



LICENSING SUB-COMMITTEE

Meeting to be held on: **23 NOVEMBER 2021 AT 2.00 PM**

Meeting to be held at: **Walsall Council House, Lichfield Street, Walsall, WS1 1TW**

Accessible via: <https://youtu.be/8JG8Ej8763c>

MEMBERSHIP: Councillor Cooper
Councillor Samra
Councillor Waters

A G E N D A

PART I - PUBLIC SESSION

1. Appointment of Chair
2. Welcome
3. Apologies
4. Declarations of Interest
5. Application for a Premises Licence under Section 17 of the Licensing Act 2003 in respect of Jay's Juicez, 30 Goodall Street, Walsall, WS1 1QL.

Schedule 12A to the Local Government Act, 1972 (as amended)

Access to information: Exempt information

Part 1

Descriptions of exempt information: England

1. Information relating to any individual.
2. Information which is likely to reveal the identity of an individual.
3. Information relating to the financial or business affairs of any particular person (including the authority holding that information).
4. Information relating to any consultations or negotiations, or contemplated consultations or negotiations, in connection with any labour relations matter arising between the authority or a Minister of the Crown and employees of, or office holders under, the authority.
5. Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings.
6. Information which reveals that the authority proposes:
 - (a) to give any enactment a notice under or by virtue of which requirements are imposed on a person; or
 - (b) to make an order or direction under any enactment.
7. Information relating to any action taken or to be taken in connection with the prevention, investigation or prosecution of crime.
8. Information being disclosed during a meeting of a Scrutiny and Performance Panel when considering flood risk management functions which:
 - (a) Constitutes a trades secret;
 - (b) Its disclosure would, or would be likely to, prejudice the commercial interests of any person (including the risk management authority);
 - (c) It was obtained by a risk management authority from any other person and its disclosure to the public by the risk management authority would constitute a breach of confidence actionable by that other person.

The Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012

Specified pecuniary interests

The pecuniary interests which are specified for the purposes of Chapter 7 of Part 1 of the Localism Act 2011 are the interests specified in the second column of the following:

Subject	Prescribed description
Employment, office, trade, profession or vocation	Any employment, office, trade, profession or vocation carried on for profit or gain.
Sponsorship	<p>Any payment or provision of any other financial benefit (other than from the relevant authority) made or provided within the relevant period in respect of any expenses incurred by a member in carrying out duties as a member, or towards the election expenses of a member.</p> <p>This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Regulations (Consolidation) Act 1992.</p>
Contracts	<p>Any contract which is made between the relevant person (or a body in which the relevant person has a beneficial interest) and the relevant authority:</p> <p>(a) under which goods or services are to be provided or works are to be executed; and</p> <p>(b) which has not been fully discharged.</p>
Land	Any beneficial interest in land which is within the area of the relevant authority.
Licences	Any licence (alone or jointly with others) to occupy land in the area of the relevant authority for a month or longer.
Corporate tenancies	<p>Any tenancy where (to a member's knowledge):</p> <p>(a) the landlord is the relevant authority;</p> <p>(b) the tenant is a body in which the relevant person has a beneficial interest.</p>
Securities	<p>Any beneficial interest in securities of a body where:</p> <p>(a) that body (to a member's knowledge) has a place of business or land in the area of the relevant authority; and</p> <p>b) either:</p> <p>(i) the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body; or</p> <p>(ii) if the share capital of that body is more than one class, the total nominal value of the shares of any one class in which the relevant person has a beneficial interest exceeds one hundredth of the total issued share capital of that class.</p>

Information to accompany notice of hearing

Rights of a Party

- Subject to Regulations 14(2) and 25 *, a party may attend the hearing and may be assisted or represented by any person whether or not that person is legally qualified.
- At the hearing, a party shall be entitled to -
 - (a) in response to a point upon which the Authority has given notice to a party that it will want clarification, give further information in support of their application, representations or notice (as applicable);
 - (b) if given permission by the Authority, question any other party; and
 - (c) address the Authority.

(* Regulation 14(2) states “The Licensing Authority may exclude the public from all or part of a hearing where it considers that the public interest in so doing outweighs the public interest in the hearing, or that part of the hearing, taking place in public.” Regulation 25 states “The Authority may require any person attending the hearing who, in their opinion, is behaving in a disruptive manner to leave the hearing and may -

- (a) refuse to permit that person to return; or
- (b) permit him to return only on such conditions as the Authority may specify.

but such person may, before the end of the hearing, submit to the Authority in writing any information which they would have been entitled to give orally had they not been required to leave”).

Non-attendance of a party at the hearing

- (1) If a party has informed the Authority that he does not intend to attend or be represented at a hearing, the hearing may proceed in his absence.
- (2) If a party who has not so indicated, fails to attend or be represented at a hearing, the Authority may -
 - (a) where it considers it to be necessary in the public interest, adjourn the hearing to a specified date; or
 - (b) hold the hearing in the party's absence.

- (3) Where the Authority holds the hearing in the absence of a party, the Authority shall consider at the hearing the application, representations or notice made by that party.
- (4) Where the Authority adjourns the hearing to a specified date, it must forthwith notify the parties of the date, time and place to which the hearing has been adjourned.

Procedure to be followed at the hearing

- At the beginning of the hearing, the Authority shall explain to the parties the procedure that will be followed and shall consider any request by a party for permission for another person to appear at the hearing.
- The hearing will usually be conducted in public, although the Sub-Committee may exclude the public from all or part of a hearing where it is considered expedient.
- The hearing will take the form of a discussion led by the Authority and cross-examination will not normally be permitted unless the Authority considers that cross-examination is required for it to consider the representations, application, or notice, as the case may require.
- The hearing will proceed as follows:-
 1. The Chair to open the meeting, introducing Members and officers to all parties, members of the public, explain the nature of the application and the procedure to be followed.
 2. The applicant or their representative; relevant Authorities or their representatives; objectors or their representative to introduce themselves to the Sub-Committee.
 3. The Chair to ensure everyone has a full copy of documents for the hearing and to deal with any preliminary issues that may affect the hearing, for example, an application for an adjournment to consider fresh or late evidence.
 4. The Licensing Officer to tender a report to the Sub-Committee, outlining the application, any relevant representations and relevancies to the Local Authority licensing policy statement and statutory guidance.
 5. The Sub-Committee or other parties to seek points of clarification from the Licensing Officer on his report, if necessary.
 6. The responsible Authorities, or their representatives, to make relevant representations in relation to the application.
 7. The applicant and other interested parties to ask questions of the responsible Authorities in relation to their representations.
 8. Sub-Committee Members to ask relevant questions of the responsible Authorities in relation to their representations.
 9. Interested parties to be invited, if they wish to, to make relevant representations to the Sub-Committee.
 10. The applicant or person representing them to ask questions of the interested parties in relation to their representations.

11. Sub-Committee Members to ask relevant questions of the interested parties in relation to their representations.
12. The applicant, or their representative, to present their case to the Sub-Committee.
13. The responsible Authorities, or their representatives, to ask questions of the applicant.
14. The interested parties, or their representative, to ask questions of the applicant.
15. The Sub-Committee to ask questions of the applicant.
16. The Chair to invite any parties making representations, and the applicant, to briefly summarise their case, if they wish.
17. The Chair will check that the parties have said all that they wish to.
18. The Sub-Committee will then decide on the matter in private and all persons, except the legal advisor and the Committee administrator, will withdraw from the hearing.
19. All the parties will then be recalled and the decision of the Sub-Committee will be delivered, including any conditions placed on the licence (if granted) and the licensing objective that they relate to.

