



Licensing Sub-Committee

Wed 6 Aug
2025
10.30 am

Oakenshaw Community
Centre, Castleditch Lane

If you have any queries on this Agenda please contact

**Gavin Day
Democratic Services Officer**

**Town Hall, Walter Stranz Square, Redditch, B98 8AH
Tel: (01527) 64252 (Ext. 3304)
e.mail : gavin.day@bromsgroveandredditch.gov.uk**

LICENSING SUB-COMMITTEE PROCEDURE

1. Rights of Applicants

- a) An applicant will be permitted the opportunity of being heard by the Committee before his/her application is determined.
- b) The applicant will also be allowed to be accompanied by a legal or other representative to assist them if he/she so desires.

2. Notice of Meeting

- a) As much notice as is practicable will be given to the applicant of the date of the Committee meeting at which his/her application/licence review will be heard, in order to enable him/her to prepare his/her case adequately.
- b) Every member of the Committee will be issued with copies of every document which has been supplied, both by and to the applicant/driver and any third parties.

3. Procedure at Meeting

- a) **The Chair will open the hearing and ask Members of the Sub- Committee and officers present to introduce themselves.**
- b) **The Chair will ask all parties to the proceedings to introduce themselves.**
- c) **In the event the Applicant is not represented, the Chair will remind the Applicant that they can be represented by a legal representative at their own expense.**
- d) **The Technical Officer (Licensing), Worcestershire Regulatory Services will present the report.**
- e) **The Chair will invite Members of the Sub-Committee and all parties to the proceedings to put any relevant questions to the Technical Officer.**

- f) The Chair will invite the Applicant and/or their representative to present their case and call any witnesses.**
- g) The Chair will invite Members of the Sub-Committee and all parties to the proceedings to put any relevant questions to the Applicant and/or their representative.**
- h) The Chair will invite the Responsible Authorities to present their representations. New representations must not be raised.**
- i) The Chair will invite Members of the Sub-Committee and all parties to the proceedings to put any relevant questions to the Responsible Authorities.**
- j) All Other Parties to the proceedings will be invited to present their representations or elect a spokesperson to speak on their behalf. New representations must not be raised.**
- k) The Chair will invite Members of the Sub-Committee, the Applicant / Applicant's representative and the Responsible Authorities to put any relevant questions to the Other Parties**
- l) The Other Parties will be invited to sum up.**
- m) The Responsible Authorities will be invited to sum up.**
- n) The Applicant and/or their representative will be invited to sum up.**
- o) The Chair will ask the Legal Advisor if there is any legal advice to be given.**
- p) The Council's Legal Advisor will inform all those present of the right to appeal and that, an appeal against the Sub-Committee's decision must be lodged within 21 days of the date on which written confirmation of the decision is received by the Applicant.**
- q) The Chair will close the Hearing so that the Sub-Committee can reach its decision in private.**
- r) The Sub-Committee's decision will be confirmed in writing to the Applicant and those parties who made representations within 5 working days.**

4. Adjournment

If an application is made for an adjournment, the Committee should grant the request if refusal would deny the applicant a fair hearing and thereby result in a breach of the rules or natural justice.

Please Note:

1. ***Each application coming before the Licensing Sub-Committee will be treated on its own merits, and the Sub-Committee will take its decision based upon:***
 - a) ***the promotion of the four licensing objectives, as given by the Licensing Act 2003, namely:***
 - ***the prevention of crime and disorder;***
 - ***public safety;***
 - ***the prevention of public nuisance; and***
 - ***the protection of children from harm;***
 - b) ***Bromsgrove District Council's Statement of Licensing Policy;***
 - c) ***guidance issued under section 182 of the Licensing Act 2003; and***
 - d) ***the Licensing Act 2003.***
2. ***Decisions may be taken in the absence of the Applicant or any other party. All notices and representations received from absent parties will be considered.***
3. ***Late evidence will only be considered with the agreement of all parties present.***
4. ***An appeal against the Sub-Committee's decision must be lodged within 21 days of the date on which all parties were notified in writing of the decision of the Licensing Sub-Committee.***

Licensing Sub-Committee

Wednesday, 6th August, 2025
10.30 am
Oakenshaw Community Centre

Agenda

Membership:

Cllrs:

Matthew Dormer
Andrew Fry

David Munro

- 1.** Election of the Chair for the meeting.
- 2.** Apologies
- 3.** Declarations of interest.
- 4.** APPLICATION FOR THE GRANT OF A PREMISES LICENCE - 209 MOUNT PLEASANT, REDDITCH, WORCS, B97 4JG (Pages 7 - 46)

