

APPENDIX A

| | |
|-------------------------------------|--|
| Applicants name | Sasisegaran Sellathurai |
| Name and address of premises | Sella Supermarket Unit 2, Invicta House, 120 Marlowes Hemel Hempstead Hertfordshire HP1 1LN |
| Ward | Hemel Hempstead Town |

1. **Current Licence**

1.1 This is a new application for premises licence.

2. **Application**

2.1 An application has been made for the grant of a new premises licence, seeking authorisation for the following licensable activities:

Sale by retail of alcohol for consumption off the premises

Monday-Sunday 06:00 until 24:00

Opening hours of the premises

Monday-Sunday 06:00 until 24:00

2.2. A copy of the application is set out at Annex A.

2.3. A plan of the premises is set out at Annex B.

2.4. A map of the local area is set out at Annex C.

3. **Details of Representations**

3.1 The representation period ran from 7 September to 5 October 2023.

3.2 During that period 7 valid representations were received, citing concerns in respect of public nuisance, public safety and protection of children from harm.

3.3. Copies of these representations are set out at Annexes D1 – D7

3.4. Following receipt of copies of the representations, the applicant offered negotiation with all parties that had made representations. At

the time of publication of this agenda, no responses have been received from those parties.

4. Responses from Responsible Authorities

4.1 Responses from the Responsible Authorities:

Police: No response

Fire Officer: No response

Planning: No response

Public Health Authority: No representations

Environmental and Community Protection: No representations

Trading Standards: No representations

Children's Board: No response

Licensing authority: No response

4.2 Local Policy considerations and statutory national guidance that is relevant to this application are set out at Annex E.

5. Observations

5.1. Parking is not a relevant consideration under Licensing Act legislation, which covers licensable activity. There are no controls in the Licensing Act that enable the licensing authority to enforce in cases of parking problems in residential streets, and the licence holder cannot be held responsible for the parking of visitors to the premises, who would have personal responsibility for doing so in suitable places. This is the same for obstruction of vehicles, this would be a matter for the Police to enforce.

5.2. Proximity to other licensed premises cannot be considered relevant, as each premises must be considered on its own merits and not in comparison to other similar premises. There is no cumulative impact policy in the Town Centre at this time.

5.3. Impact on property values is not a relevant consideration of the Licensing Committee, the mixed development of residential and retail properties would have been approved at the Planning stage. Local Licensing Policy and national guidance advise that duplication of other regimes should be avoided.

ANNEX A APPLICATION FOR GRANT OF PREMISES LICENCE



Dacorum
Application for a premises licence
Licensing Act 2003

For help contact
licensing@dacorum.gov.uk
Telephone: 01442 228000

* required information

Section 1 of 21

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference This is the unique reference for this application generated by the system.

Your reference You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

Yes No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name

* Family name

* E-mail

Main telephone number Include country code.

Other telephone number

Indicate here if the applicant would prefer not to be contacted by telephone

Is the applicant:

- Applying as a business or organisation, including as a sole trader
 Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means the applicant is applying so the applicant can be employed, or for some other personal reason, such as following a hobby.

Continued from previous page...

Address

| | |
|-------------------------------|---|
| * Building number or name | <input type="text" value="50"/> |
| * Street | <input type="text" value="THE AVENUE"/> |
| District | <input type="text"/> |
| * City or town | <input type="text" value="WATFORD"/> |
| County or administrative area | <input type="text"/> |
| * Postcode | <input type="text" value="WD17 4NX"/> |
| * Country | <input type="text" value="United Kingdom"/> |

Agent Details

| | |
|------------------------|--|
| * First name | <input type="text" value="ROBERT"/> |
| * Family name | <input type="text" value="JORDAN"/> |
| * E-mail | <input type="text" value="robertjordan01@btinternet.com"/> |
| Main telephone number | <input type="text" value="07774044585"/> |
| Other telephone number | <input type="text"/> |

Include country code.

Indicate here if you would prefer not to be contacted by telephone

Are you:

- An agent that is a business or organisation, including a sole trader
- A private individual acting as an agent

A sole trader is a business owned by one person without any special legal structure.

Agent Business

Is your business registered in the UK with Companies House? Yes No

Note: completing the Applicant Business section is optional in this form.

| | |
|-------------------------------|--|
| Registration number | <input type="text" value="05449933"/> |
| Business name | <input type="text" value="P.R. RETAIL CONSULTANTS LIMITED"/> |
| VAT number | <input type="text" value="-"/> |
| Legal status | <input type="text" value="Private Limited Company"/> |
| Your position in the business | <input type="text" value="DIRECTOR"/> |
| Home country | <input type="text" value="United Kingdom"/> |

If your business is registered, use its registered name.

Put "none" if you are not registered for VAT.

The country where the headquarters of your business is located.

Continued from previous page...