Determinations

- In most cases, the Sub-Committee will make a determination at the conclusion of the hearing. In all cases, the determination will be in writing, giving reasons for the decision.
- The Sub-Committee will consider its final decision in private, accompanied by the Legal Officer and the Committee Clerk. Any legal advice given to Members of the Sub-Committee will be repeated by the Legal Officer to the parties when the decision is announced publicly.

Action following receipt of notice of hearing

- (1) A party shall give to the Authority, within the period of time provided for in the following provisions of this Regulation, a notice stating -
 - (a) whether he intends to attend or be represented at the hearing;
 - (b) whether he considers a hearing to be unnecessary.
- (2) In a case where a party wishes any other person (other than the person he intends to represent him at the hearing) to appear at the hearing, the notice referred to in Paragraph (1) shall contain a request for permission for such other person to appear at the hearing accompanied by details of the name of that person and a brief description of the point or points on which that person may be able to assist the Authority in relation to the application, representations or notice of the party making the request.
- (3) In the case of a hearing under -
 - (a) Section 48(3)(a) (cancellation of interim authority notice following police objection); or
 - (b) Section 105(2)(a) (counter notice following police objection to temporary event notice),

the party shall give the notice no later than one working day before the day or the first day on which the hearing is to be held.
- (4) In the case of a hearing under -
 - (a) Section 167(5)(a) (review of Premises Licence following Closure Order);
 - (b) Paragraph 4(3)(a) of Schedule 8 (determination of application for conversion of existing licence);
 - (c) Paragraph 16(3)(a) of Schedule 8 (determination of application for conversion of existing Club Certificate); or
 - (d) Paragraph 26(3)(a) of Schedule 8 (determination of application by holder of Justices Licence for grant of Personal Licence),

the party shall give the notice no later than two working days before the day or the first day on which the hearing is to be held.
- (5) In any other case, the party shall give the notice no later than five working days before the day or the first day on which the hearing is to be held.

Right to dispense with hearing if all parties agree

- (1) An Authority may dispense with holding a hearing if all persons required by the Act to agree that such a hearing is unnecessary, other than the Authority itself, have done so by giving notice to the Authority that they consider a hearing to be unnecessary.
- (2) Where all the persons required by the Act to agree that a hearing is unnecessary have done so in accordance with Paragraph (1), the Authority, if it agrees that a hearing is unnecessary, must forthwith give notice to the parties that the hearing has been dispensed with.

Withdrawal of representations

A party who wishes to withdraw any representations they have made may do so -

- (a) by giving notice to the Authority no later than 24 hours before the day or the first day on which the hearing is to be held; or
- (b) orally at the hearing.

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LICENSING SUB-COMMITTEE
ORDER OF PROCEEDINGS

1. Introductions.
2. Licensing Officer to present report outlining the application, relevant representations and relevance to the Local Authority licensing policy statement and statutory guidance.
3. Questions to the Licensing Officer from the Sub-Committee or other parties.
4. The responsible Authorities to make relevant representations in relation to the application.
5. The applicant, interested parties and Sub-Committee to ask questions of the responsible Authorities.
6. Interested parties to make representations.
7. The applicant, responsible Authorities and Sub-Committee to ask questions of the interested parties.
8. The applicant to present their case.
9. Responsible Authorities, interested parties and Sub-Committee to ask questions of the applicant.
10. All parties to briefly summarise their case.
11. The Chair to check that all parties have said all they wish to.
12. The Sub-Committee to deliberate in private, all persons except the Legal Adviser and Committee Administrator, to withdraw from the hearing.
13. All parties to be recalled and advised of the Sub-Committee's decision and inform parties in regard to the right of appeal to the Magistrates Court under Section 181 of the Licensing Act 2003

Appointment of Chair

Welcome

Apologies

Declarations of Interest

Agenda Item 5

Jay's Juicez



REPORT OF THE DIRECTOR OF RESILIENT COMMUNITIES TO THE

LICENSING SUB – COMMITTEE

23 NOVEMBER 2021

APPLICATION FOR A PREMISES LICENCE UNDER SECTION 17 OF THE

LICENSING ACT 2003

**Jay's Juicez
30 Goodall Street
Walsall
WS1 1QL**

1. Summary of Report

- 1.1. The purpose of this report is for the Licensing and Safety Sub-Committee to determine an application made under Section 17 of the Licensing Act 2003 for a new premises licence in respect of Jay's Juicez, 30 Goodall Street, Walsall, WS1 1QL.
- 1.2. The application was submitted by Patrick Burke (PMB Licensing) on behalf of Jaydene Donnay (the applicant).
- 1.3. During the consultation period the licensing authority received a representation to the application.

2. Recommendations

- 2.1. Members are to consider the application and determine whether the application be granted as applied for, grant with modifications or conditions or refuse the application.

3. Background Information

- 3.1. The complete application for a premises licence, attached as **Appendix 1**, was received by the Licensing Authority on 28 September 2021.

- 3.2. A summary of the licensed activities and times applied for is provided in the table below:

Licensable Activities	Days	From	To
Supply of Alcohol for consumption off the premises	Sunday to Thursday Friday to Saturday	12:00 12:00	22:00 23:00
Public Opening Times	Sunday to Thursday Friday to Saturday	12:00 12:00	22:00 23:00

- 3.3. A street map of the locality is attached as **Appendix 2**.
- 3.4. In accordance with the prescribed application criteria specified in the Licensing Act 2003, the application was served on all statutory 'responsible authorities'.
- 3.5. The Licensing Act 2003 specifies that new premises licence applications must be advertised in the following ways:
- a) by way of a blue site notice displayed on the premises for a statutory consultation period of 28 consecutive days, starting the day after the application is complete and valid;
 - b) by the publication of a licensing notice placed in a newspaper circulating within the area of the premises, by the tenth working day of the consultation period; and
 - c) the Licensing Authority must advertise the application on its website for the duration of the consultation period.
- 3.6. This combination of requirements ensures that 'other persons', regardless of their status or geographic proximity to the premises, are aware that an application for a premises licence has been made and of their right and opportunity to comment, should they wish to do so.
- 3.7. The blue notice was displayed and the newspaper notice published in accordance with the requirements of the Licensing Act 2003.
- 3.8. Any responsible authority, or other person, may submit a representation to the Licensing Authority however, only relevant representations, received during the advertised consultation period, may be considered when determining the application.
- 3.9. The applicant has nominated herself as the Designated Premises Supervisor (DPS) who holds a personal licence with Walsall Council.

4. Representations

4.1. Representations/Responses from Responsible Authorities

The Licensing Authority received the following responses to the consultation from responsible authorities:

Planning

On the 11 October 2021, Walsall Council planning officer responded to the application, which also includes comments from the Conservation Officer. A copy is attached as **Appendix 3**.

West Midlands Police

On 18 October 2021 the Police Licensing Officer confirmed that West Midlands Police had mediated conditions with the applicant. The Police stated position was that they had no representations to make subject to the agreed conditions being added to the premises licence. A copy of the mediation is attached as **Appendix 4**.

