

To: Councillor Woodward (Chair)
Councillors Mitchell and Stevens

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14 January 2026

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NOTICE OF MEETING - LICENSING APPLICATIONS SUB-COMMITTEE 22 JANUARY 2026

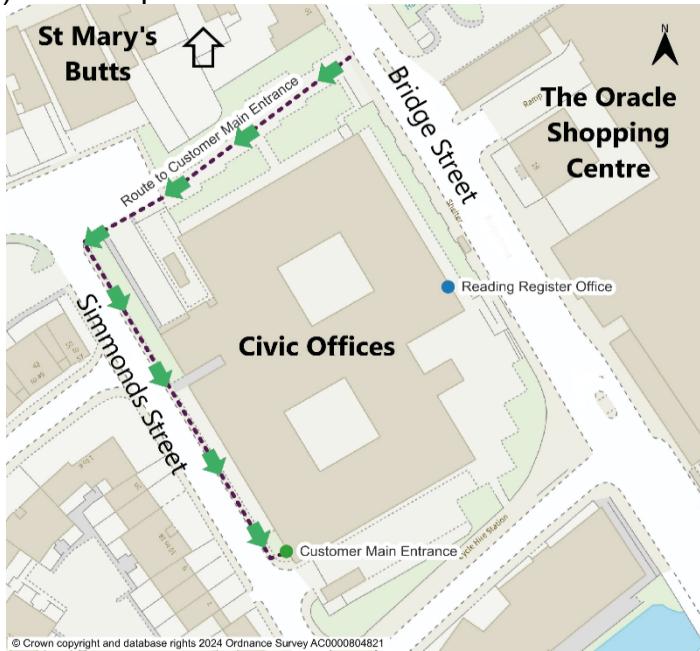
A meeting of the Licensing Applications Sub-Committee will be held on Thursday, 22 January 2026 at 9.30 am in the Council Chamber, Civic Offices, Bridge Street, Reading, RG1 2LU. The Agenda for the meeting is set out below.

	<u>AFFECTED WARDS</u>	<u>Page No</u>
1. DECLARATIONS OF INTEREST		
(a) Councillors to declare any disclosable pecuniary interests they may have in relation to the items for consideration;		
(b) Councillors to declare whether they wish to speak on the grounds they:		
i. Have submitted a relevant representation; or		
ii. Will be speaking on behalf of someone who has submitted a relevant representation.		
2. MINUTES		3 - 10
To confirm the Minutes of the Licensing Applications Sub-Committee meetings held on 11 December and 23 December 2025.		
3. APPLICATION FOR THE GRANT OF A PREMISES LICENCE IN RESPECT OF READING LOCAL, 88 BROAD STREET, READING, RG1 2AP		11 - 56

CIVIC OFFICES EMERGENCY EVACUATION: If an alarm sounds, leave by the nearest fire exit quickly and calmly and assemble on the corner of Bridge Street and Fobney Street. You will be advised when it is safe to re-enter the building.

To consider an application for the grant of a premises licence in respect of Reading Local, 88 Broad Street, Reading, RG1 2AP

***** Access to Civic Offices** - Please note that, from 13 January 2025, the Customer Main Entrance to the Civic Offices is moving from the front of the building to the back, because of construction work for the new Central Library. If you are attending the meeting in person, please enter via the new Customer Main Entrance in Simmonds Street. (The Council is asking customers not to come down Fobney Street to access the new Customer Entrance, due to heavy construction traffic in this area, and instead to walk via the pedestrian alleyway off Bridge Street next to the "Greek Van"). See map below:



Agenda Item 2

LICENSING APPLICATIONS SUB-COMMITTEE MEETING MINUTES

11 DECEMBER 2025

Present: Councillors Woodward (Chair), Asare and Dennis.

32. APPLICATION FOR THE GRANT OF A PREMISES LICENCE MUSKAAN ENTERPRISES, 10-12 OXFORD ROAD READING

The Sub-Committee considered a report on an application for the grant of a premises licence in respect of Muskaan Enterprises Ltd, 10-12 Oxford Road, Reading, RG1 2LG. A copy of the application for a premises licence was attached to the report at Appendix RS-1.

The report stated that the premises licence applied for would be to authorise the following licensable activities and hours:

Sale by Retail of Alcohol (Off the Premises):

Sunday to Thursday	from 0700hrs until 2300hrs
Friday to Saturday	from 0700hrs until 0000hrs

Hours the Premises is Open to the Public:

Sunday to Thursday	from 0700hrs until 2300hrs
Friday to Saturday	from 0700hrs until 0000hrs

A schedule of conditions agreed by the Applicant, Thames Valley Police and the Council's Licensing Team was appended to the report at Appendix RS-2.

The report stated that the 28-day statutory consultation period for the application had closed on 17 November 2025. During this period a valid representation had been received from Alexandra Novikova, a local resident, and a copy of the representation was attached to the report at Appendix RS-3.

The report stated that in determining the application the Licensing Authority had a duty to discharge its functions with a view to promoting the four licensing objectives:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance;
- The protection of children from harm.

The report stated that any decision made in relation to the premises licence should be appropriate and proportionate with a view to promoting the four licensing objectives. The Licensing Authority could amend, alter, or refuse an application should it be deemed appropriate for the promotion of the licensing objectives.

The report also stated that, when determining the application, the Licensing Authority must have regard to the representations received, the Licensing Authority's own Statement of Licensing Policy and to any relevant section of the statutory guidance issued to licensing authorities by the Secretary of State. The report highlighted Section 18(6) of the Licensing

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Act 2003, which required that any relevant representations be considered in the context of the likely effect of the grant of the premises licence would have on the promotion of the licensing objectives.

The report set out paragraphs from the Council's Statement of Licensing Policy (specifically paragraphs: 1.6, 3.1, 3.2, 5.6, 5.7, 6.1, 6.2, 6.5, 6.11 to 6.13, 7.2, 7.6, 7.7, 7.12, 8.6, 10.1 and 10.3) and from the Secretary of State's Guidance issued under Section 182 of the Licensing Act, dated February 2025 (specifically paragraphs: 1.2 to 1.5, 8.41 to 8.49, 9.12, 9.38 to 9.40, 9.42 and 9.43). Relevant case law examples were also provided for consideration by the Sub-Committee.