Agent Registered Address

Address registered with Companies House.

| | |
|-------------------------------|---------------------------------|
| Building number or name | G204 WESTON HOUSE, THE MALTINGS |
| Street | STATION ROAD |
| District | |
| City or town | SAWBRIDGEWORTH |
| County or administrative area | |
| Postcode | CM21 9FP |
| Country | United Kingdom |

Section 2 of 21

PREMISES DETAILS

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.

Premises Address

Are you able to provide a postal address, OS map reference or description of the premises?

- Address OS map reference Description

Postal Address Of Premises

| | |
|-------------------------------|---------------------------------------|
| Building number or name | SELLA SUPERMARKET, INVICTA HOUSE, 120 |
| Street | MARLOWES |
| District | |
| City or town | HEMEL HEMPSTEAD |
| County or administrative area | |
| Postcode | HP1 1LN |
| Country | United Kingdom |

Further Details

| | |
|---|---|
| Telephone number | |
| Non-domestic rateable value of premises (£) | 0 |

Section 3 of 21**APPLICATION DETAILS**

In what capacity are you applying for the premises licence?

- An individual or individuals
- A limited company / limited liability partnership
- A partnership (other than limited liability)
- An unincorporated association
- Other (for example a statutory corporation)
- A recognised club
- A charity
- The proprietor of an educational establishment
- A health service body
- A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- The chief officer of police of a police force in England and Wales

Confirm The Following

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- I am making the application pursuant to a statutory function
- I am making the application pursuant to a function discharged by virtue of His Majesty's prerogative

Section 4 of 21**INDIVIDUAL APPLICANT DETAILS****Applicant Name**

Is the name the same as (or similar to) the details given in section one?

- Yes No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

First name

SASISEGARAN

Family name

SELLATHURAI

Is the applicant 18 years of age or older?

- Yes No

Continued from previous page...

Current Residential Address

Is the address the same as (or similar to) the address given in section one?

Yes No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

| | |
|-------------------------------|---|
| Building number or name | <input type="text" value="50"/> |
| Street | <input type="text" value="THE AVENUE"/> |
| District | <input type="text"/> |
| City or town | <input type="text" value="WATFORD"/> |
| County or administrative area | <input type="text"/> |
| Postcode | <input type="text" value="WD17 4NX"/> |
| Country | <input type="text" value="United Kingdom"/> |

Applicant Contact Details

Are the contact details the same as (or similar to) those given in section one?

Yes No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

| | |
|--------------------------|---|
| E-mail | <input type="text" value="sellasupermarket@outlook.com"/> |
| Telephone number | <input type="text" value="07881593304"/> |
| Other telephone number | <input type="text"/> |
| * Date of birth | <input type="text" value="26"/> / <input type="text" value="04"/> / <input type="text" value="1967"/> dd mm yyyy |
| * Nationality | <input type="text" value="BRITISH"/> |
| Right to work share code | <input type="text"/> |

Documents that demonstrate entitlement to work in the UK

Right to work share code if not submitting scanned documents

Section 5 of 21

OPERATING SCHEDULE

When do you want the premises licence to start? / /
dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end / /
dd mm yyyy

Provide a general description of the premises

Continued from previous page...

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies you must include a description of where the place will be and its proximity to the premises.

CONVENIENCE STORE

If 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend

Section 6 of 21

PROVISION OF PLAYS

[See guidance on regulated entertainment](#)

Will you be providing plays?

- Yes No

Section 7 of 21

PROVISION OF FILMS

[See guidance on regulated entertainment](#)

Will you be providing films?

- Yes No

Section 8 of 21

PROVISION OF INDOOR SPORTING EVENTS

[See guidance on regulated entertainment](#)

Will you be providing indoor sporting events?

- Yes No

Section 9 of 21

PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

[See guidance on regulated entertainment](#)

Will you be providing boxing or wrestling entertainments?

- Yes No

Section 10 of 21

PROVISION OF LIVE MUSIC

[See guidance on regulated entertainment](#)

Will you be providing live music?

- Yes No

Section 11 of 21

PROVISION OF RECORDED MUSIC

[See guidance on regulated entertainment](#)

Continued from previous page...

Will you be providing recorded music?

Yes No

Section 12 of 21

PROVISION OF PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Will you be providing performances of dance?

Yes No

Section 13 of 21

PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Will you be providing anything similar to live music, recorded music or performances of dance?

Yes No

Section 14 of 21

LATE NIGHT REFRESHMENT

Will you be providing late night refreshment?

Yes No

Section 15 of 21

SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

Yes No

Standard Days And Timings

MONDAY

Start End

Start End

TUESDAY

Start End

Start End

WEDNESDAY

Start End

Start End

THURSDAY

Start End

Start End

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

Continued from previous page...

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Will the sale of alcohol be for consumption:

- On the premises Off the premises Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

- Electronically, by the proposed designated premises supervisor
- As an attachment to this application

Reference number for consent form (if known)

If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

Section 16 of 21

ADULT ENTERTAINMENT

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

NONE

Section 17 of 21

HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start

End

Start

End

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

Continued from previous page...