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REDDITCH BOROUGH COUNCIL**LICENSING SUB-COMMITTEE****6TH AUGUST 2025****LICENSING ACT 2003****APPLICATION FOR THE GRANT OF A PREMISES LICENCE****209 MOUNT PLEASANT, REDDITCH, WORCS, B97 4JG**

PUBLIC HEARING	
Director:	Head of Worcestershire Regulatory Services
Contact Officer:	Paul Morrish Technical Officer (Licensing) 01905 822799 enquiries@worcestershire.gov.uk
Ward(s) affected:	Central (Redditch)
Appendices:	Appendix 1 – Application Form / plan of premises Appendix 2 – Representation from Trading Standards Appendix 3 – Representation from West Mercia Police

1. PURPOSE OF REPORT

- 1.1. To consider and determine an application for grant of a premises licence in respect of

Mini Market

209 Mount Pleasant

Redditch

Worcestershire

B97 4JG

A copy of the application and plan of the premises is attached at **Appendix 1**.

2. BACKGROUND

- 2.1. On 19 June 2025 an application was received from Mr Majeed Haider Salem for grant of a premises licence in respect of

Mini Market
209 Mount Pleasant
Redditch
Worcestershire
B97 4JG

- 2.2. The application contained all the requisite documentation including the fee and a plan of the premises.
- 2.3. It can be confirmed that the application has been advertised in accordance with the requirements of the Licensing Act 2003 and associated regulations and that the application has also been served on all responsible authorities.
- 2.4. The applicant is applying for the licensable activity of the Sale of Alcohol, to take place every day between 06:00 and 22:00 hours.
- 2.5. The designated premises supervisor identified in the application is Mr Majeed Haider Salem.
- 2.6. A premises licence was in place at the premises, held by MHD Premier Limited since August 2022. Mr Salem, the applicant, was a sole director of this company. This licence lapsed on 6 May 2025, when the limited company voluntarily applied to be struck of the company register, and was dissolved.

3. REPRESENTATIONS

RESPONSIBLE AUTHORITIES

- 3.1. A representation has been received from Worcestershire Trading Standards with concerns relating to the supply of illicit tobacco products from the premises, and the applicant's ability to promote the Licensing objective of the prevention of crime and disorder. This is attached at **Appendix 2**. The representation details since December 2024, six test purchases of illicit tobacco products have been made from the premises, and two seizures of illicit tobacco products were made from the premises. In addition, a further test purchase of illicit cigarettes was made on 4 July 2025, which was during the licence consultation period.
- 3.2. A representation has been made received from West Mercia Police with concerns relating to the Licensing objective of the prevention of crime and disorder. This is attached at **Appendix 3**.

OTHER PERSONS

- 3.3. No representations have been received from other persons.

4. LOCAL POLICY CONSIDERATIONS

- 4.1. The Sub-Committee should have regard to the Council's Statement of Licensing Policy under the Licensing Act 2003.
- 4.2. The Council's Statement of Licensing Policy is available to download from the Council's website or to request a hard copy, contact Worcestershire Regulatory Services on 01905 822799 or email enquiries@worcestershire.gov.uk

5. LEGAL IMPLICATIONS

- 5.1. The Sub-Committee is obliged to determine this application with a view to the promotion of the licensing objectives which are:
 - the prevention of crime and disorder;
 - public safety;
 - the prevention of public nuisance;
 - the protection of children from harm.
- 5.2. In making its decision, the Sub-Committee is also obliged to have regard to the guidance issued by the Secretary of State under section 182 of the Licensing Act 2003 and the Council's own Statement of Licensing Policy.
- 5.3. The Sub-Committee must also have regard to the representations made and the evidence it hears.
- 5.4. The Sub-Committee must take such of the following steps as it considers appropriate for the promotion of the licensing objectives:
 - (a) Grant the application as requested
 - (b) Modify the conditions of the licence, by altering or omitting or adding to them.
 - (c) Reject the application in whole or in part.
- 5.5. The Sub-Committee is asked to note that it may not modify the conditions or reject the whole or part of the application merely because it considers it desirable to do so. It must actually be appropriate in order to promote the licensing objectives.
- 5.6. All parties to the hearing will be notified of the Sub-Committee's decision in writing within five working days of the conclusion of the hearing.
- 5.7. Any party aggrieved by a decision taken by the Sub-Committee may appeal against the decision to a Magistrates' Court within 21 days of being notified of the decision in writing.
- 5.8. The hearing should be conducted in accordance with the agreed procedure.

6. FOR DECISION

- 6.1. The Sub-Committee must consider and determine the application.