Robert Smalley, Senior Licensing & Enforcement Officer, Reading Borough Council, attended the hearing, presented the report and addressed the Sub-Committee.

The Applicant, Singh Pal Molotr and his representative, Malinder Kaur, attended the meeting, addressed the Sub-Committee on the application and asked and responded to questions. Melinder Kaur, on behalf of the applicant, also proposed an additional condition requiring twice-daily litter collection outside the premises and a reduction in the operating hours as follows:

Sale by Retail of Alcohol (Off the Premises):

Sunday to Thursday	from 0700hrs until 2200hrs
Friday to Saturday	from 0700hrs until 2300hrs

Hours the Premises is Open to the Public:

Sunday to Thursday	from 0700hrs until 2200hrs
Friday to Saturday	from 0700hrs until 2300hrs

Local resident, Alexandra Novikova, who had submitted a representation, attended the meeting, addressed the Sub-Committee, asked and responded to questions.

Resolved –

- (1) That, having considered the application for the grant of the premises licence in respect of Muskaan Enterprises Ltd, 10-12-Oxford Road, Reading, RG1 7LA, and having taken into consideration:**
 - the Licensing Act 2003;**
 - the Secretary of State's Guidance issued under section 182 of that Act;**
 - the Council's Statement of Licensing Policy;**
 - the likely effect of imposing the options available to the Sub-Committee under the Secretary of State's Guidance upon on the promotion of the four Licensing Objectives;**

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and having read and considered the written reports and representations received from:

- the Council's Licensing Team;
- the Applicant;
- the local resident;
- the Premises Licence Conditions agreed between Thames Valley Police, the Council's Licensing Team and the Applicant;

and having considered the oral representations made by those present at meeting;

the Sub-Committee concluded that it was appropriate and proportionate to grant with the agreed conditions as set out in Appendix RS-2 and subject to the changes below, the premises licence as follows:

Sale by Retail of Alcohol (Off the Premises):

Sunday to Thursday	from 0700hrs until 2200hrs
Friday to Saturday	from 0700hrs until 2300hrs

Hours the Premises is Open to the Public:

Sunday to Thursday	from 0700hrs until 2200hrs
Friday to Saturday	from 0700hrs until 2300hrs

(2) That the Sub-Committee's reasons be noted as follows:

- (a) The application had attracted one representation from a local resident, Alexandra Novikova, who opposed the grant of the licence and contended that this would undermine each of the four licensing objectives of prevention of crime and disorder, prevention of public nuisance, public safety and the protection of children from harm.
- (b) The Sub-Committee noted that no representations had been received from any Responsible Authority. In particular, the Sub-Committee noted Paragraph 2.1 of the Guidance to the Act which stated that the police were the Licensing Authority's main source of information on crime and disorder, and noted that no representation had been received from Thames Valley Police. The Applicant had agreed a comprehensive set of conditions with both Thames Valley Police and the Reading Borough Council licensing team.
- (c) In making its decision, the Sub-Committee had regard to the provisions of the Licensing Act 2003, the Secretary of State's Guidance issued under section 182 of that Act, and the Reading Borough Council Statement of Licensing Policy. It noted

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11 DECEMBER 2025**

Paragraph 1.18 of the revised guidance that required licensing authorities to consider the need to promote growth and deliver economic benefits.

- (d) Each member of the Sub-Committee read and considered the application and accompanying documents and listened carefully to the representations made at the meeting.**
- (e) The Sub-Committee must consider the likely effect of the granting of the application upon the promotion of the four Licensing Objectives: In the view of the Sub-Committee, there was no evidence that the grant of the licence as applied for and amended would undermine the licensing objectives.**
- (f) The decision of the Sub-Committee was therefore to grant the application as modified and subject to the agreed conditions.**
- (g) The Applicant had proposed that there could be an additional condition requiring twice-daily litter collection outside the premises. The Sub-Committee welcomed the proposal but did not require it to be made a condition on the licence.**

(At the Meeting the Chair advised all parties to the hearing that they had the right of appeal to the Magistrates Court within 21 days of receipt of the written decision).

(The meeting started at 9.30 am and closed at 10.36 am)

**LICENSING APPLICATIONS SUB-COMMITTEE MEETING MINUTES
23 DECEMBER 2025**

Present: Councillors Woodward (Chair), Tarar (Vice-Chair) and Edwards.

36. MINUTES

The Minutes of the meeting held on 28 November 2025 were confirmed as a correct record and signed by the Chair.

37. GRANT OF A PREMISES LICENCE - MINA'S 1A BUCKLAND ROAD READING

The Sub-Committee considered a report on an application for the grant of a premises licence in respect of Mina's, 1A Buckland Road, Reading, RG2 7SP. A copy of the application for a premises licence was attached to the report at Appendix RS-1.

The report stated that the premises licence applied for would be to authorise the following licensable activities and hours:

Sale by Retail of Alcohol (On and Off the Premises):

Monday to Sunday 0900hrs until 2300hrs

Hours the Premises is Open to the Public:

Monday to Saturday 0730hrs until 2330hrs
Sunday 0800hrs until 2330hrs

A schedule of conditions agreed by the Applicant, Thames Valley Police and the Council's Licensing Team was appended to the report at Appendix RS-2.

The report stated that the 28-day statutory consultation period for the application had closed on 17 November 2025. During this period valid representations had been received from Ms Janet Withers - Local Resident – Attached as **Appendix RS-3** and Ms Margaret Hunter - Local Resident – Attached as **Appendix RS-4**.

The report stated that in determining the application the Licensing Authority had a duty to discharge its functions with a view to promoting the four licensing objectives:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance;
- The protection of children from harm.

The report stated that any decision made in relation to the premises licence should be appropriate and proportionate with a view to promoting the four licensing objectives. The Licensing Authority could amend, alter, or refuse an application should it be deemed appropriate for the promotion of the licensing objectives.

