

LICENSING SUB-COMMITTEE

Date and Time:- Wednesday 1 April 2026 at 2.00 p.m.

Venue:- Rotherham Town Hall, The Crofts, Moorgate Street, Rotherham. S60 2TH

Membership:- Councillors Garnett (Chair), Harper and Jones.

The items which will be discussed are described on the agenda below and there are reports attached which give more details.

Rotherham Council advocates openness and transparency as part of its democratic processes.

Anyone wishing to record (film or audio) the public parts of the meeting should inform the Chair or Governance Advisor of their intentions prior to the meeting.

AGENDA

1. To determine whether the following items should be considered under the categories suggested in accordance with Part 1 of Schedule 12A (as amended March 2006) of the Local Government Act 1972.
2. To determine any item(s) which the Chair is of the opinion should be considered later in the agenda as a matter of urgency.
3. Consideration of an application (made in accordance with s.17 of the Licensing Act 2003) by Mr Vasanthan Chelliah for the grant of a Premises Licence in respect of premises situated at 25 Monkwood Road, Rotherham S62 7JN. (Pages 3 - 45)



JOHN EDWARDS,
Chief Executive.

This page is intentionally left blank

Licensing Act 2003 - Hearing Procedure – Grant of a Premises Licence

1. The Chairperson of the Licensing Sub Committee will introduce the Committee members and ask officers to introduce themselves.
2. The Chairperson will then ask the following parties to introduce themselves:
 - a. the applicant, any person representing them and any witnesses they wish to call.
 - b. any person who has made representations, any person representing them and any witnesses they wish to call.
3. The Chairperson will then ask the Licensing Officer to introduce the report and provide any updates.
 - a. Questions to the Licensing Officer may be asked, **solely concerning the report**, by Members, the applicant and by persons making representations.
4. The Chairperson will then invite:
 - a. **any person who has made representations** to present their representations and call any witnesses they may have.

Note: Members of the Sub Committee, followed by the applicant may ask questions of all persons who have made representations to the hearing and their witnesses.
 - b. **the applicant** to present their application, respond to the representations, and call any witnesses they may have.

Note: Members of the Sub Committee, followed by any person who has made representations at the hearing may ask questions of the applicant and their witnesses.
5. **The applicant will then be given the opportunity to sum up**
6. The public hearing will then be concluded, and Members of the Sub Committee will go into Closed session, together with the Council's Solicitor and the Clerk to the meeting.
7. The decision of the Licensing Committee will be given in accordance with the requirements of the Licensing Act 2003 and regulations made thereunder.

Note:

At any time throughout the hearing Members of the Licensing Sub Committee may request legal advice from the Council's Solicitor. Any advice sought during closed session will be included in the notice setting out the decision.

The Committee Hearing will be held in public unless and in accordance with relevant Regulations the Licensing Sub Committee determine that the public should be excluded.

Committee Name and Date of Committee Meeting

Licensing Sub-Committee – 1st April 2026 at 14.00 hours (2pm).

Report Title

Consideration of an application (made in accordance with s.17 of the Licensing Act 2003) by Mr Vasanthan CHELLIAH for the grant of a Premises Licence in respect of premises situated at 25 Monkwood Road, Rotherham S62 7JN.

Report Author(s)

Diane Kraus, Principal Licensing Officer, Community Safety and Street Scene
Tel: 01709 289536.

Report Summary

On 5th February 2026 an application for the grant of a Premises Licence was made by Mr Vasanthan CHELLIAH in respect of premises situated at 25 Monkwood Road, Rotherham S62 7JN.

The applicant, is seeking authorisation to allow the:

- Sale of alcohol (for consumption off the premises) on every day of the week between 7am and 11pm.

Representations, opposed to the grant of the application, have been received from an “Other Person” , further detail of which is provided within the main body of the report.

Recommendations

1. That the Licensing Sub-Committee considers the information contained within this report (and associated appendices) along with any additional information presented at the hearing and subsequently determines the application that has been made.
2. The Licensing Sub-Committee should inform the Licensing Manager of the decision in accordance with the requirements of the Licensing Act 2003 and Regulations made thereunder.

