

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Your details

Name

[REDACTED]

Address

[REDACTED]

Contact

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

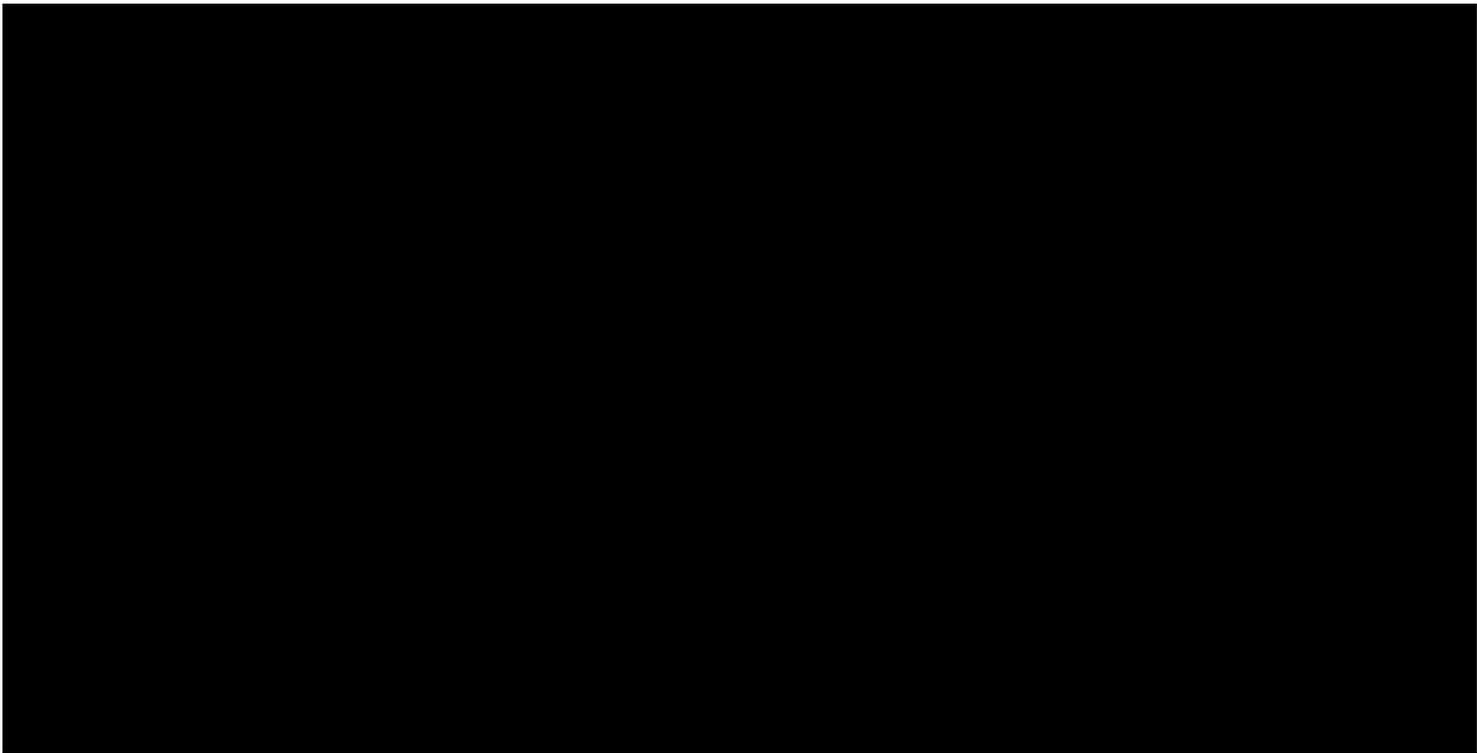
Further details

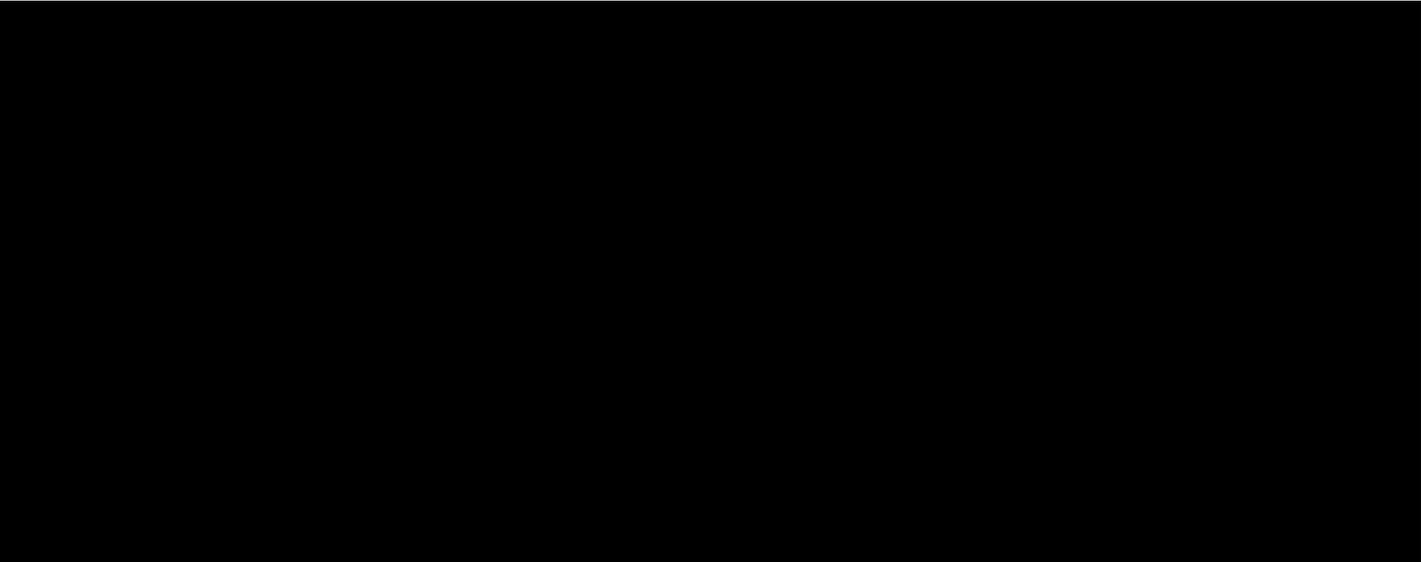
I want to comment on the application for a license at 1a Brantley Ave, Finchfield. The proposed licensed premises is in a very popular residential area with a mix of private and social housing. Near by is a library, community centre, church, children playground and open green space for recreational use by the residents.

There are several infants, junior and secondary schools in the immediate are as well as a play group and dancing school. To interdisperce a licensed open fronted shop into this environment would, I believe place children and vulnerable adults at risk of harm, abuse and exploitation. There will be a risk of increased crime ,domestic violence and anti social behaviour caused by the dangers of consuming alcohol.

Looking at the advertising and branding of the product it is clearly aimed at a younger generation, In my opinion it is unpalatable, provocative and incitive and is not in keeping with this residential setting.