TUESDAY

Start End

Start End

WEDNESDAY

Start End

Start End

THURSDAY

Start End

Start End

FRIDAY

Start End

Start End

SATURDAY

Start End

Start End

SUNDAY

Start End

Start End

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Section 18 of 21

LICENSING OBJECTIVES

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e)

Continued from previous page...

List here steps you will take to promote all four licensing objectives together.

All staff involved in the sale of alcohol shall undertake staff training. Staff training shall be recorded and updated every 6 months. Training shall cover the requirements for ID as part of age verification, and other matters regarding the Licensing Act 2003, relevant to the staff members role in the premises

Could any responsible authorities who wish to put in any objection please contact the agent first to see if any agreement can be made.

b) The prevention of crime and disorder

There shall be a suitable colour digital CCTV recording system installed at the premises. The system shall be capable of providing 28 days recording. The images recorded are to be retained for 28 days and made available to the police or other enforcement agencies upon reasonable request (within 48 hours) in line with data protection legislation. DVD/USB copies of relevant footage to be provided to the police or other enforcement agencies at no cost.

c) Public safety

There shall be regular maintenance of firefighting equipment.
All exit routes shall be kept clear.

d) The prevention of public nuisance

There shall be regular maintenance of firefighting equipment.
All exit routes shall be kept clear.

e) The protection of children from harm

The premises licence holder shall ensure that a 'Challenge 25' policy is adopted on the premises. Signage of the 'Challenge 25' policy shall be prominently displayed on the premises.
Acceptable identification accepted by the premises licence holder, DPS, or other staff members shall be a passport, photo driving licence, MILITARY ID or PASS accredited identity card.
The licence holder shall ensure that a refusals register is kept on the premises and that this shall be immediately available upon request of an authorised officer. The register shall record any refused sale of alcohol.
Signage shall be prominently displayed warning customers of the legal penalties for purchasing alcohol for any person under the age of 18 years.

Section 19 of 21

NOTES ON DEMONSTRATING ENTITLEMENT TO WORK IN THE UK

Continued from previous page...

[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK.

The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate.

I understand that I must now advertise my application, by arranging for a public notice to be published in a local newspaper within the next 10 working days, and by displaying notices printed on blue paper at or near the premises and conveniently readable at all times for the next 28 days.

Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

* Full name

ROBERT JORDAN FOR PR RETAIL
CONSULTANTS LTD

* Capacity

AGENT

* Date

07 / 09 / 2023
dd mm yyyy

Add another signatory

Once you're finished you need to do the following:

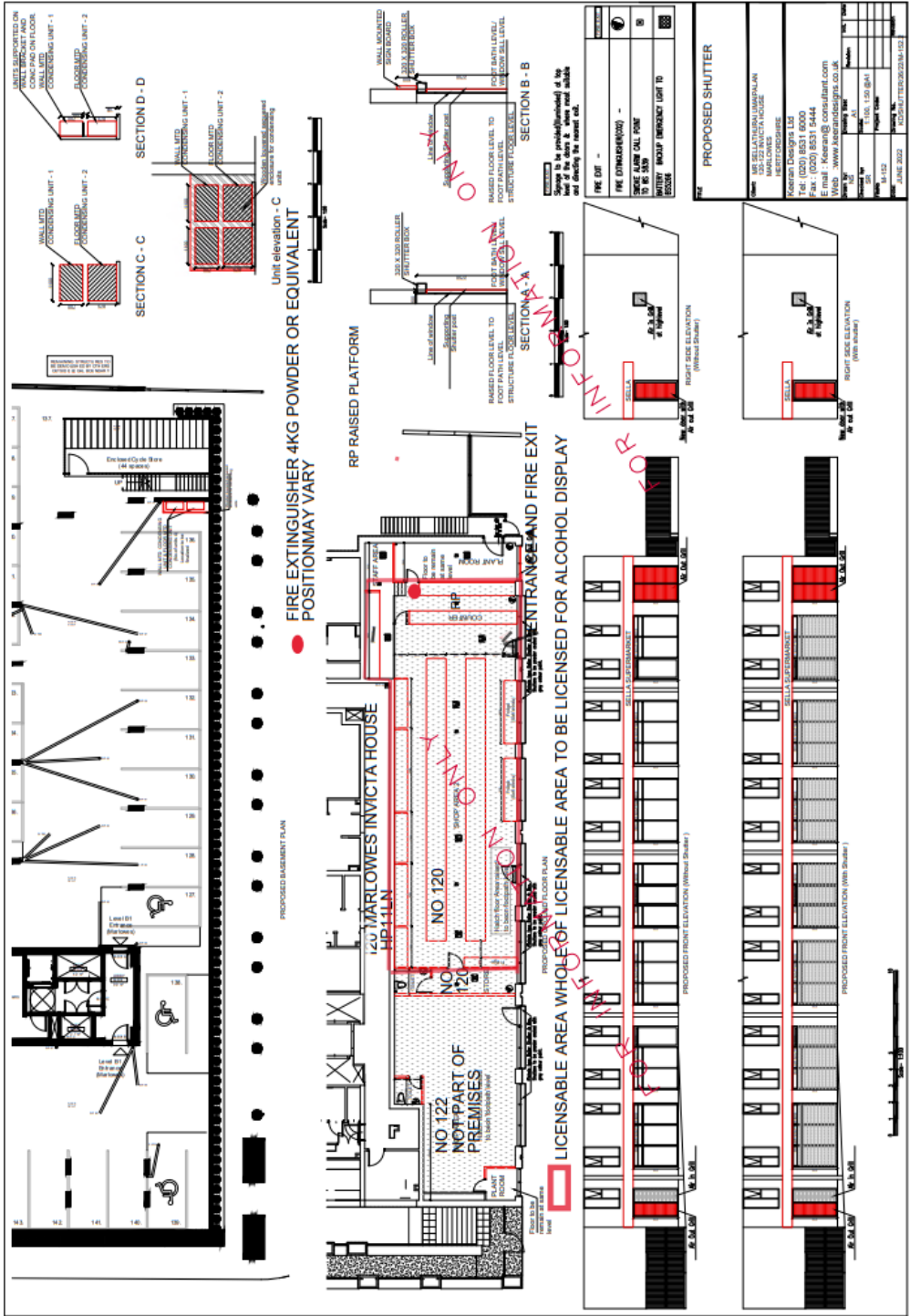
1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/dacorum/apply-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