List of Appendices Included

- Appendix 1 Location Plan
- Appendix 2 Application
- Appendix 3 Premises Layout Plan
- Appendix 4 Representation Opposed to the Application
- Appendix 5 Applicants Response to Representations

Background Papers

Rotherham MBC Statement of Licensing Policy 2020 -2025
(available at www.rotherham.gov.uk/licensing)

Revised guidance issued under section 182 of the Licensing Act 2003 (November 2025) available at <https://www.gov.uk/government/publications/explanatory-memorandum-revised-guidance-issued-under-s-182-of-licensing-act-2003>)

Council Approval Required

No

Exempt from the Press and Public

No

Consideration of an application (made in accordance with s.17 of the Licensing Act 2003) by Mr Vasanthan CHELLIAH for the grant of a Premises Licence in respect of premises situated at 25 Monkwood Road, Rotherham S62 7JN.

1. Background

- 1.1 The premises are not currently licensed under the Licensing Act 2003.
- 1.2 A location plan identifying the premises is attached at Appendix 1.

2. Key Issues

The Application

- 2.1 On the 5th February 2026 an application for the grant of a Premises Licence was made by Mr Vasanthan CHELLIAH in respect of premises situated at 25 Monkwood Road, Rotherham S62 7JN. A copy of the application is attached at Appendix 2.
- 2.2 The application was accompanied by a layout plan of the premises, a copy of which is attached at Appendix 3.
- 2.3 The application seeks to allow the sale of alcohol (for consumption off the premises) on every day of the week between 7am and 11pm.
- 2.4 The description of the premises, as provided in the application, is as follows:

“25 Monkwood Road is set to open as a convenience store in the Spring of 2026 following a complete refurbishment and refit and around £40k investment.

This experienced applicant, operating a long-term family run business, has identified an opportunity to enhance the retail landscape with the addition of a convenience store offering a wide range of grocery and other general home produce and aims to establish a regular clientele by providing a valuable community service.

This modest application seeks to permit the sale alcohol products within the general range of good available during the normal hours of operation of the store, both for purchase in store and by delivery”.

- 2.5 The opening hours of the premises, as stated in the application, are between 7am and 11pm on every day of the week.
- 2.6 The management controls offered by the applicant, all of which would be made a condition of Annex 2 of any licence granted, are set out below:
 - 1. CCTV will be provided at the premises in the form of a recordable system, capable of providing pictures of evidential quality in all lighting conditions, particularly facial recognition.

2. Cameras shall encompass all ingress and egress to the premises, fire exits, outside areas, and all areas where the sale/ supply of alcohol occurs.
3. A monitor shall be mounted on the wall at the premises where it is clearly visible to all members of the public. The monitor shall show the live CCTV footage being recorded.
4. Equipment must be maintained in good working order, be correctly time and date stamped.
5. Recordings must be kept in date order, numbered sequentially and kept for a period of 31 days and handed to Police on reasonable request.
6. The Premises Licence Holder must ensure at all times a DPS or appointed member of staff is capable and competent at downloading CCTV footage in a recordable format to the Police/Local Authority on reasonable request
7. The Recording equipment and tapes/discs shall be kept in a secure environment under the control of the DPS or other responsible named individual.
8. A challenge 25 age verification scheme will operate at the premises whereby any person who appears to be under 25 years of age, and unknown to the staff member serving as a person over 18 years of age, shall not be served alcohol unless they provide identification to prove they are over 18 years of age. Acceptable forms of identification will be:
 - a. a passport;
 - b. a photo card driving licence;
 - c. an EU/EEA national ID card or similar document;
 - d. an HM Forces warrant card;
 - e. a card bearing the PASS hologram; or
 - f. any electronic or biometric age verification technology approved by the licensing authority.
9. Appropriate signage advertising the operation of the Challenge 25 scheme must be displayed in the vicinity of all points of sale for alcohol.
10. A Refusals Register (electronic or written) must be maintained and kept at the premises and retained for a period of 12 months on a rolling basis. The following information must be recorded in the Refusals Register:
 - a. Any refusal of the sale of alcohol (e.g. suspected drunkenness, underage or proxy sale); and
 - b. Any visit by a relevant authority or emergency services, noting the time, day, date and identify of any visitors by name.
11. The Refusals Register must be inspected and endorsed by the DPS on a monthly basis and produced to the Police or an 'authorised person' (as defined by the LA'03) or an authorised Trading Standards Officer employed by the Council on demand.

