

Agenda

Licensing Sub Committee 1

Thursday, 7 September 2023 at 10.00 am
At Committee Room 2 - Sandwell Council House, Oldbury

This agenda gives notice of items to be considered in private as required by Regulations 5 (4) and (5) of The Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012.

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| 3 | Application for the grant of a New Premises Licence at William Off Licence and Convenience Store, 19 William Road, Smethwick, B67 6LN | 9 - 46 |

Shokat Lal
Chief Executive
Sandwell Council House
Freeth Street



Oldbury
West Midlands

Distribution

Councillor J Giles (Chair)
Councillors N Singh and Wilkes

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Licensing Sub Committee 1

Apologies for Absence

To receive any apologies for absence from the members of the Committee.



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Licensing Sub Committee 1

Declarations of Interests

Members to declare any interests in matters to be discussed at the meeting.



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Report to Licensing Sub Committee 1

7 September 2023

Subject:	Application for the grant of a New Premises Licence at William Off Licence and Convenience Store, 19 William Road, Smethwick, B67 6LN
Director:	Director – Borough Economy – Alice Davey
Contact Officer:	Geeta Bangerh Licensing Officer licensing_team@sandwell.gov.uk

1. Recommendations

1. To consider the application for the grant of a new premises licence under section 17 of the Licensing Act 2003 in respect of William Off Licence and Convenience Store, 19 William Road, Smethwick, B67 6LN.
2. Each application must be considered on its merits taking into account the evidence presented at the hearing, and the Guidance issued under Section 182 of the Licensing Act 2003 and the Council’s Licensing Policy. The options that can be considered once evidence has been heard are detailed at section 5.


2. Reasons for Recommendations

- 2.1 The Licensing Sub Committee is asked to make a decision on the application based on any evidence presented at the hearing taking into account the Guidance issued under Section 182 of the Licensing Act 2003 and the Council’s own Statement of Licensing Policy and to give reasons for their decision.



2.2 To consider an application for the grant of a new premises licence in respect of William Off Licence and Convenience Store, 19 William Road, Smethwick, B67 6LN, following receipt of representations from local residents objecting to the grant of the application due to Public Safety, The Prevention of Public Nuisance and The Protection of Children from Harm.

3. How does this deliver objectives of the Corporate Plan?

	<p>A strong and inclusive economy Investing in people and jobs. Licensed premises provide employment in the Borough and help to support the Borough's economy.</p> <p>It is the Authority's aim to offer a wide choice of high quality and well managed entertainment and cultural venues within a safe, orderly and attractive environment; valued by those who live here, work here and come to visit. We want to ensure that businesses operate responsibly and safely so that our residents live in decent neighbourhoods and have a good quality of life.</p>
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4. Context and Key Issues

- 4.1 Under the Licensing Act 2003, a responsible authority or any other person may make representations in respect of the application which must be relevant to one or more of the four licensing objectives, namely:
- The Prevention of Crime and Disorder
 - Public Safety
 - The Prevention of Public Nuisance
 - The Protection of Children from Harm
- 4.2 Representations has been received from local residents. Copies of the representations are attached at Appendix 4.

CURRENT POSITION

- 4.3 An application has been made by Mr Gourav Rai for the grant of a new premises licence.
- 4.4 A copy of the full application and plan is attached at Appendix 1.



- 4.5 The application is for Supply of alcohol (Off the premises) Monday – Sunday 07:00 – 23:00.
- 4.6 The proposed hours the premises will be open to the public is Monday – Sunday 07:00 – 23:00.
- 4.7 **Operating Schedule/Proposed Conditions**

General

No alcohol or tobacco will ever be purchased from sellers calling at the premise. Exceptions to the condition would be purchases made from authorised representatives who have made prior appointments to visit the store.

All alcohol and tobacco products sold at the premises shall have the relevant UK duty paid.

Foreign tobacco, which does not comply with relevant UK legislation, shall not be stored and/or sold at the premise. If any spirits purchased for or on behalf of the business have UK Duty Stamps that do not fluoresce under ultra-violet light, or are otherwise suspicious, the licensee and/or designated premises supervisor shall notify the supplier to Trading Standards and HMRC as soon as possible.

If any tobacco products purchased for or on behalf of the business have UK Duty Paid fiscal mark or are otherwise suspicious, the licensee and/or designated premises supervisor shall notify the supplier to Sandwell Council, Trading Standards and HMRC as soon as possible.