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The report also stated that, when determining the application, the Licensing Authority must have regard to the representations received, the Licensing Authority's own Statement of Licensing Policy and to any relevant section of the statutory guidance issued to licensing authorities by the Secretary of State. The report highlighted Section 18(6) of the Licensing Act 2003, which required that any relevant representations be considered in the context of the likely effect of the grant of the premises licence would have on the promotion of the licensing objectives.

The report set out paragraphs from the Council's Statement of Licensing Policy (specifically paragraphs: 1.6, 3.1, 3.2, 5.6, 5.7, 6.1, 6.2, 6.5, 6.24 to 6.26, 7.2, 7.6, 7.12, 8.6, 10.1 and 10.3) and from the Secretary of State's Guidance issued under Section 182 of the Licensing Act, dated February 2025 (specifically paragraphs: 1.2 to 1.5, 8.41 to 8.49, 9.12, 9.38 to 9.40, 9.42 and 9.43). Relevant case law examples were also provided for consideration by the Sub-Committee.

Robert Smalley, Senior Licensing & Enforcement Officer, and Ben Williams, Licensing & Enforcement Officer, Reading Borough Council, attended the hearing, presented the report and addressed the Sub-Committee. Nicola Butler, Senior Licensing Enforcement Officer, attended the meeting as an observer.

The Applicant, Jean Michel Parisotto and his representative, Manuel Rocha, attended the meeting, addressed the Sub-Committee on the application and asked and responded to questions.

Local residents, Ms Janet Withers and Ms Margaret Hunter, who had submitted representations, did not attend the meeting. Their written representations were considered by the Sub-Committee.

Resolved -

(1) **That, having considered the application submitted by MJ Butequim Ltd for the grant of the premises licence in respect of Mina's, 1A Buckland Road, Reading, RG2 7SP, and having taken into consideration:**

- the Licensing Act 2003;**
- the Secretary of State's Guidance issued under section 182 of that Act;**
- the Council's Statement of Licensing Policy;**
- the likely effect of imposing the options available to the Sub-Committee under the Secretary of State's Guidance upon on the promotion of the four Licensing Objectives;**

and having read and considered the written reports and representations received from:

- the Council's Licensing Team;**
- the Applicant;**
- the local residents;**
- the Premises Licence Conditions agreed between Thames Valley Police, the Council's Licensing Team and the Applicant;**

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and having considered the oral representations made by those present at meeting;

the Sub-Committee concluded that it was appropriate and proportionate to grant with the agreed conditions as set out in Appendix RS-2, the premises licence as follows:

Sale by Retail of Alcohol (On and Off the Premises):

Monday to Sunday 0900hrs until 2300hrs

Hours the Premises is Open to the Public:

Monday to Saturday 0730hrs until 2330hrs

Sunday 0800hrs until 2330hrs

(2) That the Sub-Committee's reasons be noted as follows:

- (a) During the consultation period, conditions had been agreed with the Applicant, Thames Valley Police and the Council Licensing Team as set out at Appendix RS-2;
- (b) The conditions were wide-ranging and comprehensive.
- (c) The hours proposed were consistent with other similar establishments in the area.
- (d) The ownership of the café had recently changed and the applicant's approach to local residents seemed open and cooperative. This is shown by the actions of the applicant such as:
 - The applicant had put up signage regarding parking following the representations from the local residents contained in the report being received by the applicant.
 - The applicant had moved the bins following the representations from the local residents contained in the report being received by the applicant.
 - Alcohol had previously been sold at the premises whilst Temporary Event Notices were in place without any complaints or issues being raised by members of the public and/or Licensing and/or Thames Valley Police.
 - The Licensing Team commended the approach taken by the applicant in agreeing the conditions.
- (e) There would be no vertical drinking.
- (f) Some of the issues raised by local residents were not premises licence specific but were more general planning-related concerns and not relevant to the grant of a premises licence.
- (g) There had been only two objections from local residents.
- (h) The Sub-Committee had carefully considered the concerns raised by the local residents but considered that they were likely to be

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met by the conditions and any enforcement actions by the relevant Council officers and/or the Police.

At the meeting the Chair advised the applicant and other parties present that they would be informed of their right of appeal when they were sent a written copy of the Sub-Committee's full decision.

(The meeting started at 9.30am and closed at 10.00 am)



LICENSING ACT 2003 HEARING THURSDAY 22 JANUARY 2026 @ 09:30HRS
APPLICATION FOR THE GRANT OF A PREMISES LICENCE

1. Premises:

Reading Local
88 Broad Street,
Reading,
RG1 2AP

2. Applicant:

SmartTech Reading LTD

3. Background:

There is currently no licence in force at the premises.

The premises is located at on Broad Street in Reading Town Centre.

The premises currently operates as a convenience store, selling vapes and mobile phone accessories, and has applied to sell alcohol.

The application has been submitted SmartTech Reading LTD and is attached [Appendix MH-1](#).

The proposed Designated Premises Supervisor (DPS) is Jalinder Singh AHUJA.

4. Licensable activities applied for:

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

Supply Of Alcohol (Off Premises):

Sunday to Thursday from 07:00hrs until 01:00hrs

Friday to Saturday from 07:00hrs until 01:00hrs

Hours the Premises is Open to the Public:

Sunday to Thursday from 07:00hrs until 01:00hrs

Friday to Saturday from 07:00hrs until 01:00hrs

5. Temporary Event Notices

In considering any application the Licensing Authority should be aware of the possible use of Temporary Event Notices to authorise licensable activities. A premises can 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 calendar year.

6. Date of receipt of application: 02/12/2025

7. Date of closure of period for representations: 30/12/2025

8. Representations received:

During the 28-day consultation period for the application, 3 representations were received from:

1. Mr Declan Smyth – on behalf of the Chief Officer of Thames Valley Police – attached as [appendix MH-2](#)
2. Mr Ben Williams – Licensing Officer for Reading Borough Council – attached as [appendix MH-3](#)
3. Mr Ian Savill – Principal Trading Standards Officer for Reading Borough Council – attached as [appendix MH-4](#).