Please stop this..., kind regards





Subject: Public Notice Objection received

Your details

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]



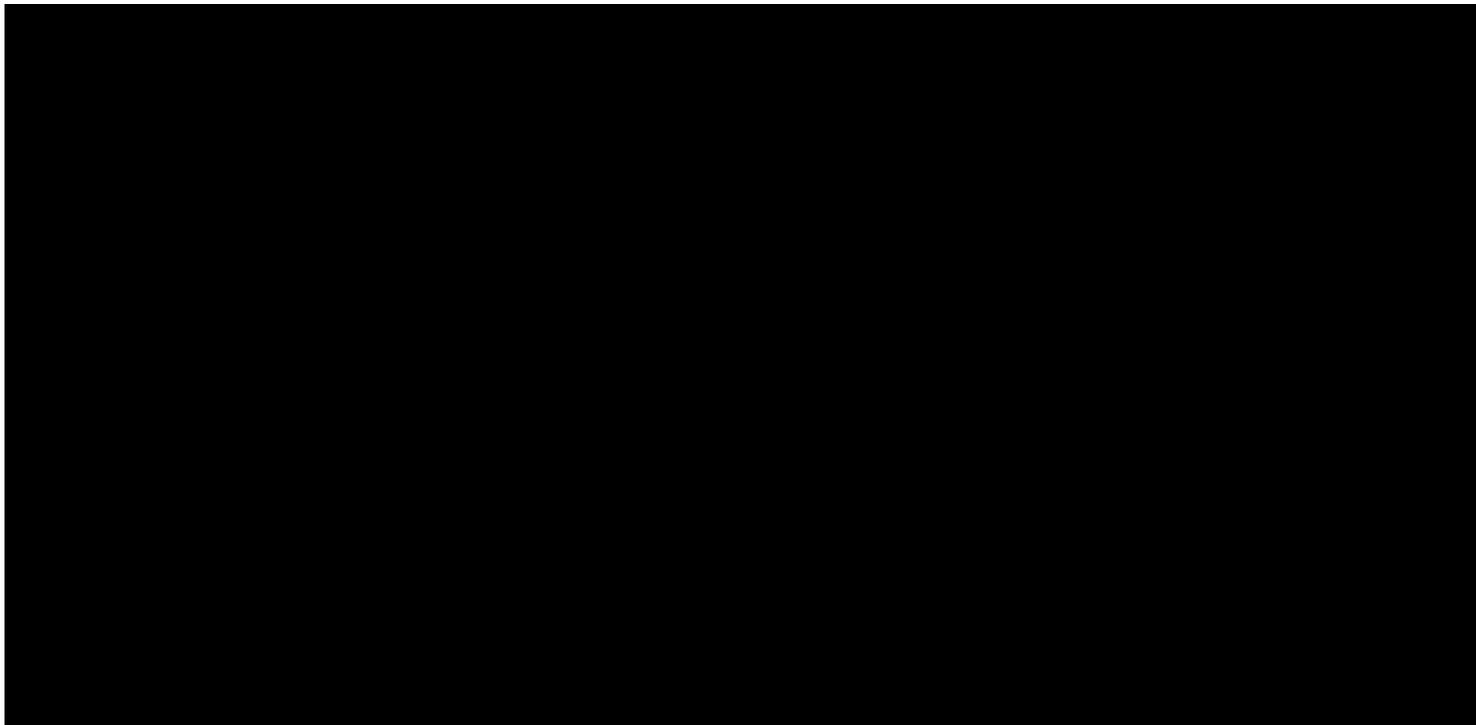
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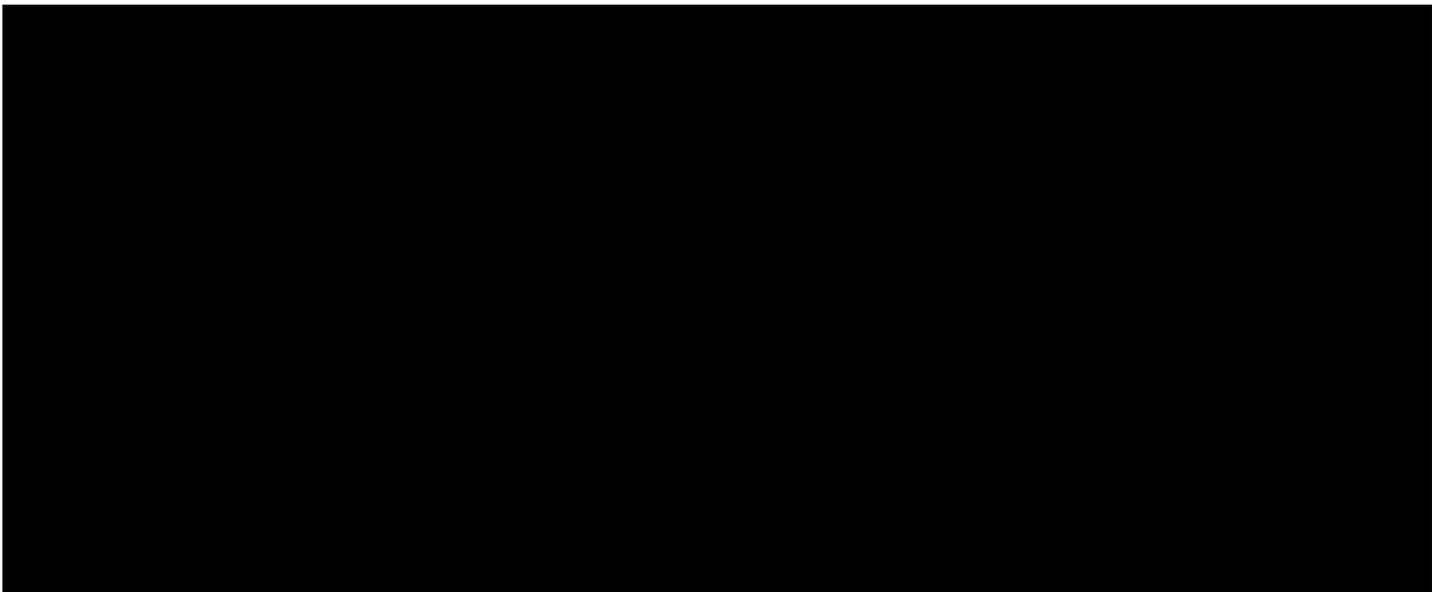
Reason for objection

Prevention of crime and disorder, Prevention of public nuisance

Further details

This premises is situated in an entirely residential area where, because of surrounding grassed areas, there is potential for customers to purchase drinks and to consume them on or around the area in front of the many residential properties. My home overlooks this grassed area and I and other residents do not wish it to become a gathering place for drinking which would constitute a public nuisance particularly during the evenings. Public nuisance due to drinking can exacerbate crime and disorder in this otherwise quiet neighbourhood. There is no shortage of off licensed premises within a short walking distance of this area (ie the Finchfield shops) which adequately serve the area.