The prevention of crime and disorder

The CCTV system must be installed and operate internally to cover all areas that licensable activities take place and where alcohol is displayed within any public area.

The CCTV unit shall be positioned in a secure part of the licensed premise. Access to the system should be allowed immediately to the Police upon request.



A competent trained person in the use of and operation of the CCTV will be in attendance at the premises at all times that licensable activities take place and be able to fully operate the CCTV system to be able to download in a recognised format any information requested by the all the responsible authorities, immediately on request.

The CCTV system clock should be set correctly and maintained (taking account of GMT and BST).

A facility will be available for the Police to remove from the CCTV system a copy of any material relevant to any ongoing Police investigation.

All CCTV images will be retained for a period of not less than 31 days.

An incident register of all occurrences and ejections from the premises will be maintained at the premises and all details of public order offences will be recorded.

All persons involved in the sale of alcohol will receive initial and subsequent 6 monthly refresher training by the Designated Premises Supervisor or an appropriately accredited training provider with regards to the law in relation to the sale of alcohol. This will be recorded in a staff training register and will include, signature of the member of staff, the DPS or an appropriately accredited training provider together with the date.

All Records shall be retained at the premises for a period of no less than 12 months and made available to responsible authorities on request.

Public Safety

A risk Assessment will be in place and updated annually.

The prevention of public nuisance

Prominent signs will be displayed requesting customers to have regard for or local residents when leaving the premises.



Adequate bins are available for customers to dispose of litter.

The Protection of children from harm

We will operate CHALLENGE 25.

Notices to be displayed prominently including the following locations-on or near the entrance to the premises, where alcohol is being offered for sale on general display and near the checkout. The notices will state “UNDER 25? PLEASE BE PREPARED TO SHOW PROOF OF AGE WHEN BUYING AGE RESTRICTED PRODUCTS”

A notice stating it is an offence to buy alcohol for persons under the age of eighteen to be displayed on or near the door to the premises.

4.8 A location map of the premises is attached at Appendix 3.

4.9 Consultation (customers and other stakeholders)

A notice has been published in a local paper and a public notice has been displayed at the premises outlining the application and inviting comments/representations to be sent to the Licensing Authority, detailing a closing date for these to be received. Details of the application were also published on the Council’s website.

5. Alternative Options

5.1 The options available to the Licensing Sub-Committee having considered all the relevant information are as follows:

- to grant the licence subject to conditions consistent with the operating schedule accompanying the application, and any mandatory conditions which must be included in the licence
- to exclude from the scope of the licence any of the licensable activities to which the application relates;



- to refuse to specify a person in the licence as the premises supervisor;
- to reject the application

5.2 Conditions may be altered or omitted, or any new condition added.

5.3 Additional conditions or restrictions to licensable activities and/or times should only be imposed if considered appropriate for the promotion of the licensing objectives. If other law already places certain statutory responsibilities on a premise, it would not be appropriate to impose similar duties.

5.4 Members of the Sub Committee should be advised that the applicant, or any other person who made relevant representations in relation to the application, may appeal against the decision made to the Magistrates' Court within 21 days of the date on which they were notified.

6. Implications

Resources:	<p>There are no direct strategic resource implications associated with this application.</p> <p>In respect of premises licence applications, we do not foresee any issues in respect of sustainability of proposals.</p> <p>The application relates to a privately owned property.</p>
Legal and Governance:	<p>Members of the Licensing Sub Committee when making their decision on the application must take into account the four licensing objectives, the Guidance issued under Section 182 of the Licensing Act 2003 and the Council's own Statement of Licensing Policy. The applicant and those who have made relevant representations have the right to appeal the decision made by the Licensing Sub Committee to the Magistrates Court, so the Committee are asked to give reasons for their decision wherever possible.</p> <p>Members of the Sub-Committee should not allow themselves to predetermine the application or to be</p>



	prejudiced in favour or opposed to the applicant and/or the licence holder and shall only determine the application having had an opportunity to consider all relevant facts.
Risk:	<p>The Police are a statutory consultee for all Licensing Act 2003 applications. Prevention of Crime and Disorder is one of the four licensing objectives and applicants have to demonstrate how they will achieve this objective by volunteering measures in the operating schedule submitted with the Licence application.</p> <p>The Police have not made a representation to this application.</p> <p>Whilst full details of the application and any representations have been shared with the committee members, only information that is in the public domain has been made available for the reports that have been made public online, in line with data protection protocols.</p>
Equality:	<p>The Equality Act 2010 legally protects people from discrimination in the workplace and in wider society.</p> <p>The operators of this premises are responsible for complying with all relevant legislation.</p>
Health and Wellbeing:	This is not applicable to applications for premises licences submitted under the Licensing Act 2003.
Social Value	This is not applicable to applications for premises licences submitted under the Licensing Act 2003.