9. Powers of the Authority in determining an application for the grant of a premises licence

The Licensing authority, when determining an application for the grant of a premises licence may:

- Grant the application as applied for
- Grant the application with modifications
- Refuse the application

10. 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.

In determining this application, the Licensing Authority must also have regard to the representations received, the Licensing Authority's statement of licensing policy and any relevant section of the statutory guidance to licensing authorities.

11. The Council's Licensing Policy Statement (2023):

1.6 The predominantly urban nature of Reading as a town means that an appropriate balance needs to be struck between the needs of local business and the needs of local residents. This licensing policy seeks to encourage all stakeholders to engage in the

licensing process so that the needs of all can be taken into account and issues dealt with in a spirit of partnership and cooperation.

3. Licensing and integration with other legislation

3.1 Many other pieces of legislation impact directly or indirectly on the licensing regime. The Licensing Authority must have regard to the following when it discharges its responsibilities under the Licensing Act 2003 and in relation to the promotion of the four licensing objectives:

Immigration Act 2016

3.4 Section 36 and Schedule 4 of the Immigration Act 2016 amended the Licensing Act 2003 and made Home Office Immigration Enforcement a Responsible Authority concerned with the licensing objective of prevention of crime and disorder. They will exercise their power both in respect of being a consultee on new licence applications and having right of entry to licensed premises with a view to seeing whether an offence under any of the Immigration Acts is being committed on a licensed premises. This will primarily involve the detection and prevention of illegal working on premises that have an alcohol licence or a late night refreshment licence. The offence of employing people at a licensed premises who have no right to work in the UK is also now listed in the Secretary of State's guidance under Section 11.27 which covers criminal activity deemed to be particularly serious and where a licensing authority should consider revoking a premises licence even in the first instance. This Act clearly supports and actively promotes the licensing objective of preventing crime and disorder and the licensing authority will work with colleagues in the Immigration service and Thames Valley Police to enforce this.

5. Licensing Applications

Grant and Full Variations

5.6 During the 28-day consultation period, the authority will scrutinise the application along with all of the other Responsible Authorities to judge whether it undermines the promotion of the licensing objectives. The application will be made available to any person who requests to see it. As per Section 18 (6) of the Licensing Act 2003, it will consider the likely effect of granting any licence on the promotion of the licensing objectives. The authority will expect all applicants to have taken cognisance of the Secretary of State's Guidance; local strategies and initiatives; this policy and any other known local issues before submitting their application and that these matters are addressed within the operating schedule of the application.

5.7 Whilst many applications will be resolved without the need for a committee hearing, any matters or representations that are not resolved will trigger a hearing before the properly constituted Licensing Applications Committee for determination.

6. Licensing Conditions

General Approach

6.1 Conditions shall be appropriate and proportionate for the promotion of the licensing objectives and shall be unambiguous and clear in their stated aims. Conditions will also be tailored to the type, location and characteristics of the particular premises and the relevant licensable activities. Any condition imposed by the Authority shall also aim to avoid duplication of other legislation unless there is a requirement to impose such a condition in order to promote the licensing objectives (for example, a capacity limit for public safety reasons). This shall apply to all relevant applications (grant/variation of a premises licence or club premises certificate)

6.2 The operating schedule within an application should contain an assessment from the proposed licence holder of what they believe are appropriate and proportionate measures to enable them to carry out their proposed licensable activities. This assessment should be arrived at by taking cognisance of this policy and the Secretary of State's guidance which outlines the matters that an applicant should take into account such as issues in the locality and why their proposed measures are suitable for their proposed operation.

6.5 Any conditions imposed upon a premises licence or club premises certificate will be tailored to that type of premises and the style of operation. Consideration will also be given to the locality of the premises; issues in the locality; the issues set out in the Guidance and any policy, initiative or other matter the licensing authority wishes to take into account in order to promote the four licensing objectives.

Off Licenses and Conditions – General Approach

6.11 Shops selling alcohol for consumption off the premises can be the focus of antisocial behaviour, crime and disorder and public disturbance.

6.12 Any applications for off licences shall be considered in the light of all relevant matters that may undermine the licensing objectives such as street drinking in that locality as well as the availability of high strength beers, lagers and ciders and the detrimental effect those products have on health outcomes. This approach will apply to the whole Borough of Reading and the authority will seriously consider any representation made to it by Thames Valley Police, Public Health or other responsible authorities which indicate that the availability or sale of high strength beers, lagers and cider are likely to be detrimental to the promotion of the four licensing objectives.

6.13 When considering applications for off licences, the authority would expect applicants to acknowledge the above issues within their operating schedule.

6.16 All licence holders will be expected to actively participate in initiatives set up in Reading which aim to tackle the issues of alcohol related anti-social behaviour and the proliferation of high strength beers, lagers and ciders above 6.5%. Initiatives such as 'Reducing the Strength' are proven to reduce alcohol related anti-social behaviour in the Borough.

Licensed Premises in Residential Areas

7.6 When dealing with applications and issuing licences, the authority is likely to impose stricter conditions on premises operating in residential areas if it considers it appropriate and proportionate to do so. This will apply to all premises types.

7.7 Generally, any licensed premises looking to open past 11pm (2300hrs) in a residential area will need to demonstrate clearly in their operating schedule that public nuisance will not result from later operation. As part of the operating schedule, applicants should read the Secretary of State's Guidance, this policy and any other relevant document and ensure that robust measures are included in any application.

10. Administration, Exercise and Delegation of Functions

10.1 The powers of the Licensing Authority under the Licensing Act 2003 may be carried out by the Licensing Committee; by a Sub Committee or by one or more officers acting under delegated authority. The Licensing Committee will consist of between 10-15 members and the committee may establish one or more sub-committees consisting of two or three members.

10.3 A Licensing Sub-Committee shall hear all applications where relevant representations have been received and applications for the review of a premises licence that may have been submitted by Responsible Authorities or any other persons.

12. Amended Guidance issued under section 182 of the Licensing Act 2003 (December 2023)

Licensing Objectives and Aims:

1.2 The legislation provides a clear focus on the promotion of four statutory objectives which must be addressed when licensing functions are undertaken.