Your details

Name

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Premises details

Name/Address of premises

Irrhysponsible Drinks
1a Brantley avenue
Finchfield
Wv3 9ap

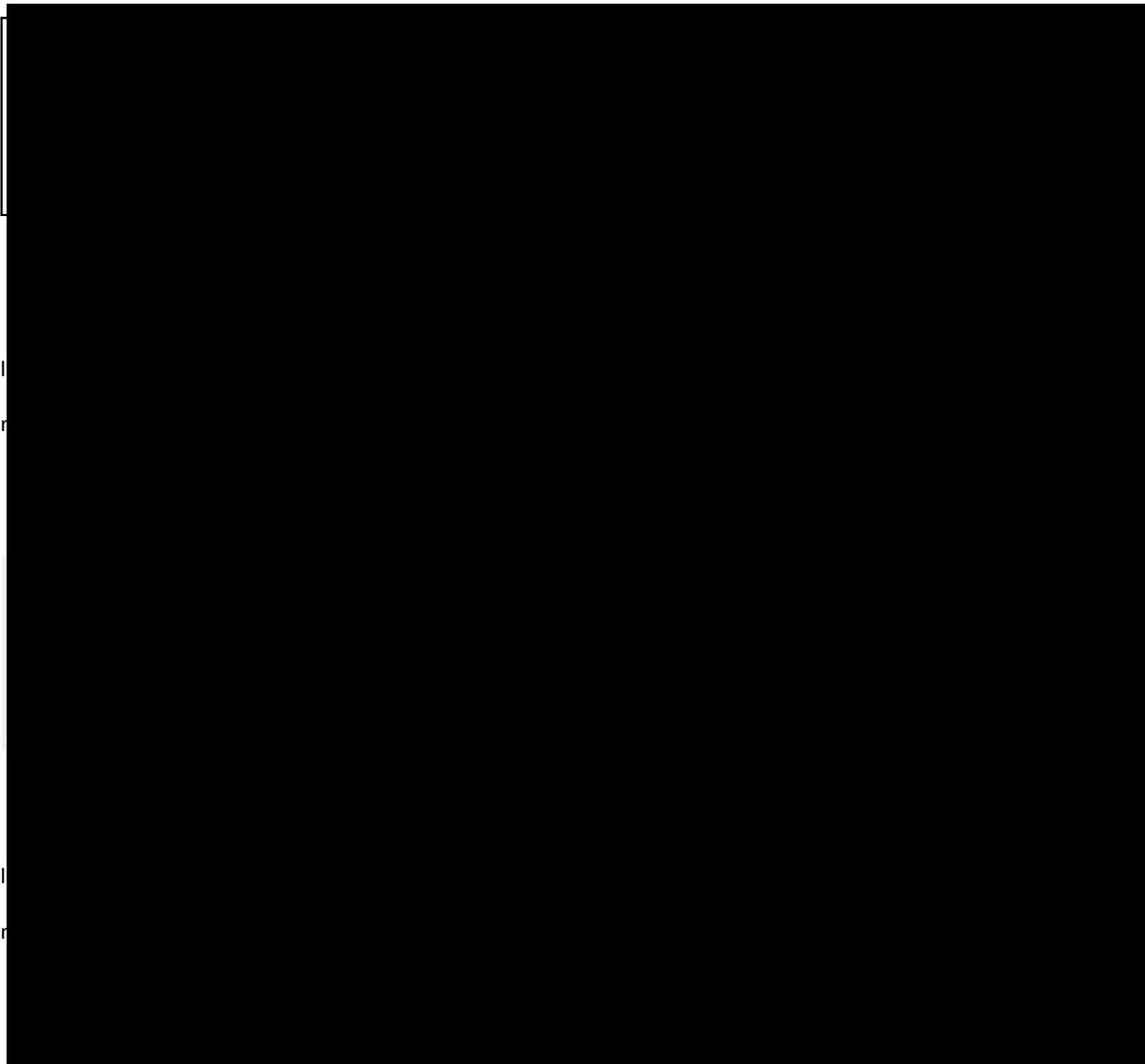
Objection details

Reason for objection

Prevention of crime and disorder, Prevention of public nuisance

Further details

I strongly believe selling alcohol from this premises at these times would have a serious impact on myself and surrounding families I also believe it would generate a serious noise disturbance aswell as the potential for crime such as littering and damage to properties. Being an elderly person it is very worrying to me about what opening this shop could mean for my safety I do not believe it is suitable to open such a premises in a residential area like this.





[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Premises details

Name/Address of premises

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

Objection details

Reason for objection

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

Further details

This premises is the former housing office for the estate. It is not within a shopping parade, local centre or the City Centre. It was located in a position which was intended to be convenient for residents but was never meant to be an amenity concern to its neighbours.

When its use changed to that of hairdressers/beauty parlour, the risk to amenity remained low. However the proposed use does raise serious concerns regarding how it will be managed.

There is a lack of clarity regarding how exactly the premises will be used. Some online sites describe it as a 'cocktail bar'. This would clearly be inappropriate for the location.

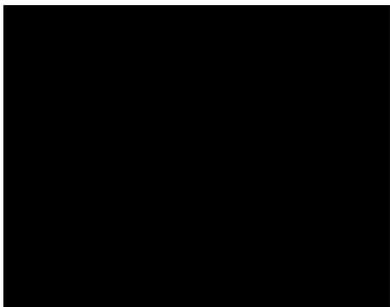
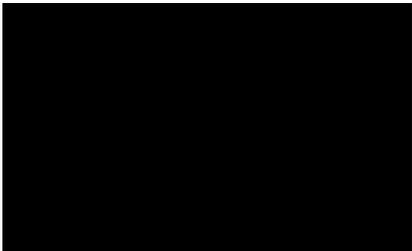
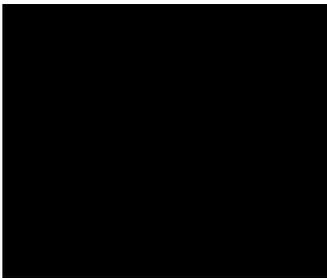
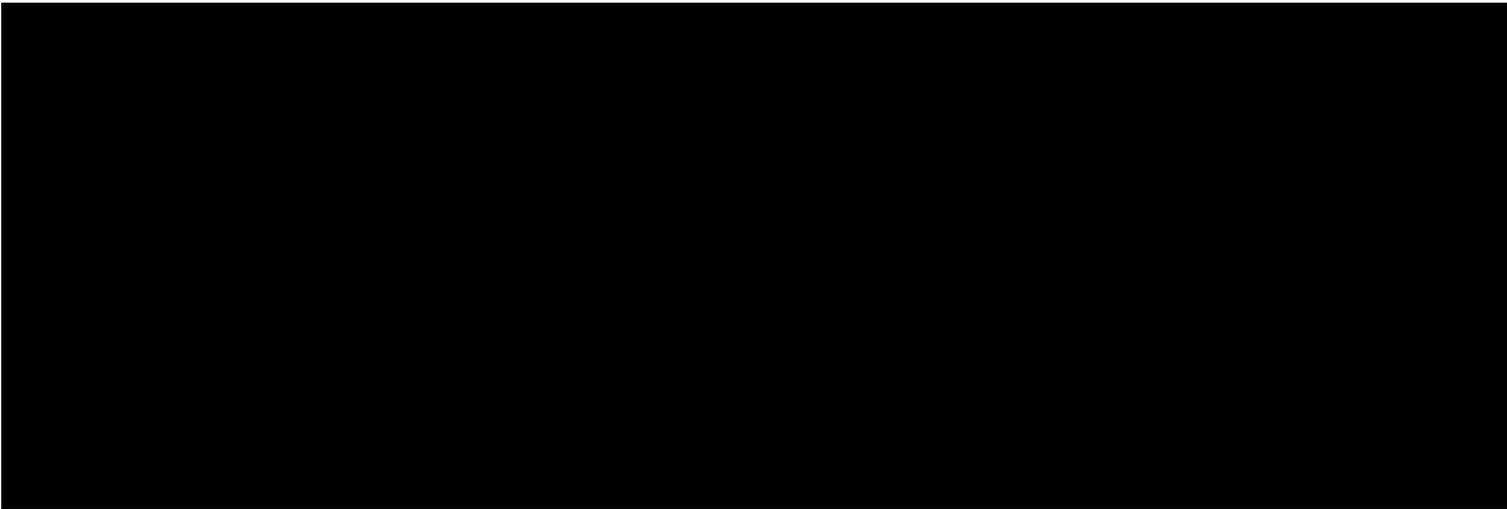
Even if the intention is to only sell alcohol for consumption off the premises (more akin to an off-licence), then there are still concerns around the proposed opening hours given the proximity of residents.

Brantley Avenue is not a major road. The only people who travel along it tend to be people who live there. Despite this, it already struggles with traffic and parking. Encouraging cars onto this relatively narrow road will cause a significant nuisance and will be a safety issue to those who walk along it.

There is unfortunately also a record a persistent crime and anti-social behaviour occurring along Brantley Avenue and the surrounding area which would likely be exacerbated if alcohol was readily available on the doorstep.

There would be no objection if the premises was for delivery only and the hours were reduced to safeguard neighbour but people should be discouraged from needing to arrive at the premises for collection.

As an aside, if the premises is to act as an 'off licence' then it would fall under Class E of the new Use Class Order. However, if drinking on the premises is to be allowed then this would then become a Sui Generis use which would necessitate a planning application as well as a licensing one.



Premises details

Name/Address of premises
1a Brantley Avenue, Finchfield

Objection details

Reason for objection

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

Further details

Prevention of crime and disorder

Currently we have had youths in the area trying to damage bus shelter opposite the library and further we have had vehicle speeding at night time

By agreeing to this license will only increase the volume of the above behaviour which will not benefit the people living in the area and hence be an eye sore among those who live here.