7. Appendices

- Appendix 1 – Application Form
- Appendix 2 – Consent form
- Appendix 3 – Location Plan
- Appendix 4 – Representations



8. Background Papers

- Sandwell Metropolitan Borough Council Licensing Policy
- Guidance issued under Section 182 of the Licensing Act 2003
- The Licensing Act 2003 (Hearings) Regulations 2005



**Application for a premises licence to be granted
under the Licensing Act 2003**

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We **GOURAV RAI**

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 - Premises details

Postal address of premises or, if none, Ordnance Survey map reference or description William Off Licence & Convenience Store 19 William Road, Broomfield B67 6LN	
Post town	Postcode
Telephone number at premises (if any)	
Non-domestic rateable value of premises	£14250

Part 2 - Applicant details

Please state whether you are applying for a premises licence at: Please tick as appropriate

- | | | |
|---|-------------------------------------|-----------------------------|
| a) an individual or individuals * | <input checked="" type="checkbox"/> | please complete section (A) |
| b) a person other than an individual * | | |
| i) as a limited company/limited liability partnership | <input type="checkbox"/> | please complete section (F) |
| ii) as a partnership (other than limited liability) | <input type="checkbox"/> | please complete section (B) |
| iii) as an unincorporated association or | <input type="checkbox"/> | please complete section (B) |
| iv) other (for example a statutory corporation) | <input type="checkbox"/> | please complete section (B) |
| c) a recognised club | <input type="checkbox"/> | please complete section (B) |

- d) a charity please complete section (B)
- e) the proprietor of an educational establishment please complete section (B)
- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below)

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities: or
- I am making the application pursuant to a
 - statutory function or
 - a function discharged by virtue of Her Majesty's prerogative

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr <input checked="" type="checkbox"/>		Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)
Surname Rai			First names Gourav		
Date of birth 2		I am 18 years old or over <input checked="" type="checkbox"/>		Please tick yes	
Nationality British					
Current residential address if different from premises address					
Post town		Postcode			
Daytime contact telephone number					
E-mail address (optional)					

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)
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Surname		First names	
Date of birth over		I am 18 years old or	<input type="checkbox"/> Please tick yes
Nationality			
Current postal address if different from premises address			
Post town		Postcode	
Daytime contact telephone number			
E-mail address (optional)			

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name
Address
Registered number (where applicable)
Description of applicant (for example, partnership, company, unincorporated association etc.)
Telephone number (if any)
E-mail address (optional)

Part 3 Operating Schedule

When do you want the premises licence to start? **ASAP**

And if you wish the licence to be valid only for a limited period, when do you want it to end?

Please give a general description of the premises (please read guidance note 1)
THIS is an empty premises wishing to open as a convenience store selling alcohol alongside other products available.

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend:

What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

- | Provision of regulated entertainment (please read guidance note 2) | Please tick all that apply |
|---|----------------------------|
| a) plays (if ticking yes, fill in box A) | <input type="checkbox"/> |
| b) films (if ticking yes, fill in box B) | <input type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C) | <input type="checkbox"/> |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D) | <input type="checkbox"/> |
| e) live music (if ticking yes, fill in box E) | <input type="checkbox"/> |
| f) recorded music (if ticking yes, fill in box F) | <input type="checkbox"/> |
| g) performances of dance (if ticking yes, fill in box G) | <input type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H) | <input type="checkbox"/> |

Provision of late night refreshment (if ticking yes, fill in box 1)

Supply of alcohol (if ticking yes, fill in box 1)

In all cases complete boxes K, L, and M

A

Plays Standard days and timings (please read guidance note 7)			Will the performance of a play take place indoors or outdoors or both - please tick (please read guidance note 3)	
			Indoors	<input type="checkbox"/>
			Outdoors	<input type="checkbox"/>
			Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 1)	
Mon				
Tue				
Wed			<u>State any seasonal variations for performing plays</u> (please read guidance note 5)	
Thur				
Fri			<u>Non standard timings</u> - Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list (please read guidance note 6)	
Sat				
Sun				

