



Licensing Act 2003 Details of licensing application

Application ref. no: **M058708**
Application type: **LA2003 s.17: Premises licence - New licence application**
Date received: **30 April 2024**

Premises name: **Asda Express PFS Hall Park**
Premises address: **London Road
Berkhamsted
Hertfordshire
HP4 2NB**

Dacorum Borough Council has received an application in respect of a premises licence, relating to the above premises.

Further details of the application, including the name of the applicant, the activities for which authorisation is sought, and where applicable the grounds for review, are included on the following pages.

Representations may be made by any person in respect of this application, either:

- By post, to the address at the top of this page; or
- By email, to: licensing@dacorum.gov.uk

All representations must be made in writing, and should include the name and address of the person making the representation, together with details of the grounds on which the representation is made (which must relate to at least one of the licensing objectives, which are preventing crime and disorder, public safety, preventing public nuisance, and protecting children from harm). The authority's licensing register, and a full copy of this application, may be viewed at the above address during standard working hours.

Representations must be received by the licensing authority no later than:

- **28 days** after the application received date above, for **new licence**, full variation or review applications, or
- 10 working days after the application received date above, for minor variation applications

Any submissions received outside of these periods cannot be considered. Frivolous, vexatious or irrelevant representations will also be disregarded.

It is an offence knowingly or recklessly to make a false statement in connection with an application, and the maximum penalty to which a person is liable on summary conviction for such an offence is an unlimited fine.

Application details

Name of applicant(s):	Euro Garages Limited
Postal address of premises to which application relates:	Asda Express PFS Hall Park London Road Berkhamsted Hertfordshire HP4 2NB
Application type:	LA2003 s.17: Premises licence - New licence application
Applicant's description of application:	Application to license sale of alcohol and late night refreshment at convenience store/petrol station.

Operating schedule: Licensable activities proposed to be carried on
(N.B. where boxes are blank, authority for that activity has not been sought)

Plays:	
Films:	
Indoor sporting events:	
Boxing or wrestling:	
Live music:	
Recorded music:	
Performances of dance:	
Entertainment similar to music or dance:	
Late night refreshment:	Indoors and outdoors Monday-Sunday 23:00 until 05:00

Operating schedule: Licensable activities proposed to be carried on
(N.B. where boxes are blank, authority for that activity has not been sought)

Supply of alcohol: Alcohol may be supplied for consumption both ON and OFF the premises	For consumption indoors and outdoors Monday-Sunday 00:00 until 00:00
Hours the premises will open to the public:	Monday-Sunday 00:00 until 00:00

Operating schedule: Measures to promote the licensing objectives

(N.B. the measures below have been manually transcribed from the original application form.
We recommend referring to the original form to confirm the accuracy of the text below.)

General:	<p>Staff shall be trained in the premises licence holder's procedures which include liquor licensing and all checkout operators shall have additional training in the sale of alcohol.</p> <p>All spirits will be displayed behind the counter.</p> <p>No miniature bottles of spirits of 20cl or below shall be sold from the premises. Please note this does not apply to pre-packaged gift packs which may contain a spirit miniature.</p>
Prevention of crime and disorder:	<p>A CCTV system will be installed and maintained at the premises. Cameras will cover internal areas and the external area immediately in front of the store. The system will be capable of continuously recording and copies of such recordings shall be kept for a period of not less than 31 days and handed to the Police or authorised person upon production of a compliant 'Access Request'.</p> <p>All spirits will be displayed behind the counter.</p>
Public safety:	The premise licence holder seeks to comply with the requirements of the health and safety legislation.
Prevention of public nuisance:	

Operating schedule: Measures to promote the licensing objectives

*(N.B. the measures below have been manually transcribed from the original application form.
We recommend referring to the original form to confirm the accuracy of the text below.)*

<p>Protection of children from harm:</p>	<p>The store will have a till prompt system for alcohol products.</p> <p>When prompted, staff will adopt a Challenge 25 proof of age scheme. Only recognised forms of photographic identification such as Passport, Photo Driving Licence, 'Proof of Age' card, Military ID or any other form of identification agreed with the police will be accepted as proof of age. If the appropriate proof of age is not produced there will be no sale.</p> <p>Notices are to be prominently displayed advising customers of the Challenge 25 policy.</p>
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