Public safety

The actual road where the shop will be located has a bend and already those drivers who live in the area have to be cautious driving along it.

By having the off licensing there will be increase of traffic hence increasing the chance of car related accidents especially at night.

Prevention of public nuisance

This will increase as we will have more people visiting the shop and further hanging outside the shop not to mention the increase of litter especially as the shop is right next to a grass area which children and adults enjoy.

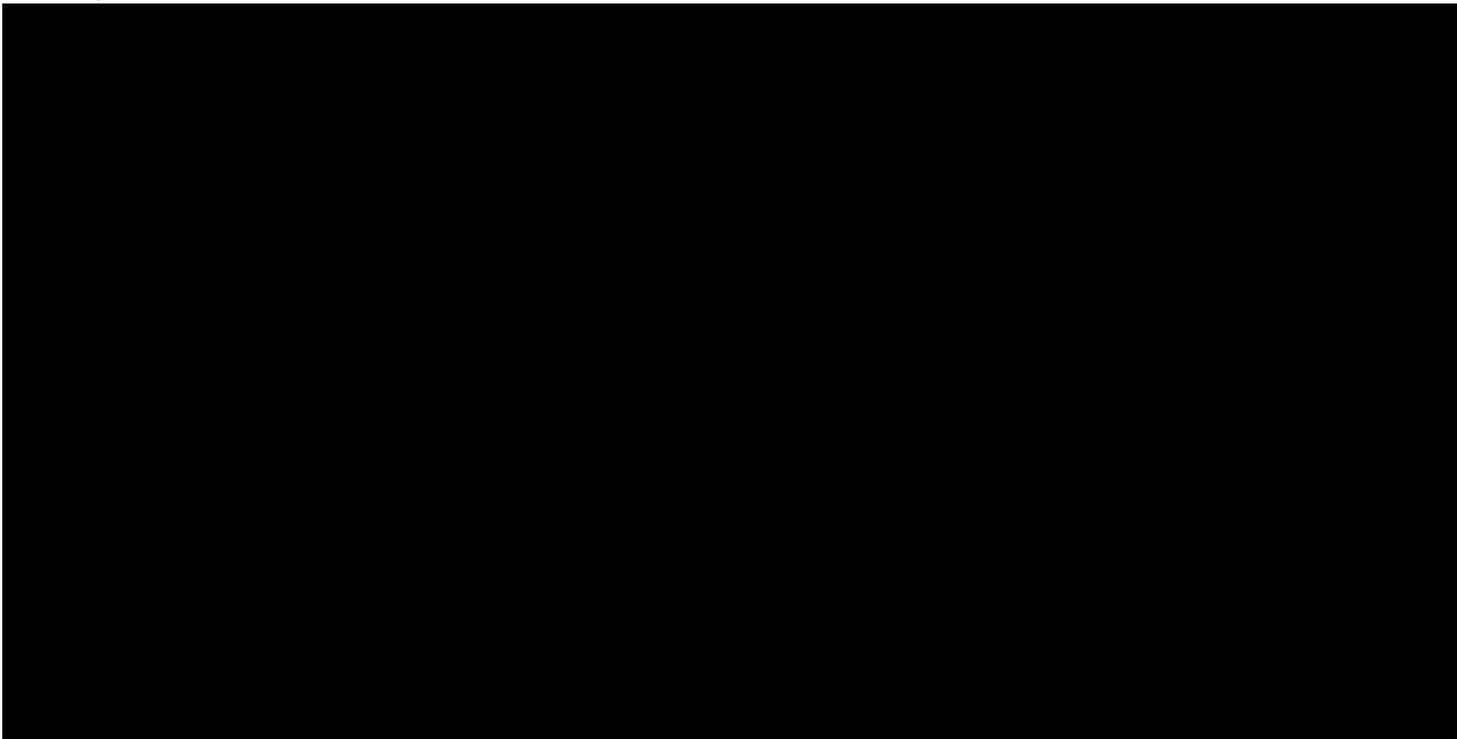
Protection of children from harm

As I have mentioned earlier increase of car traffic and the road having a bend plus children constantly going to and from the grass area this will significantly increase risk to children who enjoy the grass area and the small park next to the library.

Further we have two off licenses 5 mins walk from there and not to mention a lidl so having another shop we are saturating the area with off licenses encouraging alcohol consumption so neither are beneficial to the local community.

Please reconsider granting this license which does not benefit the local community its meant to serve.

Many thanks



ert

12/06/21

Reference

PRE 1449.

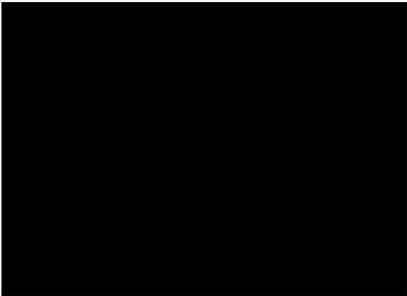
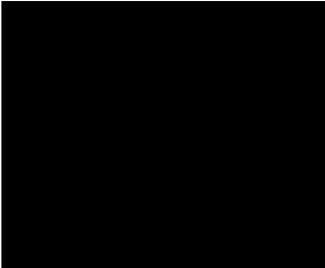
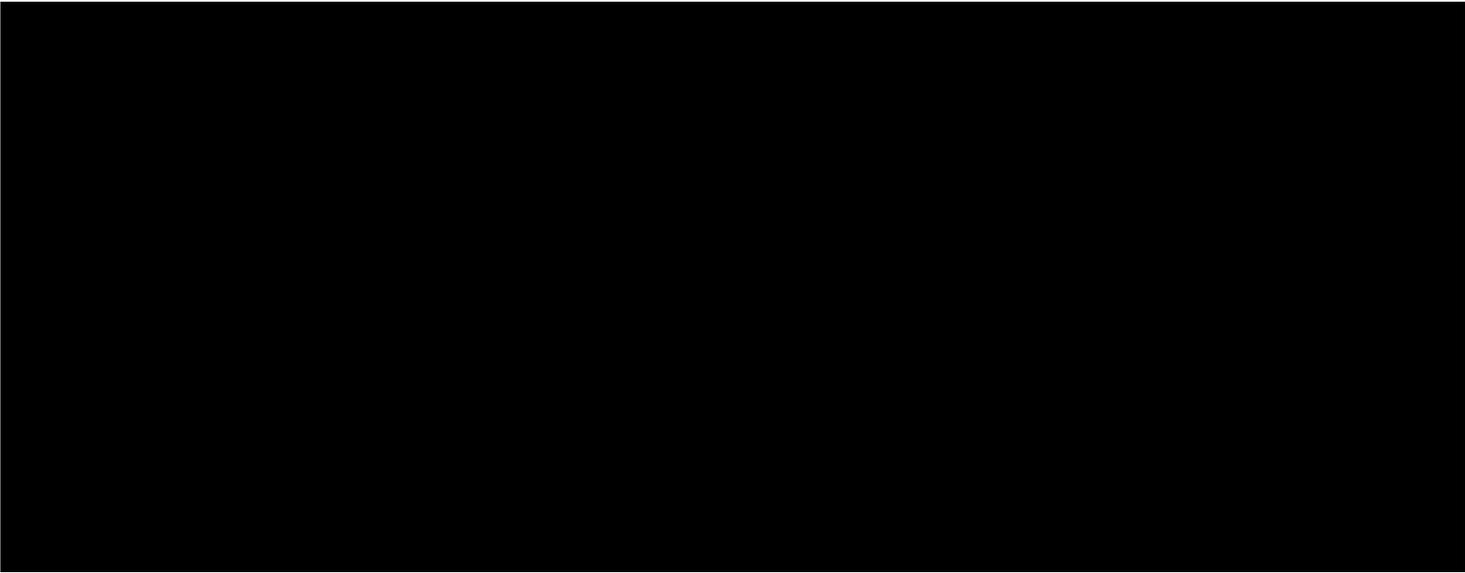
Dear Sir/Madam

I am writing to inform you of my opposition to the supply of alcohol licence for Irrhyspinside Drinks at 1A Brantley ave, Finchfield Wolverhampton.