1.3 The licensing objectives are:

- The Prevention of Crime and Disorder
- Public Safety
- The Prevention of Public Nuisance
- The Protection of Children from Harm

1.4 Each objective is of equal importance. There are no other statutory licensing objectives, so that the promotion of the four objectives is a paramount consideration at all times.

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.

Steps to promote the licensing objectives:

8.41 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.

8.42 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.

8.43 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 assessment), 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.

8.44 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.

8.45 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 website;
- websites or publications by local responsible authorities;
- websites or publications by local voluntary schemes and initiatives; and

- on-line mapping tools.

8.46 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.

8.47 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.

8.48 All parties are expected to work together in partnership to ensure that the licensing objectives are promoted collectively. Where there are no disputes, the steps that applicants propose to take to promote the licensing objectives, as set out in the operating schedule, will very often translate directly into conditions that will be attached to premises licences with the minimum of fuss.

8.49 For some premises, it is possible that no measures will be appropriate to promote one or more of the licensing objectives, for example, because they are adequately covered by other existing legislation. It is however important that all operating schedules should be precise and clear about the measures that are proposed to promote each of the licensing objectives.

The role of responsible authorities

9.12 Each responsible authority will be an expert in their respective field, and in some cases, it is likely that a particular responsible authority will be the licensing authority's main source of advice in relation to a particular licensing objective. For example, the police have a key role in managing the night-time economy and should have good working relationships with those operating in their local area⁵. The police should usually therefore be the licensing authority's main source of advice on matters relating to the promotion of the crime and disorder licensing objective. However, any responsible authority under the 2003 Act may make representations with regard to any of the licensing objectives if they have evidence to support such representations. Licensing authorities must therefore consider all relevant representations from responsible authorities carefully, even where the reason for a particular responsible authority's interest or expertise in the promotion of a particular objective may not be immediately apparent. However, it remains incumbent on all responsible authorities to ensure that their representations can withstand the scrutiny to which they would be subject at a hearing.

Hearings

9.38 In determining the application with a view to promoting the licensing objectives in the overall interests of the local community, the licensing authority must give appropriate weight to:

- the steps that are appropriate to promote the licensing objectives;
- the representations (including supporting information) presented by all the parties;
- this Guidance;
- its own statement of licensing policy.

9.39 The licensing authority should give its decision within five working days of the conclusion of the hearing (or immediately in certain specified cases) and provide reasons to support it. This will be important if there is an appeal by any of the parties. Notification of a decision must be accompanied by information on the right of the party to appeal. After considering all the relevant issues, the licensing authority may grant the application subject to such conditions that are consistent with the operating schedule. Any conditions imposed must be appropriate for the promotion of the licensing objectives; there is no power for the licensing authority to attach a condition that is merely aspirational. For example, conditions may not be attached which relate solely to the health of customers rather than their direct physical safety. Any conditions added to the licence must be those imposed at the hearing or those agreed when a hearing has not been necessary.

9.40 Alternatively, the licensing authority may refuse the application on the grounds that this is appropriate for the promotion of the licensing objectives. It may also refuse to specify a designated premises supervisor and/or only allow certain requested licensable activities. In the interests of transparency, the licensing authority should publish hearings procedures in full on its website to ensure that those involved have the most current information.

Determining actions that are appropriate for the promotion of the licensing objectives

9.42 Licensing authorities are best placed to determine what actions are appropriate for the promotion of the licensing objectives in their areas. All licensing determinations should be considered on a case-by-case basis. They should take into account any representations or objections that have been received from responsible authorities or other persons, and representations made by the applicant or premises user as the case may be.

9.43 The authority's determination should be evidence-based, justified as being appropriate for the promotion of the licensing objectives and proportionate to what it is intended to achieve.

13. The Licensing Act 2003

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.

14. Relevant Case law for consideration:

East Lindsey District Council v Abu Hanif (t/a Zara's Restaurant) (2016) this underpins the principles widely acknowledged within the Licensing Act 2003 that the licensing objectives are prospective, and that the prevention of crime and disorder requires a prospective consideration of what is warranted in the public interest, having regard to the twin considerations of prevention and deterrence.

R (on application of Daniel Thwaites plc) v Wirral Magistrates' Court and Others (2008) EWHC 838 (Admin) This case, referred to as 'the Thwaites case', is important because it emphasises the important role that Responsible Authorities have in providing information to decision makers to contextualise the issue before them. The case recognises that Responsible Authorities are experts in their fields, and that weight should be attached to their representations.

15. Appendices

Appendix MH-1: Premises Licence Application Form

Appendix MH-2: Representations by Mr Declan Smyth, on behalf of the Chief Officer of Thames Valley Police.

Appendix MH-3: Representation by Mr Ben Williams – Licensing Officer for Reading Borough Council.

Appendix MH-4: Representation by Mr Ian Savill – Principal Trading Standards Officer, Reading Borough Council.

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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 SMARTTECH READING LTD

(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	
Reading Local, 88 Broad Street, Reading, RG1 2AP	
Post town	Postcode
Telephone number at premises (if any)	
Non-domestic rateable value of premises	17500

Part 2 - Applicant details

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

- a) an individual or individuals
- b) a person other than an individual *
 - i as a limited company/limited liability - partnership - YES
 - ii as a partnership (other than limited liability)
 - iii as an unincorporated association or
 - iv other (for example a statutory corporation)
- 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

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)

Q		Other Title (for example, Rev)	
Surname		First names	
Date of birth		I am 18 years old or over	Please tick - yes
Nationality			
Current residential address if different from premises address			
Post town			Postcode
Daytime contact telephone number		01277415799	
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)			

SECOND INDIVIDUAL APPLICANT (if applicable)

		Other Title (for example, Rev)
Surname		First names
Date of birth I am 18 years old or over		Please tick yes
Nationality 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: SMARTTECH READING LTD
Address: 88 Broad Street, Reading, England, RG1 2AP
Registered number (where applicable) 15337291
Description of applicant (for example, partnership, company, unincorporated association etc.) PLC
Telephone number (if any) 01277415799
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