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Application for a premises licence to be granted under the Licensing Act 2003**PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST**

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We Majeed Haider Salem

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises details

Postal address of premises or, if none, ordnance survey map reference or description Mini Market, 209 Mount Pleasant, Redditch, Worcestershire, B97 4JG			
Post town		Postcode	

Telephone number at premises (if any)	
Non-domestic rateable value of premises	2600

Part 2 - Applicant details

Please state whether you are applying for a premises licence as **Please tick as appropriate**

- | | |
|--|-----------------------------|
| a) an individual or individuals | - YES |
| b) a person other than an individual * | |
| i as a limited company/limited liability - partnership | - YES |
| ii as a partnership (other than limited liability) | please complete section (B) |
| iii as an unincorporated association or | please complete section (B) |
| iv other (for example a statutory corporation) | please complete section (B) |
| c) a recognised club | please complete section (B) |

- d) a charity please complete section (B)
- e) the proprietor of an educational establishment please complete section (B)
- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; - YES X

I am making the application pursuant to a

statutory function or

a function discharged by virtue of Her Majesty's prerogative

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

		Other Title (for example, Rev)	
Surname Salem		First names Majeed Haider	
Date of birth		I am 18 years old or over	Please tick - Yes
Nationality BRITISH			
Current residential address if different from premises address			
Post town		Postcode	
Daytime contact telephone number			
E-mail address (optional)	info@absolutelicencesolutions.com		
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service (please see note 15 for information)			

Current residential address if different from premises address			
Post town		Postcode	
Daytime contact telephone number			
E-mail address (optional)			

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name:
Address:
Registered number (where applicable)
Description of applicant (for example, partnership, company, unincorporated association etc.) Private Limited Company
Telephone number (if any) [REDACTED]
E-mail address (optional) INFO@ABSOLUTELICENCESOLUTIONS.COM

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
a	s	a p

If you wish the licence to be valid only for a limited period, when do you want it to end?

DD	MM	YYYY

Please give a general description of the premises (please read guidance note 1)

Convenience store – this application is to replace the lapsed licence

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2)

Please tick all that apply

- a) plays (if ticking yes, fill in box A)
- b) films (if ticking yes, fill in box B)
- c) indoor sporting events (if ticking yes, fill in box C)
- d) boxing or wrestling entertainment (if ticking yes, fill in box D)
- e) live music (if ticking yes, fill in box E)
- f) recorded music (if ticking yes, fill in box F)
- g) performances of dance (if ticking yes, fill in box G)
- h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)

Provision of late night refreshment (if ticking yes, fill in box I)

Supply of alcohol (if ticking yes, fill in box J) - **yes**

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 7)			<u>Will the performance of a play take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed			<u>State any seasonal variations for performing plays</u> (please read guidance note 5)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

B

Films Standard days and timings (please read guidance note 7)			<u>Will the exhibition of films take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 4)		
Mon					
Tue					
Wed			<u>State any seasonal variations for the exhibition of films</u> (please read guidance note 5)		
Thur					
Fri					
Sat			<u>Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sun					

C

Indoor sporting events Standard days and timings (please read guidance note 7)			<u>Please give further details</u> (please read guidance note 4)
Day	Start	Finish	
Mon			
Tue			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 5)
Wed			
Thur			
Fri			<u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u> (please read guidance note 6)
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 7)			<u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 4)		
Mon					
Tue					
Wed					
Thur			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 5)		
Fri					
Sat			<u>Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sun					

E

Live music Standard days and timings (please read guidance note 7)			<u>Will the performance of live music take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 4)		
Mon					
Tue					
Wed					
Thur			<u>State any seasonal variations for the performance of live music</u> (please read guidance note 5)		
Fri					
Sat					
Sun					
			<u>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		

F

Recorded music Standard days and timings (please read guidance note 7)			<u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed			<u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 5)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

G

Performances of dance Standard days and timings (please read guidance note 7)			<u>Will the performance of dance take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 4)		
Mon					
Tue					
Wed			<u>State any seasonal variations for the performance of dance</u> (please read guidance note 5)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	<u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
Mon				Outdoors	
				Both	
Tue			<u>Please give further details here</u> (please read guidance note 4)		
Wed					
Thur			<u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 5)		
Fri					
Sat			<u>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sun					

I

Late night refreshment Standard days and timings (please read guidance note 7)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 4)		
Mon					
Tue					
Wed					
Thur			<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 5)		
Fri					
Sat					
Sun					
			<u>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</u> (please read guidance note 6)		

J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption – please tick (please read guidance note 8)	On the premises	
				Off the premises	X
				Both	
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5)		
Mon	06:00	22:00			
Tue	06:00	22:00			
Wed	06:00	22:00			
Thur	06:00	22:00			
Fri	06:00	22:00	Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sat	06:00	22:00			
Sun	06:00	22:00			

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name Majeed Haider Salem	
Date of birth [REDACTED]	
Address [REDACTED]	
Postcode	
Personal licence number (if known) PER3679	
Issuing licensing authority (if known) WOLVERHAMPTON	

K

Please highlight 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 (please read guidance note 9).

