

## **TRAFFORD COUNCIL**

**Report to:** Licensing Sub-Committee  
**Date:** 28<sup>th</sup> October 2024  
**Report for:** Decision: Determination of Application  
**Report of:** Head of Regulatory Services

### **Report Title**

**APPLICATION FOR THE GRANT OF A NEW PREMISES LICENCE UNDER S17 LICENSING ACT 2003 AT JUZ MART, 31 HALE ROAD, ALTRINCHAM WA14 2EY.**

### **Summary**

Under S18(4) of the Licensing Act 2003, Members are requested to determine an application for a new premises licence in respect of Juz Mart, 31 Hale Road, Altrincham WA14 2EY having regard to representations received and the requirement to promote the four licensing objectives.

### **Recommendation(s)**

The following options are open to the Licensing Sub-Committee;

- (i) To grant the application in full and on the terms and conditions contained within the application to include any applicable mandatory conditions.
- (ii) To grant the application as above, modified to such an extent as considered appropriate to satisfy any relevant representations and promote the licensing objectives; or
- (iii) To reject the application.

### **Contact person for access to background papers and further information:**

**Name:** Stacey Hilton, Licensing Officer.  
**Contact:** Licensing@trafford.gov.uk

## **1.0 APPLICATION**

1.1 A premises licence is required in respect of any premises where it is intended to conduct one or more of the four licensable activities, these being:

- The sale of alcohol
- The supply of alcohol (in respect of a club)
- Regulated entertainment
- The provision of late night refreshment

This application was submitted by, YG Sing Ltd in respect of Juz Mart, 31 Hale Road, Altrincham WA14 2EY.

1.2 The applicant has applied for the following hours:

### **Alcohol – OFF**

Monday - Sunday 10:00 - 00:00

### **Opening Hours**

Monday - Sunday 10:00 - 00:00

1.3 The application has been properly made and all procedures correctly followed. The application including the operating schedule has been attached as **Appendix A**.

1.4 A plan of the premises has been attached as **Appendix B**.

## **2.0 BACKGROUND AND HISTORY OF PREMISES**

2.1 The applicant has described the premises as: "Juz Mart Altrincham is a convenience store located on Hale Road. We offer a range of snacks and beverages for the general public and are looking to appeal to the larger market by selling alcohol in store."

## **3.0 OPERATING SCHEDULE**

3.1 The operating schedule is completed by the applicant and contains additional measures to illustrate how they propose to promote the four licensing objectives as required by provision of the Licensing Act 2003. They are listed below and will be attached as conditions to any licence as may be granted:

1. Juz Mart Altrincham will adhere to the four licensing objectives. We not only aim to meet but, exceed the requirements for an Alcohol license by actively contributing to the wellbeing and safety of the community. We are committed to fostering a culture of responsible Alcohol retailing and promoting a safe environment for both our customers and the general public.
2. Implement Challenge 25 verification into our shop to ensure only legal age Individuals are purchasing Alcohol.

3. CCTV cameras will be installed to survey the premises to monitor and deter criminals.
4. Collaborate with law enforcement to address any concerns promptly and participating in community safety initiatives.
5. Regular Staff training to ensure responsible Alcohol retailing e.g.: identifying signs of intoxication and refusal of service when appropriate.
6. Displaying clear signage regarding responsible drinking and the legal consequences of providing Alcohol to minors.
7. Conducting regular staff training risk assessments to ensure the store is safe.
8. Monitoring noise levels.
9. Taking appropriate measures to ensure any activities within the store do not create a public nuisance.
10. Encouraging responsible consumption through promotional materials and campaigns promoting moderate drinking.
11. Challenge 25 operating at all times and is understood by all employees.
12. Proof of age checks: passports, driving license or Pass Proof of Age.
13. Challenge 25 notice at: point of entry, point of sale and next to goods.
14. Staff training at least once per year and necessary on arrival for new staff.
15. Record of staff training.
16. Refusal logs to be kept including records of dates and times of all refusals to sell Alcohol to underage persons. (Refusal Records to be made available to Authorised Trafford Officers or any Authorised Personnel).

**3.2** The below timings have been agreed by the applicant following correspondence with the Responsible Authorities (Environmental Protection) during the consultation period, attached as **Appendix C**. These timings shall be attached to the licence should it be granted:

#### **Alcohol – OFF**

Monday – Saturday: 08:00 – 23:00

Sunday 10:00 - 22:30

Seasonal Variations:

Good Friday: 08:00 – 22:30

Christmas Day: 12:00 – 22:30

#### **Opening Hours**

Monday – Saturday: 08:00 – 23:00

Sunday 12:00 - 22:30

Seasonal Variations:

Good Friday: 08:00 – 22:30

Christmas Day: 12:00 – 22:30

### **4.0 CONSULTATION**

**4.1** The responsible authorities included in the consultation are; Greater Manchester Police, Greater Manchester Fire & Rescue, Environmental Health & Pollution Control, Building Control, Health and Safety Team, Home Office Immigration Enforcement, Planning Department, Safeguarding Children Team, Trading Standards and Public Health.

- 4.2 Of those consultees identified in paragraph 4.1, representations against the grant of the premises licence were received by Licensing Enforcement, Trading Standard and Greater Manchester Police. These are attached as **Appendix D**.
- 4.3 A copy of the report and the representations received have been sent to the applicant.
- 4.4 Those that have made a representation have been informed of the time and date of the Licensing Sub-Committee meeting and have been informed of their right to attend.

## 5.0 **LEGAL CONSIDERATIONS**

- 5.1 Conditions may only be attached to a Premises Licence where they are deemed appropriate for the promotion of the licensing objectives. They must be proportionate and not duplicate any existing provisions contained in other legislation. The justification behind a refusal or the attachment of conditions must be given to the applicant.
- 5.2 The Sub-Committee is advised that any findings on any issues of fact should be on the balance of probabilities and any decision should be based on the individual merits of the application.
- 5.3 The Sub-Committee, in arriving at its decision; must have regard to relevant provisions of national guidance and its own statement of licensing policy and reasons should be given for any departure.
- 5.4 There is a right of appeal to the Magistrates Court within 21 days from the date the Applicant is notified of the decision of the Licensing Sub-Committee.

## **Appendices**

- A) Application for a New Premises Licence
- B) Plan of Premises
- C) Agreed Timings with Environmental Protection
- D) Representations against