

Licensing Act 2003

Form to make a representation about a Variation for a premises licence

To be read in conjunction with 'Making representations about a licence application'.

Privacy Statement

We are collecting your information in order to process a licence application in accordance with the Licensing Act 2003. For more information on how we use your information, please refer to the Privacy Notice on our website: www.worcsregservices.gov.uk/about-us

Details of the premises

Applicant name (if known): Pop Venues Redditch Ltd

Application number (if known): PREM0201

Premises name: Popzone & Gorgeous

Premises address: 12 Market Place, Redditch, B98 8AA

Application to vary an existing:

Premises licence

Details of person making representation

If you are acting as a representative, you must complete the next section as well as this one.

Full Name: Paul Reid

Address: c/o Redditch Town Hall

Walter Stranz Square

Redditch B98 8AH

Contact telephone number: [REDACTED]

Email: [REDACTED]

Please note that a full copy of your representation (including your name and address) will be sent to the applicant and will be a publicly available document at any hearing related to the application.

Additional details when making a representation on behalf of another person

In what capacity do you make a representation? A local authority employee

Which person, persons, or group do you represent:

You must include evidence of your authorisation to make a representation on behalf of the person, persons, or group you have named with your representation.

Your representation

Under the Licensing Act 2003, a representation is only considered relevant if it relates to the likely impact of the application on the promotion of the four licensing objectives:

- Prevention of crime and disorder
- Public safety
- Prevention of public nuisance
- Protection of children from harm

Representations that are deemed vexatious (intended to cause annoyance without valid reason) or frivolous (lacking seriousness or substance) will not be considered.

Enter your representation below, indicating which licensing objective(s) you consider applicable. Be as specific as you can and provide examples where relevant.

I'm employed by Redditch Borough Council as the Redditch market manager and assist my superiors in Redditch Town centre matters.

I acknowledge that pubs and night clubs play a valuable role in the nighttime economy of the town, but along with that comes a responsibility for the licensed premise to be part of the community and to comply with the licensing objectives and the conditions attached to its premise licence.

Before I make my comments known about this premise licence variation application, I must draw your attention to the fact that this application for a full variation has been advertised on white paper on the entrance door to Pop Zone. Applications for full

variations must be made on blue paper in accordance with the Licensing Act 2003, section 182 guidance and Redditch Borough Council's licensing policy. As this hasn't been the case, I do not consider that this application for a full variation is duly made. I therefore expect that this application for a full variation is either; advertised on the correct coloured paper in accordance with the above legislation and the time period for representations to be made is reset for 28 days from the date that the notice is correctly displayed or that the variation application is refused.

Redditch market currently operates on Thursdays and Saturdays, and my staff are on the market site, which is directly in front of Pop Zone, from 04:30hrs on market days to erect the market, ready for the traders.

My staff routinely encounter anti-social behaviour (ASB) from customers exiting Pop Zone in the early hours of Saturday morning. The ASB issues that are encountered are foul and abusive language, fighting, urination, vomiting, sex and general drunken behaviour. This is apart from the littering that takes place from the premise. This is generally cigarette ends and broken glass.

Extending the licensing hours for a premise that currently isn't complying with its licensing conditions, the licensing objectives, Redditch Borough Councils licensing policy and section 182 guidance, is in my opinion making a mockery of the Licensing Act 2003 and this will negatively impact on Redditch town centre.

I therefore wish to raise a formal objection to the proposed Premise Licence variation for Pop Zone and the issues I consider to be relevant are:

The protection of children from harm

Having under 18's on a licensed premises until 23:00hr fails to promote the protection of children from harm.

The prevention of crime and disorder

Over the past 12 months my team have experienced various episodes of anti-social behaviour and littering from Pop Zone. This was mentioned to the DPS of Pop Zone at a pubwatch meeting, but no improvements have been witnessed.

The existing termination time of licensable activities at 04:00 am and the patrons exiting the premise at 04:30hrs, means that there is an overlap with my staff whilst they erect the market. There have been occasions where they have had to return to the sanctuary of the van to escape violent encounters from patrons exiting the premise, people having sex outside of the premise, patrons vomiting and urinating outside of the premise.