Environmental Health

On 22 October 2021 the Environmental Health Team confirmed that no food registration application has been received for the premises and they have no other comments. A copy is attached as **Appendix 5**.

West Midlands Fire Service

On the 26 October 2021 West Midlands Fire Service responded to the application saying that the Fire Authority will not make a representation to the application on the grounds of Public Safety at this time. A copy is attached as **Appendix 6**.

Other responsible authorities

No comments were received from any other responsible authorities in relation to this application.

4.2. Representations from ‘other persons’

One representation has been received from ‘other persons’, on the grounds of Crime & Disorder. A copy of the representation is attached as **Appendix 7**.

5. Cumulative Impact Policy

- 5.1. The concept of “Cumulative impact” has been described within this guidance and used by licensing authorities within their statements of licensing policy since the commencement of the 2003 Act. ‘Cumulative impact assessments’ were introduced in the 2003 Act by the Policing and Crime Act 2017, with effect from 6 April 2018. Cumulative impact is the potential impact on the promotion of the licensing objectives of a number of licensed premises concentrated in one area.

- 5.2. The premises falls within the councils' cumulative impact area, therefore the cumulative impact policy does apply to this application.
- 5.3. In some areas where the number, type or density of licensed premises, such as those selling alcohol or providing late night refreshment, is high or exceptional, serious problems of nuisance and disorder may arise outside or some distance from those premises. Such problems generally occur as a result of large numbers of drinkers being concentrated in an area, for example when leaving premises at peak times or when queuing at fast food outlets or for public transport (14.22 of the guidance).
- 5.4. Queuing in itself may lead to conflict, disorder and anti-social behaviour. Moreover, large concentrations of people may also attract criminal activities such as drug dealing, pick pocketing and street robbery. Local services such as public transport, public lavatory provision and street cleaning may not be able to meet the demand posed by such concentrations of drinkers leading to issues such as street fouling, littering, traffic and public nuisance caused by concentrations of people who cannot be effectively dispersed quickly (14.22 of the guidance).
- 5.5. Section 12 of the Walsall Councils licensing policy statement sets out the cumulative impact policy. The cumulative impact policy was reviewed in 2021 following a cumulative impact assessment which showed that licensed premises within the WS1 post code area were having a cumulative impact and the licensing objectives were being undermined. The premises concerned does fall within the cumulative impact area.
- 5.6 12.6 of the policy states: "In light of the findings, the Authority, proposed a cumulative impact policy (amended in 2021) in respect of applications relating to the sale or supply of alcohol for consumption 'on and off' the premises' and for the provisions of late night refreshment in a defined area of Walsall".
- 5.7 12.7 of the policy states: "In this area applicants will be required to demonstrate how the granting of their licence will not have a cumulative impact on the licensing objectives. Where relevant representations are received to the application, the matter will be referred to the Licensing Sub-Committee to make a decision on the application".
- 5.8 12.8 of the policy states: "Walsall Council recognises that any special policy regarding cumulative impact is not absolute and where licence applications will not add to cumulative impact and no relevant representations received, the licence/certificate will be granted as applied for".
- 5.9 12.10 of the policy states: "In determining an application, Walsall Council will have particular regard to the licensing objectives, the

cumulative effect, and any adverse impact that may arise from the saturation of premises in the defined area”.

- 5.10 12.12 of the policy states: “Walsall Council recognises the difference between cumulative impact and the commercial need for premises in an area. Need and market forces are not matters for the Authority to consider as part of its licensing function”.

6. Walsall Council Licensing Policy

- 6.1. **Appendix 8** is a link to Walsall Council’s Statement of Licensing Policy.

7. Resource Considerations

- 7.1. **Financial:** Application fees are set by central government and are non-refundable. The Licensing Authority would have to cover the cost of any successful appeals made to magistrate’s court.
- 7.2. Any decision taken by the Licensing Authority may be appealed to the Magistrates’ Court. The Licensing Authority would have to bear the costs of defending such an appeal.
- 7.3. **Legal:** Any representations received must be relevant to the likely effect on the promotion of the licensing objectives in respect of the application received, namely: Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance, Protection of Children from Harm. Representations which are not relevant must be rejected.
- 7.4. The Licensing Authority upon receipt of relevant representations and only if it is considered to be appropriate to promote the licensing objectives may consider attaching additional conditions, modifying existing conditions as given in the operating schedule, or to reject the application.
- 7.5. Any conditions further imposed by the committee must be appropriate and should be tailored to the size, style, characteristics and activities taking place at the premises. They should not be merely aspirational and should not go further than what is needed for that purpose.
- 7.6. Walsall Council has stated that at all times the Licensing Authority will try to strike a fair balance between the benefits to the community of a licensed venue and the risk of disturbance to local residents.
- 7.7. The Licensing Sub Committee must have due regard to the licensing authorities licensing policy statement and the statutory guidance issued under section 182 of the Licensing Act 2003.

8. Section 182 Guidance:

- 8.1. The section 182 guidance issued under the licensing act 2003 states: “Licensing authorities should look to the police as the main source of advice on crime and disorder.”
- 8.2. The need for licensed premises 14.19 - There can be confusion about the difference between the “need” for premises and the “cumulative impact” of premises on the licensing object “Need” concerns the commercial demand for another pub or restaurant or hotel and is a matter for the planning authority and for the market. This is not a matter for a licensing authority in discharging its licensing functions or for its statement of licensing policy.
- 8.3. 8.43 of the guidance states: “Applicants are expected to include positive proposals in their application on how they will manage any potential risks. Where specific policies apply in the area (for example, a cumulative impact policy), applicants are also expected to demonstrate an understanding of how the policy impacts on their application; any measures they will take to mitigate the impact; and why they consider the application should be an exception to the policy.
- 8.4. Paragraph 9.4. A representation is “relevant” if it relates to the likely effect of the grant of the licence on the promotion of at least one of the licensing objectives.

9. Relevant Representations

- 9.1. In determining whether a representations is ‘relevant’, and may therefore be taken into account, the Sub-Committee must have regard to Sections 18(6) and 18(7) of the Licensing Act 2003, which state:
 - 9.2. 18 (6) For the purposes of this section, “relevant representations” means representations which—
 - (a) are about the likely effect of the grant of the premises licence on the promotion of the licensing objectives;
 - (b) meet the requirements of subsection (7);
 - (c) if they relate to the identity of the person named in the application as the proposed premises supervisor, meet the requirements of subsection (9); and
 - (d) are not excluded representations by virtue of section 32 (restriction on making representations following issue of provisional statement).
- 18 (7) the requirements of Section 18 subsection (7), referenced above, are—

- (a) that the representations were made by a responsible authority or other person] within the period prescribed under section 17(5)(c);
- (b) that they have not been withdrawn; and
- (c) in the case of representations made by a person who is not a responsible authority, that they are not, in the opinion of the relevant licensing authority, frivolous or vexatious

9.3. Licensing Objectives

The Licensing Objectives are:

- The prevention of crime and disorder;
- The prevention of public nuisance;
- The protection of children from harm; and
- Public Safety.