12. An incident log must be kept at the premises and made immediately available on request to an 'authorised person' (as defined by Section 13 of the Licensing Act 2003) or the Police. The following information shall be recorded in this log:
 - a. all crimes reported to the venue;
 - b. all ejections of patrons;
 - c. any complaints received relevant to the Licensing Objectives;
 - d. any incidents of disorder; and
 - e. any visit by a relevant authority or emergency service.
13. All people involved in the delivery of alcohol, be this the premises licence holder/designated premises supervisor, employees or third-party courier, shall at the point of delivery be satisfied that the person to whom the alcohol is being delivered is 18 years or over. Deliveries shall:
 - a. only be made to the address indicated on the order;
 - b. only to be made to bona fide business/commercial addresses or private residences and not to any public/open spaces (e.g. car parks, street corners, bus stops, public parks); and
 - c. be refused to any person who is, or who appears to be under the influence of alcohol, or drugs and the alcohol shall be returned to the licensed premises.
14. Delivery records shall be retained at the licensed premises for a period of 12 months and be produced on request for inspection by a police officer or an authorised person of the licensing authority.
15. All staff engaged in the sale of alcohol shall be trained in Responsible Alcohol Retailing prior to selling any alcoholic product.
16. All staff shall undergo refresher training in Responsible Alcohol Retailing on a rolling annual basis.
17. Staff training shall be recorded, and such records shall be kept on the premises and produced to the Police or an 'authorised person' (as defined by the LA'03) or an authorised Trading Standards Officer employed by the Council on demand.
18. All requirements and responsibilities pertaining to the lawful and responsible operation of the premises covered by primary legislation, will be complied with – e.g. Building regs, health and safety, fire prevention.
19. Noise or vibration shall not emanate from the premises so as to cause a nuisance to neighbours or residents.
20. Prominent, clear and legible signage shall be displayed at all exits to the premises requesting the public to respect the needs of local residents and to leave the premises and the area quietly.

Consultation

- 2.7 Consultation on the application has been carried out in accordance with all statutory requirements and the Council's procedure. There is a prescribed period

of 28 days following the submission of an application during which time representations in relation to the application may be submitted.

2.8 At the end of the consultation period a representation, opposed to the grant of the application, had been received from an Other Person.

2.9 Representation Opposed to the Application

2.10 A copy of the representation received from an Other Person opposed to the application is attached at Appendix 4.

2.11 On 10th March 2026 the Other Person was informed that to be relevant a representation must relate to one or more of the licensing objectives, and given this, points 1 and 2 of the representation were accepted as relevant and that points 4, 5 and 6 were not relevant considerations for the licensing process. In addition, advice was given with regard points 3 and 7, specifically that to carry weight under the licensing process it would be advantageous to explain "*how the sale of a bottle of wine as opposed to a bag of crisps would add the concerns raised*".

Conciliation

2.12 The applicant was provided with the detail of the representations and a copy of the reply sent, through the Licensing Office, to the Other Person is attached at Appendix 5.

2.13 Conciliation has failed to lead to the withdrawal of the representation.

The Hearing

2.14 The applicant and "Other Person" have been invited to the hearing today. All parties attending, will be given the opportunity to address the Sub-Committee in relation to the matters raised in the application and the representations they have made to it.

