

REPORT OF THE DIRECTOR OF REGENERATION

**NAME OF PREMISES: HOYLAKE GENERAL STORES, HOYLAKE ROAD,  
BIRKENHEAD**  
**NAME OF APPLICANT: TRADING STANDARDS**

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**1.0 EXECUTIVE SUMMARY**

1.1 The purpose of this report is to consider an application for the review of a Premises Licence under the provisions of the Licensing Act 2003.

**2.0 RELEVANT BACKGROUND**

2.1 Hoylake General Stores currently have a Premises Licence to allow the following Licensable Activity:

**Supply of Alcohol**

Monday to Saturday	08:00 to 23:00
Sunday	10:00 to 22:30

2.2 A copy of the Premises Licence setting out the above hours and conditions attached to the Licence is available.

2.3 The Licensing Act 2003 Sub-Committee may, having regard to the application for review and any relevant representations, take such of the following steps as it considers necessary for the promotion of the licensing objectives:

- Modify the Conditions of the Licence.
- Exclude a licensable activity from the scope of the Licence.
- Remove the Designated Premises Supervisor.
- Suspend the Licence for a period not exceeding three months.
- Revoke the Licence.

The licensing authority may decide that no action is necessary if it finds that the review does not require it to take any steps necessary to promote the licensing objectives.

**3.0 APPLICATION**

3.1 An application has been received from Trading Standards to review the Premises Licence for the premises known as Hoylake General Stores. The Trading Standards Manager has advised that the grounds for review are in relation to the protection of children from harm following an underage sale taking place at the premises.

3.2 Further information to support the above grounds for review is included within the application which is available.

#### **4.0 RELEVANT REPRESENTATIONS**

4.1 Merseyside Police have made a representation in support of the application by Trading Standards which relates to the protection of children from harm. A copy of the representation is available.

4.3 There have been no representations received from interested parties or from the following Responsible Authorities:

Wirral Area Child Protection Committee  
Environmental Health  
Fire Authority  
Planning Authority

#### **5.0 FINANCIAL AND STAFFING IMPLICATIONS**

5.1 There are no financial implications and my existing Licensing staff will deal with this application.

#### **6.0 EQUAL OPPORTUNITIES IMPLICATIONS**

6.1 There are none arising from this report.

#### **7.0 LOCAL AGENDA 21 IMPLICATIONS**

7.1 There are none arising directly from this report.

#### **8.0 LOCAL MEMBER SUPPORT IMPLICATIONS**

8.1 The premises are located in the Birkenhead and St James Ward.

#### **9.0 HUMAN RIGHTS IMPLICATIONS**

9.1 Article 6 and Article 1 of the First Protocol which is concerned with the protection of property is most likely to have a particular impact.

#### **10.0 COMMUNITY SAFETY IMPLICATIONS**

10.1 Effective control of Licensing Legislation can assist in raising standards and improve the perception of community safety.

#### **11.0 PLANNING IMPLICATIONS**

11.1 There are no planning implications arising from this report.

#### **12.0 BACKGROUND PAPERS**

12.1 Application form applying to review a Premises Licence.

12.2 Representation received from Merseyside Police.

## 13.0 **RECOMMENDATIONS**

- 13.1 The Licensing Act 2003 Sub-Committee are asked to consider the application for the review of a Premises Licence in respect of the above premises.

Alan Stennard  
Director of Regeneration

This report was prepared by Richard Leyland who can be contacted on 691 8478.