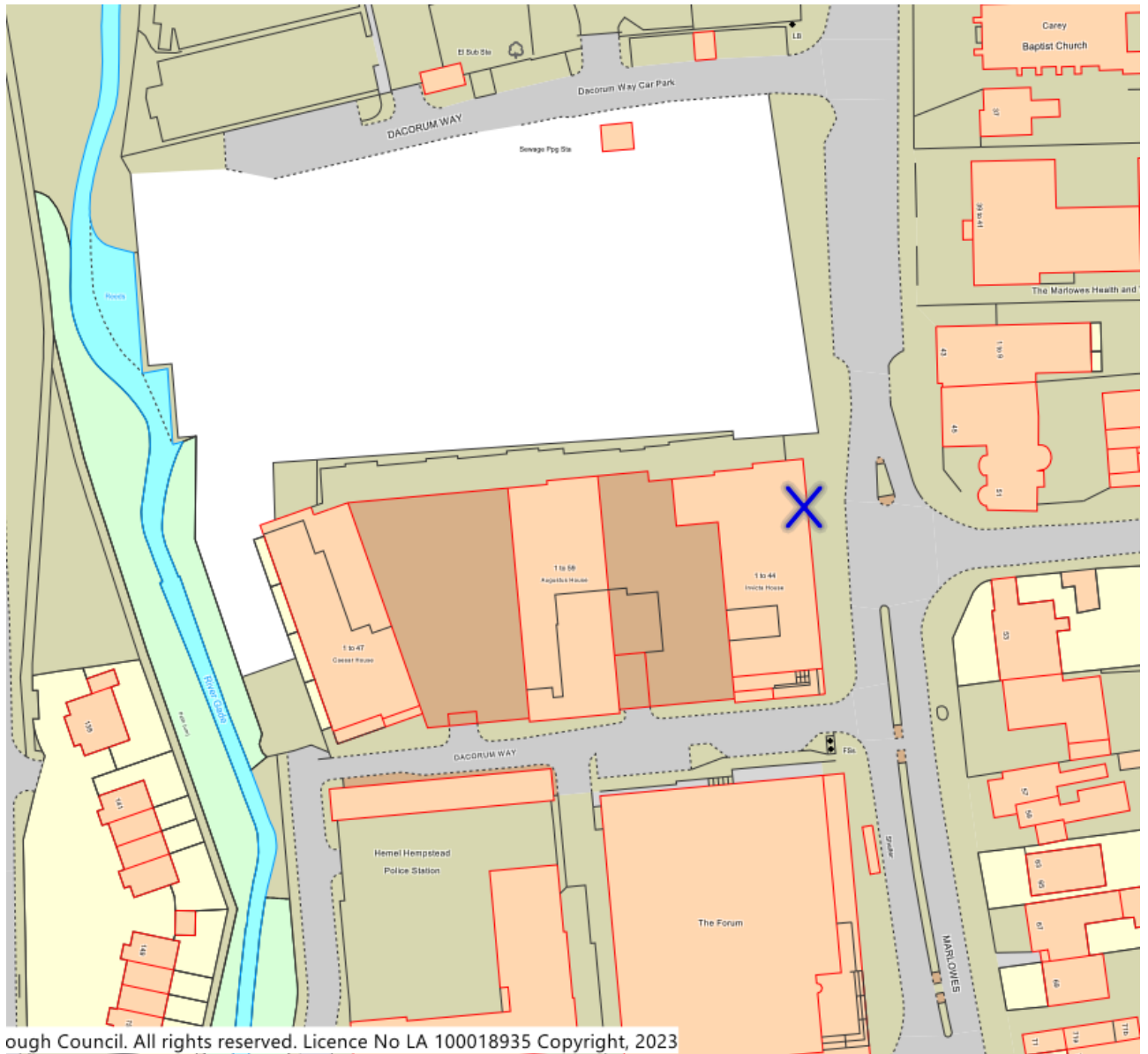
IT IS AN OFFENCE LIABLE TO SUMMARY CONVICTION TO A FINE OF ANY AMOUNT UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION

IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED

ANNEX B PLAN OF THE PREMISES



ANNEX C MAP OF LOCAL AREA



**ANNEX D
REPRESENTATIONS**

ANNEX D1

From:

Sent: 25 September 2023 22:39

To: Licensing Mailbox <Licensing@dacorum.gov.uk>

Cc: Kim Knight <Kim.Knight@dacorum.gov.uk>

Subject: Re: LA2003 Premises licence - New licence application - Ref. No : M057408

Good evening Ms McDonald,

Thank you for your reply and apologies if my initial email has not been clear enough (this is the first representation of this nature that I'm making). I was writing mainly to express my concern about the extended hours of alcohol sales proposed by the applicant, in our residential development. The proposed hours of 6:00 to 24:00 raise significant worries regarding all Licensing objectives in my opinion:

1. **Prevention of Crime and Disorder:** Extended hours could potentially lead to an increased risk of disorderly conduct and incidents, affecting the safety of our community.
2. **Public Safety:** We are concerned about the impact of these hours on the overall safety of residents, given the potential for disturbances and related safety issues.
3. **Prevention of Public Nuisance:** The extended hours may result in public nuisance, affecting our peaceful living environment.
4. **Protection of Children from Harm:** The presence of alcohol-related activities during the proposed hours raises concerns about the safety and well-being of children in our community.

To be more precise, I don't believe that the proposed hours of 6:00 to 24:00 from Monday to Sunday would be a decent time to sell alcohol, as this will encourage noise at an unreasonable time by people congregating outside to have their drinks. We are not aware of how the merchandise/alcohol will be delivered to the premise, if it will be early in the morning, before 6:00 or later, after 24:00; as this could cause extra noise and disturbance to the residents. This will be in addition to the noise already generated by cars/motorbike on Leighton Buzzard Road and Marlowes Road. Also, the selling of alcohol will increase the amount of discarded beer cans/ bottles that people have to wake up to on Marlowes Road.

In our opinion, all the above points will impact the Licensing objective of **Prevention of Public Nuisance**.

I kindly request that the local authority thoroughly assess the potential consequences of these extended hours on our community in light of this Licensing objective. Ensuring the safety and quality of life for residents should be a paramount consideration in the licensing decision-making process.

Kind Regards,

From:
Sent: 26 September 2023 11:11
To: Licensing Mailbox <Licensing@dacorum.gov.uk>
Subject: Application ref. no: M057408

Dear Sir/Madam at Dacorum Borough Council,

I am writing to express my concerns about the recent application for a new premises licence for the Sella Supermarket located at Unit 2 Invicta House, 120 Marlowes, Hemel Hempstead, Hertfordshire, HP1 1LN (Application ref. no: M057408). While I understand the need for local businesses and the convenience they offer to residents, I believe there are several issues that need to be considered in relation to this application:

1. **Parking:** The area already suffers from limited street parking. The addition of another convenience store could exacerbate this issue, causing inconvenience to residents and potential safety hazards.
2. **Noise:** Increased foot traffic to and from the store, particularly during late hours, could lead to increased noise levels in the residential area, disturbing the peace and quiet enjoyed by residents.
3. **Proximity to Other Stores:** There are already a number of convenience stores in the vicinity. The addition of another store might lead to increased competition, potentially threatening the livelihood of existing businesses.
4. **Litter:** Increased foot traffic could lead to an increase in litter in the area, affecting the cleanliness and overall aesthetic of our community.
5. **Public Safety:** With the proposed hours of operation extending to midnight, there could be potential public safety concerns, particularly related to alcohol-related incidents.
6. **Increased Traffic:** The addition of another convenience store could lead to an increase in both pedestrian and vehicular traffic. This could potentially lead to congestion and increased risk of accidents, particularly during peak hours.
7. **Impact on Property Values:** The presence of a convenience store operating until midnight could potentially have an impact on local property values. Prospective buyers may be deterred by the potential noise and traffic issues.
8. **Potential for Anti-Social Behaviour:** Stores that are open late can sometimes become a gathering spot, leading to potential anti-social behaviour, particularly if alcohol is being sold.
9. **Impact on Local Character:** The addition of another convenience store could change the character of the area, particularly if it leads to an increase in noise, traffic, and litter.

