

Representation made by the Local Authority

I am an officer authorised under the Licensing Act 2003.

I refer to the application made for a new premises licence in respect of the 'Luminescence Limited 25 Widemarsh Street, Hereford, Herefordshire, HR4 9EA.

The Licensing Authority must **object** to the licence as applied for.

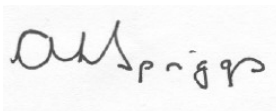
It is disappointing to note that whilst the premises is within the area covered by the Herefordshire Council Special Policy the applicants solicitor has failed to mention this or to consider the impact on the public nuisance licensing objective caused by customers arriving at and leaving the premises.

The guidance under Section 182 of the Act states:

- 8.34 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.
- 8.35 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.
- 8.36 It is expected that enquiries about the locality will assist applicants when determining the steps that are appropriate for the promotion of the licensing objectives.

Whilst the applicant has offered a number of conditions none of the above issues have been addressed.

It is also noted that the application is in effect for adhoc hours which are excessive and go beyond most other premises which are operating within the area. The effect of granting the licence will be to further extend the effects of the night time economy with in this area. In addition there are residential properties which are located over other business which may be affected.



Fred Spriggs
Licensing Officer