2.15 Members of the Sub-Committee should give full consideration of application submitted and the and representations to it, together any supporting evidence provided by any party prior to the date of the hearing. Documentary evidence provided on the day of the hearing should only be considered with the consent

3. Options available to the Licensing Sub-Committee

3.1 A licensing authority must carry out its functions under the Licensing Act with a view to promoting the licensing objectives:

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

- 3.2 In considering this matter, the Sub-Committee 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. In reaching the decision, regard must also be had to relevant provisions of the national guidance and the Council's licensing policy statement. In relation to this application, the options available to the Sub-Committee are:
- To grant the licence subject to the conditions consistent with the operating schedule accompanying the application, which the Sub-Committee may modify to such extent as they consider appropriate; or
 - To reject the whole or part of the application (which may include the omission of certain licensable activities from the licence and / or the refusal to specify a particular individual as the Designated Premises Supervisor).
- 3.3 The statutory guidance makes it clear that 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.
- 3.4 The Sub-Committee'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.
- 3.5 Determination of whether an action or step is appropriate for the promotion of the licensing objectives requires an assessment of what action or step would be suitable to achieve that end. While this does not therefore require the Sub-Committee to decide that no lesser step will achieve the aim, the Sub-Committee should aim to consider the potential burden that the condition would impose on the applicant/premises licence holder (such as the financial burden due to restrictions on licensable activities) as well as the potential benefit in terms of the promotion of the licensing objectives. However, it is imperative that the Sub-Committee ensures that the factors which form the basis of its determination are limited to consideration of the promotion of the licensing objectives and nothing outside those parameters. The Sub-Committee may consider wider issues such as other conditions already in place to mitigate potential negative impact on the promotion of the licensing objectives and the track record of the business (if appropriate).

- 3.6 The Sub-Committee is expected to come to its determination based on an assessment of the evidence on both the risks and benefits either for or against making the determination. Conditions may be placed on the licence (if granted) and further information in relation to conditions is provided later in this report.
- 3.7 All licensing determinations should be considered on the individual merits of the application. The Sub-Committee'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. Findings on any issues of fact should be on the balance of probability.
- 3.8 It is important that the Sub-Committee give comprehensive reasons for its decisions in anticipation of any appeals. Failure to give adequate reasons could itself give rise to grounds for an appeal.

Conditions

- 3.9 Conditions include any limitations or restrictions attached to a licence or certificate and essentially are the steps or actions that the holder of the premises licence or the club premises certificate will be required to take or refrain from taking in relation to the carrying on of licensable activities at the premises in question. Failure to comply with any condition attached to a licence or certificate is a criminal offence, which on conviction is punishable by an unlimited fine or up to six months' imprisonment. The courts have made clear that it is particularly important that conditions which are imprecise or difficult for a licence holder to observe should be avoided.
- 3.10 There are three types of condition that may be attached to a licence or certificate: proposed, imposed and mandatory. Each of these categories is described in more detail below.

Proposed conditions

- 3.11 The conditions that are appropriate for the promotion of the licensing objectives should emerge initially from the risk assessment carried out by a prospective licence holder, which they should carry out before making their application for a premises licence. This would be translated into the steps recorded in the operating schedule, which must also set out the proposed hours during which licensable activities will be conducted and any other hours during which the premises will be open to the public.
- 3.12 It is not acceptable for licensing authorities to simply replicate the wording from an applicant's operating schedule. A condition should be interpreted in accordance with the applicant's intention.

Consistency with steps described in operating schedule

- 3.13 The 2003 Act provides that where an operating schedule has been submitted with an application and there have been no relevant representations made by responsible authorities or any other person, the licence must be granted subject only to such conditions as are consistent with the schedule accompanying the application and any mandatory conditions required under the 2003 Act.
- 3.14 Consistency means that the effect of the condition should be substantially the same as that intended by the terms of the operating schedule. If conditions are broken, this may lead to a criminal prosecution or an application for a review and it is extremely important therefore that they should be expressed on the licence in unequivocal and unambiguous terms. The duty imposed by conditions on the licence holder must be clear to the licence holder, enforcement officers and the courts.

Imposed conditions

- 3.15 The Sub-Committee may not impose any conditions unless its discretion has been exercised following receipt of relevant representations and it is satisfied as a result of a hearing (unless all parties agree a hearing is not necessary) that it is appropriate to impose conditions to promote one or more of the four licensing objectives. In order to promote the crime prevention licensing objective conditions may be included that are aimed at preventing illegal working in licensed premises.
- 3.16 It is possible that in some cases no additional conditions will be appropriate to promote the licensing objectives.