- 9.4. For example, a representation from a local businessperson about the commercial damage caused by competition from new licensed premises would not be relevant. On the other hand, a representation by a businessperson that nuisance caused by new premises would deter customers from entering the local area, and the steps proposed by the applicant to prevent that nuisance were inadequate, would be relevant.
- 9.5. In other words, representations should relate to the impact of licensable activities carried on from premises on the objectives. For representations in relation to variations to be relevant, they should be confined to the subject matter of the variation.
- 9.6. There is no requirement for a responsible authority or other person to produce a recorded history of problems at premises to support their representations, and in fact this would not be possible for new premises.
- 9.7. Conditions should be targeted on deterrence and preventing crime and disorder including the prevention of illegal working in licensed premises (see paragraph 10.10). For example, where there is good reason to suppose that disorder may take place, the presence of closed-circuit television (CCTV) cameras both inside and immediately outside the premises can actively deter disorder, nuisance, anti-social behaviour and crime generally.

Some licence holders may wish to have cameras on their premises for the prevention of crime directed against the business itself, its staff, or its customers. But any condition may require a broader approach, and it may be appropriate to ensure that the precise location of cameras is set out on plans to ensure that certain areas are properly covered and there is no subsequent dispute over the terms of the condition.

9.8. The 2003 Act enables licensing authorities and responsible authorities, through representations, to consider what constitutes public nuisance and what is appropriate to prevent it in terms of conditions attached to specific premises licences and club premises certificates. It is therefore important that in considering the promotion of this licensing objective, licensing authorities and responsible authorities focus on the effect of the licensable activities at the specific premises on persons living and working (including those carrying on business) in the area around the premises which may be disproportionate and unreasonable. The issues will mainly concern noise nuisance, light pollution, noxious smells and litter.

9.9. Applicants have the opportunity to demonstrate how they intend to promote the licensing objectives through the operating schedule, section 8.41 of the guidance states: “in completing an operating schedule, applicants are expected to have regard to the statement of licensing policy for their area.

They must also be aware of the expectations of the licensing authority and the responsible authorities as to the steps that are appropriate for the promotion of the licensing objectives, and to demonstrate knowledge of their local area when describing the steps they propose to take to promote the licensing objectives. Licensing authorities and responsible authorities are expected to publish information about what is meant by the promotion of the licensing objectives and to ensure that applicants can readily access advice about these matters. However, applicants are also expected to undertake their own enquiries about the area in which the premises are situated to inform the content of the application”.

9.10. Applicants are, in particular, expected to obtain sufficient information to enable them to demonstrate, when setting out the steps they propose to take to promote the licensing objectives, that they understand:

- the layout of the local area and physical environment, including crime and disorder hotspots, proximity to residential premises and proximity to areas where children may congregate;
- any risk posed to the local area by the applicants’ proposed licensable activities; and
- any local initiatives (for example, local crime reduction initiatives or voluntary schemes including local taxi-marshalling schemes, street pastors and other schemes) which may help to mitigate potential risks.

9.11. Applicants are expected to provide licensing authorities with sufficient information in this section to determine the extent to which their proposed steps are appropriate to promote the licensing objectives in the local area. Applications must not be based on providing a set of standard conditions to promote the licensing objectives and applicants

are expected to make it clear why the steps they are proposing are appropriate for the premises.

- 9.12. Licensing authorities are best placed to determine what actions are appropriate for the promotion of the licensing objectives in their areas. All licensing determinations should be considered on a case-by-case basis. They should take into account any representations or objections that have been received from responsible authorities or other persons, and representations made by the applicant or premises user as the case may be.
- 9.13. The authority's determination should be evidence-based, justified as being appropriate for the promotion of the licensing objectives and proportionate to what it is intended to achieve.
- 9.14. The 2003 Act requires that licensing conditions should be tailored to the size, type, location and characteristics and activities taking place at the premises concerned. Conditions should be determined on a case-by-case basis and standardised conditions which ignore these individual aspects should be avoided. For example, conditions should not be used to implement a general policy in a given area such as the use of CCTV, polycarbonate drinking vessels or identity scanners where they would not be appropriate to the specific premises.
- 9.15. The Licensing Sub Committee may grant the application as requested, grant with additional/modified conditions attached to the premises licence or reject the application.
- 9.16. Where the applicant, responsible authority, or other persons is aggrieved by the decision of the Licensing Authority, appeal is to Magistrates Court where the reasonableness or otherwise of the decision will be tested.

10. Staffing issues:

None arising from this report.

11. Citizen Impact

- 11.1. Residents or businesses ('Other Persons') within the licensing authorities' area are able to submit 'relevant representations'

12. Community Safety

- 12.1. Issues raised in relation to potential public safety are addressed by committee through the decision making process.

13. Environmental Impact

- 13.1. Nothing arising from this report.

14. Performance and Risk Management Issues

14.1. Nothing arising from this report.

15. Equality Implications

15.1. Nothing arising from this report.

16. Consultation

16.1. Consultation/advertising is carried out in accordance with prescribed statutory regulation.

17. Associated Papers

Appendix 1 – Application.

Appendix 2 – Location Plan.

Appendix 3 – Response from Planning

Appendix 4 – West Midlands Police Mediated Condition

Appendix 5 – Response from Environmental Health

Appendix 6 – Response from West Midlands Fire Service.

Appendix 7 – Representation from Other Person

Appendix 8 – Link to Walsall Councils Statement of Licensing Policy

18. Contact Officer

Sayful Alom, Team Leader (Licensing), Sayful.alom@walsall.gov.uk

Section 1 of 21

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference

Not Currently In Use

This is the unique reference for this application generated by the system.

Your reference

You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

☒ Yes ☐ No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name

Jaydene Donnay

* Family name

Thompson

* E-mail

Main telephone number

Include country code.

Other telephone number

☐ Indicate here if the applicant would prefer not to be contacted by telephone

Is the applicant:

- ☐ Applying as a business or organisation, including as a sole trader
☒ Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means the applicant is applying so the applicant can be employed, or for some other personal reason, such as following a hobby.

Continued from previous page...

Address

* Building number or name

* Street

District

* City or town

County or administrative area

* Postcode

* Country

Agent Details

* First name

* Family name

* E-mail

Main telephone number

Include country code.

Other telephone number

☐ Indicate here if you would prefer not to be contacted by telephone

Are you:

☒ An agent that is a business or organisation, including a sole trader

☐ A private individual acting as an agent

A sole trader is a business owned by one person without any special legal structure.

Agent Business

Is your business registered in the UK with Companies House?

☐ Yes

☒ No

Is your business registered outside the UK?

☐ Yes

☒ No

Note: completing the Applicant Business section is optional in this form.

Business name

If your business is registered, use its registered name.

VAT number

Put "none" if you are not registered for VAT.

Legal status

Your position in the business

Home country

The country where the headquarters of your business is located.

Continued from previous page...

Agent Business Address

If you have one, this should be your official address - that is an address required of you by law for receiving communications.

Building number or name	<input type="text"/>
Street	<input type="text"/>
District	<input type="text"/>
City or town	<input type="text"/>
County or administrative area	<input type="text"/>
Postcode	<input type="text" value="B70 9QG"/>
Country	<input type="text" value="United Kingdom"/>

Section 2 of 21

PREMISES DETAILS

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 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.

Premises Address

Are you able to provide a postal address, OS map reference or description of the premises?

