

**Manchester City Council  
Report for Resolution**

**Report to:** Licensing Subcommittee Hearing Panel – 05 February 2024

**Subject:** Asda Express PFS Wilbraham, 32 Wilbraham Road, Manchester, M14 7DW - App ref: Premises Licence (new) 296606

**Report of:** Director of Planning, Building Control & Licensing

---

**Summary**

Application for the grant of a premises licence made under the Licensing Act 2003, which has attracted objections.

**Recommendations**

That the Panel determine the application.

---

**Wards Affected:** Fallowfield

<b>Manchester Strategy Outcomes</b>	<b>Summary of the contribution to the strategy</b>
A thriving and sustainable City: supporting a diverse and distinctive economy that creates jobs and opportunities	Licensed premises provide a key role as an employer, in regeneration, and in attracting people to the city. The efficient processing of applications as well as effective decision making in respect of them, plays an essential role in enabling businesses to thrive and maximise contribution to the economy of the region and sub-region.
A highly skilled city: world class and home grown talent sustaining the city's economic success	An effective Licensing regime will enable growth in our City by supporting businesses who promote the Licensing Objectives.
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	The Licensing process provides for local residents and other interested parties to make representations in relation to licensing applications. Representations have to be directly related to the licensing objectives.
A liveable and low carbon city: a destination of choice to live, visit and work.	An effective licensing system supports and enables growth and employment in our City with neighbourhoods that provide amenities suitable to the surrounding communities.

A connected city: world class infrastructure and connectivity to drive growth	
---	--

**Full details are in the body of the report, along with any implications for:**

Equal Opportunities Policy  
Risk Management  
Legal Considerations

---

**Financial Consequences – Revenue**

None

**Financial Consequences – Capital**

None

---

**Contact Officers:**

Name: Fraser Swift  
Position: Principal Licensing Officer  
Telephone: 0161 234 1176  
E-mail: [fraser.swift@manchester.gov.uk](mailto:fraser.swift@manchester.gov.uk)

Name: Lauren Wade  
Position: Technical Licensing Officer  
Telephone: 0161 234 1460  
E-mail: [premises.licensing@manchester.gov.uk](mailto:premises.licensing@manchester.gov.uk)

---

**Background documents (available for public inspection):**

- Manchester City Council Statement of Licensing Policy.
- Guidance issued under section 182 of the Licensing Act 2003.
- Licensing Act 2003 (Hearings) Regulations 2005.
- Any further documentary submissions by any party to the hearing.

## 1. **Introduction**

- 1.1 On 13/12/2023, an application for the grant of a Premises Licence under s17 of the Licensing Act 2003 was made in respect of Asda Express PFS Wilbraham, 32 Wilbraham Road, Manchester, M14 7DW in the Fallowfield ward of Manchester. A location map and photograph of the premises is attached at **Appendix 1**.
- 1.2 A 28-day public consultation exercise was undertaken in accordance with Licensing Act 2003 regulations; requiring the application to be advertised by the displaying of a blue notice at or on the premises, a notice published in a newspaper or similar circulating in the local area, and details of the application published on the Council's website.
- 1.3 Representations may be made for or against an application during the consultation period. To be 'relevant' and, therefore, able to be taken into account in determining the application, they must be about the likely effect of the grant of the premises licence on the promotion of the licensing objectives. Where representations are made by persons who are not a responsible authority, they must not be frivolous or vexatious.
- 1.4 Relevant representations have been received in respect of this application and so it must be determined by a Licensing Hearing Panel in accordance with the Council's Constitution.

## 2. **The Application**

- 2.1 A copy of the application is attached at **Appendix 2**.
- 2.2 The applicant is Euro Garages Limited.
- 2.3 The description of the premises given by the applicant is Convenience store/ Petrol filling station.
- 2.4 The proposed designated premises supervisor is Neil Robert Eccles.
- 2.5 **The licensable activities applied for:**

Provision of late night refreshment:

Mon to Sun 11pm to 5am

The provision of late night refreshment will take place both indoors and outdoors.