N/A

Hours premises are open to the public Standard days and timings (please read guidance note 7)			<u>State any seasonal variations</u> (please read guidance note 5)
Day	Start	Finish	
Mon	06:00	22:00	
Tue	06:00	22:00	
Wed	06:00	22:00	
Thur	06:00	22:00	
Fri	06:00	22:00	<u>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</u> (please read guidance note 6)
Sat	06:00	22:00	
Sun	06:00	22:00	

M

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)

CCTV recording for 31 days.
Training for all staff.
Incident log.
Refusals register.

b) The prevention of crime and disorder

The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31 day period.

A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises are open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.

All off sales to be in sealed containers.

All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the Premises Licence. Written records of staff training in the Licensing Act 2003 shall be retained and made available to police and authorised officers of the Licensing Authority on request. Staff shall receive refresher training in the Licensing Act 2003 at intervals of no more than 6 months. Signed and dated records shall be kept of all staff training and such records kept available for inspection at the premises for a period of at least one calendar year from the last date of entry.

c) Public safety

A daily incident log shall be kept at the premises for a period of at least 12 months from the date of last entry, which will record the following:

- (a) all crimes reported to the venue
- (b) all ejections of patrons
- (c) any complaints received
- (d) any incidents of disorder
- (e) any faults in the CCTV repaired within 24hrs
- (f) any visit by a relevant authority or emergency service.
- (g) any lost property found or handed to staff at the premises.
- (h) any other relevant incidents to be recorded.

d) The prevention of public nuisance

No waste or recyclable materials, including bottles, shall be moved, removed or placed in outside areas between 21:00 hours and 08:00 hours.

e) The protection of children from harm

The Challenge 25 scheme will be operated to ensure that any person who appears to be under the age of 25 shall provide documented proof that he/she is over 18 years of age. Proof of age shall only comprise a passport, photo card driving licence, an EU/EEA national ID card or similar document, an HM Forces warrant card, a card bearing the PASS hologram, or any electronic or biometric age verification technology approved by the licensing authority.

A record shall be maintained recording every occasion when the sale of alcohol has been refused. The record shall;

- a) give the date and time of the occasion; a brief description of the customer and the name of the member of staff who refused to sell the alcohol.
- b) be kept at the Premises and available for inspection by authorised officers of the Licensing Authority and the Police at all times the Premises are open.

Checklist:

Please tick to indicate agreement

- I have made or enclosed payment of the fee. – y
- I have enclosed the plan of the premises. – y
- I have sent copies of this application and the plan to responsible authorities and others where applicable. – y
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable. – y


- I understand that I must now advertise my application. – y
- I understand that if I do not comply with the above requirements my application will be rejected. - y
- [Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom or my share code issued by the Home Office online right to work checking service (please read note 15).

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

Declaration	<ul style="list-style-type: none"> [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15). The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work (please see note 15)
Signature	
Date	Thursday, 12 June 2025
Capacity	Authorised Agent

For joint applications, signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent (please read guidance note 13). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)