I am objecting because of the extra traffic, social problems it would bring, noise problems up to 23-00.

This in my opinion would not be a suitable site for this business and we have already got many local shops that sell alcohol locally.

Kindest Regards



Premises details

Name/Address of premises

Red no 1449
Irrhysonsible drinks
1a Brantley ave
Wv3 9ap

Objection details

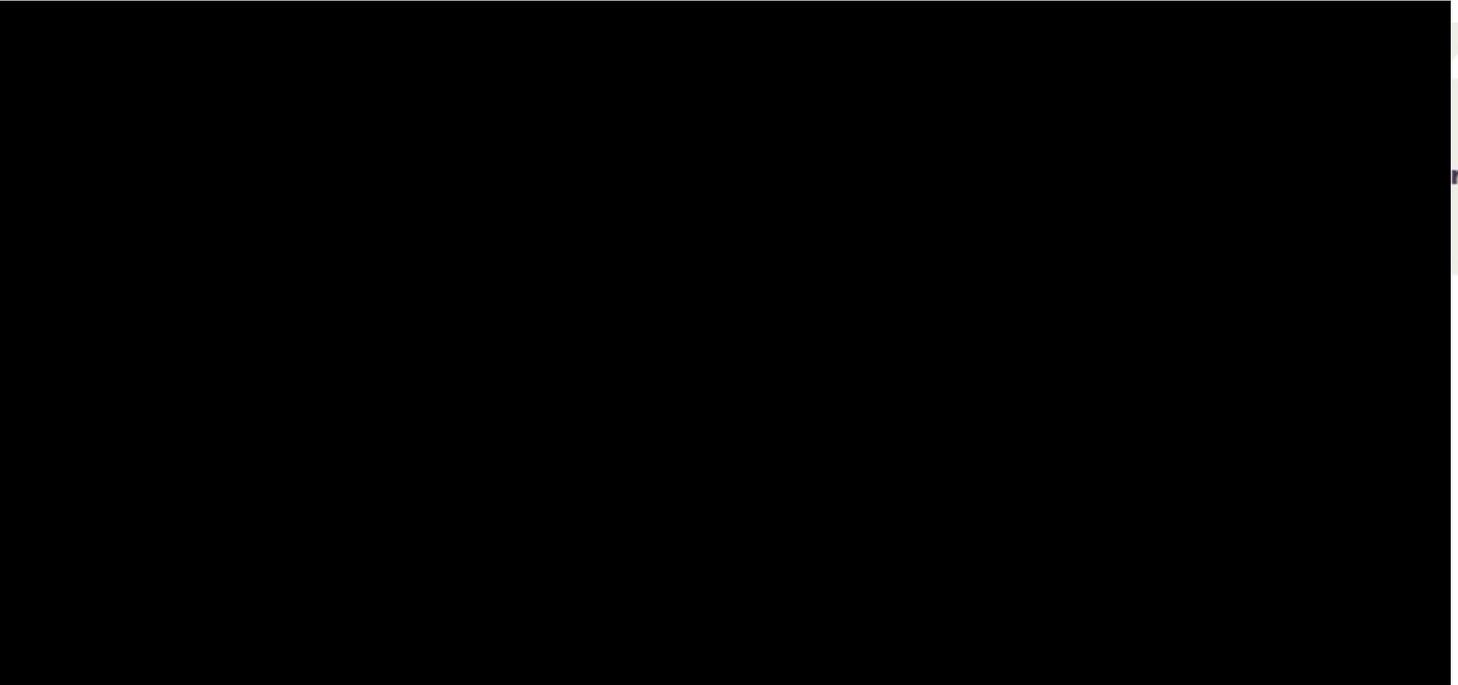
Reason for objection

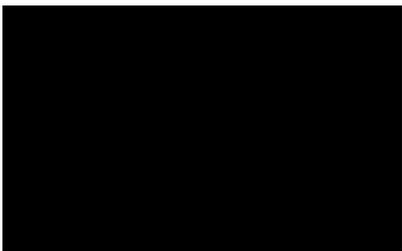
Prevention of crime and disorder, Prevention of public nuisance

Further details

1 referring to a letter 21/3/21 from [REDACTED] concerning the anti social behavior in the area.Surely a licence to sell drinks in middle of a residential area cannot help the problem,especially as there is a green opposite and the library grounds are used to drink

2 Parking ,will there be a car park at the shop or will the customer have to park on the already congested surrounding roads,or has the main thorough fare /bus route on White oak drive not been taken into account.





Objection details

Reason for objection

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

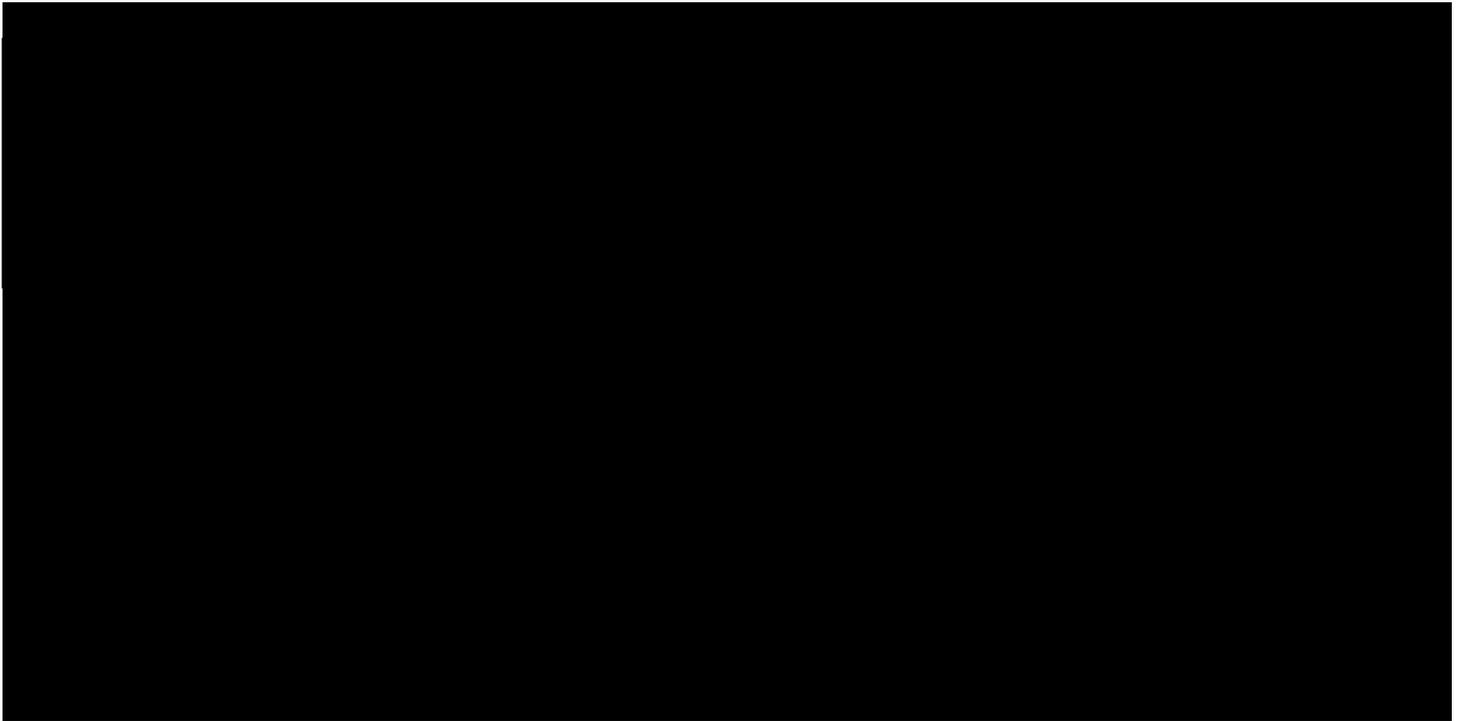
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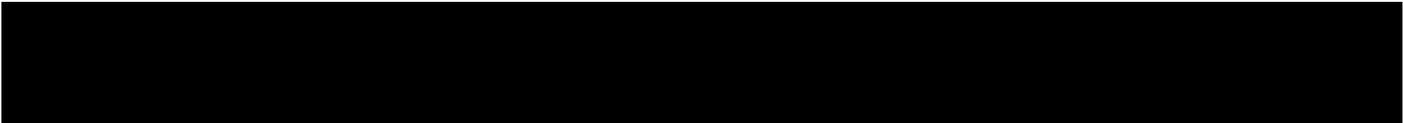
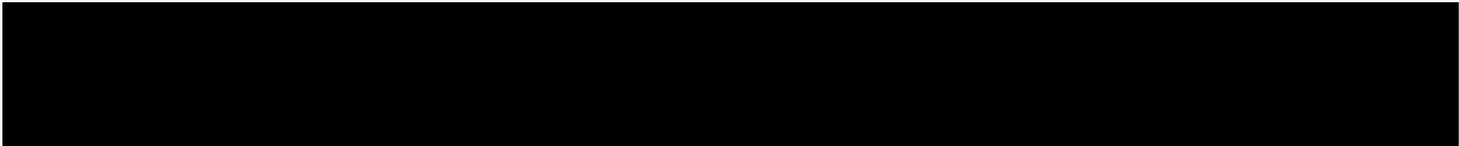
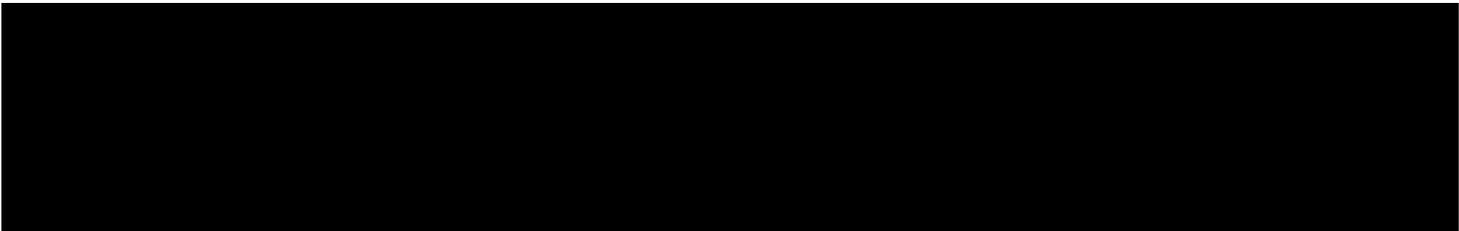
*It is a very built up area of flats etc accommodating many children/elderly/families.