☒ Address ☐ OS map reference ☐ Description

Postal Address Of Premises

Building number or name	<input type="text" value="Jay's Juicez"/>
Street	<input type="text" value="30 Goodhall Street"/>
District	<input type="text"/>
City or town	<input type="text" value="Walsall"/>
County or administrative area	<input type="text"/>
Postcode	<input type="text" value="WS1 1QL"/>
Country	<input type="text" value="United Kingdom"/>

Further Details

Telephone number	<input type="text"/>
Non-domestic rateable value of premises (£)	<input type="text" value="4,050"/>

Section 3 of 21

APPLICATION DETAILS

In what capacity are you applying for the premises licence?

- ☒ An individual or individuals
- ☐ A limited company / limited liability partnership
- ☐ A partnership (other than limited liability)
- ☐ An unincorporated association
- ☐ Other (for example a statutory corporation)
- ☐ A recognised club
- ☐ A charity
- ☐ The proprietor of an educational establishment
- ☐ A health service body
- ☐ A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- ☐ A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- ☐ The chief officer of police of a police force in England and Wales

Confirm The Following

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

Section 4 of 21

INDIVIDUAL APPLICANT DETAILS

Applicant Name

Is the name the same as (or similar to) the details given in section one?

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

☒ Yes

☐ No

First name

Jaydene Donnay

Family name

Thompson

Is the applicant 18 years of age or older?

☒ Yes

☐ No

Continued from previous page...

Current Residential Address

Is the address the same as (or similar to) the address given in section one?

☒ Yes

☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Building number or name

Street

District

City or town

Walsall

County or administrative area

Postcode

WS2 9TG

Country

United Kingdom

Applicant Contact Details

Are the contact details the same as (or similar to) those given in section one?

☒ Yes

☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

E-mail

Telephone number

Other telephone number

* Date of birth

dd mm yyyy

* Nationality

British

Documents that demonstrate entitlement to work in the UK

Right to work share code

Right to work share code if not submitting scanned documents

Add another applicant

Section 5 of 21

OPERATING SCHEDULE

When do you want the premises licence to start?

dd mm yyyy

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

dd mm yyyy

Provide a general description of the premises

Continued from previous page...

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies you must include a description of where the place will be and its proximity to the premises.

We plan on opening a store selling Milk-shakes, Slushies, Cocktails and Mocktails to take away.
We are aware that the premises is in the heart of the CIZ, however the style of business will not impact on the licensing objectives.

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

Section 6 of 21

PROVISION OF PLAYS

See guidance on regulated entertainment

Will you be providing plays?

☐ Yes

☒ No

Section 7 of 21

PROVISION OF FILMS

See guidance on regulated entertainment

Will you be providing films?

☐ Yes

☒ No

Section 8 of 21

PROVISION OF INDOOR SPORTING EVENTS

See guidance on regulated entertainment

Will you be providing indoor sporting events?

☐ Yes

☒ No

Section 9 of 21

PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

See guidance on regulated entertainment

Will you be providing boxing or wrestling entertainments?

☐ Yes

☒ No

Section 10 of 21

PROVISION OF LIVE MUSIC

See guidance on regulated entertainment

Will you be providing live music?

☐ Yes

☒ No

Section 11 of 21

PROVISION OF RECORDED MUSIC

See guidance on regulated entertainment

Continued from previous page...

Will you be providing recorded music?

☐ Yes

☒ No

Section 12 of 21

PROVISION OF PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Will you be providing performances of dance?

☐ Yes

☒ No

Section 13 of 21

PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Will you be providing anything similar to live music, recorded music or performances of dance?

☐ Yes

☒ No

Section 14 of 21

LATE NIGHT REFRESHMENT

Will you be providing late night refreshment?

☐ Yes

☒ No

Section 15 of 21

SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

☒ Yes

☐ No

Standard Days And Timings

MONDAY

Start

End

Start

End

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

Continued from previous page...

FRIDAY

Start 12:00

End 23:00

Start

End

SATURDAY

Start 12:00

End 23:00

Start

End

SUNDAY

Start 12:00

End 22:00

Start

End

Will the sale of alcohol be for consumption:

- ☐ On the premises ☒ Off the premises ☐ Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

non

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

Name

First name

Jaydene Donnay

Family name

Thompson

Date of birth

dd mm yyyy

Continued from previous page...

Enter the contact's address

Building number or name	<input type="text"/>
Street	<input type="text"/>
District	<input type="text"/>
City or town	<input type="text" value="Walsall"/>
County or administrative area	<input type="text"/>
Postcode	<input type="text" value="WS1 1QL"/>
Country	<input type="text" value="United Kingdom"/>
Personal Licence number (if known)	<input type="text" value="WS/PEL/3100"/>
Issuing licensing authority (if known)	<input type="text" value="Walsall MBC"/>

PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

- ☐ Electronically, by the proposed designated premises supervisor
- ☒ As an attachment to this application

Reference number for consent form (if known)

If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

Section 16 of 21

ADULT ENTERTAINMENT

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

NONE

Section 17 of 21

HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

Continued from previous page...

TUESDAY

Start 12:00

End 22:00

Start

End

WEDNESDAY

Start 12:00

End 22:00

Start

End

THURSDAY

Start 12:00

End 22:00

Start

End

FRIDAY

Start 12:00

End 23:00

Start

End

SATURDAY

Start 12:00

End 23:00

Start

End

SUNDAY

Start 12:00

End 22:00

Start

End

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

NONE

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Section 18 of 21

LICENSING OBJECTIVES

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e)

Continued from previous page...

be refused service.

☑ Challenge 25 posters will be displayed at the premises to reinforce this policy. Posters will be placed at; each till, each area alcohol is stocked and at the point of entry into the store. The posters will be displayed prominently and in sight of customers and staff.

☑ A Refusals Register is to be used to record all incidents when a sale is refused. The register is to be kept in the store at all times unless it is requested by authorised officers of responsible authorities. The Refusal/Challenge Register is to be checked and signed off by the Designated Premises Supervisor every two weeks.

☑ All staff, WHO ARE NOT PERSONAL LICENSE HOLDERS, working at the premises involved in the sale of age restricted products including alcohol will receive on-going training and will be refreshed at least every 6 months. This will be recorded in a staff training register and will also include a written test of knowledge. The Training records must be made available to authorised officers of responsible authorities on request. Records shall be retained at the premises.

Section 19 of 21

NOTES ON DEMONSTRATING ENTITLEMENT TO WORK IN THE UK

Continued from previous page...

List here steps you will take to promote all four licensing objectives together.

The main business will be Milk-shakes, Mock-tails and Slushies with a small percentage of Alcoholic Milk-shakes and Cocktails

All persons involved in the sale of alcohol, who are not personal licence holders, 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. TRAINING RECORDS WILL BE MAINTAINED AT THE PREMISES AND MADE AVAILABLE TO ALL RESPONSIBLE AUTHORITIES ON REQUEST

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 ALL RESPONSIBLE AUTHORITIES 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 download in a recognised format any information requested ALL RESPONSIBLE AUTHORITIES
 4. The CCTV system clock should be set correctly and maintained (taking account of GMT and BST).
 5. 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.
 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 and MADE AVAILABLE TO ALL RESPONSIBLE AUTHORITIES ON REQUEST
- 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.

