

Representation made by the Local Authority

I am an officer authorised under the Licensing Act 2003.

I refer to the application by Play Night Club, Blueschool Street, Hereford to vary the conditions of their licence. The application applies to extend the operating hours on a number of occasions until 4 am and also to include adult entertainment.

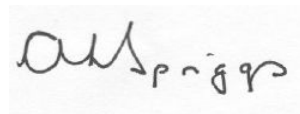
The Licensing Authority also have had sight of the representation made by West Mercia Police and fully support that representation.

It is then view of the Licensing Authority that the application to extend the hours until 4 am on any day should be **refused**. The Licensing Authority however does not object to what is considered the standard New Years Eve opening times being granted and that being from the end of permitted hours on New Years Eve until the start of permitted hours on New Years day.

Furthermore there is no objection to the provision of adult entertainment providing that there is no full nudity.

The premises are located within Herefordshire Council's Cumulative Impact Zone which was introduced due to the high levels of crime and disorder associated with the area. The applicant has failed to offer any further conditions or measures which would reduce the impact on the area if this application was granted.

The Police share information with the Licensing Authority on a weekly basis and on most occasions incidents occur either within or outside Play, mostly on Saturday nights. Whilst this is one of the biggest venues in Herford any increase in incidents would be unacceptable. Furthermore it has been noted that customers from Play regularly spill over into Blue School Street at closing time and obstruct the traffic and put themselves at risk of personal injury. If the hours were to be extended it is reasonable to assume that the number of incidents associated with the premises will increase pro-rata. The police are best placed to provide more detailed data.



Fred Spriggs
Licensing Officer