*There are enough places to buy alcohol in our area.

*There is a church/play area to accommodate children for activities nearby.

*There is a green area which could be open to abuse right by the said building, Therefore could give rise to public nuisance





I am writing on behalf of [redacted] myself [redacted] who are strongly OPPOSING the above application.

Reasons being as follows:

LOCATION

Unnecessary off-licence premises amid a family resident area. There are sufficient off licences within the area including supermarkets

PARKING FACILITIES

Brantley Avenue has parking area issues without adding more traffic which would be hazardous especially for young children and the elderly.

Also residents vehicles who have to park offside

NUISANCE AND LITTER

It would attract loitering and possibly unnecessary disorder to residents and their properties

SECURITY ALARMS

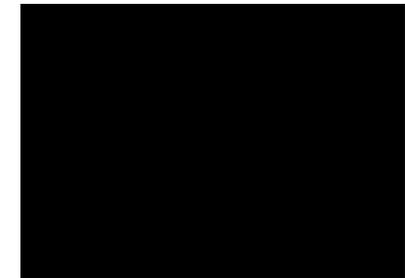
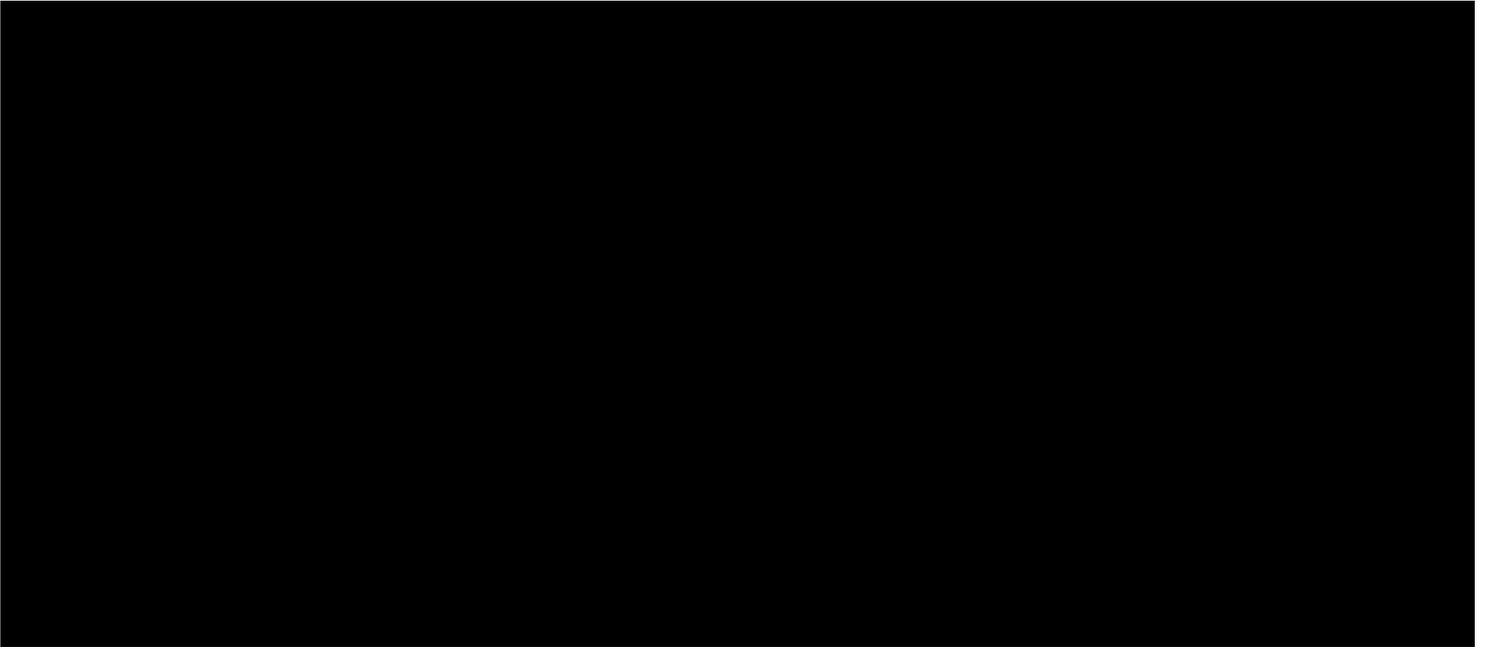
if set off this would have an impact on all residents

Overall the name **IRRESPONSIBLE DRINKS** speaks for itself!