The style of business and hours will not impact on the town centre issues of street drinking

No Beers or wines will be sold from the premises spirits will only be sold as an ingredient in the Cocktails or Alcoholic slushies etc

No spirits will be displayed at the premises

All drinks containing alcohol will be served in sealed containers

c) Public safety

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

d) The prevention of public nuisance

A risk assessment will be carried out and updated on an annual basis

e) The protection of children from harm

A Challenge 25 policy will be adopted in order to reduce the potential for underage sales of age restricted products including alcohol. If a customer appears to be under 25 years of age and cannot prove that they are eligible to purchase the age restricted item with a valid UK or Ireland Photocard Driving Licence, a valid Passport or PASS accredited proof of age scheme card, they will

Continued from previous page...

Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:

A licence may not be held by an individual or an individual in a partnership who is resident in the UK who:

- does not have the right to live and work in the UK; or
- is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any premises licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this in one of two ways: 1) by providing with this application copies or scanned copies of the documents listed below (which do not need to be certified), or 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

Documents which demonstrate entitlement to work in the UK

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK (please see note below about which sections of the passport to copy).
- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.
- A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.
- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A certificate of registration or naturalisation as a British citizen, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

Continued from previous page...

- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to work relation to the carrying on of a licensable activity.
- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.
- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 18(3) or 20(2) of the Immigration (European Economic Area) Regulations 2016, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.
- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an Immigration decision, such as an appeal or administrative review reference number.
- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK including:-
 - evidence of the applicant's own identity – such as a passport,
 - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
 - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
 - (i) working e.g. employment contract, wage slips, letter from the employer,
 - (ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
 - (iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
 - (iv) self-sufficient e.g. bank statements.

Family members of European Economic Area nationals who are studying or financially independent must also provide evidence that the European Economic Area national and any family members hold comprehensive sickness insurance in the UK. This can include a private medical insurance policy, an EHIC card or an S1, S2 or S3 form.

Original documents must not be sent to licensing authorities. If the document copied is a passport, a copy of the following pages should be provided:-

- (i) any page containing the holder's personal details including nationality;
- (ii) any page containing the holder's photograph;
- (iii) any page containing the holder's signature;
- (iv) any page containing the date of expiry; and
- (v) any page containing information indicating the holder has permission to enter or remain in the UK and is permitted to work.

Continued from previous page...

If the document is not a passport, a copy of the whole document should be provided.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

Home Office online right to work checking service

As an alternative to providing a copy of the documents listed above, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their 9-digit share code (provided to them upon accessing the service at <https://www.gov.uk/prove-right-to-work>) which, along with the applicant's date of birth (provided within this application), will allow the licensing authority to carry out the check.

In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be checked online. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copy documents as set out above.

Section 20 of 21

NOTES ON REGULATED ENTERTAINMENT

Continued from previous page...

In terms of specific **regulated entertainments** please note that:

- Plays: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500.
- Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
- Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
- Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- Live music: no licence permission is required for:
 - o a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
 - o a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
 - o any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - o any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - o any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

Continued from previous page...

- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
 - o any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
 - o any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
 - o any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
 - o any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

Section 21 of 21

PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Premises Licence Fees are determined by the non-domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at http://www.voa.gov.uk/business_rates/index.htm

Band A - No RV to £4300 £100.00

Band B - £4301 to £33000 £190.00

Band C - £33001 to £8700 £315.00

Band D - £87001 to £12500 £450.00*

Band E - £125001 and over £635.00*

*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then you are required to pay a higher fee

Band D - £87001 to £12500 £900.00

Band E - £125001 and over £1,905.00

There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government, if, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.

Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.

If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time

Capacity 5000-9999 £1,000.00

Capacity 10000 -14999 £2,000.00

Capacity 15000-19999 £4,000.00

Capacity 20000-29999 £8,000.00

Capacity 30000-39000 £16,000.00

Capacity 40000-49999 £24,000.00

Capacity 50000-59999 £32,000.00

Capacity 60000-69999 £40,000.00

Capacity 70000-79999 £48,000.00

Capacity 80000-89999 £56,000.00

Capacity 90000 and over £64,000.00

* Fee amount (£)

100.00

ATTACHMENTS

AUTHORITY POSTAL ADDRESS

Continued from previous page...

Address

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

United Kingdom

DECLARATION

I/WE UNDERSTAND IT IS AN OFFENCE, LIABLE ON CONVICTION TO A FINE UP TO LEVEL 5 ON THE STANDARD SCALE, UNDER 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. 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.

☒ Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

* Full name

* Capacity

Date (dd/mm/yyyy)

Add another signatory

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...

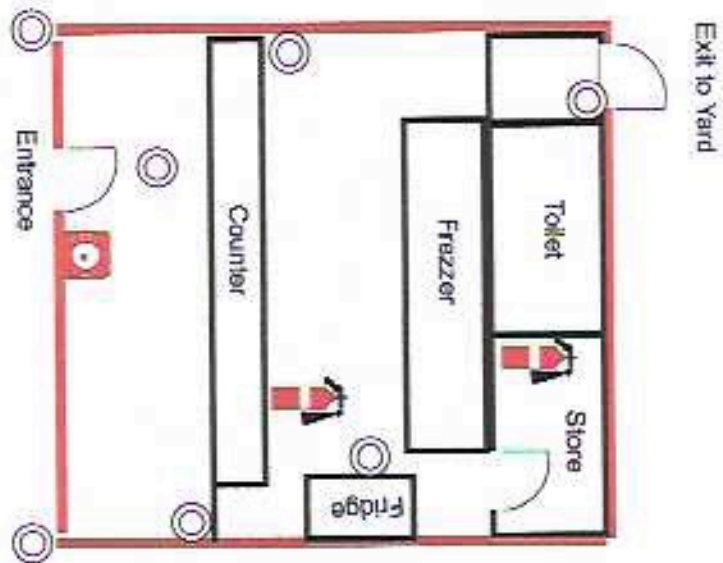
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/walsall/apply-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

Continued from previous page...

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

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



Licensing Plan

Jay's Juicez
30 Goodhall St
Walsall WS1 1QL

Scale 1:100

Licensable Activity

Fire Extinguisher

CCTV

Break Glass Alarm



Consent of individual to being specified as premises supervisor

I Jaydene Donnay Thompson



Walsall WS2 9TG 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 Jaydene Donnay Thompson

relating to a premises licence tba for

Jay's Juicez

30 Goodhall St

Walsall WS1 1QL

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

Jaydene Donnay Thompson

concerning the supply of alcohol at

Jay's Juicez

30 Goodhall St

Walsall WS1 1QL

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 WS/PEL/3199

Personal licence issuing authority

Walsall MBC

Signed



Name Jaydene Donnay Thompson

Date 25/09/21



Sayful Alom

From: Namita Mistry
Sent: 11 October 2021 10:11
To: Licensing
Subject: RE: 30 GOODALL STREET, WALSALL - NEW LICENSE APPLICATION

Good morning Karen

I am still awaiting a reply from the Planning Officer but I just wanted to forward you the Conservation Officers comments.

Regards

Namita Mistry

From: Karen Price [REDACTED] **On Behalf Of** Licensing
Sent: 11 October 2021 10:05
To: Namita Mistry [REDACTED]
Subject: RE: 30 GOODALL STREET, WALSALL - NEW LICENSE APPLICATION

Good morning Namita

Thank you for your email, can you confirm please whether Planning will be looking to submit a representation to the application?

Regards

Karen Price
Licensing Officer

Resilient Communities
Economy Environment & Communities

Walsall M.B.C.
Licensing Unit
Civic Centre
Darwall Street
Walsall, WS1 1TP.