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)			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 3)	
Day	Start	Finish	Indoors	
Mon			Outdoors	
Tue			Both	
Wed			State any seasonal variations for performing plays (please read guidance note 5)	
Thur				
Fri			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 (please read guidance note 6)	
Sat				
Sun				

B

Films Standard days and timings (please read guidance note 7)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 3)	
			Indoors	
			Outdoors	
			Both	
Day	Start	Finish		
Mon			Please give further details here (please read guidance note 4) _____ _____	
Tue			_____ _____	
Wed			State any seasonal variations for the exhibition of films (please read guidance note 5) _____ _____	
Thur			_____ _____	
Fri			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 (please read guidance note 6) _____ _____	
Sat			_____ _____	
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			<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)
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 7)			Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick (please read guidance note 3)	
Day	Start	Finish	Indoors	
Mon			<u>Please give further details here</u> (please read guidance note 4)	
Tue				
Wed			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 5)	
Thur				
Fri			<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)	
Sat				
Sun				

E

Live music Standard days and timings (please read guidance note 7)			Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 3)	
Day	Start	Finish	Indoors	
Mon			Outdoors	
Tue			Both	
Wed			State any seasonal variations for the performance of live music (please read guidance note 5)	
Thur				
Fri			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 (please read guidance note 6)	
Sat				
Sun				

F

Recorded music Standard days and timings (please read guidance note 7)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 3)	
Day	Start	Finish	Indoors	
Mon			Outdoors	
Tue			Both	
Wed			State any seasonal variations for the playing of recorded music (please read guidance note 5)	
Thur				
Fri			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 (please read guidance note 6)	
Sat				
Sun				

G

Performances of dance Standard days and timings (please read guidance note 7)			Will the performance of dance take place indoors or outdoors or both – please tick (please read guidance note 3)	
Day	Start	Finish	Indoors	
Mon			Outdoors	
Tue			Both	
Wed			State any seasonal variations for the performance of dance (please read guidance note 5)	
Thur				
Fri			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 (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	Will this entertainment take place indoors or outdoors or both – please tick (please read guidance note 3)	
Mon			Indoors	
			Outdoors	
			Both	
Tue			Please give further details here (please read guidance note 4)	
Wed				
Thur			State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 5)	
Fri				
Sat			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 (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)	
Day	Start	Finish	Indoors	
Mon			Outdoors	
Tue			Both	
Wed			<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 5)	
Thur				
Fri			<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)	
Sat				
Sun				

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)	
Day	Start	Finish	On the premises	
Mon	07:00	01:00	Off the premises	X
Tue	07:00	01:00	Both	
Wed	07:00	01:00		
Thur	07:00	01:00		
Fri	07:00	01:00		
Sat	07:00	01:00		
Sun	07:00	01:00		
State any seasonal variations for the supply of alcohol (please read guidance note 5)				
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)				

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	Jalinder Singh Ahuja
Date of birth	[REDACTED]
Address	[REDACTED]
Postcode	[REDACTED]
Personal licence number (if known) [REDACTED]	
Issuing licensing authority (if known) HOUNSLOW	

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	07:00	01:00	
Tue	07:00	01:00	
Wed	07:00	01:00	
Thur	07:00	01:00	<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)
Fri	07:00	01:00	
Sat	07:00	01:00	
Sun	07:00	01:00	

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. 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 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.

There shall be two members of staff on duty at all times from 23:00 until closing time.

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	Saturday, 29 November 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
Telephone number (if any)	01277415799		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) INFO@ABSOLUTE LICENCE SOLUTIONS.COM			

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THAMES VALLEY POLICE

Division/Station : Reading Police Station Licensing Dept

From : C2107 Declan Smyth

To : Reading Borough Council

Ref : SMARTTECH READING LTD, Reading Local, 88 Broad Street, Reading, RG1 2AP

Date : 11th December 2025

Subject :

Objection

To whom it may concern

I C2107 Declan Smyth on behalf of the Chief Officer of Thames Valley Police wish to formally object to the proposed applications for an Application for a premises licence and to specify an individual as designated premises supervisor submitted in relation SMARTTECH READING LTD, Reading Local, 88 Broad Street, Reading, RG1 2AP as it is believed that the application in its current format will undermine the four licensing objectives with specific regard to that of the prevention of crime & disorder, public safety, public nuisance and protecting children from harm.

Prior to this application Thames Valley Police can confirm that no contact has been received from the applicant in relation to this application in order to discuss any concerns which we may have had in relation to this and to determine any information that could have been supplied relating to our advice on local issues.

Paragraph 8.46 of the Secretary of States Guidance issued under Sec 182 Licensing Act 2003 states “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 take into consideration when making an application.”

Thames Valley Police believe that due to the exceptional circumstances in this case we are satisfied that the designation of Jalinder Singh Ahuja as the premises supervisor under the premises licence would undermine the crime prevention objective. We also believe that in its current format that this application including the proposed operating schedule and hours of operation regarding the sale of alcohol will undermine the four licensing objectives. The applicant has not sufficiently taken into account concerns relating to public nuisance, crime and disorder within the local area and in our opinion not therefore provided sufficient steps to promote the licensing objectives.

In January 2020 a premises owned and operated by the applicant was inspected by Trading Standards. The officers’ uncovered 111.7 litres of non-duty paid spirits and 23.8 litres of counterfeit vodka. The spirits were immediately seized.

Mr Ahuja's company (CM Phones and Foods Limited) was prosecuted after pleading guilty to violations of the Licensing Act, the Trade Marks Act and The Consumer Protection from Unfair Trading Regulations.

Appendix: TVP-DS1 AHUJA Disclosure (OFFICIAL SENSITIVE - NOT TO BE SHARED WITH THE PUBLIC)

The current Section 182 Secretary of States guidance states at para 4.69

The police may object to the designation of a new DPS where, in exceptional circumstances, they believe that the appointment would undermine the crime prevention

objective. The police can object where, for example, a DPS is first specified in relation to particular premises and the specification of that DPS in relation to the particular premises gives rise to exceptional concerns. For example, where a personal licence holder has been allowed by the courts to retain their licence despite convictions for selling alcohol to children (a relevant offence) and then transfers into premises known for underage drinking.

