



Title of report: Application for a variation of a premises licence in respect of Allpay Limited, Fortis es Fides, Whitestone Business Park, Whitestone, Hereford, HR1 3SE – Licensing Act 2003.

Meeting: Licensing sub-committee

Meeting date: Wednesday 1 April 2026 at 10:00hrs

Report by: Senior Technical Licensing Officer

Classification

Open

Decision type

This is not an executive decision

Wards affected

Hagley

Purpose

To consider an application for a variation for a premises licence in respect of Allpay Limited, Fortis es Fides, Whitestone Business Park, Whitestone, Hereford. HR1 3SE under the Licensing Act 2003

Recommendation(s)

That:

The sub committee determine the application with a view to promoting the licensing objectives in the overall interests of the local community. They should give appropriate weight to:

- a) The steps that are appropriate to promote the licensing objectives,
- b) The representations (including supporting information) presented by all parties,
- c) The guidance issued to local authorities under Section 182 of the Licensing Act 2003, and
- d) The Herefordshire Council Statement of Licensing Policy 2020 – 2025.

Reasons for Recommendations

Ensures compliance with the Licensing Act 2003

Alternative options

1. There are a number of options open to the sub-committee:
 - a) Grant the licence subject to conditions that are consistent with the operating schedule accompanying the application and the mandatory conditions set out in the Licensing Act 2003,
 - b) Grant the licence subject to modified conditions to that of the operating schedule where the sub-committee considers it appropriate for the promotion of the licensing objectives and add mandatory conditions set out in the Licensing Act 2003,
 - c) To exclude from the scope of the licence any of the licensable activities to which the application relates
 - d) To refuse the application

Key considerations

Licence Application

2. The application for the variation of a premises licence has received relevant representations and is therefore brought before the sub-committee for determination.
3. Herefordshire Council’s Statement of Licensing Policy 2020 to 2025 states “All representations must be ‘relevant’, for example they must be about the likely effect of the grant of the application”. This followed paragraph 8.57 in the s182 Guidance which uses the same wording.
4. The details of the application are:

Applicant	Allpay Limited	
Agent	HCR Legal LLP	
Type of application: Variation	Date received: 9 February 2026 28 day consultation started: 10 February 2026	28 Days consultation ended: 9 March 2026

Summary of Application

5. The application (appendix 1) requests the variation of a premises licence to allow the following
 - To amend the permitted hours for licensable activities to commence from 8am.

- Although not a licensable activity, to include all of the grounds of the premises for consumption of alcohol.

Current Licence

6. A copy of the current licence issued on 16 September 2024, is attached at Appendix 2. It authorises

Films (Indoors), Live Music (Indoors/Outdoors), Recorded Music (Indoors/Outdoors)

Monday – Sunday 10:00 – 24:00

Late Night Refreshment (Indoors)

Monday – Sunday 23:00 – 02:00

Sale/Supply of Alcohol (Consumption on and off the Premises)

Monday – Sunday 10:00 – 02:00

NB: Under the Live Music Act 2012 (as amended), an alcohol licenced premises can have live and/or recorded music from 08:00 – 23:00 for up to 500 people, without the need for these activities to be on a premises licence

Summary of Representations

7. No representations were received from any of the responsible authorities.
8. Three (3) public representations were received in the consultation period from members of the public and one (1) from the Parish Council (appendix 3). The representations were considered to be borderline in terms of their relevance, but the Licensing Authority has accepted them as being relevant after seeking advice from Herefordshire Council's Legal Team and considering paragraph 9.9 of the s.182 Statutory Guidance which states that:
9. *'It is recommended that, in borderline cases, the benefit of the doubt about any aspect of a representation should be given to the person making that representation. The subsequent hearing would then provide an opportunity for the person or body making the representation to amplify and clarify it.'*

Premises History

10. The premises were licenced in June 2021.
11. Since first being licensed there has been two (2) applications to vary the designated premises supervisor (DPS), the latest being granted and issued by the Licensing Authority in October 2023.
12. The Licensing Authority has also granted three (3) applications to Vary the Premises Licence, with a 2022 variation seeking *service of alcohol from the outside bar and an additional bar that is situated within the licensed premises*. An April 2024 variation seeking, *to include new cafe and shop (The Sidings) within the demise of the licence and to include additional meeting*

rooms within the demise of the licence to avoid any ambiguity. An August 2024 variation seeking, to amend the hours for the provision of film, live and recorded music to 10:00-24:00 each day throughout the site to cover occasional use.

To amend the start time for the sale of alcohol within the cafe and restaurant (The Sidings) to commence from 10am. The cafe and restaurant usually close at 6pm Monday-Saturday and 4pm on a Sunday. Other parts of the site will remain operational.

To add late night refreshment 23:00-02:00 each day to mirror the hours for the sale of alcohol.