B

Films Standard days and timings (please read guidance note 7)			Will the exhibition of films take place <u>indoors or outdoors or both - please tick</u> (please read guidance note 3)	
Day	Start	Finish	Indoors	<input type="checkbox"/>
			Outdoors	<input type="checkbox"/>
			Both	<input type="checkbox"/>
Mon			<u>Please give further details here</u> (please read guidance note 4)	
Tue				
Wed			<u>State any seasonal variations for the exhibition of films</u> (please read guidance note 5)	
Thur				
Fri			<u>Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list</u> (please read guidance note 6)	
Sat				
Sun				

C

Indoor sporting events Standard days and timings (please read guidance note 7)			Please give further details (please read guidance note 5)
Day	Start	Finish	
Mon			State any seasonal variations for indoor sporting events (please read guidance note 5)
Tue			
Wed			
Thur			Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list (please read guidance note 6)
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 7)			<u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick (please read guidance note 3)</u>	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here (please read guidance note 4)</u>		
Mon					
Tue					
Wed					
Thur			<u>State any seasonal variations for boxing or wrestling entertainments (please read guidance note 5)</u>		
Fri					
Sat			<u>Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please tick (please read guidance note 6)</u>		
Sun					

E

Live music Standard days and timings (please read guidance note 7)			Will the performance of live music take place indoors or outdoors or both - please tick (please read guidance note 3)	
			Indoors	<input type="checkbox"/>
			Outdoors	<input type="checkbox"/>
			Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 4)	
Mon				
Tue				
Wed			State any seasonal variations for the performance of live music (please read guidance note 5)	
Thu				
Fri			Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list (please read guidance note 6)	
Sat				
Sun				

F

Recorded music Standard days and timings (please read guidance note 7)			Will the playing of recorded music take place indoors or outdoors or both - please tick (please read guidance note 3)			
			Indoors	<input type="checkbox"/>		
			Outdoors	<input type="checkbox"/>		
			Both	<input type="checkbox"/>		
Day	Start	Finish	Please give further details here (please read guidance note 4)			
Mon						
Tue						
Wed					State any seasonal variations for the playing of recorded music (please read guidance note 5)	
Thu						
Fri					Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list (please read guidance note 6)	
Sat						
Sun						

G

Performances of dance Standard days and things (please read guidance note 7)			Will the performances of dance take place indoors or outdoors or both - please tick (please read guidance note 3)	Indoors <input type="checkbox"/>
Day	Start	Finish		Outdoors <input type="checkbox"/>
Mon			Please give further details here (please read guidance note 4)	<input type="checkbox"/>
Tue				<input type="checkbox"/>
Wed			State any seasonal variations for the performance of dance (please read guidance note 5)	<input type="checkbox"/>
Thu				
Fri			Note standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list (please read guidance note 6)	<input type="checkbox"/>
Sat				
Sun				

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	<u>Will this entertainment take place indoors or outdoors or both - please tick</u> (please read guidance note 3)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
			Both	<input type="checkbox"/>	
Tue			<u>Please give further details here</u> (please read guidance note 4)		
Wed					
Thu					
Fri			<u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 5)		
Sat					
Sun			<u>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		

1

Late night refreshment Standard days and timings (please read guidance note 7)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 4)		
Mon					
Tue					
Wed					
			<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 5)		
Thur					
			<u>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please tick</u> (please read guidance note 6)		
Fri					
Sat					
Sun					

Supply of alcohol Standard days and limits (please read guidance note 7)			Will the supply of alcohol be for <u>consumption</u> - please tick (please read guidance note 8)	On the premises	<input type="checkbox"/>			
				Off the premises	<input checked="" type="checkbox"/>			
				Both	<input type="checkbox"/>			
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5)					
Mon	07:00	23:00						
Tue	07:00	23:00						
Wed	07:00	23:00						
Thu	07:00	23:00				Non standard times: Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 6)		
Fri	07:00	23:00						
Sat	07:00	23:00						
Sun	07:00	23:00						

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name	
Gourav Rai	
Date of birth	
Address	
Postcode	
Personal licence number (if known) TBA	

Issuing Licensing authority (if known)
Birmingham City Council

□□□□

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9)
 NONE

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			State any seasonal variations (please read guidance note 5)
Day	Start	Finish	
Mon	07:00	23:00	<p><u>Non standard timings</u> - Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 6)</p>
Tue	07:00	23:00	
Wed	07:00	23:00	
Thu	07:00	23:00	
Fri	07:00	23:00	
Sat	07:00	23:00	
Sun	07:00	23:00	

Sun	07:00	23:00	
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M Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)

No alcohol or tobacco will ever be purchased from sellers calling at the premise. Exceptions to the condition would be purchases made from authorised representatives who have made prior appointments to visit the store.

