
Licensing & Regulatory Sub-Committee

11th March 2026

Name of Cabinet Member:

Not applicable

Director Approving Submission of the report:

Director of Law, Governance and Safer Communities

Ward(s) affected:

St Michael's

Title: Application for a Premises Licence Variation Application under the Licensing Act 2003

Is this a key decision?

No

Executive Summary:

The purpose of this report is to consider an application for a Premises Licence Variation under the Licensing Act 2003 for HMV Empire, 22 Hertford Street, Coventry, CV1 1LF.

Recommendations:

The Sub-Committee is recommended to consider whether to:

1. Grant the application as requested.
2. Grant the application subject to such conditions that are necessary to promote Licensing Objectives.
3. Refuse the application wholly or in part where it is necessary in order to promote the Licensing Objectives

List of Appendices included:

1. Premises Licence variation application
2. Proposed Plan
3. Representation & Attachments
4. Current Licence & Plan
5. Location Plan
6. Hearing Procedure Note
7. Relevant Hearing Briefing Note

Other useful background papers:

Section 182 Licensing Act 2003 Guidance

It is a statutory obligation of the Sub-Committee to take into account the Government's Guidance to the Licensing Act 2003 before reaching a decision.

Statement of Licensing Policy

The Council will have regard to the policy when making a decision on applications made under the Act.

Other Useful documents

None

Has it been or will it be considered by Scrutiny?

Not applicable

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No

Will this report go to Council?

Not applicable

Report title: Premises Licence Variation Application

1. Context (or background)

- 1.1 The Licensing Act 2003 requires Coventry City Council, as the Licensing Authority, to carry out its various licensing functions so as to promote the following four Licensing Objectives:
- The Prevention of crime & disorder
 - The Protection of public safety
 - The Prevention of public nuisance
 - The Protection of children from harm
- 1.2 A Premises Licence variation application for HMV Empire, 22 Hertford Street, Coventry, CV1 1LF, was received on 19th December 2025. The application is requesting a variation to the plan. Due to the City Centre South redevelopment, the fire escapes had to be moved from the rear of the building to the front of the building. The capacity has also been reduced to 1001. During the 28-day consultation period, the applicant missed the deadline to advertise the application in the local newspaper, therefore the 28-day consultation period started again, and the last objection date was extended to 9 February 2026.
- 1.3 One representation has been received from Other Persons (Appendix 3). The representation states that granting the application could undermine the Licensing Objective of protection of public safety.
- 1.4 The Licensing Act 2003 requires the Council to publish a 'Statement of Licensing Policy' which sets out the policies the Council will have regard to and apply to promote the Licensing Objectives when making a decision on applications made under the Act. The Policy will be available at the hearing for reference purposes.
- 1.5 It is essential that the Sub-Committee considers the government's guidance to the Licensing Act before reaching a decision. The applicant, Responsible Authorities, or any other persons, should bring to the Sub-Committee's attention any relevant paragraphs. However, it is suggested good practice for Members of the Sub-Committee to read the relevant paragraph(s) of the guidance prior to the hearing.

2. Options considered and recommended proposal

- 2.1 There are three courses of action available to the Sub-Committee in relation to this application:
- (i) Grant the application as requested. If the Sub-Committee considers that granting the application would not undermine any of the Licensing Objectives, it should be granted in full as submitted. This would be granted subject to mandatory conditions and conditions consistent with the applicant's operating schedule, and any other conditions agreed by the applicant as part of the consultation / mediation process. Any conditions to be attached to a licence must be appropriate and proportionate to promote the Licensing Objectives.
 - (ii) Grant the application as above, but the Sub-Committee could impose extra conditions as it thinks fit, or make amendments to the operating schedule conditions, and/or proposed hours. This option may include adding any conditions suggested by other parties at the hearing, including the applicant. Any conditions to be attached to a licence must be appropriate and proportionate to promote the Licensing Objectives.

(iii) If the Sub-Committee concludes that no additional conditions would ensure that the Licensing Objectives would be upheld, then the whole application should be rejected.