The supply of alcohol for consumption off the premises only:

Mon to Sun 24 hours /day

Opening hours:

Mon to Sun 24 hours/ day

- 2.5.1 In accordance with the Live Music Act 2012 and Deregulation Act 2015, performances of Live Music and Recorded Music between the hours of 0800

and 2300 hours have been deregulated and so should not be regarded as licensable activities for the purposes of this application.

2.5.2 Any further details provided relating to any of the individual licensable activities are specified on the application form at **Appendix 2**.

**2.6 Activities unsuitable for children**

2.6.1 The applicant has not highlighted any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children.

**2.7 Steps to promote the licensing objectives**

2.7.1 The applicant proposes to promote the licensing objectives by taking the steps identified in the operating schedule.

2.7.2 These steps must be translated into conditions by the licensing authority to be included in any granted premises licence, unless the conditions are modified by the Panel following consideration of relevant representations. These conditions are set out in the Schedule of Conditions at **Appendix 4**.

**3. Relevant Representations**

3.1 A total of 13 relevant representations were received in respect of the application (**Appendix 3**). The personal details of all members of the public have been redacted. Original copies of these representations will be available to the Panel at the hearing.

Responsible Authorities:

- MCC Licensing and Out of Hours Compliance Team;
- MCC Trading Standards
- Public Health

Other Persons:

- Residents (x10).

3.2 Summary of the representations:

Party	Grounds of representation	Recommends
<b>Public Health</b>	<p>Public Health consider the location of the Premises (close to sensitive uses) combined with the excessive hours applied for sale of alcohol could present a risk to</p> <p style="text-align: right;">Continued...</p> <p>the public and undermine the Protection of children from harm, prevention of public nuisance and prevention of crime and</p>	<p>Grant with reduction in alcohol sales to 0600-midnight, and 1 condition</p>

	disorder Licensing objectives.	
<b>Trading standards</b>	Concerns that the application does not address all the Licensing objectives, particularly the Protection of Children from harm	Grant with conditions (Agreed/withdrawn subject to conditions)
<b>LOOH</b>	LOOH objected to the application on the grounds of increased risk of public nuisance (noise and increased litter) due to the premises being in a residential area with pre-existing problems, and the applicant having offered no conditions regarding this Licencing objective. They are unsatisfied with the limited nature of the conditions on staff training and question whether any assessment of risks have been undertaken when considering steps to promote the licensing objectives.	Refuse  (Agreed/withdrawn subject to conditions)
<b>Residents</b>	<p><b>Res 1:</b> Existing issues of anti-social behaviour in the area due to student population. More alcohol premises will exacerbate the problem. There is consideration of crime and disorder/ public safety as alcohol can fuel anti-social behaviour leading to violence, broken glass, extra rubbish and street drinking.</p> <p><b>Res 2:</b> Local resident who lives close to the premises. Already affected by excessive noise in the area due to student house parties. The application proposed will exacerbate these problems as well as broken glass and rubbish. Concerned for child's safety if she visits the premises as alcohol licence may attract alcohol dependent people and groups drinking.</p> <p><b>Res 3:</b> Long term resident. Strongly opposes the alcohol licence in a residential area already served by multiple off licences. The area is subject to a DPPO and granting the licence may result in this being breached more regularly. Personally affected by the pre-existing issues in the area including excessive noise, anti-social and criminal behaviour, litter and rat infestations, street drinking. Another premises selling alcohol will undoubtedly exacerbate these problems.</p> <p><b>Res 4:</b> Opposes 24/7 alcohol licence on the basis that 24/7 access fuels nuisance student</p>	Refuse

