

LICENSING ACT 2003 HEARING TUESDAY 7<sup>th</sup> FEBRUARY 2017 @ 1700HRS  
(5PM)

APPLICATION FOR THE GRANT OF A PREMISES LICENCE

**1. Premises:**

Sprinkles Gelato  
120 London Road  
Reading  
RG1 5AY

**2. Applicant:**

AM Estates Ltd

**3. Premises Licence:**

There is currently no premises licence in force at the premises.

**4. Proposed licensable activities and hours:**

The application is for the grant of a premises licence for the following activities:

Recorded Music

Monday to Sunday from 0800hrs until 0000hrs

Late Night Refreshment

Monday to Sunday from 2300hrs until 0000hrs

Opening Hours

Monday to Sunday from 0800hrs until 0000hrs

**5. Temporary Event Notices**

In considering any application the Licensing Authority should be aware of the possible use of Temporary Event Notices to extend entertainment activities or hours of operation. A premises may extend the hours or scope of their operation by the use of Temporary Event Notices. Up to 15 events per year can be held under this provision at a particular premises. These events may last for up to 168 hours provided less than 500 people are accommodated and provided the total number of days used for these events does not exceed 21 per year.

**6. Date of receipt of application: 16<sup>th</sup> December 2016**

A copy of the application form is attached as Appendix RF-1

**7. Date of closure of period for representations:**

13<sup>th</sup> January 2017

**8. Representations received:**

During the 28 day consultation process for the application, a representation was received from:

Andrea Malcolm on behalf of herself and Diane Goodlock.

A copy of this representation is attached at appendix RF-2

## **9. Licensing Objectives and Reading Borough Council's Licensing Policy Statement**

In considering representations received the Licensing Authority has a duty to carry out its functions with a view to promoting the four licensing objectives, which are as follows:

- the prevention of crime and disorder;
- public safety
- the prevention of public nuisance
- the protection of children from harm

Any conditions that are placed on a premises licence should be appropriate and proportionate with a view to promoting the licensing objectives. The Licensing Authority can amend, alter or refuse an application should it be deemed appropriate for the promotion of the licensing objectives.

The Council's licensing policy also places an onus on applicant's who wish to open past 11pm to demonstrate how they will mitigate the issues of crime and disorder and potential public nuisance.

### **Amended Guidance issued under section 182 of the Licensing Act 2003 March 2015**

#### **Licensing Objectives and Aims:**

- 1.5 (However) the legislation also supports a number of other key aims and purposes. These are vitally important and should be principal aims for everyone involved in licensing work.

They include:

protecting the public and local residents from crime, anti-social behaviour and noise nuisance caused by irresponsible licensed premises;

#### **Public nuisance:**

- 2.14 The 2003 Act enables licensing authorities and responsible authorities, through representations, to consider what constitutes public nuisance and what is appropriate to prevent it in terms of conditions attached to specific premises licences and club premises certificates. It is therefore important that in considering the promotion of this licensing objective, licensing authorities and responsible authorities focus on the effect of the licensable

activities at the specific premises on persons living and working (including those carrying on business) in the area around the premises which may be disproportionate and unreasonable. The issues will mainly concern noise nuisance, light pollution, noxious smells and litter.

**Steps to promote the licensing objectives:**

8.33 In completing an operating schedule, applicants are expected to have regard to the statement of licensing policy for their area. They must also be aware of the expectations of the licensing authority and the responsible authorities as to the steps that are appropriate for the promotion of the licensing objectives, and to demonstrate knowledge of their local area when describing the steps they propose to take to promote the licensing objectives. Licensing authorities and responsible authorities are expected to publish information about what is meant by the promotion of the licensing objectives and to ensure that applicants can readily access advice about these matters. However, applicants are also expected to undertake their own enquiries about the area in which the premises are situated to inform the content of the application.