I would be grateful if you could forward this opposing application to the appropriate department

Many thanks

██████████



Premises details

Name/Address of premises

1A Brantley Avenue
Finchfield

Objection details

Reason for objection

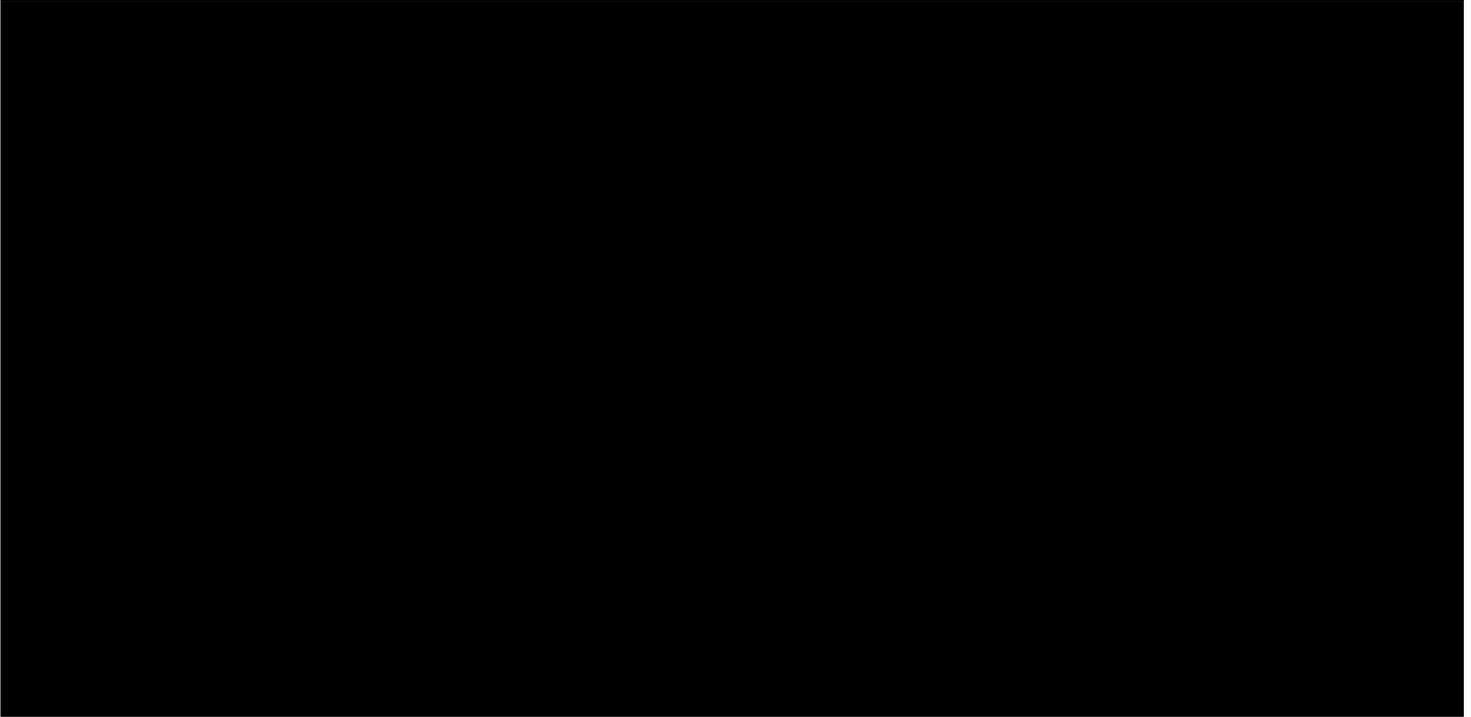
Prevention of crime and disorder, Prevention of public nuisance, Public safety

Further details

This is already causing a nuisance, I have had complained

to the owner of the building Already!!

- 1, Noise, from the customers
- 2, Increased traffic on an already dangerous bend, and no parking.
- 3, There is already issues with drugs on this estate, now you want to add to another problem with adding alcohol.
- 4, This is a residential estate and street, It is not a suitable place for this.
- 5, We have an issue with people gathering on the little park to do drugs and drink, this would be making it even easier for them to access this.
- 6, It will 100% increase crime and public nuisance, His customers have already sat outside there playing very loud music from there cars and parking over residents drives.



[REDACTED]
Irresponsible Drunks

[REDACTED]

Dear Manager I want to make a Complaint
About the letter I recieved Monday 7th June
pushed through my door at night about
the Irresponsible drink at 1A Brantley Ave
Finchfield I just cant believe something
like this has been thought about and looks
like it has already been passed by you
its got the name above and times of
opening.

[REDACTED] where
I have lived for 66 years and no way could
this be passed. I already have trouble
with cars parked [REDACTED] where
today I spoke to [REDACTED] and had
a real hard job to get [REDACTED]
and its like this allday everyday so
where are they going to park & stupid

Its a very awkward spot and a nightmare
wonder someone has never been killed
as they race around [redacted] and go all
over grass verge which I have to cut
as the Council dont bother.

No doubt you will have had
Numerous calls and complaints about this
and should not be allowed to go ahead.
What about all the rubbish etc this has
always been a lovely Estate but looks
like its going to be ~~ruined~~ ruined and
going down. Someone should come and
look at the parking its a disgrace.
I look after my property and everyone
loves my garden which I love doing
after loosing my husband

awaiting your reply
Yours faithfully
[redacted]

LICENSING SERVICES

CITY OF WOLVERHAMPTON COUNCIL

CIVIC CENTRE

ST PETERS SQUARE

WOLVERHAMPTON

WV1 1SH

REFERENCE - PRE 1449 - IRRRESPONSIBLE DRINKS

1A BRANTLEY AVENUE, FINCHFIELD WV3 9AP

DEAR SIR/MADAM

I AM WRITING TO SHOW MY DISAPPROVAL
FOR THE ABOVE PROPOSED SHOP AND IT'S APPLICATION
TO SUPPLY ALCOHOL OFF IT'S PREMISES WEL INTO
THE EVENING.

AND HAVE SPOKEN ABOUT IT TO SOME

P.T.O.

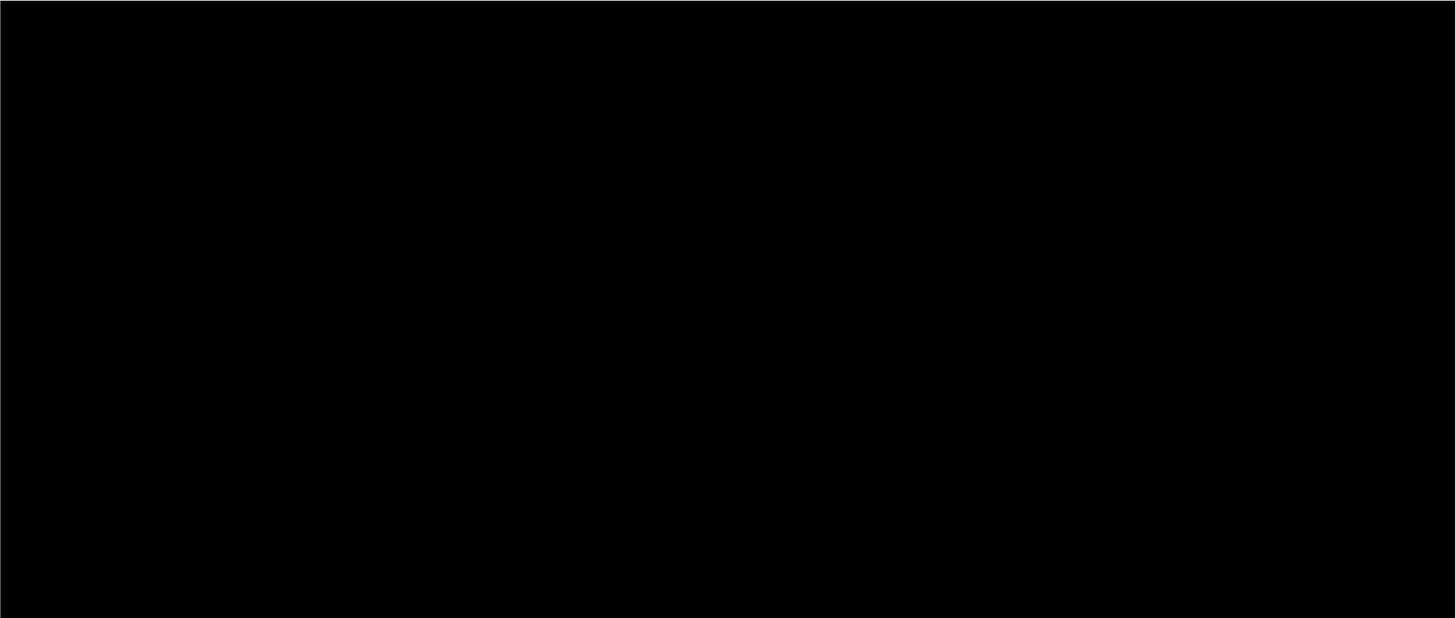
OF MY NEIGHBOURS AND LOCAL COUNCILLOR [REDACTED]

[REDACTED] THEY HAVE RAISED A NUMBER OF CONCERNS WHICH I ALSO HAVE E.G. NOISE / LITTER / ANTI-SOCIAL BEHAVIOUR / CRIME / PARKING ETC.