All alcohol and tobacco products sold at the premises shall have the relevant UK duty paid.

Foreign tobacco, which does not comply with relevant UK legislation, shall not be stored and/or sold at the premise.

If any spirits purchased for or on behalf of the business have UK Duty Stamps that do not fluoresce under ultra-violet light, or are otherwise suspicious, the licensee and/or designated premises supervisor shall notify the supplier to Trading Standards and HMRC as soon as possible.

If any tobacco products purchased for or on behalf of the business does not have UK Duty Paid fiscal mark or are otherwise suspicious, the licensee and/or designated premises supervisor shall notify the supplier to Trading Standards and HMRC as soon as possible.

Protecting Children from Harm

b) The prevention of crime and disorder

- 1. The CCTV system must be installed and operate internally to cover all areas that licensable activities take place and where alcohol is displayed within any public area.**
- 2. The CCTV unit shall be positioned in a secure part of the licensed premise. Access to the system should be allowed immediately to the Police upon request.**
- 3. A competent trained person in the use of and operation of the CCTV will be in attendance at the premises at all times that licensable activities take place and be able to fully operate the CCTV system to be able to down load in a recognised format any information requested by the ALL RESPONSIBLE AUTHORITIES immediately on request**

4. The CCTV system clock should be set correctly and maintained (taking account of GMT and BST).
5. A facility will be available for ALL RESPONSIBLE AUTHORITIES to remove from the CCTV system a copy of any material relevant to any ongoing investigation immediately on request
6. All CCTV images will be retained for a period of not less than 31 day
7. An incident register of all occurrences and ejections from the premises will be maintained at the premises and all details of public order offences will be recorded.
8. All persons involved in the sale of alcohol will receive initial and subsequent 6 monthly refresher training by the Designated Premises Supervisor or an appropriately accredited training provider with regards to the law in relation to the sale of alcohol. This will be recorded in a staff training register and will include, signature of the member of staff, the DPS or an appropriately accredited training provider together with the date.

All Records shall be retained at the premises for a period of no less than 12 months and made available to responsible authorities on request.

c) Public safety

A Risk assessment will be in place and updated annually

d) The prevention of public nuisance

PROMINENT SIGNS WILL BE DISPLAYED REQUESTING CUSTOMERS TO HAVE REGARD FOR LOCAL RESIDENTS WHEN LEAVING THE PREMISES
ADEQUATE BINS ARE AVAILABLE FOR CUSTOMERS TO DISPOSE OF LITTER

e) The protection of children from harm

We will operate CHALLENGE 25

Notices to be displayed prominently including the following locations –on or near the entrance to the premises, where alcohol is being offered for sale on general display and near the checkout. The notices will state “UNDER 25 ? PLEASE BE PREPARED TO SHOW PROOF OF AGE WHEN BUYING AGE RESTRICTED PRODUCTS”

A notice stating it is an offence to buy alcohol for persons under the age of eighteen to be displayed on or near the door to the premises.

Checklist:

Please tick to indicate agreement


- I have made or enclosed payment of the fee.
- I have enclosed the plan of the premises.
- I have sent copies of this application and the plan to responsible authorities and others where applicable.
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.
- I understand that I must now advertise my application.
- I understand that if I do not comply with the above requirements my application will be rejected.
- (Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships) I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15).

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE, WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 13). If signing on behalf of the applicant, please state in what capacity.

Declaration	<ul style="list-style-type: none"> • [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 13) • The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)
Signature	
Date	10/07/23
Capacity	Agent for the Applicant

For joint applications, signature of 1st applicant or 2nd applicant's solicitor or other authorised agent (please read guidance note 13). If signing on behalf of the applicant, please state in what capacity.