8.34 Applicants are, in particular, expected to obtain sufficient information to enable them to demonstrate, when setting out the steps they propose to take to promote the licensing objectives, that they understand:

- the layout of the local area and physical environment including crime and disorder hotspots, proximity to residential premises and proximity to areas where children may congregate;
- any risk posed to the local area by the applicants' proposed licensable activities; and
- any local initiatives (for example, local crime reduction initiatives or voluntary schemes including local taxi-marshalling schemes, street pastors and other schemes) which may help to mitigate potential risks.

8.35 Applicants are expected to include positive proposals in their application on how they will manage any potential risks. Where specific policies apply in the area (for example, a cumulative impact policy), applicants are also expected to demonstrate an understanding of how the policy impacts on their application; any measures they will take to mitigate the impact; and why they consider the application should be an exception to the policy.

8.36 It is expected that enquiries about the locality will assist applicants when determining the steps that are appropriate for the promotion of the licensing objectives. For example, premises with close proximity to residential premises should consider what effect this will have on their smoking, noise

management and dispersal policies to ensure the promotion of the public nuisance objective. Applicants must consider all factors which may be relevant to the promotion of the licensing objectives, and where there are no known concerns, acknowledge this in their application.

8.37 The majority of information which applicants will require should be available in the licensing policy statement in the area. Other publicly available sources which may be of use to applicants include:

- the Crime Mapping website;
- Neighbourhood Statistics websites;
- websites or publications by local responsible authorities;
- websites or publications by local voluntary schemes and initiatives; and
- on-line mapping tools.

8.38 While applicants are not required to seek the views of responsible authorities before formally submitting their application, they may find them to be a useful source of expert advice on local issues that should be taken into consideration when making an application. Licensing authorities may wish to encourage co-operation between applicants, responsible authorities and, where relevant, local residents and businesses before applications are submitted in order to minimise the scope for disputes to arise.

8.39 Applicants are expected to provide licensing authorities with sufficient information in this section to determine the extent to which their proposed steps are appropriate to promote the licensing objectives in the local area. Applications must not be based on providing a set of standard conditions to promote the licensing objectives and applicants are expected to make it clear why the steps they are proposing are appropriate for the premises.

The Licensing Act 2003 under Section 18 (6) also states that any relevant representation should be considered in the context of:

(a) the likely effect of the grant of the premises licence on the promotion of the licensing objectives.

Therefore in the context of the grant of a licence, it is reasonable for the Licensing Authority to base its decision on an application on what the likely effects of granting a licence would have on the promotion of the licensing objectives.

**The Council's Licensing Policy Statement:**

**11.4 Licensed Premises in Residential Areas**

11.4.1 In general the Authority will deal with the issue of licensing hours on the individual merits of each application. However, when issuing a licence, stricter conditions are likely to be imposed with regard to noise control in the case of premises that are situated in largely residential areas. In general, public houses located in and catering for residential areas wishing to open beyond 11pm will need to demonstrate clearly that public nuisance will not result from later operation.



**Reading**  
**Application for a premises licence**  
**Licensing Act 2003**

For help contact  
[licensing@reading.gov.uk](mailto:licensing@reading.gov.uk)  
 Telephone: 0118 937 3762

\* required information

### Section 1 of 19

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference

Not Currently In Use

This is the unique reference for this application generated by the system.

Your reference

You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

Yes  No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

### Applicant Details

\* First name

Azad

\* Family name

Majid

\* E-mail

Main telephone number

Include country code.

Other telephone number

Indicate here if you would prefer not to be contacted by telephone

Are you:

- Applying as a business or organisation, including as a sole trader  
 Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.

### Applicant Business

Is your business registered in the UK with Companies House?

Yes  No

Note: completing the Applicant Business section is optional in this form.

Registration number

10152146

Business name

AM Estates LTD

If your business is registered, use its registered name.

VAT number

GB 242003074

Put "none" if you are not registered for VAT.