	<p>house parties and noise in the area which will exacerbate well-known problems of the area.</p> <p><b>Res 5:</b> Concerns that an alcohol licence would attract students to congregate and cause a public nuisance on local streets. Issue of drinking on streets late at night and broken glass</p> <p><b>Res 6:</b> Granting an alcohol licence will not enhance the area which is already affected by crime, anti-social behaviour and litter which reduce residents' quality of life.</p> <p><b>Res 7:</b> Residents group. Strongly objects to the application on grounds of Prevention of crime &amp; Disorder and Public Nuisance. Incidents of crime and disorder regularly occur in Fallowfield. Alcohol is a major factor in causing these problems. A garage selling alcohol all day and night will likely to lead to additional street drinking and a destination venue for those with alcohol addiction dependency. Drunken litter dropping is a serious issue of concern to residents. There will be increased noise and nuisance from those purchasing alcohol and drinking it on the streets. From experience, we are convinced that having another source of alcohol for sale will cause further harm to our community</p> <p><b>Res 8:</b> Long term resident. high concentration of establishments selling alcohol late into the evening and through the night already exists in the vicinity. Granting the Licence will contribute to the problem of anti-social behaviour and vandalism.</p> <p><b>Res 9:</b> Strenuously objects to a 24 hour alcohol licence. Alcohol is already causing antisocial behaviour in the area. The Licence could extend the length of noisy house parties, cause more litter and glass in the area.</p> <p><b>Res 10:</b> Objects a 24 hour alcohol licence as it will likely exacerbate alcohol induced antisocial behaviour in the area</p>	
--	--	--

- 3.3 Any conditions proposed by objectors are set out in the Schedule of Conditions at **Appendix 4**.
- 3.4 Agreements on conditions have been reached with LOOH, and Trading standards.

## 4. **Key Policies and Considerations**

### 4.1 **Legal Considerations**

4.1.1 Hearings under the Licensing Act 2003 operate under the Licensing Act 2003 (Hearings) Regulations 2005.

### 4.2 **New Information**

4.2.1 In accordance with Regulation 18 of the Licensing Act 2003 (Hearings) Regulations 2005, the authority may take into account documentary or other information produced by a party in support of their application, representations or notice either before the hearing or, with the consent of all parties, at the hearing.

### 4.3 **Hearsay Evidence**

4.3.1 The Panel may accept hearsay evidence and it will be a matter for the Panel to attach what weight to it that they consider appropriate. Hearsay evidence is evidence of something that a witness neither saw nor heard, but has heard or read about.

### 4.4 **The Secretary of State's Guidance to the Licensing Act 2003**

4.4.1 The Secretary of State's Guidance to the Licensing Act 2003 is provided for all parties involved in licensing. It is a key medium for promoting best practice, ensuring consistent application of licensing powers across England and Wales and for promoting fairness, equal treatment and proportionality.

4.4.2 Section 4 of the 2003 Act provides that, in carrying out its functions, a licensing authority must 'have regard to' guidance issued by the Secretary of State under section 182. The Guidance is therefore binding on all licensing authorities to that extent. However, the Guidance cannot anticipate every possible scenario or set of circumstances that may arise and, as long as licensing authorities have properly understood this Guidance, they may depart from it if they have good reason to do so and can provide full reasons.

4.4.3 Departure from the Guidance could give rise to an appeal or judicial review, and the reasons given will then be a key consideration for the courts when considering the lawfulness and merits of any decision taken.

### 4.5 **Manchester Statement of Licensing Policy**

4.5.1 Section 4 of the 2003 Act provides that, in carrying out its functions, a licensing authority must 'have regard to' its statement of licensing policy.

4.5.2 The Licensing Policy sets out the vision the licensing authority has for the regulation of licensed premises throughout Manchester and outlines the standards expected in order to ensure the promotion of the licensing objectives in the city. The Panel may depart from the policies should it consider doing so would benefit the promotion of the licensing objectives. Reasons are to be given for any such departure from the Policy.

- 4.5.3 Section 4 of the Policy (Operation of the Policy) sets out how the Licensing Policy is intended to be used in practice for licence applications and licensed premises.
- 4.5.4 Relevant to this application and the grounds of the representations made, the Panel are recommended to have regard to the following sections of the Policy:

**Section 6: What we aim to encourage**

This section identifies certain types of venues and initiatives the licensing authority aims to encourage in order to promote an inclusive evening and night-time economy not simply focused on the consumption of alcohol. We aim to encourage:

- Premises that will extend the diversity of entertainment and attract a wider range of participants
- Live music, especially original material, which will provide a range of live performances and styles of music, provided that such entertainment does not undermine the licensing objectives
- National cultural institutions, global sports events and cultural festivals
- Non-drink-led premises, including restaurants, cafes, theatres and cinemas
- Communication and integration with local residents and businesses through licensees consulting with those in the local area prior to an application
- Participation in Pubwatches, off licence forums and other crime-reduction partnerships
- Engagement with the NITENET radio scheme and DISC secure information sharing platform by city centre venues through the Cityco Manchester Business Crime Reduction Partnership
- Designing out crime in the layout of the premises

**Section 7: Local factors**

This section sets out key issues that applicants are expected to take into account relevant to the individual characteristics of the premises when preparing their operating schedule and address any local factors relevant to their premises.

