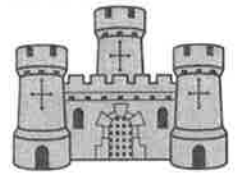


**Our ref:** APP090841 /  
Environmental Health Services  
**Your ref:**  
**Date:** 10 July 2015



**NEWCASTLE  
UNDER LYME**  
**BOROUGH COUNCIL**

Civic Offices  
Merial Street  
Newcastle-under-Lyme  
Staffordshire  
ST5 2AG

Licensing Administration (Julia Clearly)  
Newcastle under Lyme Borough Council  
Civic Offices  
Merial Street  
Newcastle under Lyme  
ST5 2AG

Dear Julia,

**Licensing Act 2003**

**Re: Application for a premises licence for Wish Promotions Ltd, Holmcroft,  
Whitmore Road, Baldwins Gate, Staffordshire, ST5 5DA.**

Newcastle under Lyme Borough Council's Environmental Health Division, in its capacity as a responsible Authority under the Licensing Act 2003 **OBJECTS** to the application for a premises license, received on the 23<sup>rd</sup> June 2015 for the above establishment as it considers that the licensing objective "Prevention of Public Nuisance" will not be met based on the submitted details. This fails to address the impact from noise from entertainment, patrons and their vehicles and also the impact of patrons and their vehicles on the surrounding community after 11pm at night.

I am prepared to reconsider this objection should the applicant satisfactorily address my concerns about noise from entertainment, patrons and their vehicles and also the impact of patrons and their vehicles on the surrounding community after 11pm at night by undertaking the following:

- The times of the entertainment licensable activities to be amended to a 22:30 finish, namely;  
Plays, films, live music, recorded music, performance of dance and anything similar, music making facilities, dance facilities and anything similar.
- The time for refreshments and late night refreshments to be amended to a 07:00 start and 23:30 finish.
- The time for entertainment licensable activities on Sunday to be amended to a 12noon start, namely; Plays, films, live music, recorded music, performance of dance and anything similar, music making facilities, dance facilities and anything similar.

In addition to the above amendments, we would like to see conditions attached to the license as per Annex 1.

In addition to the above, we would like to make the following observations under the objective of 'Public Safety'. We have concerns about the lack of information submitted with the premises application with regards to:

- Railway line – preventing public trespass from the site to this busy active line.
- Whitmore Road being a narrow, fast road with blind corners
- The large on site pit close to the toilets for the VIP area.

Office Use Only: PROTECT Personal



**Working to be a co-operative council**

Contacting the Council:

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Email [webmaster@newcastle-staffs.gov.uk](mailto:webmaster@newcastle-staffs.gov.uk) - [www.newcastle-staffs.gov.uk](http://www.newcastle-staffs.gov.uk)