FINCHFIELD IS A QUIET, RESPECTABLE AREA WITH A NUMBER OF OLDER RESIDENTS LIVING IN THESE FLATS AND SURROUNDING HOUSES. THERE ARE SHOPS AND AMENITIES NEARBY SELLING ALCOHOL IN COMPTON, CASTLECROFT AND LOCAL SHOPS IN FINCHFIELD LIKE LIDL, CO-OPERATIVE AND AN OFF LICENCE - WE DO NOT WANT THIS NEW SHOP - I HAVE NO PROBLEM WITH SOMEBODY WANTING TO EARN A LIVING BUT NOT AT THIS SITE POTENTIALLY ATTRACTING THE WRONG KIND OF PEOPLE. THERE ARE ALSO SEVERAL SCHOOLS IN THIS AREA AND THIS RAISES ISSUES AGAIN PARTICULARLY WHEN CHILDREN ARE COMING OUT IN THE AFTERNOON.

CAN YOU LOOK AT THIS APPLICATION AGAIN PLEASE AND CONSIDER MY COMMENTS. THANK YOU.

[REDACTED]



Premises details

Name/Address of premises
1A Brantley Avenue Finchfield

Objection details

Reason for objection

Prevention of crime and disorder, Prevention of public nuisance, Protection of children from harm

Further details

A license application has been made for the above premises and I wish to object. The position of the premises is in a residential estate close by amenities that are used by children and teenagers and could create a public nuisance to the local residents. Also, having looked on the Facebook page relating to this business, I was shocked to see the content of the wording used to promote the shop. F... THE RULES BE IRRESPONSIBLE is hardly in the mantra of the government's policy of drink aware. I believe this application should not be granted in its current status. Thank you.



Licensing Services
City of Wolverhampton Council



15th June 2021

Dear Licensing,

PRE1449, Irrhysponsible Drinks, 1A Brantley Avenue, Finchfield, Wolverhampton, WV3 9AP

I write as a Local Councillor for Tettenhall Wightwick ward and following contact by several local residents who made their views clear to me, I make representations to object to the application for grant of a Premises Licence for the above premise.

Objections are made under the Licensing Objectives:-

Prevention of Crime & Disorder

The area has seen some drink fuelled criminal offences which would be added to by an additional premise selling alcohol off the premises.

In recent years, the green space near the premises was subject to anti-social behaviour such that action was taken by police & council.

I can confirm that there is a poster in a communal area of a nearby block of flats which says "West Midlands Police - Please do not consume alcohol here. Remember – anti-social behaviour is our priority".

There is a concentration of younger and older people in the area such that prevention of crime & disorder is a greater priority for the community.

Public Safety

The small size of the premises together with the close proximity to dwellings (blocks of flats and houses) means that there is a need for greater fire safety measures in order to prevent a fire of products whilst stored, mixed or distributed.

Older & younger people are especially at risk from additional traffic to/from the premises.

Having carefully considered the Application documentation, it would appear that the conditions are not bespoke to the premises but instead relate mainly to a club.

Prevention of Public Nuisance

It should be noted that this was originally a small council office which then became a hairdresser.

There have been problems posed by gathering of youths on the green space either near to the premises or at the entrance to the Smestow Valley Nature Reserve which is a short walk from the premises. SVNR is greenbelt, tranquil and particularly sensitive to noise/litter.

At the top of Brantley Avenue (at the premises end, just off White Oak Drive), eight or more cars can be parked along the (green space side) of the road. This means that cars have to pass on the “wrong” side of the road and if a car is travelling in the opposite direction then that car would have to mount the pavement to be able to get by. This is of concern owing to the number of younger and older people in that particular area.

A busy premises for the collection or delivery of alcohol means that there is a real risk of added noise from customers, staff & drivers (employed or third party) and a compounding of the parking/traffic problem – already mentioned in the paragraph above.

Residents are concerned about early or late hour drop off of supplies to the premises and with security shutters, the noise and disturbance caused. Also, staff at certain times of the year would have peak demand and so would cause additional disturbance.

It is also difficult to mitigate noise as customers can collect orders at any time.

The hours of the premises for opening and sales should be restricted to 9pm as this is a wholly residential area.

There is a public nuisance posed by litter on the public highway or on the green spaces.

To my knowledge, there are no other similar estates in Wolverhampton that have only one retail premise, being that of an off-licence (particularly with cocktails being prepared & collected/delivered).

Protection of Children from Harm

The General Description of Premises (page 5 of the Application) states “shop selling alcohol for off the premise. The Application fails to mention the use of Facebook, Instagram and other channels for sales (as evidenced by social media during Temporary Event Notices (“Tens”)).

The name “Irrhysponsible Drinks” does not reflect the sober, responsible ethos which the Mandatory Licensing Conditions require.

Irrhysponsible Drinks’ (ID’s) social media portrays a glamorised view of drinking which is not permitted under the legislation.

On ID’s Instagram page, it shows a dj promoting Irrhysponsibe drinks- holding a bottle of ID’s alcohol in the air, the dj says “there you go Rico ... I’ll be delivering this to you next week. This is going to get you messy, by the way”.

On ID’s Facebook post of 2/10/20, it states “Don’t forget we also have Sweet Infused Vodka Shots too”. Such a post is unsuitable for children and such products are wholly irresponsible.

There should be no special drinks promoted/advertised.

A higher standard of Challenge 25 should apply upon order & collection/delivery of alcohol by all staff & delivery drivers (both employed and third party). To achieve this, it would be a particular challenge to exercise the level of control required upon those who were not directly employed by Irrhysponsible Drinks.

On the Application, it only makes 2 statements in respect of “Protection of Children from Harm”:-

- i) I will display any restrictions on the admittance of individuals according to age (e.g. children) on or immediately outside the premises
- ii) I will implement a proof of age policy agreed by the police and the local authority

In terms of Public Health (a responsible authority for the purposes of a hearing), the wisdom of allowing a single isolated off-licence on a wholly residential estate needs to be questioned. Such a premises is totally incongruous as we are at the heart of a residential estate that contains no other retail outlets. Please consider a map & aerial view of the area to assist.

In light of all of the above, the application should not be granted.

I respectfully submit that the four licensing objectives are not being upheld and I, or a substitute, would like to make representations at a sub-committee, if such a sub-committee is called.

Kindly acknowledge safe receipt of these representations.

Yours faithfully,

[REDACTED]

[REDACTED]

Licensing Services,
Civic Centre,
St Peters Square,
Wolverhampton,
WV1 1SH



31st May 2021

Re. Alcohol Licensing at 1a Brantley Avenue, Finchfield, Wolverhampton, WV3 9AP

To whom it may concern.

I am a resident living on the [redacted] and I have just been informed of the plans for a potential off license in the area. I have spoken to other residents and we are all equally unhappy about the news!

The premises in question is right beneath a block of flats, housing residents, some of which are young children and older people who may be disturbed and frightened by the unnecessary noise caused by people coming and going until eleven P.M. We all believe that an off license could cause potential crime, public disorder and a public nuisance.

All within walking distance, we have Lidl, the co op and three other shops that sell alcohol. We do not need any more, and we definitely do not need one in a residential area.

Beneath are just a few signatures of residents who are opposed to this alcohol license being granted.

[redacted signature]

[redacted signature]

[redacted signature]

[redacted signature]

[redacted signature]

[redacted signature]