

APPENDIX 2 – REPRESENTATIONS FROM OTHER PERSONS

1.

From: Julie Jarvis

Sent: 16 August 2025 22:01

To: WRS Enquiries <enquiries@worcsregservices.gov.uk>

Subject: Subject: Objection to Licensing Application – Tesco, 135 Birchfield Road, Redditch

Dear Sir/Madam,

I wish to object to the licensing application submitted by Tesco Stores Limited for 135 Birchfield Road, Headless Cross, Redditch (alcohol sales until 00:00 daily and late-night refreshment 23:00–00:00).

When first discussed, residents were informed the new shop hours would cease at **22:00**, which was reasonable. Extending this to midnight undermines several Licensing Act 2003 objectives:

- **Prevention of public nuisance** – midnight sales will cause late-night noise, loitering, and disturbance in a residential area.
- **Prevention of crime and disorder** – longer hours increase risks of antisocial behaviour and alcohol-related incidents.
- **Public safety** – midnight availability raises the likelihood of disorder around the premises.
- **Protection of children from harm** – families living nearby would be exposed to late-night disruption.

I therefore respectfully request that the licensing hours be restricted to **no later than 22:00 (10pm)**, in line with the original proposal.

Yours faithfully

Julie Jarvis

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2.

From: Helen Colcombe

Sent: 17 August 2025 09:41

To: WRS Enquiries <enquiries@worcsregservices.gov.uk>

Subject: Objection – Tesco Stores Ltd, 135 Birchfield Road, Headless Cross, Redditch, B97 4LE

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Dear Licensing Team,

I am a resident of XXXXXXXXXXXXXXXX Headless Cross and I wish to object to the licensing application made by Tesco Stores Ltd for the premises at 135 Birchfield Road.

When the development was first proposed, it was made clear to the community that the store would open between **06:00 and 22:00**. This felt like a fair compromise: long enough hours to serve the local area, but not so late that it would disturb residents. It is extremely disappointing that, before the store has even opened, Tesco is now seeking to extend alcohol sales until **midnight** and to serve food until **23:00–00:00**.

This represents a significant departure from what was originally communicated and will have a direct negative impact on local residents.

1) Prevention of public nuisance

- Birchfield and Feckenham Roads are residential streets where families, young children and older residents live. Midnight closing will introduce late-night traffic, public noise, car doors slamming, headlights and people coming and going at a time when the neighbourhood is otherwise quiet.
- The late provision of food and alcohol encourages loitering, eating and drinking outside, and littering that we already see around convenience outlets in the town, including on Evesham Road in Headless Cross which is less than 5 minutes' walk away. Bringing this to Birchfield Road will cause regular disturbance and mess where it is not needed.
- Many of us chose to live in this part of Redditch because of its quieter, community-focused feel. Midnight trading is incompatible with that.

2) Prevention of crime and disorder

- Redditch already struggles with higher-than-average levels of **antisocial behaviour and violence-related incidents**, according to police figures and these are the most common crimes already in the B97 area.
- Late-night alcohol sales are strongly linked to antisocial behaviour, arguments, and confrontations, particularly around shopfronts and car parks. Allowing this new store to trade until midnight will inevitably draw some of these problems onto Birchfield and Feckenham Roads.
- Once problems begin, it will be difficult to reverse the trend. The safer and more responsible approach is to stick with the 22:00 close that was originally promised.

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3) Protection of children and public safety

- Young people regularly walk along Feckenham Road and Birchfield Road to and from school, sports clubs, leisure activities and bus stops. Introducing a late-night alcohol outlet here increases their exposure to groups gathering outside and raises the risk of underage or proxy sales.
- Extra vehicle movements late at night create additional safety risks for pedestrians, especially at the road junction right next to the store.

The community was led to expect a store closing at 22:00, which was acceptable to most residents. Extending trading to midnight before the store has even opened feels like a disregard for the concerns of those living nearby.

Granting this application would increase noise, litter, and antisocial behaviour in an otherwise peaceful residential part of Redditch, particularly along Birchfield and Feckenham Roads. I respectfully request that the application be refused and that the originally proposed 06:00–22:00 hours are maintained.

Thank you for considering my representation.

Yours faithfully,

Helen Colcombe
