Relevant Representations

Representation has been received from the Ward Councillor.

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. Application Form & Plan
- B. Cllr Shah Rep
- C. OS Map