I kindly request that these concerns be taken into consideration when reviewing the application. I believe that while supporting local businesses is important, it is equally crucial to ensure the wellbeing and quality of life of the residents.

Thank you for your attention to this matter.

Yours sincerely,

From:
Sent: 26 September 2023 11:12
To: Licensing Mailbox <Licensing@dacorum.gov.uk>
Subject: Application ref. no: M057408

Dear Sir/Madam at Dacorum Borough Council,

I am writing to express my concerns about the recent application for a new premises licence for the Sella Supermarket located at Unit 2 Invicta House, 120 Marlowes, Hemel Hempstead, Hertfordshire, HP1 1LN (Application ref. no: M057408).

While I understand the need for local businesses and the convenience they offer to residents, I believe there are several issues that need to be considered in relation to this application:

Parking: The area already suffers from limited street parking. The addition of another convenience store could exacerbate this issue, causing inconvenience to residents and potential safety hazards.

Noise: Increased foot traffic to and from the store, particularly during late hours, could lead to increased noise levels in the residential area, disturbing the peace and quiet enjoyed by residents.

Proximity to Other Stores: There are already a number of convenience stores in the vicinity. The addition of another store might lead to increased competition, potentially threatening the livelihood of existing businesses.

Litter: Increased foot traffic could lead to an increase in litter in the area, affecting the cleanliness and overall aesthetic of our community.

Public Safety: With the proposed hours of operation extending to midnight, there could be potential public safety concerns, particularly related to alcohol-related incidents.

Increased Traffic: The addition of another convenience store could lead to an increase in both pedestrian and vehicular traffic. This could potentially lead to congestion and increased risk of accidents, particularly during peak hours.

Impact on Property Values: The presence of a convenience store operating until midnight could potentially have an impact on local property values. Prospective buyers may be deterred by the potential noise and traffic issues.

Police service: the Dacorum way road support the police service so this could cause time delays to the police cars come down that road on response, and seeing as people will be parking up there it'll probably cause an accident.

Potential for Anti-Social Behaviour: Stores that are open late can sometimes become a gathering spot, leading to potential anti-social behaviour, particularly if alcohol is being sold.

Impact on Local Character: The addition of another convenience store could change the character of the area, particularly if it leads to an increase in noise, traffic, and litter.

I kindly request that these concerns be taken into consideration when reviewing the application. I believe that while supporting local businesses is important, it is equally crucial to ensure the wellbeing and quality of life of the residents.

Thank you for your attention to this matter.

Yours sincerely,

From:

Sent: 26 September 2023 11:53

To: Licensing Mailbox <Licensing@dacorum.gov.uk>

Subject: new premises licence for the Sella Supermarket located at Unit 2 Invicta House, 120 Marlowes, Hemel Hempstead, Hertfordshire, HP1 1LN (Application ref. no: M057408).

Dear Sir/Madam at Dacorum Borough Council,

I am writing to express my concerns about the recent application for a new premises licence for the Sella Supermarket located at Unit 2 Invicta House, 120 Marlowes, Hemel Hempstead, Hertfordshire, HP1 1LN (Application ref. no: M057408).

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Public Safety: With the proposed hours of operation extending to midnight, there could be potential public safety concerns, particularly related to alcohol-related incidents.

Increased Traffic: The addition of another convenience store could lead to an increase in both pedestrian and vehicular traffic. This could potentially lead to congestion and increased risk of accidents, particularly during peak hours.

Impact on Property Values: The presence of a convenience store operating until midnight could potentially have an impact on local property values. Prospective buyers may be deterred by the potential noise and traffic issues.

Potential for Anti-Social Behaviour: Stores that are open late can sometimes become a gathering spot, leading to potential anti-social behaviour, particularly if alcohol is being sold.

Impact on Local Character: The addition of another convenience store could change the character of the area, particularly if it leads to an increase in noise, traffic, and litter.

I kindly request that these concerns be taken into consideration when reviewing the application. I believe that while supporting local businesses is important, it is equally crucial to ensure the wellbeing and quality of life of the residents.

Thank you for your attention to this matter.

From:

Sent: 26 September 2023 12:01

To: Licensing Mailbox <Licensing@dacorum.gov.uk>

Subject: New premises licence for the Sella Supermarket (Application ref. no: M057408)

Dear Sir/Madam at Dacorum Borough Council,

I am writing to express my concerns about the recent application for a new premises licence for the Sella Supermarket located at Unit 2 Invicta House, 120 Marlowes, Hemel Hempstead, Hertfordshire, HP1 1LN (Application ref. no: M057408).