Legal status

Private Limited Company

*Continued from previous page...*

Your position in the business

Home country

The country where the headquarters of your business is located.

**Registered Address**

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Section 2 of 19**

**PREMISES DETAILS**

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 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.

**Premises Address**

Are you able to provide a postal address, OS map reference or description of the premises?

- Address     OS map reference     Description

**Postal Address Of Premises**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Further Details**

Telephone number

Non-domestic rateable value of premises (£)

**Section 3 of 19**

**APPLICATION DETAILS**

In what capacity are you applying for the premises licence?

- An individual or individuals
- A limited company
- A partnership
- An unincorporated association
- A recognised club
- A charity
- The proprietor of an educational establishment
- A health service body
- A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- The chief officer of police of a police force in England and Wales
- Other (for example a statutory corporation)

**Confirm The Following**

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- I am making the application pursuant to a statutory function
- I am making the application pursuant to a function discharged by virtue of Her Majesty's prerogative

**Section 4 of 19**

**NON INDIVIDUAL APPLICANTS**

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

**Non Individual Applicant's Name**

Name

**Details**

Registered number (where applicable)

Description of applicant (for example partnership, company, unincorporated association etc)



Continued from previous page...

Limited Company

**Address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Contact Details**

E-mail

Telephone number

Other telephone number

**Section 5 of 19**

**OPERATING SCHEDULE**

When do you want the premises licence to start?  /  /   
dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end  /  /   
dd mm yyyy

Provide a general description of the premises

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off- supplies you must include a description of where the place will be and its proximity to the premises.

Ice Cream Parlour selling predominately ice cream together with tea/ coffee and hot waffles and crepes.

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

Continued from previous page...

**Section 6 of 19**

**PROVISION OF PLAYS**

Will you be providing plays?

- Yes  No

**Section 7 of 19**

**PROVISION OF FILMS**

Will you be providing films?

- Yes  No

**Section 8 of 19**

**PROVISION OF INDOOR SPORTING EVENTS**

Will you be providing indoor sporting events?

- Yes  No

**Section 9 of 19**

**PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS**

Will you be providing boxing or wrestling entertainments?

- Yes  No

**Section 10 of 19**

**PROVISION OF LIVE MUSIC**

Will you be providing live music?

- Yes  No

**Section 11 of 19**

**PROVISION OF RECORDED MUSIC**

Will you be providing recorded music?

- Yes  No

**Standard Days And Timings**

MONDAY

Start

End

Start

End

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

Continued from previous page...

THURSDAY

Start	<input type="text" value="08:00"/>	End	<input type="text" value="00:00"/>
Start	<input type="text" value="08:00"/>	End	<input type="text" value="00:00"/>

FRIDAY

Start	<input type="text" value="08:00"/>	End	<input type="text" value="00:00"/>
Start	<input type="text" value="08:00"/>	End	<input type="text" value="00:00"/>

SATURDAY

Start	<input type="text" value="08:00"/>	End	<input type="text" value="00:00"/>
Start	<input type="text" value="08:00"/>	End	<input type="text" value="00:00"/>

SUNDAY

Start	<input type="text" value="08:00"/>	End	<input type="text" value="00:00"/>
Start	<input type="text" value="08:00"/>	End	<input type="text" value="00:00"/>

Will the playing of recorded music take place indoors or outdoors or both?

- Indoors       Outdoors       Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

We will be playing music directly from a subscription from Amazon Fire TV or other similar service.

State any seasonal variations for playing recorded music

For example (but not exclusively) where the activity will occur on additional days during the summer months.

N/A

Non-standard timings. Where the premises will be used for the playing of recorded music at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

N/A

**Section 12 of 19**

**PROVISION OF PERFORMANCES OF DANCE**

Will you be providing performances of dance?

**Section 13 of 19**

**PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE**

Will you be providing anything similar to live music, recorded music or performances of dance?

Yes

No

**Section 14 of 19**

**LATE NIGHT REFRESHMENT**

Will you be providing late night refreshment?