ABSOLUTE LICENCE SOLUTIONS LTD,
1 Western Avenue

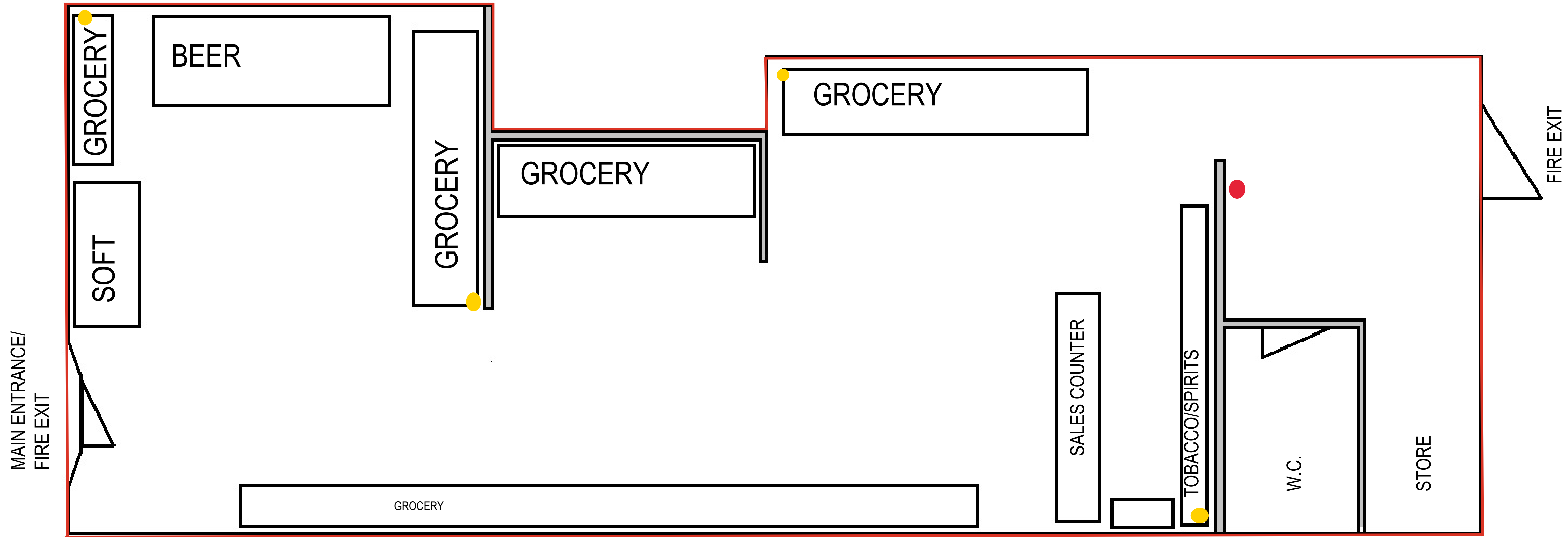
Post town	BRENTWOOD	Postcode	CM14 4XR
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Telephone number (if any)	01277415799
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If you would prefer us to correspond with you by e-mail, your e-mail address (optional)
INFO@ABSOLUTELICENCESOLUTIONS.COM

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- FIRE EXTINGUISHER
- CCTV CAMERA
- RED LINE DENOTES LICENSABLE AREA



LA2003 PLANS

DESIGN:	ADDRESS	S.P:	ISSUE:	REV	DATE	DESCRIPTION	DRAWN	CHECKED
STAGED PLAN: LICENSING ACT 2003 PLANS	Mini Market, 209 Mount Pleasant, Redditch, Worcestershire, B97 4JG	SCALE	1:100					
CLIENT: Majeed Haider Salem	USE FIGURED DIMENSIONS AT ALL TIMES. REFER ANY ENQUIRES TO BUILDING CONTRACTOR. ALL DIMENSIONS TO BE VERIFIED ON SITE PRIOR TO CONSTRUCTION. ALL WORK TO COMPLY WITH LOCAL AUTHORITY REGULATIONS.	DWG NO: AR-001	LAND AREA:					

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Licensing Act 2003**Reference: 25/02920/PREMLI****Representations by Worcestershire Trading Standards, objecting to the granting of a Premise Licence for Mini Market, 209 Mount Pleasant, Redditch, B97 4JG by the applicant Majeed Haider SALEM**

Licensing objective representations are made under:

The prevention of crime and disorder

Worcestershire Trading Standards, a responsible authority under the Licensing Act 2003, wish to make representations, objecting to the granting of a premise licence for Mini Market, 209 Mount Pleasant, Redditch B97 4JG, by the applicant Majeed Haider SALEM.

The reason for the objection is that the retail premise is engaged in the supply of illicit tobacco products which is criminal activity and therefore cannot promote the licensing objective of the prevention of crime and disorder.

Illicit tobacco is the term give to cigarettes and hand rolling tobacco (HRT) which contravene the following criminal legislation.

- Trade Marks Act 1994 – section 92

It is a criminal offence to sell or have in possession in the course of a business, goods to which a registered trade mark has been applied, without the authority of permission of the trade mark holder. These products are commonly known as counterfeit or fake products, where the tobacco products have not been made by the business whose registered trade mark appears on the packaging or cigarette.

- The Standardised Packaging of Tobacco Products Regulations 2015

It is a criminal offence under the above regulations to sell or have in possession for sale cigarettes and HRT, where the colour of the packaging is anything other than Pantone 448 C, which is a drab dull brown colour

- Tobacco and Related Products Regulations 2016

It is criminal offence under the above regulations to not display the statutory combined health warnings, which consist of a written health warning and a photograph, referred to as a graphic health warning

- Tobacco Products Duty Act 1979

It is an offence to sell tobacco products which do not have a fiscal mark, indicating they have been UK Duty Paid. This includes tobacco products that are genuine but intended for the Duty Free only market, or genuine tobacco products,

legally sold in another country, but imported into the UK, without any UK duty having been paid.

