
Licensing & Regulatory Sub-Committee (Hearing)

2nd September 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 Review 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 Review of a Premises Licence submitted by Trading Standards under the Licensing Act 2003 for Clayton Off Licence, 8 Hales Street, Coventry CV1 1JD.

Recommendations:

The Sub-Committee is recommended to consider whether to:

1. Modify the conditions of the licence;
2. Exclude a licensable activity from the scope of the licence;
3. Remove the Designated Premises Supervisor (DPS) from the licence;
4. Suspend the licence; and/or
5. Revoke the licence.

List of Appendices included:

1. Review Application
2. Current Premises Licence
3. Police Statement x 2 & Safeguarding Children Team Statement
4. Location Plan
5. Hearing Procedure Note
6. 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 Review 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 Review application was received for Clayton Off Licence, 8 Hales Street, Coventry, CV1 1JD on 8th July 2026. The application has been submitted by Trading Standards following two failed underage test purchases. Other grounds for review are mentioned within the Application such as the possession of counterfeit products for sale, the possession of illegal vapes and failure to display a notice of the age of sale of tobacco products.
- 1.3 West Midlands Police & Safeguarding Children Team have submitted statements supporting the Review Application (Appendix 3).
- 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 takes into account 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 five courses of action available to the Sub-Committee in relation to this application:
- modify the conditions of the licence;
 - exclude a licensable activity from the scope of the licence;
 - remove the DPS;
 - suspend the licence for a period not exceeding 3 months; or
 - revoke the licence.
- 2.2 The Sub-Committee is recommended to consider this matter on its merits in accordance with statutory requirements and the Council's licensing policies, where relevant.

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 from 9th July 2026 – 5th August 2026. The Notices were checked on 2 occasions during the 28-day consultation period.
- 3.2 The Authorities responsible have received a copy of the application. Please see below responses received:

Responsible Authority	Response Received	Representations	Conditions Agreed
Licensing	Yes	No	-
West Midlands Police	Yes	Yes	-
Environmental Protection	No	-	-
Fire Safety	No	-	-
Health & Safety	No	-	-
Planning	No	-	-
Safeguarding Children	Yes	Yes	-
Public Health	No	-	-
Home Office Immigration	Yes	No	-

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 the Director of Finance & Resources (Section 151 Officer) and Director of Law, Governance and Safer Communities

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 an application, and subsequent hearing, for a Review of a Premises Licence should be conducted. The Sub-Committee must decide, having heard all representations, the outcome of the application taking into account the four Licensing Objectives as well as Statutory guidance and the Council's own policies.

In accordance with the provisions of the Act, all interested parties 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

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Davina Blackburn	Strategic Lead - Regulation & Communities	Regulation and Communities	07.08.2026	10.08.2026
Names of approvers for submission: (officers and members)				
Faye Cartwright	Regulatory Lawyer	Legal Services	11.08.2026	13.08.2026

Richard Shirley	Lead Accountant	Finance	11.08.2026	11.08.2026
Julie Newman	Director of Law & Governance and Safer Communities	Law, Governance and Safer Communities	17.08.2026	17.08.2026

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