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)

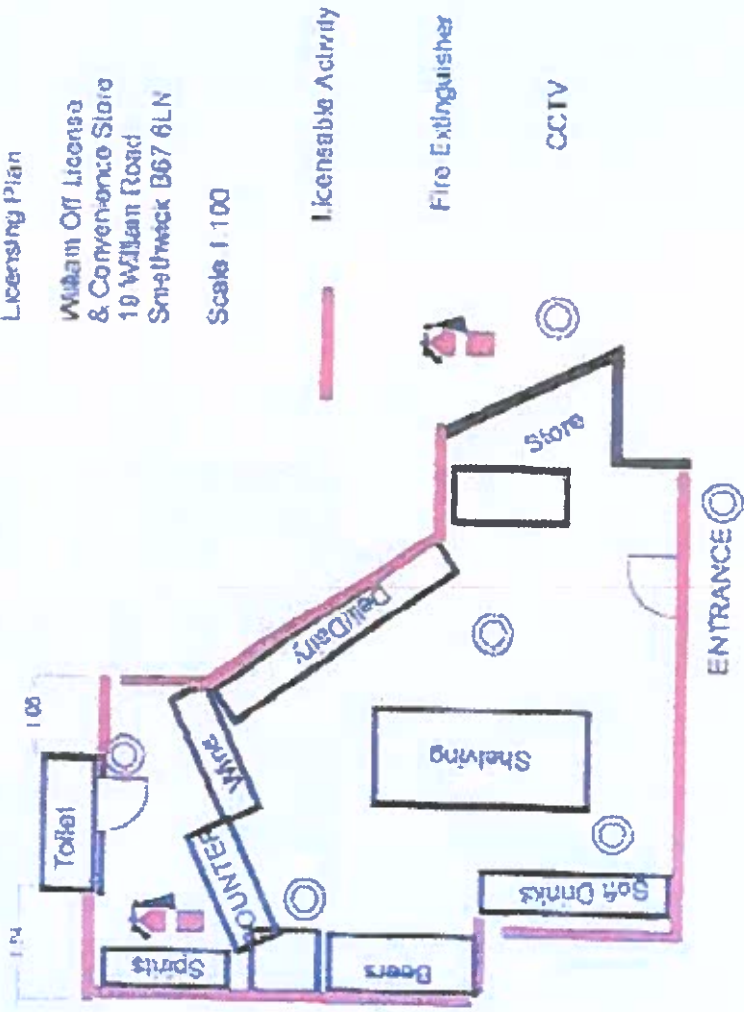
PMB LICENSING
The Clock House
361 High Street, West Bromwich West Midlands, B70 9QG

Post town		Postcode	
Telephone number (if any)	07779351620		

If you would prefer us to correspond with you by e-mail, your e-mail address (optional)
pmblicensing@yahoo.com

Notes for Guidance

Licensing Plan
William Off License
& Convenience Store
18 William Road
Smithwick B67 6LN
Scale 1:100



Consent of individual to being specified as premises supervisor

I Gourav Rai
16 Claythorne Avenue
Birmingham B11 1AA

hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for

New Premises Licence

By Gourav Rai

relating to a premises licence tba
for

William Off License & Convenience Store

19 William Road Smethwick B67 6LN

and any premises licence to be granted or varied in respect of this application made by

Gourav Rai

concerning the supply of alcohol at

William Off License & Convenience Store

19 William Road Smethwick B67 6LN

I also confirm that I am entitled to work in the United Kingdom and am applying for, intend to apply for or currently hold a personal licence, details of which I set out below.