Due to its serious nature we believe it represents “exceptional circumstances” as set out above and that his appointment as DPS and Premises Licence Holder of the business would therefore undermine the crime prevention objective.

The current Section 182 Secretary of States guidance states:

10.35 It must be remembered that while the designated premises supervisor or a personal licence holder may authorise other individuals to sell alcohol in their absence, they are responsible for any sales that may be made. Similarly, the premises licence holder remains responsible for ensuring that licensing law and licence conditions are observed at the premises.

Due to the applicant's history and nature of the previous incidents, it is imperative that the criminal activities and wholesale failures are not repeated.

The applicant has repeatedly fallen short of what Thames Valley Police would expect of a premises licence holder and or DPS.

Case law within the *East Lindsey District Council v Abu Hanif* establishes:-

“Importantly the prevention of crime and disorder requires a prospective consideration of what is warranted in the public interest, having regard to the twin considerations of the prevention and deterrence”

Therefor in this situation we would state our opinion that the licensing objectives are prospective and can be preventative and would urge the Licensing Sub-Committee to refuse this application for a premises licence in order to prevent the licensing objectives from being undermined.

By virtue of paragraph(s) 1, 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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Name of Officer	Ben Williams
Type of Application	Premises Licence - Grant – Licensing Act 2003
Name of Premises	Reading Local
Address	88 Broad Street Reading RG1 2AP
Licensable Activities	Sale by Retail of Alcohol (Off Sales)

Proposed Hours

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
	07:00	07:00	07:00	07:00	07:00	07:00	07:00
Finish Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun
	01:00	01:00	01:00	01:00	01:00	01:00	01:00

Content of Application:

The application was submitted by ABSOLUTE LICENCE SOLUTIONS LTD (agent), on behalf the applicant, SMARTTECH READING LTD . The application seeks the grant of a premises licence pursuant to the Licensing Act 2003 for the sale of alcohol by retail (off sales).

The proposed licensable activity and opening hours are:
Monday to Sunday from 0700hrs to 0100hrs

Licensing Officer's Comments:

The approach of the Licensing Team:

The Responsible Authorities named in the Licensing Act 2003 have to ensure that the licensing objectives are all actively promoted to prevent crime and disorder, prevent public nuisance, to protect children from harm and to ensure public safety. All four licensing objectives are of equal importance.

Section 18 (6) of the Licensing Act 2003 makes clear that representations should be about the likely effect of granting a licence on the promotion of the licensing objectives. The case law of East Lindsey DC v Abu Hanif also clearly outlines that the licensing objectives require a prospective consideration of what is warranted in the public interest having regard to the twin interests of prevention and deterrence. In other words, responsible authorities do not have to wait for the licensing objectives to be undermined before considering taking action to prevent and deter that action from occurring in the first place.

The Licensing team wish to make representation in relation to the above application submitted on behalf of Smarttech Reading LTD in relation to the premises at 88 Broad Street Reading.

The Director of Smarttech Reading LTD is Jalinder Singh AHUJA, he is also nominated as the DPS for the premises within the application.

Mr Ahuja has a number of convictions relating to regulatory offences including offences under THE TRADE MARKS ACT 1994 & CONSUMER PROTECTION ACT 1987.

We are also aware of Mr Ahuja's and his previous Business's past interactions with Trading Standards that include Underage Sale of age restricted products (nicotine inhaling product & Alcohol) and possession of smuggled & Counterfeit alcohol.

Separate to the history of Mr Ahuja the Licensing Team are also concerned with what is applied for in the application. The Licensing Team believe that a Licence until 01:00 in that location would not be suitable especially with the conditions applied for.

Mr Ahuja through his business has applied to be a premises licence holder for a convenience shop. His history of regulatory non-compliance and criminal behaviour lead the Licensing Team to have serious Concerns that granting the licence would cause the following licensing Objectives to be undermined;

Prevention of Crime and Disorder – Mr Ahuja has proven himself to have no issues breaking the law and the Licensing Team are concerned he would continue to do so if granted the licence.

Public Safety – Counterfeit products such as the ones Mr Ahuja has previously been caught selling (Counterfeit Vodka) are a massive concern and can cause permanent blindness, organ failure, coma, and even death.

Protection of Children from Harm – Licensing are concerned that if the licence is granted the sale of alcohol to children may take place as it has at Mr Ahuja's previous licensed premises.

Reading Borough Council – Statement of Licensing Policy 2023

Designated Premises Supervisors

5.21 Where an objection is received by the Authority from Thames Valley Police in respect of the proposed DPS, the authority is required to hold a

hearing before the Licensing Applications Committee within the timescales set out in the Act and accompanying regulations.

Off Licences and Conditions – General Approach

6.11 Shops selling alcohol for consumption off the premises can be the focus of anti-social behaviour, crime and disorder and public nuisance. In the town centre and Oxford Road area, for example, there are significant issues with street drinking and the associated anti-social behaviour this causes.

6.12 Any applications for off licences shall be considered in the light of all relevant matters that may undermine the licensing objectives such as street drinking in that locality as well as the availability of high strength beers, lagers and ciders and the detrimental effect those products have on health outcomes. This approach will apply to the whole Borough of Reading and the authority will seriously consider any representation made to it by Thames Valley Police, Public Health or other responsible authorities which indicate that the availability or sale of high strength beers, lagers and cider are likely to be detrimental to the promotion of the four licensing objectives.

6.13 When considering applications for off licences, the authority would expect applicants to acknowledge the above issues within their operating schedule.

6.17 The sale of alcohol to underage people is an offence under the Licensing Act and can severely undermine the prevention of crime and disorder and the protection of children from harm licensing objectives. The excessive consumption of alcohol by young people is also likely to impact negatively on health outcomes. Applicants for off licences will be expected to include robust measures to ensure that alcohol is sold responsibly and that any staff are trained to a high level to achieve this. Evidence of best practice in terms of recording refusals of age restricted products will be expected within all applications.

