

From: NORSWORTHY Mike 57895
Sent: 12 December 2024 13:02
To: Licensing EDDC
Subject: RE New premises licence variation application received - Heydays (formerly Mickeys) - PLWA0877

Team,

I have considered this application in its entirety and note that the applicant wishes to add OFF sales of alcohol to the licence.

I am aware that alcohol sales near the beach/sea is an emotive subject, I have therefore given this application some considerable thought.

I have taken into account the proximity of these premises to the beach/sea and assessed the possible impact of the four licensing objectives and in particular THE PREVENTION OF CRIME AND DISORDER, PUBLIC SAFETY and THE PROTECTION OF CHILDREN FROM HARM

I have spoken at length with the applicant, for 7 years he has owned and run a similar premises, Swim in Lyme Regis, also situated on the sea front, these premises have OFF sales of alcohol allowed until 8pm, this application is only to allow alcohol sales as an OFF sale until 6.30pm.

I have spoken with Sgt Gareth Gosling, the Licensing Sgt in Dorset, he has confirmed that there have never been any issues at the applicants premises in Lyme Regis.

The premises subject of this application have never come to the attention of the police in a detrimental way since the licence was granted in 2021 and although they have recently changed hands I see no reason to believe this situation will change, I do not feel that the addition of OFF sales to the licence will have an impact on CRIME AND DISORDER in the area.

Taking THE PROTECTION OF CHILDREN FROM HARM into account, the alcohol on sale at these premises will be high end products, wines and craft beers which I do not believe will be attractive to the younger generation, they also have a robust Challenge 25 condition on their licence. I do not feel there will be an issue with under age sales at these premises.

With regards to PUBLIC SAFETY there is an argument that allowing OFF sales from these premises may lead to a danger of drunken individuals entering the sea after purchasing and consuming alcohol from these premises. I have taken this into account and also acknowledge the fact that there is a general store with an OFF licence only 200 metres away on the same road on the sea front with a much larger offering of alcohol than these premises intend to offer.

I have also considered that a local businessman operated a "Pop up" Bar/Trailer on the sea front last summer selling similar products to those intended to be offered from these premises and there were no issues arising from the presence of that bar.

Taking all of the above into account I am satisfied that the applicant has adequately demonstrated how they will promote the licensing objectives and I do not feel that this variation will have a detrimental

effect on the Licensing Objectives, I will therefore not be offering any objection/representation to this application.

Kind regards

Mike

Mike Norsworthy

Alcohol Licensing Officer (Teignbridge and East Devon)
Prevention Department
Devon and Cornwall Police