

LICENSING ACT 2003

Application for New Premises Licence

1. The Application

Name of Applicant:	Wembley Off Licence Ltd
Name & Address of Premises:	Nisa Local, 959-963 Harrow Road, Wembley, HA0 2SF
Applicants Agent:	

The application is for a new premises licence as follows:

To provide: Late Night Refreshment, the Sale of Alcohol and to remain open from 6.00am to Midnight Monday to Wednesday and until 1.00am Thursday 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.

The presumption is that any new licence or variation to an existing licence that increases the scope for the sale of alcohol will not be granted unless the applicant can evidence that the licence will not negatively impact on the licensing objectives.

3. Promotion of the Licensing Objectives

See page 3 of the application.

4. Relevant Representations

Conditions have been agreed with the Licensing Officer
Representations have been received from the Ward Councillor and 2 residents.
10 residents are supporting in the application.

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 Rep
- C. Resident Rep
- D. Resident Supporters
- E. Licensing Conditions
- F. OS Map