All illicit tobacco products are duty evaded. The Tobacco Products (Traceability and Security Features) Regulations 2019, as amended, require tobacco products to have unique track and trace information to each pack of cigarettes or HRT. Trading Standards Officers have access to database of all UK duty paid products to determine if a tobacco product is UK duty paid or not.

- Licensing Act 2003 section 144

It is an offence under section 144 of the above Act to keep goods on a licensed premises, which have been imported without duty or which otherwise have been illegally imported. All illicit tobacco products are duty evaded.

In March 2024, data from the Office for National Statistics, had the price of a pack of king size cigarettes as £15.50. A typical packet of illicit cigarettes sold in Worcestershire is £5. The duty and VAT on a pack of UK Duty Paid cigarettes exceeds £5.

Background to ownership and licensing history of 209 Mount Pleasant, Redditch B97 4JG

On 30 August 2022, a Premises Licence reference 13/01385/PREMLI was issued to UK International Goods, 209 Mount Pleasant, Redditch B97 4JG. The premise licence holder (PLH) was MHD Premier Limited, and the designated premises supervisor was Mr Majeed Haider SALEM.

Company House records indicate that the sole director of MHD Premier Limited, registered office address 209 Mount Pleasant, Redditch B97 4JG was Majeed Haider SALEM.

Company House records also show that MHD Premier Limited voluntarily applied to be struck off the Company Register and was dissolved on 6 May 2025.

On 12 June 2025, an application was made by the licensing agent, Absolute Licence Solutions Ltd, for the granting of the premise licence for 209 Mount Pleasant, Redditch B97 4JG, with the applicant being Mr Majeed Haider SALEM.

It is therefore evidenced that since 30 August 2022, Mr Majeed Haider SALEM has been in control of the running of the retail premises of 209 Mount Pleasant, Redditch either in a capacity of sole director of the limited company or as a sole trader, following MHD Premier Limited being dissolved.

Evidence of illicit tobacco products being supplied from 209 Mount Pleasant, Redditch B97 4JG

- On 20 December 2024, West Mercia Police officer visited the shop premises and discovered illegal vapes, which contravened the Tobacco and Related Products Regulation 2016 on display in the shop. Illicit tobacco products were present in the back room of the shop. These were seized by police officers as they were suspected of being counterfeit and duty evaded. I took possession of these items from the police and my subsequent examination found there were 1820 illicit cigarettes. The majority were counterfeit packs of Richmond, Lambert & Butler, Marlboro Gold, and Marlboro Red, which also failed to comply The Standardised Packaging of Tobacco Products Regulations 2015, and The Tobacco and Related Products Regulations 2016. There were a number of other brands of cigarettes which were genuine but UK duty evaded and there was a smaller number of cigarettes, known as cheap whites, made specifically for the illicit tobacco market. These cheap whites have no registered trade mark, fail to comply with the packaging and health warning requirements and are duty evaded.

A total of 109 illegal vapes, contravening the Tobacco and Related Products Regulations 2016 had been seized.

- On 7 January 2025, a trading standards covert test purchase of 2 packs of Richmond cigarettes was made from UK International, 209 Mount Pleasant, Redditch. The cigarettes were sold for £4.50 per pack. I have examined the cigarettes and they are of a known counterfeit design, have a blue coloured pack, have no combined health warning, have no track and trace information and are UK duty evaded. The cigarettes contravene all illicit tobacco legislation named above.
- On 21 January 2025, a trading standards covert test purchase of 2 packs of Richmond cigarettes was made from UK International, 209 Mount Pleasant, Redditch. The cigarettes were sold for £4.50 per pack. I have examined the cigarettes and they are of a known counterfeit design, have a blue coloured pack, have no combined health warning, have no track and trace information and are UK duty evaded. The cigarettes contravene all illicit tobacco legislation named above.
- On 26 February 2025, a trading standards covert test purchase of 2 packs of Richmond cigarettes was made from UK International, 209 Mount Pleasant, Redditch. The cigarettes were sold for £4.50 per pack. I have examined the

cigarettes and they are of a known counterfeit design, have a blue coloured pack, have no combined health warning, have no track and trace information and are UK duty evaded. The cigarettes contravene all the illicit tobacco legislation named above.