Having regard to the grounds of the representations made, the Panel are recommended to have regard to the following Factors:

- Identified risk factors specific to the licensed premises
- Evidence of pre-existing problems in the area
- Proximity of takeaways and off-licences to nightlife entertainment areas
- Consistency with relevant Council strategies
- The proximity of the premises to local residents and other local businesses, particularly in relation to the potential for nuisance
- Proximity to sensitive uses
- Ability to clean and maintain the street scene

**Section 8: Manchester's standards to promote the licensing objectives**

This section identifies the standards that the licensing authority expects of licensed premises in Manchester. It is recognised that not all standards will be



appropriate to apply in every situation to every premises, and applicants are not obliged to include all standards in their operating schedule. The degree to which standards would be appropriate is expected to be proportionate to the risk posed against the promotion of the licensing objectives having regard to the individual circumstances of the premises. The standards are not exhaustive and the licensing authority will have regard to any relevant issues raised in any representation that may fall outside them.

- MS1 Implement effective security measures at the premises
- MS2 Effective general management of the premises
- MS3 Responsible promotion and sale of alcohol
- MS4 Prevent the use of illegal drugs, new psychoactive substances (NPS) and the spiking of drinks at the premises
- MS5 Prevent on-street consumption of alcohol
- MS6 Provide a Duty of Care for intoxicated or vulnerable customers and medical emergencies
- MS7 Maintain a safe capacity
- MS8 Prevent noise nuisance from the premises
- MS9 Effectively manage exterior spaces (e.g. beer gardens, smoking areas, table and chair areas on the highway)
- MS10 Operate effective cleansing arrangements, including ensuring the premises and surrounding area are kept clean and free of litter, and adequate arrangements for the secure and responsible storage of refuse
- MS11 Ensure the wellbeing of children on the premises
- MS12 Prevent underage sales of alcohol, including proxy sales

### **Conclusion**

- 4.6 A licensing authority must carry out its functions under this Act (“licensing functions”) with a view to promoting the licensing objectives:
- the prevention of crime and disorder
  - public safety;
  - the prevention of public nuisance; and
  - the protection of children from harm.
- 4.7 In considering the matter, the Panel should take into account any representations or objections that have been received from responsible authorities or other persons, and representations made by the applicant or premises user as the case may be. In reaching the decision, regard must also be had to relevant provisions of the national guidance and the Council’s licensing policy statement.
- 4.8 Having regard to the representations, the Panel must take such of the steps set out below that it considers appropriate for the promotion of the licensing objectives:
- a) To grant the licence subject to:
    - i. the conditions consistent with the operating schedule accompanying the application, which the Panel may modify to such extent as they consider appropriate, and

- ii. any mandatory conditions that must be included in the licence;
- b) To exclude from the scope of the licence any of the licensable activities to which the application relates;
- c) To refuse to specify the person proposed in the application as the designated premises supervisor;
- d) To reject the application.

4.9 The conditions consistent with the operating schedule may be modified to alter or omit any of them or to add any new condition, including restricting the times at which licensable activities authorised by the licence can take place.

4.10 All licensing determinations should be considered on the individual merits of the application.

4.11 The Panel's determination should be evidence-based, justified as being appropriate for the promotion of the licensing objectives and proportionate to what it is intended to achieve. Findings on any issues of fact should be on the balance of probability.

4.12 It is important that a licensing authority should give comprehensive reasons for its decisions in anticipation of any appeals. Failure to give adequate reasons could itself give rise to grounds for an appeal.

4.13 **The Panel is asked to determine the application.**