While I understand the need for local businesses and the convenience they offer to residents, I believe there are several issues that need to be considered in relation to this application:

Parking: The area already suffers from limited street parking. The addition of another convenience store could exacerbate this issue, causing inconvenience to residents and potential safety hazards.

Noise: Increased foot traffic to and from the store, particularly during late hours, could lead to increased noise levels in the residential area, disturbing the peace and quiet enjoyed by residents.

Proximity to Other Stores: There are already a number of convenience stores in the vicinity. The addition of another store might lead to increased competition, potentially threatening the livelihood of existing businesses.

Litter: Increased foot traffic could lead to an increase in litter in the area, affecting the cleanliness and overall aesthetic of our community.

Public Safety: With the proposed hours of operation extending to midnight, there could be potential public safety concerns, particularly related to alcohol-related incidents.

Increased Traffic: The addition of another convenience store could lead to an increase in both pedestrian and vehicular traffic. This could potentially lead to congestion and increased risk of accidents, particularly during peak hours. In addition, the police cars are meant to come down that road on response, and seeing as people will be parking up there it'll probably cause an accident

Impact on Property Values: The presence of a convenience store operating until midnight could potentially have an impact on local property values. Prospective buyers may be deterred by the potential noise and traffic issues.

Potential for Anti-Social Behaviour: Stores that are open late can sometimes become a gathering spot, leading to potential anti-social behaviour, particularly if alcohol is being sold.

Impact on Local Character: The addition of another convenience store could change the character of the area, particularly if it leads to an increase in noise, traffic, and litter.

I kindly request that these concerns be taken into consideration when reviewing the application. I believe that while supporting local businesses is important, it is equally crucial to ensure the wellbeing and quality of life of the residents.

Thank you for your attention to this matter.

From:
Sent: 26 September 2023 13:25
To: Licensing Mailbox <Licensing@dacorum.gov.uk>
Subject: Licensing complaint

Dear Sir/Madam at Dacorum Borough Council,

I am writing to express my concerns about the recent application for a new premises licence for the Sella Supermarket located at Unit 2 Invicta House, 120 Marlowes, Hemel Hempstead, Hertfordshire, HP1 1LN (Application ref. no: M057408).

While I understand the need for local businesses and the convenience they offer to residents, I believe there are several issues that need to be considered in relation to this application:

Parking: The area already suffers from limited street parking. The addition of another convenience store could exacerbate this issue, causing inconvenience to residents and potential safety hazards.

Noise: Increased foot traffic to and from the store, particularly during late hours, could lead to increased noise levels in the residential area, disturbing the peace and quiet enjoyed by residents.

Proximity to Other Stores: There are already a number of convenience stores in the vicinity. The addition of another store might lead to increased competition, potentially threatening the livelihood of existing businesses.

Litter: Increased foot traffic could lead to an increase in litter in the area, affecting the cleanliness and overall aesthetic of our community.

Public Safety: With the proposed hours of operation extending to midnight, there could be potential public safety concerns, particularly related to alcohol-related incidents.

Increased Traffic: The addition of another convenience store could lead to an increase in both pedestrian and vehicular traffic. This could potentially lead to congestion and increased risk of accidents, particularly during peak hours.

Impact on Property Values: The presence of a convenience store operating until midnight could potentially have an impact on local property values. Prospective buyers may be deterred by the potential noise and traffic issues.

Potential for Anti-Social Behaviour: Stores that are open late can sometimes become a gathering spot, leading to potential anti-social behaviour, particularly if alcohol is being sold.

Impact on Local Character: The addition of another convenience store could change the character of the area, particularly if it leads to an increase in noise, traffic, and litter.

I kindly request that these concerns be taken into consideration when reviewing the application. I believe that while supporting local businesses is important, it is equally crucial to ensure the wellbeing and quality of life of the residents.

Also the above may impact on deployment of Police vehicle along dacorum way due to potential obstructions.

Thank you for your attention to this matter.

From:
Sent: 26 September 2023 19:13
To: Licensing Mailbox <Licensing@dacorum.gov.uk>
Subject: Objection to a premise license

Dear Sir/Madam at Dacorum Borough Council,

I am writing to express my concerns about the recent application for a new premises licence for the Sella Supermarket located at Unit 2 Invicta House, 120 Marlowes, Hemel Hempstead, Hertfordshire, HP1 1LN (Application ref. no: M057408).

While I understand the need for local businesses and the convenience they offer to residents, I believe there are several issues that need to be considered in relation to this application:

Parking: The area already suffers from limited street parking. The addition of another convenience store could exacerbate this issue, causing inconvenience to residents and potential safety hazards.

Noise: Increased foot traffic to and from the store, particularly during late hours, could lead to increased noise levels in the residential area, disturbing the peace and quiet enjoyed by residents.

Proximity to Other Stores: There are already a number of convenience stores in the vicinity. The addition of another store might lead to increased competition, potentially threatening the livelihood of existing businesses.