Proportionality

- 3.17 The 2003 Act requires that licensing conditions should be tailored to the size, type, location and characteristics and activities taking place at the premises concerned. Conditions should be determined on a case-by-case basis and standardised conditions which ignore these individual aspects should be avoided. Conditions that are considered appropriate for the prevention of illegal working in premises licensed to sell alcohol or late night refreshment might include requiring a premises licence holder to undertake right to work checks on all staff employed at the licensed premises or requiring that a copy of any document checked as part of a right to work check is retained at the licensed premises. Licensing authorities and other responsible authorities should be alive to the indirect costs that can arise because of conditions. Licensing authorities should therefore ensure that any conditions they impose are only those which are appropriate for the promotion of the licensing objectives.

4. Timetable and Accountability for Implementing this Decision

- 4.1 Any decision made by the Licensing Sub-Committee does not have effect until:
- the end of the period given for appealing against the decision; or
 - if the decision is appealed, until the appeal is disposed of.
- 4.2 An appeal may be lodged by either the applicant or a party to the hearing that has made a relevant representation.
- 4.3 Parties to the hearing must be informed of the decision within 5 working days of the hearing (or within 5 working days from the last day of the hearing if it takes place over multiple days).

5. Financial Implications

- 5.1 There are no specific financial implications arising from this application.
- 5.2 However, additional costs may be incurred should the matter go to appeal. In such an eventuality it may not be possible to recover all of the costs incurred. The impact of these additional costs (if any) will therefore need to be met from within existing revenue budgets.

6. Legal Advice and Implications

- 6.1 A Council Solicitor will be in attendance at the hearing to provide appropriate legal advice to the Licensing Sub-Committee in relation to specific aspects of the application / hearing, however the advice below is generally applicable to all applications.
- 6.2 Hearings under the Licensing Act 2003 operate under the Licensing Act 2003 (Hearings) Regulations 2005.
- 6.3 In accordance with Regulation 18 of the Licensing Act 2003 (Hearings) Regulations 2005, the authority may take into account documentary or other information produced by a party in support of their application, representations or notice either before the hearing or, with the consent of all parties, at the hearing.
- 6.4 The Sub-Committee may accept hearsay evidence, and it will be a matter for the Sub-Committee to attach what weight to it that they consider appropriate. Hearsay evidence is evidence of something that a witness neither saw nor heard but has heard or read about.
- 6.5 The Secretary of State's guidance to the Licensing Act 2003 is provided to licensing authorities in relation to the carrying out of their functions under the 2003 Act. It also provides information to magistrates' courts hearing appeals

against licensing decisions and has been made widely available for the benefit of those who run licensed premises, their legal advisers and the general public. It is a key medium for promoting best practice, ensuring consistent application of licensing powers across England and Wales and for promoting fairness, equal treatment, and proportionality.

- 6.6 Section 4 of the 2003 Act provides that, in carrying out its functions, a licensing authority must 'have regard to' guidance issued by the Secretary of State under section 182. The guidance is therefore binding on all licensing authorities to that extent. However, the guidance cannot anticipate every possible scenario or set of circumstances that may arise and, as long as licensing authorities have properly understood this guidance, they may depart from it if they have good reason to do so and can provide full reasons.
- 6.7 In addition to the above, members are reminded that all decisions must be taken in accordance with the Council's Statement of Licensing Policy (adopted 3rd June 2020).
- 6.8 Departure from the guidance and / or Statement of Licensing Policy could give rise to an appeal or judicial review, and the reasons given will then be a key consideration for the courts when considering the lawfulness and merits of any decision taken.