[REDACTED]
Licensing@walsall.gov.uk

Website: www.walsall.gov.uk

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From: Namita Mistry [REDACTED]
Sent: 08 October 2021 14:55
To: Licensing <Licensing@walsall.gov.uk>
Subject: 30 GOODALL STREET, WALSALL - NEW LICENSE APPLICATION

Stamped Date Rec'd	Date Rec'd into LIT	Ref No.	Applicant	Address	16 Day Due Date	24 Day Due Date	Outcome	Pass to Leg
28/9/21	28/9/21	21/030	Jay Juicez, 30	Goodall Street, Walsall WS1 1QL	19/10/21	26/10/21 Closing Date		8/10/21

Please see comments from Conservation Officer above.

Regards

Namita Mistry
Land Charges Information Officer
Land Charges
Planning and Building Control
Economy and Environment
Walsall M.B.C.
2nd Floor, Civic Centre,
Darwall Street,
Walsall WS1 1DG

[REDACTED]
localandcharges@walsall.gov.uk

Website: www.walsall.gov.uk

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TO: Namita Mistry
FROM: Devinder Matharu: Building Conservation Officer
DATE: 29 September 2021

App No: License Application
Site Address: 30 Goodall Street

Proposal: Proposed take-away to sell slushies, milkshakes, cocktails and mocktails.

National Heritage List for England.

Listed Building

Former Police Station, Grade II

The Guildhall, Grade II*

Building adjoining to the north west of Green Dragon Inn, Grade II

10, 11 and 12 High Street, Grade II

Local Designations

Local List / Non Designated Heritage Asset

School of Art, Goodall Street

16-24 Goodall Street

Conservation Area

Church Hill, listed on the heritage at risk register as 'very bad' and 'low' vulnerability.

Article 4

N/A

Archaeology /Historic Environment Record

As above.

Legislative and Policy context

Legislation:

- **Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990**
16(2)In considering whether to grant listed building consent for any works the local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.
66 (1) In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

72 (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

National policy:

- National Planning Policy Framework, Section 12 (Achieving Well Designed Places) and Section 16 (Conserving and Enhancing the Historic Environment).
 - Defines significance as ‘The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting’.
 - Designated heritage asset: A World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park and Garden, Registered Battlefield or Conservation Area designated under the relevant legislation.
 - Heritage asset: A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).
- Planning Practice Guidance
 - Non-designated heritage assets are buildings, monuments, sites, places, areas or landscapes identified by plan-making bodies as having a degree of heritage significance meriting consideration in planning decisions but which do not meet the criteria for designated heritage assets.
 - Understanding the significance of a heritage asset and its setting from an early stage in the design process can help to inform the development of proposals which avoid or minimise harm.

Local policy:

- Walsall Unitary Development Plan
 - ENV25 (Archaeology)
 - ENV27 (Buildings of Historic or Architectural Interest)
 - ENV28 (The Local List of Buildings of Historic or Architectural Interest)
 - ENV32 (Design and Development Proposals)
 - ENV35 (Appearance of Commercial buildings)
- Walsall Town Centre Area Action Plan
 - AAPINV6 (Secondary Development Sites)
 - AAPLV1 (Residential Developments)
 - APPLV5 (Protecting and Enhancing Historic Character and Local Distinctiveness)
 - APPLV6 (Securing Good Design)
 - APPLV7 (Enhancing Public Realm)
- Black Country Core Strategy
 - CSP3 (Environmental Infrastructure)
 - CSP4 (Place Making)
 - ENV2 (Historic Character and Local Distinctiveness)
 - ENV3 (Design Quality)
- Site Allocation Document

- EN5 (Development in Conservation Areas)

Supplementary Planning Documents

Designing Walsall SPD

- DW3 Character
- DW9 High Quality Public Realm
- DW10 Well Designed Sustainable Buildings

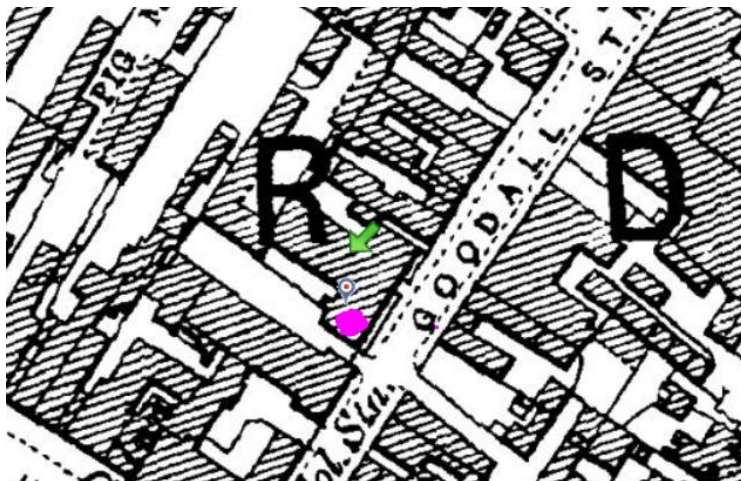
Shop Front SPD

- SF1: Historic shop fronts
- SF2: Shop front proportions
- SF3: Materials in shop fronts
- SF4: Colour finishes
- SF5: Access to shops
- SF6: Advertisements
- SF7: Illumination
- SF8: Shop front security
- SF9: Canopies

Other Policy/guidance:

- National Design Guide
- Historic England Good Practice Advice Note1: Conservation Area Designation, Appraisal and Designation.
- Historic England Good Practice Advice Note 2: Managing Significance in Decision-Taking in the Historic Environment.
- Historic England Good Practice Advice Note 3: The Setting of Heritage Assets.
- Historic England Advice Note 12: Statements of Heritage Significance: Analysing Significance in Heritage Assets.
- Black Country Historic Landscape Characterisation (2009).
- Church Hill Conservation Area Appraisal and Management Plan.

Report



The Council's historic mapping dating from 1902 identifies the site, as shown on the screen shot to the left.

Number 30 Goodall Street has high significance in that it has:

- Archaeological interest as it holds evidence of past human activity worthy of investigation at a future date.

- Historical interest, an interest in past lives and events.
- Architectural and Artist interest in the design of the property with twin pairs of lunette windows at first floor with stone detailing in the centre, diamond stone detailing, corbels and stone banding and cornice, at ground floor engaged columns with stone detailing above the fascia.

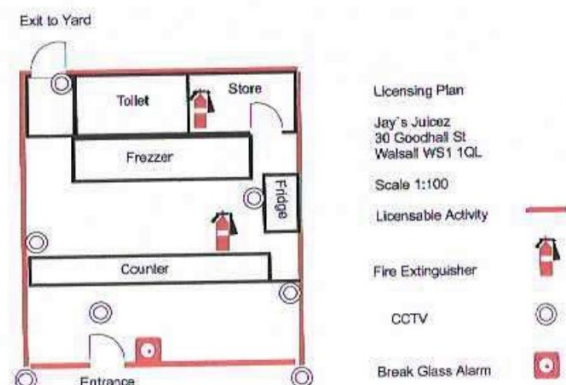
Number 30 George Street is not nationally or locally listed, however, it is classed as a non-designated heritage asset and worthy of locally listing. The Council are in the process of reviewing and updating their local list and this would be put forward as a potential candidate for local listing.

