

COMMITTEE:	CENTRAL LICENSING SUB-COMMITTEE
DATE:	16 JULY 2014
TITLE:	APPLICATION FOR A PREMISES LICENCE – SAVERS, 111-113 HIGH STREET, PORTHMADOG
PURPOSE:	FOR DECISION
	HEAD OF REGULATORY DEPARTMENT

APPLICATION

Attached is an application for a new premises licence for 111-113 High Street, Porthmadog LL49 9HH by Savers Health and Beauty Limited, Hutchinson House, 5 Hester Road, Battersea, London SW11 4AN.

Officers from the Licensing Authority are satisfied that there is sufficient evidence that the application has been submitted in accordance with the requirements of the Licensing Act 2003 and the relevant regulations and is therefore valid. Since observations relevant to the licensing objectives have been made on the application, it is submitted for the consideration of this Sub-committee.

The application is made in relation to the supply of alcohol off the premises. See the attached table for details of the proposed hours.

Gweithgareddau trwyddedig/ Licensable Activities	Oriau/Hours
Oriau Agor / Opening Hours: *	Dydd Llun/Monday 08:30-17:30 Dydd Mawrth/Tuesday 08:30-17:30 Dydd Mercher/Wednesday 08:30-17:30 Dydd Iau/Thursday 08:30-17:30 Dydd Gwener/Friday 08:30-17:30 Dydd Sadwrn/Saturday 08:30-17:30 Dydd Sul/Sunday 10:00-16:00
Cyflenwi Alcohol/Supply of Alcohol - Oddi ar yr Eiddo/ Off Premises	Dydd Llun/Monday 08:30-17:30 Dydd Mawrth/Tuesday 08:30-17:30 Dydd Mercher/Wednesday 08:30-17:30 Dydd Iau/Thursday 08:30-17:30 Dydd Gwener/Friday 08:30-17:30 Dydd Sadwrn/Saturday 08:30-17:30 Dydd Sul/Sunday 10:00-16:00

***It is intended to open from 08:00 to 19:00 during June, July and August. It is intended to open until 20:00 during December.**

Measures recommended by the applicant to promote the licensing objectives

- Operate a CCTV system
- Fire safety measures in place
- Keep records regarding the refusal of sale of alcohol
- It is intended to operate a 'Challenge 25' scheme and to request a proof of age and identity cards.
- Staff to be provided with training in order to assist them to refuse to sell alcohol to people unable to show an identity card or proof of age.

Full details of the recommended measures can be found in section **M** of the application.

CONSULTATION

The application was consulted upon and the following responses were received -

RESPONSES	REPRESENTATIONS
Local member	E-mail – objection
Town Council	Letter – objection
North Wales Police	1 e-mail – no objection

Representations - local member

Objection to the application in relation to the licensing objectives of

- Prevention of Crime and disorder
- Protection of children from harm

Reference is made to the fact that East Porthmadog suffers from the highest levels of crime and antisocial behaviour in Dwyfor and Meirionnydd; and that he is of the view that the availability of cheap alcohol to be consumed off the premises is one of the main contributory factors.

Objection – Porthmadog Town Council

An objection to the application was received from Porthmadog Town Council, questioning the need to have another shop in the town selling alcohol.

The full details of the representations received are attached to the report.

RECOMMENDATION

The Committee is requested to consider the application in accordance with the requirements of the Licensing Act 2003.