



Licensing Act 2003 – Representation Form

Personal Details	
Title:	Mr <input checked="" type="checkbox"/> Mrs <input type="checkbox"/> Miss <input type="checkbox"/> Ms <input type="checkbox"/> Other <input type="checkbox"/> (please specify)
First Name:	Paul
Surname:	Gordon
Address:	Civic Centre, Walsall Council, Darwall Street, Walsall
Postcode:	Ws1 1TP
Contact Details:	Email: <input type="text"/>
	Mobile: <input type="text"/>

Premises Details <i>(please give as much information as possible)</i>	
Application Ref:	
Name of Premises	Jays Juicez
Address of Premises:	30 Goodall Street, Walsall, WS1 1QL

Reasons for Representation
<p>Please provide your reasons under the relevant licensing objective below. You are not required to complete all sections. Complete only those that you consider are relevant to your representation.</p>
<p>The Prevention of Crime and Disorder As part of the 2020 review of the Statement of Licensing Policy Responsible authorities provided evidence that the WS1 post code area for Walsall were saturated with licensed premises ('on/off licences' and late night refreshment) and the level of saturation was having a significant cumulative effect, which undermined the licensing objectives.</p> <p>In light of the number of licensed premises with both off sales/on sales and also late night refreshments an additional premises within this area will add to the saturation that is already there and have an impact with the increased footfall which will then have a cumulative impact in the local area which would undermine the licensing objectives of Crime & Disorder and Public Nuisance with the gathering of additional people within the area covered by the Cumulative Impact Policy.</p>
The Prevention of Public Nuisance
Public Safety
The Protection of Children from Harm
<p>In accordance with the provisions of the Licensing Act 2003, the Licensing Authority is required to include all personal details in the Committee report. Should there be exceptional circumstances, which require the protection of your identity, please explain the reasons below:</p>

Declaration	
I confirm that the information I have provided is true and correct.	
Signed: 	Dated: 26.10.21