The proposal is to utilise the premises as a takeaway for slushies, milkshakes, cocktails and mocktails. I would advise the advice of planning services is ought as to whether this requires planning permission for change of use.

My concerns are if planning permission is given for a take-away, then the premises can be utilised for any other form of take-away. I would advise planning colleagues to restrict the use of the premises to be utilised as take-away specifically for the proposed use and should a new take-away use application be submitted, it be assessed on those merits. My concerns would be with any proposed extraction vents and flues that would be installed / fixed to the interior and exterior of the premises.



The submitted floor plan is incorrect, in that the front elevation shows two opening on the ground floor, see google image. Can we check, this is the correct address? If it is, then the plan will need to be updated.



I would advise formal pre-application advice is sought to advise whether planning permission is required for the proposed works.

Based on the above plan layout, will a new shop front be incorporated, as it does not match that as existing as shown on the google image? Any new shop frontage will require planning permission.

Will any internal works be carried out to create the proposed layout?

Will any internal historic fabric be removed to create the proposed layout?

Has the premises already a counter as shown in the above plan?

Will the external elevations be altered?

Will the scheme include new signage? What type of signage? An advertisement consent application will need to be submitted.

Should a planning application need to be submitted, the application would be assessed in line with the following tests as set out in the NPPF, in regards to the harm to the significance and setting of the adjacent designated heritage assets those being the listed buildings (including locally listed buildings) and the visual impact of any proposed signage to the character and appearance and significance of the Church Hill conservation area.

The level of harm to these designated heritage and non designated heritage assets would be assessed when full details of the proposed works and proposed advertisement details are submitted.

Paragraph 194 of the NPPF states *'In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation'.*

Paragraph 195 of the NPPF states *'Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal'.*

Paragraph 197 of the NPPF states *'In determining applications, local planning authorities should take account of: a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their*

conservation; b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and c) the desirability of new development making a positive contribution to local character and distinctiveness’.

Paragraph 199 of the NPPF states ‘*When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance’.*

Paragraph 200 of the NPPF states ‘*Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of: a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional; b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional*’.

Paragraph 201 of the NPPF states ‘*Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply: a) the nature of the heritage asset prevents all reasonable uses of the site; and b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and d) the harm or loss is outweighed by the benefit of bringing the site back into use’.*

Paragraph 202 of the NPPF states ‘*Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use’.*

Paragraph 203 of the NPPF states ‘*The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset’.*

Paragraph 130 of the NPPF states ‘*Planning policies and decisions should ensure that developments: a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development; b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping; 39 c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or*

change (such as increased densities); d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit; e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users⁴⁹; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience’.

Sayful Alom

From: Jennifer Mellor [REDACTED]
Sent: 18 October 2021 10:02
To: Licensing
Cc: Community Protection; Environmental Health
Subject: Jay's Juicez, 30 Goodhall Street, Walsall, WS1 1QL.

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Further to receipt of the above mentioned application for a premise licence for , I have now completed my enquires. I have agreed one additional condition under Public Safety with the agent Patrick Burke.

"All drinking receptacles (including bottles) must be of an alternative material other than glass. Any drinks not available in this packaging must be decanted and the glass / bottle retained by the staff at the location and not handed to the customer."

West Midlands Police therefore have no representations to make subject to the attached agreed conditions being added to the premise licence should it be granted.

Kind regards

Jennifer

Jennifer Mellor
Walsall Licensing and Regulatory Services Officer
Walsall Partnership Team
Walsall Police
Civic Centre, Walsall



Sign-up for neighbourhood policing alerts at www.wmnow.co.uk

Follow us on social media
www.twitter.com/wmpolice

From: Patrick Burke [REDACTED]
Sent: 14 October 2021 17:23
To: Jennifer Mellor [REDACTED]
Subject: [External]: [Possible SPAM] Re: New Premise Licence Application

CAUTION: This email originated from outside of West Midlands Police. Do not click links or open attachments unless you are sure the content is safe.

Hi Jennifer

I can confirm my client is happy for the proposed wording to be included in the application for a Premise Licence at Jays Juicez Goodhall St Walsall

namely

"All drinking receptacles (including bottles) must be of an alternative material other than glass. Any drinks not available in this packaging must be decanted and the glass / bottle retained by the staff at the location and not handed to the customer."

Patrick

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Dalbir Singh

From: Tracey White
Sent: 22 October 2021 14:02
To: Licensing
Subject: Jays Juicez

Despite being asked to complete a food registration for this application, we have not received one to date.


Environmental Health has no other comments.

Tracey

Regards

Tracey White
Environmental Health Officer
Resilient Communities
Economy Environment & Communities

Walsall MBC
Civic Centre,
Darwall Street,
Walsall,
WS1 1TP.



01922 653366 - Food Safety/Health and Safety/Pest Control/Dog Warden
01922 650000 - General Walsall Metropolitan Borough Council Number



environmentalhealth@walsall.gov.uk

www.walsall.gov.uk

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From: Neil Aston-Baugh [REDACTED]
Sent: 26 October 2021 08:57
To: Licensing
Cc: Patrick Burke
Subject: Fire Authority response to a premises licence application. No reps
Attachments: Guide 1Shops and Offices.pdf

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OFFICIAL

LICENSING ACT 2003
NAME OF PREMISES: Jays's Juices
ADDRESS: 30 Goodhall Street Walsall WS1 1QL

I refer to the application for the Grant of a Premises licence made in respect of the above premises.

Having visited your premises, I am pleased to inform you that The Fire Authority will **not make representation** to the application, on the grounds of Public Safety, at this time.

What you Must do

You must carry out a Fire Risk Assessment to determine the correct fire precautions for your premises and the measures that you will need to take to keep people safe from fire.

I have attached a government guide to help in the process.

If you are in any doubt about the standards that you will need to apply, you should enlist the support of a competent, qualified Fire Risk Assessor.

From your records/application/plans, I have noticed that ;

- the Fire Alarms system is common throughout the building and you must facilitate access to your premises when requested by the Landlord to ensure that the system can be suitably tested and maintained.
- You should also take part in regular fire drills when required. Further advice is contained within the attached guide/Fire Risk Assessment template (N.B. please attach relevant CLG guide).
- If you do not act in accordance with my advice and your legal requirements, the Fire Authority may serve an enforcement notice under the Regulatory Reform (Fire Safety) Order 2005 and may call for a review of the Premises Licence.
- Further advice is contained within the attached guide/Fire Risk Assessment template (N.B. please attach relevant CLG guide).

Should you require any further information, please do not hesitate to contact me.

Neil Aston-Baugh

Fire Safety Officer -LEEPS Team
Tipton Fire Station
Alexandra Road
Tipton
West Midlands
DY4 7NZ

Team Email: LEEPsTeams.Enquiries@wmfs.net
Fire Safety Admin Email firesafety.admin@wmfs.net



@WestMidsFire

WEST MIDLANDS FIRE SERVICE

Making the West Midlands Safer, Stronger and Healthier

OUR PLAN

2019 - 2022

West Midlands Fire Service

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West Midlands Fire Service information is available from <http://www.wmfs.net>

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OFFICIAL




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
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.
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. 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.
The Prevention of Public Nuisance
Public Safety
The Protection of Children from Harm
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:

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