This has impacted on the service delivery for my staff and has resulted in my staff having to clear vomit from the anchoring points on the market site and having to encounter contamination from people urinating outside. This level of behaviour from patrons exiting a licensed premise is unacceptable and indicates that the DPS and licence holder have no regard for the community in which it is a part of and has no regard for the

licensing objectives it should be seeking to comply with. Extending this for an additional 2 hours is only going to increase the potential for bad behaviour, crime and disorder in this location, and will leave the council very little time to undertake street cleansing prior to the start of the next working day.

The prevention of public nuisance

The market site is routinely littered with cigarette ends and broken glass which is likely to be from Pop Zone. The premise has no cigarette bins located outside and no designated smoking area. Consequently, cigarette ends from staff and patrons are disregarded/littered in the nearby vicinity to both entrances to the premise.

The same issue is observed with broken glass outside the venue on the market site. I'm unaware of any conditions on the premise licence prohibiting the removal of glass from the venue whilst its patrons are smoking outside.

General concerns

I note that the applicant hasn't added any additional conditions to the premise operating schedule to plan for the proposed additional 2 hours applied for in this variation. It is inevitable and foreseeable that patrons will consume more alcohol during this period and ASB and disorder is likely to continue until the termination time of 06:30hrs. At the very least I would expect to see a dispersal policy and some indication with regards to how the premise is going to address the additional issues relating to the licensing objectives.

The removal or dilution of existing conditions attached to the premise licence only seeks to go against the licensing objectives and principles and this will only have a negative impact on the locality and the community as a whole.

Whilst considering this variation application, I would urge the committee members to consider:

- No entry or re-entry into the premise after 04:00hrs
- The proposal in the variation states that: 'the DPS or duty manager will attend the pubwatch meetings whenever it is reasonably practical to do so'. This is an unenforceable condition, as it could always be impractical to attend. I therefore suggest that the DPS or his duty manager attends a pubwatch meeting at least once every quarter. However, the real question is, why can't at least one of them attend every pubwatch meeting?
- Cigarette bins are located outside the premise.
- No glass is to be taken outside the premise at all times.

It is clear that Redditch Borough Council has been responsible for cleaning the area around this premises for some considerable time. I see no valid or justifiable reason why

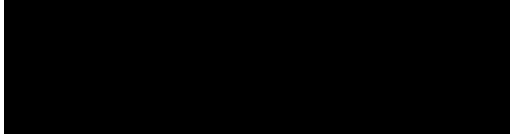
this should be allowed to continue. The licensing objectives exist for a reason, and it is unacceptable for this, or any other licensed premises, to disregard them.

Taking all of the above into account, and the blatant erosion of the licensing objectives, I would consider it irresponsible for this application for a variation to the premise licence for Pop Zone to be granted.

Signature of person making a representation

It is an offence, under Section 158 of the Licensing Act 2003, to knowingly or recklessly make a false statement in connection with a licence application. This is punishable, on conviction, by a fine of up to £5,000.

Signature:



Print Name: Paul; Reid

Date: 30th July 2026

Submitting your representation

You can submit this form by email to: enquiries@worcsregservices.gov.uk Postal representations can be sent to:

Licensing, Worcestershire Regulatory Services, Wyre Forest House, Finepoint Way, Kidderminster, DY11 7WF

In all cases, representations must be RECEIVED by the licensing authority before the end of the consultation period.

Notes

Submitting the form electronically

If completing this form on your computer, save it as a new document and check your changes have been retained *before* sending it to Worcestershire Regulatory Services.

If you have problems with saving the PDF, try printing it using 'Microsoft print to PDF'. This will create a new PDF of the document as it would be if printed out on paper, which should retain your content.

Attendance at a Licensing Sub-Committee hearing

As a person making a representation about a licence application you are entitled to attend any hearing called to determine whether the licence can be issued and, if so, in what form. You will be notified of the hearing date should one be necessary.

If you do not withdraw your representation and do not attend the hearing for any reason, your representation will still be considered.