Yes

No

**Standard Days And Timings**

MONDAY

Start

End

Start

End

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

*Continued from previous page...*

Will the provision of late night refreshment take place indoors or outdoors or both?

- Indoors                       Outdoors                       Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

N/A

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

N/A

Non-standard timings. Where the premises will be used for the supply of late night refreshments at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

N/A

### Section 15 of 19

#### SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

- Yes                       No

#### PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

- Electronically, by the proposed designated premises supervisor  
 As an attachment to this application

Reference number for consent form (if known)

If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

### Section 16 of 19

#### ADULT ENTERTAINMENT

*Continued from previous page...*

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

n/a

**Section 17 of 19**

**HOURS PREMISES ARE OPEN TO THE PUBLIC**

**Standard Days And Timings**

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

*Continued from previous page...*

N/A

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

N/A

## Section 18 of 19

### LICENSING OBJECTIVES

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

a) General – all four licensing objectives (b,c,d,e)

List here steps you will take to promote all four licensing objectives together.

We believe we have taken all the necessary steps to make sure the general public and also our staff are safe. We have taken all reasonable preventable steps following the guidance of professionals, to include but not be limited to. using CCTV cameras with a 24 Hour recording, a security alarm, a multi point fire alarm with various sensors, emergency lighting. Regular testing of the alarm, smoke detectors, emergency lighting and CCTV camera system.

b) The prevention of crime and disorder

CCTV cameras have been installed in the premises. Alarms are fitted and we also have 24 hour security surveillance.

c) Public safety

We have CCTV cameras, 24 Hour security surveillance and fire alarms which are tested regularly. We have also trained our staff members in public safety and importantly what to do in case of an emergency. Emergency lighting, fire alarms and several fire exit points located at the front, back and sides have been put in place following professional advice.

d) The prevention of public nuisance

To ensure the music is turned down after 10pm. We will refuse to serve drunk and disorderly people. We will not allow more than a certain amount of people at the premises at one time. We will close the premises at 12 am

e) The protection of children from harm

CCTV cameras, Not serve children under the age of 12 years without adult supervision

Continued from previous page...

**Section 19 of 19**

**PAYMENT DETAILS**

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

The fee payable will be based on the rateable value of the property. Band A - 0 - 4300 - Fee Payable - 100 Band B - 4301 - 33,000 - Fee Payable - 190 Band C - 33,001 - 87,000 - Fee Payable - 315 Band D - 87,001 - 125,000 - Fee payable - 450 Band E - 125,001 and over - Fee payable - 635 Additional fees apply to outdoor events.

\* Fee amount (£)

**DECLARATION**

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

\* Full name

\* Capacity

\* Date  /  /   
dd mm yyyy

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
  2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/reading/apply-1> to upload this file and continue with your application.
- Don't forget to make sure you have all your supporting documentation to hand.

**IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION**

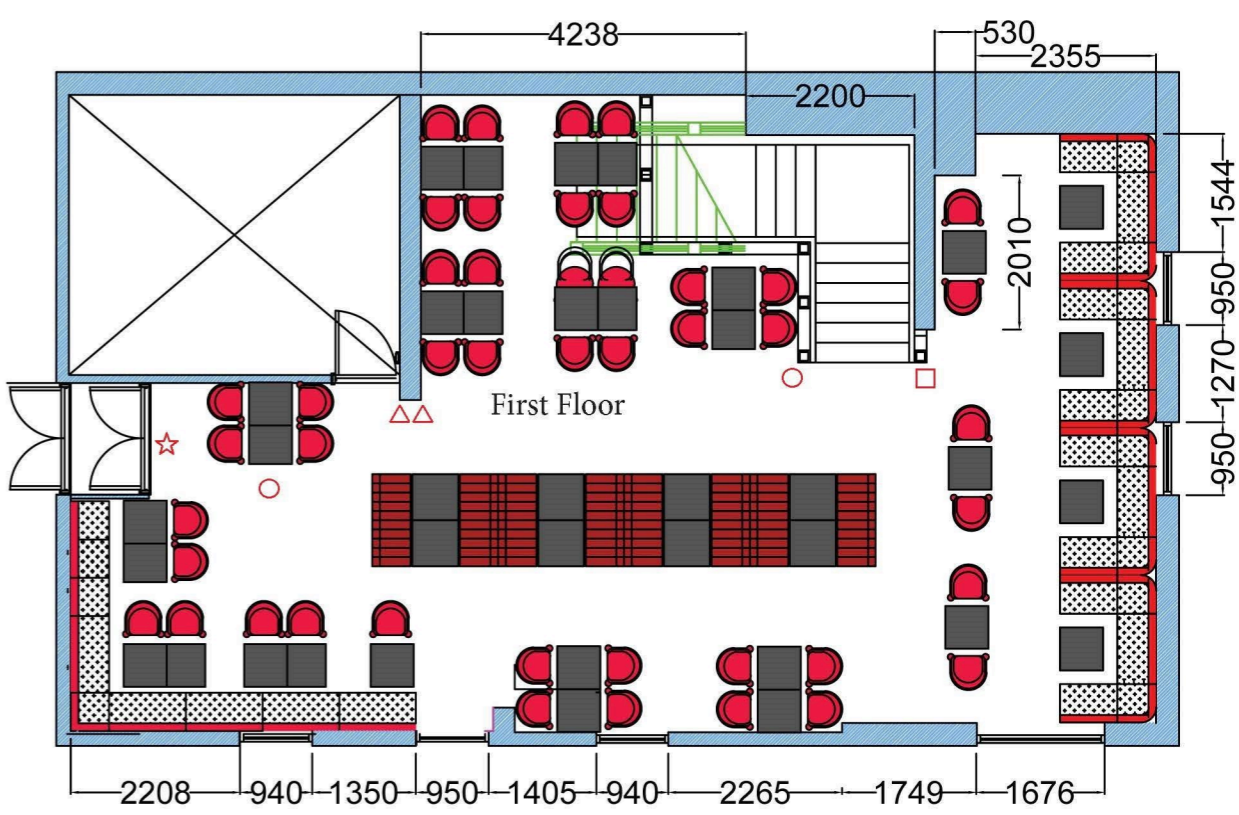
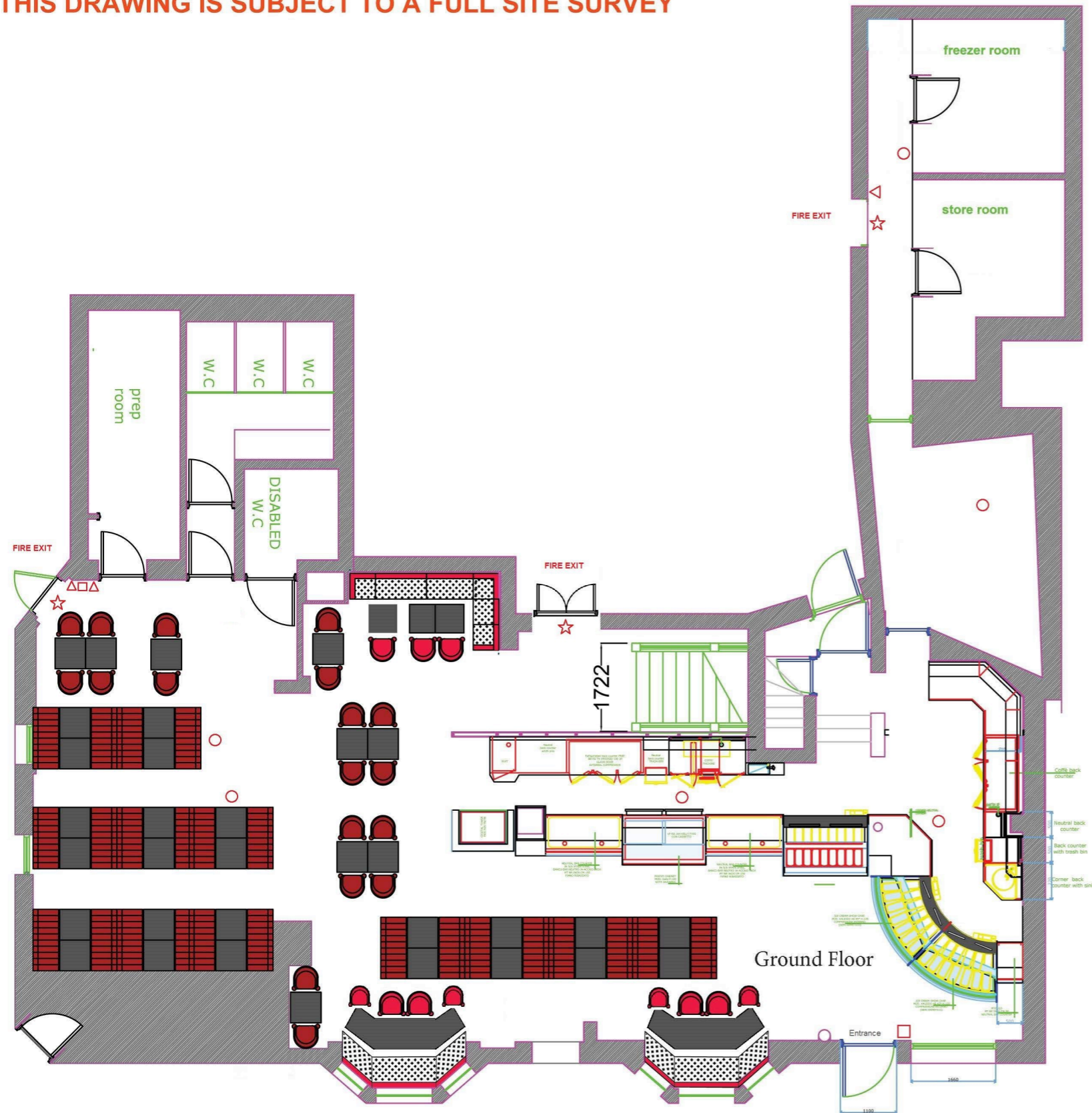