Licensing Hours

7.1 The Licensing Act 2003 gives the licensing authority the power to make decisions about the hours during which premises can conduct licensable activities as part of the implementation of this policy. The licensing authority will make appropriate decisions on licensing hours for the locality of each premises. All applications will be considered on its individual merits.

7.2 When an application receives representations, the authority may consider reducing the opening hours and times for licensable activities if it considers it appropriate for the promotion of the licensing objectives.

7.3 As part of the operating schedule submitted with any application, the applicant is expected to take cognisance of the guidance, this policy and any other available data pertaining to their prospective locality and the potential impact their operation may have on that area.

Secretary of State's Guidance (November 2025)

8.41 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.

8.42 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.

8.43 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.

8.44 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.

8.45 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.

8.46 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.

8.47 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.

8.48 All parties are expected to work together in partnership to ensure that the licensing objectives are promoted collectively. Where there are no disputes, the steps that applicants propose to take to promote the licensing objectives, as set out in the operating schedule, will very often translate directly into conditions that will be attached

8.49 For some premises, it is possible that no measures will be appropriate to promote one or more of the licensing objectives, for example, because they are adequately covered by other existing legislation. It is however important that all operating schedules should be precise and clear about the measures that are proposed to promote each of the licensing objectives.

9.12 Each responsible authority will be an expert in their respective field, and in some cases it is likely that a particular responsible authority will be the licensing authority's main source of advice in relation to a particular licensing objective. For example, the police have a key role in managing the night-time economy and should have good working relationships with those operating in their local area. The police should usually therefore be the licensing

authority's main source of advice on matters relating to the promotion of the crime and disorder licensing objective. However, any responsible authority under the 2003 Act may make representations with regard to any of the licensing objectives if they have evidence to support such representations. Licensing authorities must therefore consider all relevant representations from responsible authorities carefully, even where the reason for a particular responsible authority's interest or expertise in the promotion of a particular objective may not be immediately apparent. However, it remains incumbent on all responsible authorities to ensure that their representations can withstand the scrutiny to which they would be subject at a hearing.

Summary

Reading Borough Council are concerned that to grant a licence to Smarttech Reading Ltd and its Director Mr Ahuja would cause the Licensing Objectives to be undermined. It is not farfetched, on the balance of probabilities, to be concerned that should the licence be granted that underage sales and the sale of Counterfeit and Smuggled alcohol would take place at the premises as it has at Mr Ahuja's previous premises.

Mr Ahuja has a proven disregard for the law; willing to commit Offences that endanger the public and flout regulatory rules. Mr Ahuja's previous actions do not instil faith that he will promote the 4 licensing objectives, and, therefore, I respectfully ask the sub-committee to refuse this application.

Case Law

East Lindsey District Council v Abu Hanif (t/a Zara's Restaurant) (2016) this underpins the principles widely acknowledged within the Licensing Act 2003 that the licensing objectives are prospective, and that the prevention of crime and disorder requires a prospective consideration of what is warranted in the public interest, having regard to the twin considerations of prevention and deterrence.

R (on application of Daniel Thwaites plc) v Wirral Magistrates' Court and Others (2008) EWHC 838 (Admin) This case, referred to as 'the Thwaites case', is important because it emphasises the important role that Responsible Authorities have in providing information to decision makers to contextualise the issue before them. The case recognises that Responsible Authorities are experts in their fields, and that weight should be attached to their representations.

Date Received	03/12/2025	Date Due	30/12/2025
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Date	22	12	2025
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To: Licensing

Date: 18/12/25

From: Trading Standards

Ref: 1176434

Representations Objecting to the Application by Jalinder Singh AHUJA

Designated Premises Supervisor and Director of Smarttech Reading Ltd

Application for a Licence to Retail Alcohol at Reading Local, 88 Broad Street, Reading, RG1 2AP
(Currently operating as a mobile phone repair, technology, and vape shop)

Trading Standards, as a responsible authority under the Licensing Act 2003, submits the following representations:

- **History of Non-Compliance**

Mr AHUJA has a documented record of failing to comply with laws and regulations designed to protect the public:

- 2016: As director of an importing company, he was prosecuted and fined by Harrow Trading Standards for selling counterfeit and unsafe toys.
- 2018: Trading as Smokemart in Hammersmith, he received a written warning from Hammersmith & Fulham Trading Standards for selling a nicotine inhaling product to a 15-year-old. He was offered free training on preventing age-restricted sales but failed to attend on four occasions.
- 2019: Trading as Smokemart in Hammersmith, the business sold alcohol to two under age volunteers, aged 15 and 17.
- 2020: At the same premises, over 100 litres of smuggled alcohol and more than 20 litres of counterfeit vodka were discovered. He was subsequently convicted following prosecution by Trading Standards in 2022.
- 2020: Trading Standards officers at Hammersmith & Fulham Council received complaints from two nearby schools as well as the Met Police. Two pupils from Year 9 and one from Year 11 allegedly bought spirits from the shop. In another report, a group of Year 11 boys were said to be regularly drinking alcohol supplied by the shop. As a result, one boy developed a 'significant and long-running alcohol problem' for which he was receiving treatment. The shop's staff were also accused of giving a free bottle of vodka to a boy as a 16th birthday present. The reports said that the boys were regularly supplied the illicit alcohol at the back door to avoid detection and had to pay more than the normal price to obtain the spirits.

- **Business Interests**

Mr AHUJA is involved in seven other active companies. Further details are required to establish the extent of his involvement in the Reading premises and how he intends to manage his time.

Grounds for Objection

It is submitted that Mr AHUJA is not a suitable person to hold a licence to retail alcohol within the Borough. His history demonstrates a disregard for public protection and regulatory compliance with persistent and serious failures of the licensing objectives.

The application seeks permission to sell alcohol from a prominent town centre location until 01:00 hours, which appears to present an opportunity to exploit vulnerable individuals for profit and is likely to attract a significant level of anti-social behaviour.

No additional licence conditions are considered sufficient to mitigate the risks posed by granting this application to this applicant.

END