13. To date, the Licensing Authority has not received any complaints regarding this premises.

Community impact

14. Any decision may have an impact on the local community.

Environmental Impact

15. This report is in relation to a premises license under the Licensing Act 2003 and as such there are minimal environmental impacts for the council, as licensing authority.

Equality duty

16. Under section 149 of the Equality Act 2010, the 'general duty' on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to –

- a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
 - b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
 - c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
17. There are no equality issues in relation to the content of this report.
18. This report has human rights implications for both the premises licence holder and the residents from the local neighbourhood. Any of the steps outlined in section 1 of this report may have financial implications for a licensee's business and livelihood and/or may have impact upon the day to day lives of residents living in close proximity to the premises.
19. Article 8(i) of the European Convention of Human Rights provides that everyone has the right to respect for his/her private and family life and his/her home (which includes business premises). This right may be interfered with by the council on a number of grounds including the protection of rights and freedoms of others. The First Protocol – Article 1 – also provides that every person is entitled to the peaceful enjoyment of his possessions and shall not be deprived of his possessions except in the public interest and conditions provided for by law. Members must accordingly make a decision which is proportionate to the hearing and

endeavour to find a balance between the rights of the applicant, residents and the community as a whole.

Resource implications

20. This report is in relation to a premises license under the Licensing Act 2003 and as such there are minimal resource implications for the council, as Licensing Authority.

Financial implications

21. There are unlikely to be any financial implications for the council, as Licensing Authority at this time.

Legal implications

22. As relevant representations have been received, the sub committee must determine the application under Section 3.5.7 (c) of the Herefordshire Council constitution. The representations must relate to the licensing objectives and the sub committee must determine the likely effect of the grant of the premises licences on the promotion of the licensing objectives.
23. The Licensing Authority must have regard to the promotion of the four licensing objectives namely; the prevention of crime and disorder; public safety; the prevention of public nuisance; and the protection of children from harm in exercising its functions under the Licensing Act 2003. Further regard should be had to the statutory guidance under Section 182 of the Act and the Council's own statement of licensing policy. The options available to the Licensing Authority are set out in section 1 of this report.
24. The sub committee should be aware of a number of stated cases which have appeared before the Administrative Court and are binding on the Licensing Authority.
25. The case of Daniel Thwaites Plc v Wirral Borough Magistrates' Court (Case No: CO/5533/2006) at the High Court of Justice Queen's Bench Division Administrative Court on 6 May 2008, [2008] EWHC 838 (Admin), 2008 WL 1968943, Before the Honourable Mrs Justice Black. In this case it was summed up that: -
26. A Licensing Authority must have regard to guidance issued by the Secretary of State under section 182. Licensing authorities may depart from it if they have reason to do so but will need to give full reasons for their actions.
27. Furthermore the Thwaites case established that only conditions should be attached to a licence with a view to promoting the Licensing objectives and that 'real evidence' must be presented to support the reason for imposing these conditions.
28. This judgment is further supported in the case of The Queen on the Application of Bristol Council v Bristol Magistrates' Court, CO/6920/2008 High Court of Justice Queen's Bench Division The Administrative Court, 24 February 2009, [2009] EWHC 625 (Admin) 2009 WL 648859 in which it was said:
'Licensing authorities should only impose conditions which are necessary and proportionate for the promotion for licensing objectives'.
29. In addition to this it was stated that any condition attached to the licence should be an enforceable condition.

Right of Appeal

30. Schedule 5 Part 1(b) of the Licensing Act 2003 gives a right of appeal which states:
- 1 Where a licensing authority—
- (b) rejects (in whole or in part) an application to vary a premises licence under section 35, the applicant may appeal against the decision.
31. Further to Part 1(b), Schedule 5 Part 1(4) states as follows:
- Variation of licence under section 35
- 4(1) This paragraph applies where an application to vary a premises licence is granted (in whole or in part) under section 35.
- (2) The applicant may appeal against any decision to modify the conditions of the licence under subsection (4)(a) of that section.
- (3) Where a person who made relevant representations in relation to the application desires to contend—
- (a) that any variation made ought not to have been made, or
- (b) that, when varying the licence, the licensing authority ought not to have modified the conditions of the licence, or ought to have modified them in a different way, under subsection (4)(a) of that section,
- he may appeal against the decision.
32. Appeals should be made to the Magistrates Court and must be made within 21 days beginning with the day on which the appellant was notified by the licensing authority of the decision appealed against

Risk management

33. There is little risk associated with the decision at this time as the legislation allows a right of appeal to the Magistrates Court within a period of 21 days of being notified of the decision in writing.

Consultees

34. All responsible authorities and members of the public living within Herefordshire.

Appendices

- Appendix 1 - Application Form
Appendix 2 – Current Premises Licence
Appendix 3 – Public Representations

Background papers

None Identified

Please include a glossary of terms, abbreviations and acronyms used in this report.

DPS: Designated Premises Supervisor