- On 26 March 2025, a trading standards covert test purchase of 2 packs of Richmond cigarettes was made from UK International, 209 Mount Pleasant, Redditch. The cigarettes were sold for £4.50 per pack. I have examined the cigarettes and they are of a known counterfeit design, have a blue coloured pack, have no combined health warning, have no track and trace information and are UK duty evaded. The cigarettes contravene all the illicit tobacco legislation named above.
- On 7 April 2025, a trading standards enforcement visit was made to UK International 209 Mount Pleasant, Redditch. A single pack of Richmond cigarettes was found under the sales counter. The pack was new, sealed in cellophane wrap and was of the same blue coloured pack, counterfeit design to the previous test purchases. The shop worker present in the shop stated that the pack of cigarettes were for his personal use. The cigarettes were seized, together with 4 illegal vapes, which were on display.
- On 15th May 2025, a trading standards covert test purchase of a single pack of Richmond cigarettes and a single pack of Lambert & Butler cigarettes was made from UK International, 209 Mount Pleasant, Redditch. The cigarettes were sold for £4.50 per pack. I have examined the cigarettes and both brands are of a known counterfeit design, The Richmond pack is blue coloured, and the Lambert & Butler pack is silver coloured. Neither have combined health warning nor, have valid track and trace information and are UK duty evaded.
- On 3 June 2025, a trading standards covert test purchase of a single pack of Guri I Z 30g HRT was made from UK International, 209 Mount Pleasant, Redditch. The pack is yellow in colour, contravening the standardised packaging requirements, there is no statutory combined health warning and the packaging states duty free. There is no track and trace information on the packaging, and it is confirmed as UK duty evaded
- On 4 July 2025, a trading standards covert test purchase of 2 packs of Richmond cigarettes was made from UK International, 209 Mount Pleasant, Redditch. The cigarettes were sold for £4.50 per pack. I have examined the cigarettes, and they are of a known counterfeit design, have a blue coloured pack, have no combined health warning, have no track and trace information and are UK duty evaded. The cigarettes contravene all the illicit tobacco legislation named above.

- Photographs of the seizures and test purchases are shown in document CWC/1.

Nationally, HMRC estimates that £1.9 billion per year is lost from UK Treasury due to illicit tobacco sales.

The availability of cheap tobacco undermines government and Public Health policies aimed at reducing the cost to the NHS of treating diseases caused by smoking. Illicit cigarettes are sold at half the price of legitimate cigarettes and the cheap prices make it affordable to children, enabling them to become hooked at a young age.

These dishonest traders are making large profits by selling cheap and potentially dangerous counterfeit products without any regards to public safety in respect of the counterfeit tobacco. Although all tobacco is harmful, but with counterfeit tobacco it's even more dangerous as there are no health warnings, no quality or safety control on the content and self-extinguishing requirements of an ignited, discarded cigarette.

National intelligence suggests that the trade in illegal tobacco is often linked to more serious crime such as terrorism, human trafficking, prostitution and modern day slavery. The trade in illegal tobacco is believed to be seen as a low risk way of making money to help fund more serious crime. Local shopkeepers who sell illegal tobacco encourage the supply of further illegal products and help to provide funding for more serious crimes.

The section 182 guidance states that the Licensing Authorities sole role is to 'determine what steps should be taken in connection with the premises licence, for the promotion of the crime prevention objective'. In addition, it is the Licensing Authority's duty to take such steps which are in the interests of the wider community and not those of the individual licence holder. The guidance identifies certain criminal activity which should be treated as being particularly serious. The criminal activity listed in that paragraph includes the use of licensed premises for the sale of smuggled tobacco. Where reviews arise and the licensing authority determines that the crime prevention objective is being undermined it is expected that revocation of the licence-even in the first instance should be seriously considered.

Whilst this is not a premise licence review, Worcestershire Trading Standards feel that the same advice is appropriate, when determining an application to grant a premise licence.

In the case of Crown (Bassetlaw District Council) v Worksop Magistrates' Court 2008 case, it was held that the powers under section 52 of the Licensing Act 2003 to revoke an alcohol licence can be used as a deterrent when criminal offences have been committed.

Worcestershire County Council Trading Standards have formed the opinion that the evidence of the seizures and test purchases between December 2024 and July 2025 shows the applicant and proposed DPS, is involved in the supply of illicit tobacco

from 209 Mount Pleasant and has a total disregard for the Crime and Disorder licensing objective.

Worcestershire Trading Standards requests that the premise licence is not granted.