Personal licence number

TBA

Personal licence issuing authority

Birmingham City Council

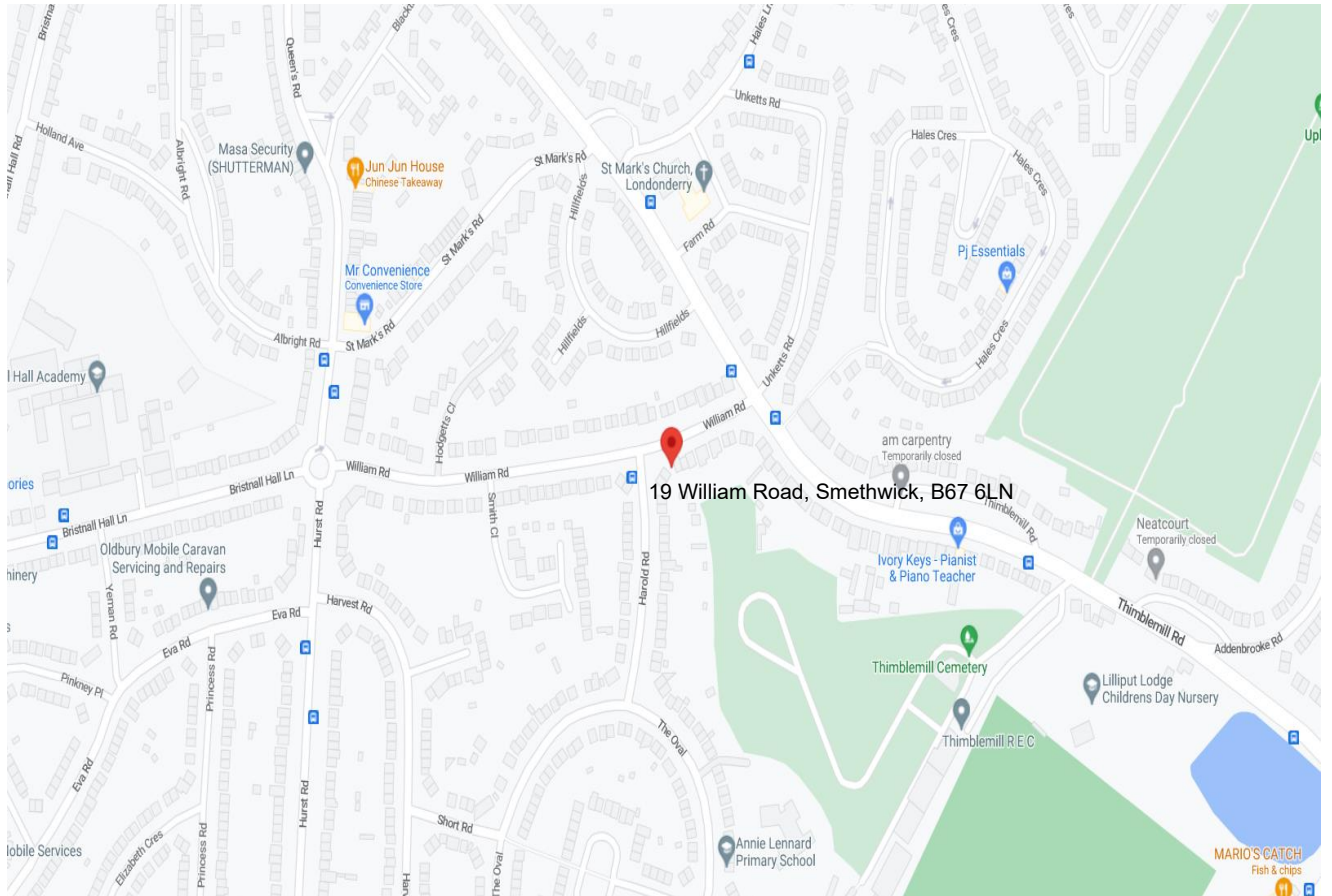
Signed *G. Rai*

Name Gourav Rai

Date 25/05/23

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Appendix 3 – Location Plan



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Appendix 4 – Representations

1. From:

Sent: 02 August 2023 22:02

To: Licensing Team for Alcohol & Gambling <Licensing_Team@sandwell.gov.uk>

Subject: 19 William Road, Smethwick, B67 6LN

To whom it may concern,

I live at William Road and wish to make an objection regarding 19 William Road becoming an off licence and convenience store. My home is doors away from the said premises.

William Road is a cut through for a lot of the surrounding roads and this means that the traffic is unusually heavy on the road all the time. If the premises became a shop, this would just add to the traffic. The road is also used by a lot of school children from 4 or 5 local schools and any extra traffic would put them at more risk. I am also concerned about the premises being an off licence as this would attract a lot of young people who may decide to hang around drinking alcohol. Along the side of the shop is a cut through which leads to the back of the houses in that row and also onto the cemetery. This is already used by young people who want to hide out. I have witnessed youths who have committed crimes hide out around there and have been caught by the police. I feel that this would be abused and could lead to vandalism of properties and also of the cemetery. I worry that it will also encourage anti-social behaviour and possibly result in break ins and theft to sheds and houses. My daughter's bedroom is at the front of the house and any activity outside late at night would cause noise which would prevent her from sleeping. She is a nursery nurse and obviously needs a good night's sleep to be able to carry out her job safely, while looking after children and babies. I also would not welcome any behaviour that would make my daughter feel unsafe.