**OFFICE USE ONLY**

Applicant reference number	<input type="text"/>
Fee paid	<input type="text"/>
Payment provider reference	<input type="text"/>
ELMS Payment Reference	<input type="text"/>
Payment status	<input type="text"/>
Payment authorisation code	<input type="text"/>
Payment authorisation date	<input type="text"/>
Date and time submitted	<input type="text"/>
Approval deadline	<input type="text"/>
Error message	<input type="text"/>
Is Digitally signed	<input type="checkbox"/>

[< Previous](#) [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [Next >](#)

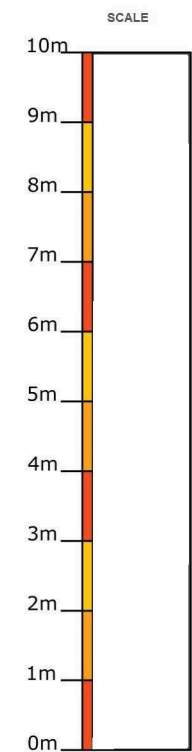
**THIS DRAWING IS SUBJECT TO A FULL SITE SURVEY**



**SPRINKLES GELATO**

**LEGEND**

- = FIRE ALARMS
- = FIRE CALL POINTS
- △ = FIRE EXTINGUISHERS
- ★ = FIRE EXITS



**Proposed General Arrangement**

<p><b>COPYRIGHT NOTICE</b> THE COPYRIGHT, DESIGN RIGHT AND MORAL RIGHT IN THIS WORK BELONGS TO b3 AND IS HEREBY ASSERTED, ALL RIGHTS RESERVED. PERSONS GENUINELY NEEDING TO ADAPT THE WORK FOR BONA FIDE PURPOSES IN CONNECTION WITH THE PROJECT IN QUESTION ARE LICENSED TO DO SO FOR SUCH PURPOSE ONLY BUT MUST INFORM US AND KEEP A RECORD FOR NOT LESS THAN SIX YEARS OF ALL CHANGES OR ADAPTATIONS MADE, AND DO NOT THEREBY RECEIVE ANY RIGHTS OF JOINT AUTHORSHIP. WE WILL NOT BE RESPONSIBLE FOR ANY ADAPTATIONS OR CHANGES MADE BY THIRD PARTIES UNLESS WE HAVE SPECIFICALLY AUTHORISED THEM AND ACCEPTED RESPONSIBILITY IN WRITING.</p>		<p><b>SPECIFICATION &amp; STANDARD DETAIL DOCUMENTS</b> THIS DWG SHALL BE READ IN CONJUNCTION WITH STANDARD DETAIL DWGS AND SPECIFICATION OF WORKS WHERE PROVIDED.</p>		<p><b>DRAWN BY:</b></p>		<p><b>APPROVED BY:</b></p>		<p><b>DATE:</b></p>		<p><b>SCALE: 1/50 @ A1</b></p>		<p><b>DRAWING NO: 1</b></p>	
<p><b>REVISIONS:</b></p>		<p><b>DETAIL:</b></p>		<p><b>DATE:</b></p>		<p><b>REVISIONS:</b></p>		<p><b>DETAIL:</b></p>		<p><b>DATE:</b></p>		<p><b>DRAWING NAME:</b></p>	
<p><b>FINISHES SCHEDULE</b> REFER TO CURRENT FINISHES SCHEDULE FOR SPECIFICATIONS REGARDING FINISHES ANNOTATED BY LETTER/NUMBER WITHIN THIS DWG.</p>		<p><b>CONFIDENTIALITY</b> THIS DRAWING IS ISSUED CONFIDENTIALLY AND MUST NOT BE DISCLOSED TO ANY THIRD PARTIES WITHOUT THE PRIOR WRITTEN CONSENT OF b3.</p>										<p><b>CLIENT: SPRINKLES READING</b></p>	
												<p><b>SITE ADDRESS:</b></p>	

**French, Richard**

---

**From:** Andrea Malcolm <[REDACTED]>  
**Sent:** 11 January 2017 15:56  
**To:** Licensing  
**Cc:** Paul Johnson  
**Subject:** SPRINKLES GELATO - 120 LONDON ROAD, READING, RG1 5AY - RS responded

**This is an EXTERNAL EMAIL. STOP. THINK before you CLICK links or OPEN attachments.**

Dear Sirs

I would like to object to the planning application from Sprinkles Gelato to play recorded music from 0800 hrs. until 0000 hrs. Monday to Sunday.

The reason for the objection is that Gelato is situated in a residential area and I am concerned about noise levels from this establishment especially during the summer months.

Sprinkles Gelato was opened as an Ice Cream Parlour not a night-club. We have had issues with noise from 120 London Road when it was a night-club. The License application is asking for permission to play music from 8am until Midnight Monday to Sunday this is totally unacceptable and unreasonable hours.

I am happy to see Sprinkles continue their business as a ice cream parlour but not as a potential night-club.

I am writing on behalf of myself and Diane Goodlock - resident [REDACTED] De Beauvoir Road

I am a resident of Carnarvon Road, RG1 5SB.

Thank you for your time and I look forward to hearing from you.

Best regards

Andrea Malcolm

**Andrea Malcolm**  
**Redlands and University NAG Communications**  
[REDACTED]

Click [here](#) to report this email as spam.