

Senior Licensing and Compliance Officer
City of Wolverhampton Council

16th June 2021

Irrhysponsible Drinks, 1A Brantley Avenue, Finchfield, Wolverhampton, WV3 9AP

Thank-you for your email to Public Health dated 19th May 2021 in reference to the request made by Rhys Linton for a new premises license.

Public Health have reviewed the documentation by the applicant and feel that some further dialogue regarding information and clarity to the proposed operating schedule will support the premises in upholding the four licensing objectives.

Regarding Protecting Children from Harm, Public Health share concerns about the use of the name 'Irrhysponsible drinks'. We would wish to discourage attracting younger age groups to drink alcohol by using the name as a marketing tool.

Without this additionality, Public Health believe that the proposed operating schedule is insufficient to uphold licensing objectives.

We would be happy to mediate with the applicant. This may negate the need for the hearing completely if an agreement can be reached, providing there are no other representations from other responsible authorities or other parties.

Kind Regards

Andrea Crew

Senior Public Health Specialist/Public Health
City of Wolverhampton Council

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