2.2 Your officer recommends option (i).

The reason for this recommendation is that the building work undertaken at the premises is due to the City Centre South Redevelopment and the demolition of the Barracks car park. Also, the Responsible Authorities who responded to the Consultation (who are deemed to be experts in their respective areas), have not offered further conditions. Further, if the premises is found to be operating in a way that does not uphold the Licensing Objectives the Review procedure is available to both the Responsible Authorities and any other person.

2.3 The Sub-Committee is advised that they may depart from the officer's recommendation if, having heard all the evidence, they believe it is appropriate to do so. Should the Sub-Committee decide to depart from the recommendation and choose an alternative option, they must provide full reasons for this decision, based on the promotion of the Licensing Objectives. This application should be considered on its own merits and all the circumstances considered before a decision is made.

2.4 As outlined in para 2.2, the Sub-Committee are advised that a Premises Licence can be reviewed at any time by any Responsible Authority or any 'other person', if it is considered that any of the Licensing Objectives have been undermined following the grant of the Premises Licence.

3. Results of consultation undertaken

3.1 As prescribed by the Licensing Act 2003, the application has been out for consultation to statutory consultees for 28 days. The notice was displayed at the premises from 19th December 2025 to 9th February 2026, the notice was checked by the Licensing Officer on two occasions during the 28 day period. Licensing applications are also published weekly in the Members Bulletin which is available to Ward Councilors.

3.2 Responsible Authorities have received a copy of the application. Please see below responses received:

Responsible Authority	Response Received	Objections	Conditions Agreed
Licensing	Yes	No	No
Police	Yes	No	No
Environmental Protection	Yes	No	No
Fire Safety	No	-	-
Health & Safety	No	-	-
Trading Standards	No	-	-
Planning	No	-	-
Safeguarding Children	Yes	No	No
Public Health	No	-	-
Secretary of State	No	-	-

3.3 One representation from Other Persons has been received,(Appendix 3). The grounds for the representations are that the granting of the Premises Licence would undermine the licensing objectives of the protection of public safety.

4. Timetable for implementing this decision

4.1 The Appeal period is 21 days beginning on the date that the Appellant(s) receive notification

of the decision of the Licensing Authority.

5. Comments from Director of Finance and Strategic Resources (Section 151 Officer) and Director of Law and Governance

5.1 Financial implications

There are no financial implications arising directly from this report. However, there are possible cost implications if an appeal against the decision is made to the Magistrates' Court and the decision of the Sub-Committee is not upheld.

5.2 Legal implications

The Licensing Act 2003 sets out how applications for Premises Licence Variations should be dealt with where valid representations have been submitted. The Sub-Committee have to decide the outcome of the application considering the four Licensing Objectives.

In accordance with the provisions of the Act, if a Licensing Authority rejects in whole or in part, an application to grant a variation to the Premises Licence, the applicant may appeal against the decision, to a Magistrates' court within 21 days of receiving notification of the decision.

Similarly, where a person who made relevant representations in relation to the application contends that the variation to the licence ought not to have been granted or that alternative or additional conditions should have been imposed on the licence, they may appeal against the decision, to a Magistrates' court within 21 days of receiving notification of the decision.

6. Other implications

6.1 How will this contribute to achievement of the One Coventry Plan?

It is the Regulatory Services team's responsibility to ensure that members of the public in Coventry are not put at risk. This contributes to the Council's core aim of ensuring that citizens live longer healthier lives. The business' failure to uphold the Licensing Objectives may have an adverse effect on Public Safety and citizen's quality of life. This aligns with the One Coventry Plan to work together to improve our city and the lives of those who live, work and study here.

6.2 How is risk being managed?

If the application is not handled in line with the Licensing Act 2003, there is a risk of judicial appeals, reviews and associated costs.

6.3 What is the impact on the organisation?

None

6.4 Equalities / EIA

This decision will not affect the service provision and therefore details of the Equalities Impact Assessment are not relevant in this case.

6.5 Implications for (or impact on) climate change and the environment

None

6.6 Implications for partner organisations?

The Council recognises that the licensing function is only one means of promoting delivery of the above objectives and should not therefore be seen as a means for solving all problems within the community. The Council will therefore continue to work with the West Midlands Police, Community Safety Partnership, local people and those involved in child protection (Coventry Safeguarding Children Board) to promote the common objectives as

outlined.

6.7 Human Rights Act Implications

None

Report author(s):

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