Litter: Increased foot traffic could lead to an increase in litter in the area, affecting the cleanliness and overall aesthetic of our community.

Public Safety: With the proposed hours of operation extending to midnight, there could be potential public safety concerns, particularly related to alcohol-related incidents.

Increased Traffic: The addition of another convenience store could lead to an increase in both pedestrian and vehicular traffic. This could potentially lead to congestion and increased risk of accidents, particularly during peak hours.

Impact on Property Values: The presence of a convenience store operating until midnight could potentially have an impact on local property values. Prospective buyers may be deterred by the potential noise and traffic issues.

Potential for Anti-Social Behaviour: Stores that are open late can sometimes become a gathering spot, leading to potential anti-social behaviour, particularly if alcohol is being sold.

Impact on Local Character: The addition of another convenience store could change the character of the area, particularly if it leads to an increase in noise, traffic, and litter.

I kindly request that these concerns be taken into consideration when reviewing the application. I believe that while supporting local businesses is important, it is equally crucial to ensure the wellbeing and quality of life of the residents.

Emergency services:

The road that is directly adjacent is the through road for the police cars coming out of the station. Given that this will be the only place to park for people going into the shop, this is going to cause blockages and accidents

Thank you for your attention to this matter.

Yours sincerely,

ANNEX E

LOCAL POLICY CONSIDERATIONS AND NATIONAL GUIDANCE

Local Policy Considerations

Public nuisance

5.13. The Licensing Authority will interpret the term 'public nuisance' widely, and when considering this objective will take into account issues relating to noise, vibration, light, litter, offensive odours and anti-social behaviour arising from or in connection with the provision of licensable activities.

5.17. Nuisance may arise directly as a result of licensable activities (for example, noise from music), or indirectly (noise from customers at the premises). Applicants and licence-holders are strongly encouraged to consider all possible sources of nuisance when compiling operating schedules, and to implement appropriate measures for the promotion of this objective. For many types of nuisance, this process will begin in the initial design stages prior to the construction or redevelopment of premises.

Licensing Hours

10.7. Shops, stores and supermarkets will generally be permitted to sell alcohol for consumption off the premises throughout the normal hours they intend to open for shopping, unless there are good reasons, based on the licensing objectives, for restricting those hours; for example, a limitation may be appropriate following police representations in the case of shops known to be a focus of disorder and disturbance. Where alcohol hours are shorter than opening hours, premises should ensure that robust systems are in place to prevent the sale of alcohol before or after permitted times.

10.8. The Licensing Authority will deal with the issue of licensing hours on the individual merits of each application. However, when issuing a licence, stricter conditions are more likely to be considered appropriate for the promotion of the public nuisance objective in the case of premises that are situated in predominantly residential areas.

NATIONAL GUIDANCE

Each application on its own merits

1.17 Each application must be considered on its own merits and in accordance with the licensing authority's statement of licensing policy; for example, if the application falls within the scope of a cumulative impact policy. Conditions attached to licences and certificates must be tailored to the individual type, location and characteristics of the premises and events concerned. This is essential to avoid the imposition of disproportionate and overly burdensome conditions on premises where there is no need for such conditions. Standardised conditions should be avoided and indeed may be unlawful where they cannot be shown to be appropriate for the promotion of the licensing objectives in an individual case.

Proportionality

10.10 The 2003 Act requires that licensing conditions should be tailored to the size, type, location and characteristics and activities taking place at the premises

concerned. Conditions should be determined on a case-by-case basis and standardised conditions which ignore these individual aspects should be avoided.

Public nuisance

2.20 The 2003 Act enables licensing authorities and responsible authorities, through representations, to consider what constitutes public nuisance and what is appropriate to prevent it in terms of conditions attached to specific premises licences and club premises certificates. It is therefore important that in considering the promotion of this licensing objective, licensing authorities and responsible authorities focus on the effect of the licensable activities at the specific premises on persons living and working (including those carrying on business) in the area around the premises which may be disproportionate and unreasonable. The issues will mainly concern noise nuisance, light pollution, noxious smells and litter.

2.21 Public nuisance is given a statutory meaning in many pieces of legislation. It is however not narrowly defined in the 2003 Act and retains its broad common law meaning. It may include in appropriate circumstances the reduction of the living and working amenity and environment of other persons living and working in the area of the licensed premises.

2.24 Where applications have given rise to representations, any appropriate conditions should normally focus on the most sensitive periods.

2.26 Beyond the immediate area surrounding the premises, these are matters for the personal responsibility of individuals under the law. An individual who engages in anti-social behaviour is accountable in their own right. However, it would be perfectly reasonable for a licensing authority to impose a condition, following relevant representations, that requires the licence holder or club to place signs at the exits from the building encouraging patrons to be quiet until they leave the area, or that, if they wish to smoke, to do so at designated places on the premises instead of outside, and to respect the rights of people living nearby to a peaceful night.