Chris Coxon

Trading Standards Officer

Worcestershire County Council

Reference: 25/02920/PREMLI

Worcestershire County Council Trading Standards representations

CWC/1 Photographs of seizures and test purchases from 209 Mount Pleasant, Redditch B97 4JG

Police seizure 20 December 2024



Test purchase 7 January 2025



Test purchase 21 January 2025



Test purchase 26 February 2025



Test purchase 26 March 2025



Seizure 7 April 2025



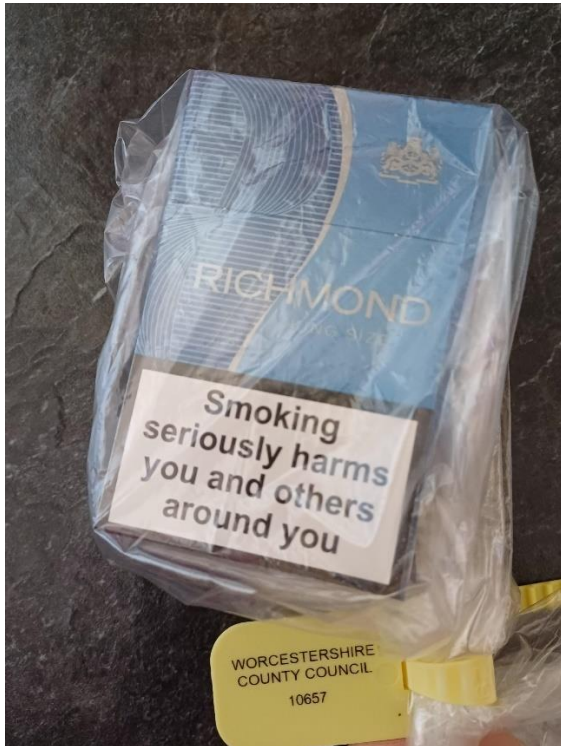
Test purchase 15 May 2025



Test purchase 3 June 2025



Test purchase 4 July 2025



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**West Mercia Police Representation
New Premises Licence Application
25/02920/PREMLI
Mini Market, 209 Mount Pleasant, Redditch, Worcestershire, B97 4JG**

I, PC 3103 GIBBS, an appointed Licensing Officer with West Mercia Police, having delegated authority from the Chief Officer to exercise powers under the Licensing Act 2003, hereby give notice of objection to a new premises licence application received by West Mercia Police on the 23/06/2025 made by Majeed Haider SALEM of 70 Jameson Street, Wolverhampton.

The premises licence for the above location lapsed on 06/05/2025 when the Company, MHD Premier LTD voluntarily applied to be struck off the Company Register and was subsequently dissolved; this application seeks to replace the previous licence.

The application seeks to allow the premise to sell alcohol between the hours of 06:00hrs and 22:00hrs 7 days a week.

On 12/07/22 MHD Premier LTD applied to transfer the premise Licence from the previous licence holder.

On 30/08/22 the Premise licence was issued for the premise with Majeed Haider SALEM as Designated Premise Supervisor and the Premise Licence holder being MHD Premier LTD.

Companies house, shows that the company director for MHD Premier LTD was named as Majeed SALEM.

Since SALEM has been named as the DPS and director of the MHD premier LTD, West Mercia Police are aware of a number of concerns have been raised in relation to the selling of counterfeit products.

The selling of Illicit goods is a criminal offence; therefore this police objection is made on the grounds of the prevention of crime and disorder.

The Criminal offence associated with the possession and supply of illicit tobacco being:

Section 144 of the Licensing Act 2003

It is an offence for a person to whom subsection (2) applies commits an offence if he knowingly keeps or allows to be kept, on any relevant premises, any goods which have been imported without payment of duty or which have otherwise been unlawfully imported.

2a)to any person who works at the premises in a capacity, whether paid or unpaid, which gives him authority to prevent the keeping of the goods on the premises,
(b)in the case of licensed premises, to—
(i)the holder of a premises licence in respect of the premises, and
(ii)the designated premises supervisor (if any) under such a licence,

While there are no ongoing Police investigations as a result of the above concerns, evidence held by Trading standards does raise the concerns of the Police around the legal running of the business and the suitability of SALEM as the PLH and DPS.

The store is believed to have sold illegal vapes and illicit cigarettes on a number of occasions. These items are believed to have been stored at a flat at the rear of the premises and brought into the shop for sale to customers. Such activity demonstrates a disregard for the law and raises serious questions about the applicant's suitability to uphold licensing objectives.

West Mercia Police are therefore of the view that the premises licence holder has failed to uphold the licensing objective of prevention of crime and disorder in the selling of counterfeit goods.

Based on this significant failure of the licence holder at the time, that being MHD Premier LTD with the listed director being SALEM, West Mercia Police feel that this matter is so serious that consideration should be given to the grant of the premises licence being refused.

Additional information to support this objection will be provided if this matter progresses to a licencing sub committee regulatory hearing.

Kind Regards
PC 3103 GEMMA GIBBS
Police Alcohol Licencing Officer.
Malvern Police Station.