This would also cause a problem with littering. The slight incline of the road from the shop means that there is already a lot of rubbish that gets blown into neighbouring gardens. This would only increase with more footfall in the street from a shop.

Another concern I have is that my drive will be blocked by customers. I have paid the council to have my kerb dropped and have 2 cars on my drive. I work full time and would not be happy if I couldn't get to work because of inconsiderate parking. Also, I have elderly parents who live in the next street. My Father has a serious heart condition, diabetes and asbestosis. If I'm not able to get off my drive quickly in an emergency, it could be a matter of life or death for my family.

With all this mind, I would be grateful if the decision could be thought out while considering the neighbouring houses. A convenience store and off licence could lead to our lives becoming unbearable in a road that I have enjoyed living on for the last 18 years.

Kind regards,

William Road
Smethwick
West Midlands

2. From: >

Sent: 05 August 2023 18:17

To: Licensing Team for Alcohol & Gambling <Licensing_Team@sandwell.gov.uk>

Subject: Re: Objection letter attached for 19 William Road B67 6LN

OBJECTION LETTER FOR:

Williams off Licence & Convenience store 19 William Road, Smethwick, B67 6LN

18th July 2023

Trading standards & licensing adult social care, health & Sandwell council house

PO Box 2372

Oldbury

B69 3BS

Dear Sir/Madam

I am writing to register my objection to the premises licence application, Williams off Licence & Convenience store 19 William Road, Smethwick, B67 6LN

I object to the application on the following grounds:

- the prevention of crime and disorder
- the prevention of public nuisance
- the protection of children from harm
- public safety
-

I have an interest in this application that is greater than the general public because I live two doors down from the premises location.

As a local resident on William Road I totally object to the premises on 19 William Road B67 6LN being granted a premises licence to allow the sales of alcohol & also the opening time of the premises potentially being up until 2300hrs.

To begin with any business that shall be open here should consider the location as it's in the middle of a residential area and to be open until 23:00 is too late and would cause a light and noise nuisance. Ideally a 08:00 -09:00 is more reasonable to open and closing time should be in my opinion a respectable 17-00-1800.

On William Road surrounding the address where the licence is being requested is a community of all ages ranging from young families like my own and my immediate neighbours and retired residents. If a licence is granted to the premises named above this would have a detrimental effect on immediate neighbours around the premises with the concern of increased level of anti social behaviour, groups of people hanging around and causing noise nuisance and to add alcohol would most likely increase the level of crime and vandalism to the local area and with the local authorities already being stretched this premises selling alcohol would not be beneficial in any form. Very recently we have had an increase on levels of crime and anti social behaviour which local residents have been working on so a shop here would not help the levels of crime and anti social behaviour being reduced it would have an adverse effect and increase levels to unsustainable levels.

Local People are long standing residents and cope comfortably with no shop being here and personally have not heard of anyone saying a shop is needed here. Since the notice of this application on the 13th July 2023 we have discussed concerns of a shop and especially selling alcohol as we are ok with a quieter environment and willing to go to the already available shops in the local area i.e. Tesco express located approximately a 5 minutes' walk. Mr Convenience selling alcohol

already running one street away on St Marks Road , B&G Liquor on Londonderry lane and Warley road junction, Bals newsagent on Norman road, Global wines on Abbey Road, Liquor bins on Bearwood Road if a responsible adult did require alcohol then it's already available as well as the Bearwood High street and supermarkets i.e. Asda and Aldi all within walking distance and more importantly in a much safer location.

The premise is also located very near to three schools, Bristnall Hall Academy, Annie Lennard & Uplands Manor. The local area has a very high number of students walking past and a alcohol selling premises in this location would not be suitable to protect the children from harm and the possibility of underage drinking and also having the thought of alcohol being available and visible at a young age must have a negative effect on life in general. I would urge the authorities to consider the impact that alcohol has on health and wellbeing and the long term effect it would have on individuals and the neighbourhood if a licence would be granted.

Also there is a bus stop directly outside the premises and being a small residential road rather than a main road a shop located here would have a great concern for the locals including children walking past to get to schools safely, as cars passing by would stop and park very near and cause extra congestion resulting lack of space and the risk of more incidents if a licence was granted so public safety should be considered very carefully before any licence being granted.

Best Regards:

My contact details are:

William Road
Smethwick

Email:

On 5 Aug 2023 18:14,
Please see attached.

> wrote:

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