7. Risks and Mitigation

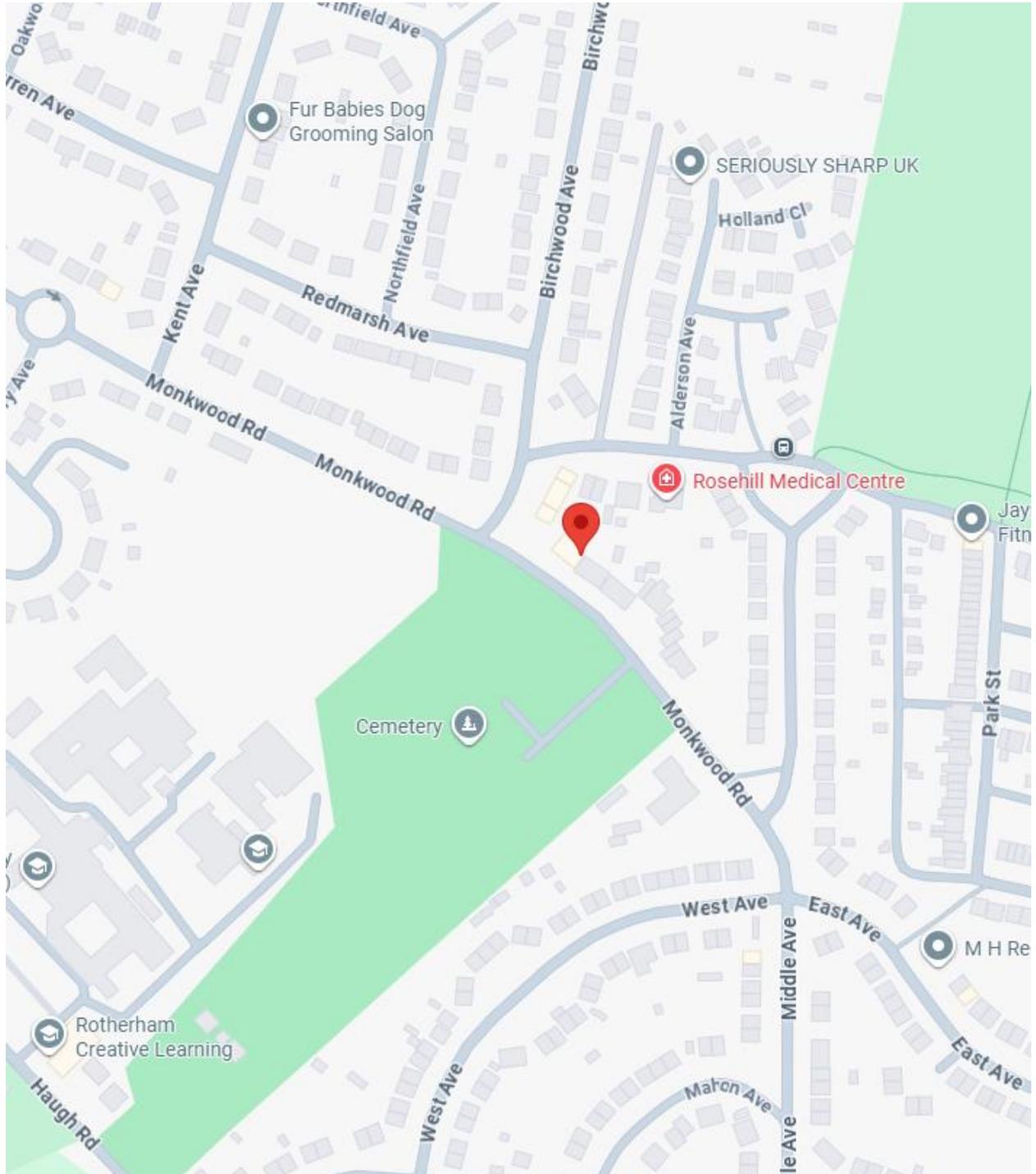
- 7.1 The statutory requirements in relation to the consideration of this application are detailed in this report. It is essential that the Sub-Committee act in accordance with these statutory provisions and take account of statutory guidance.
- 7.2 Failure to do this exposes the Council to significant risk of legal challenge, the consequences of which could result in financial and / or reputational damage to the Council.
- 7.3 Members are therefore urged to fully consider the information in this report when making a decision regarding this application, and to ensure that any decision made is justifiable, proportionate and based on the promotion of one or more of the Licensing Objectives.
- 7.4 Council officers are present at the meeting today and can provide additional advice to members of the Sub-Committee should this be required. In addition, a copy of the statutory guidance and Statement of Licensing Policy is available for members to review should they wish to do so.

8. Accountable Officer(s)

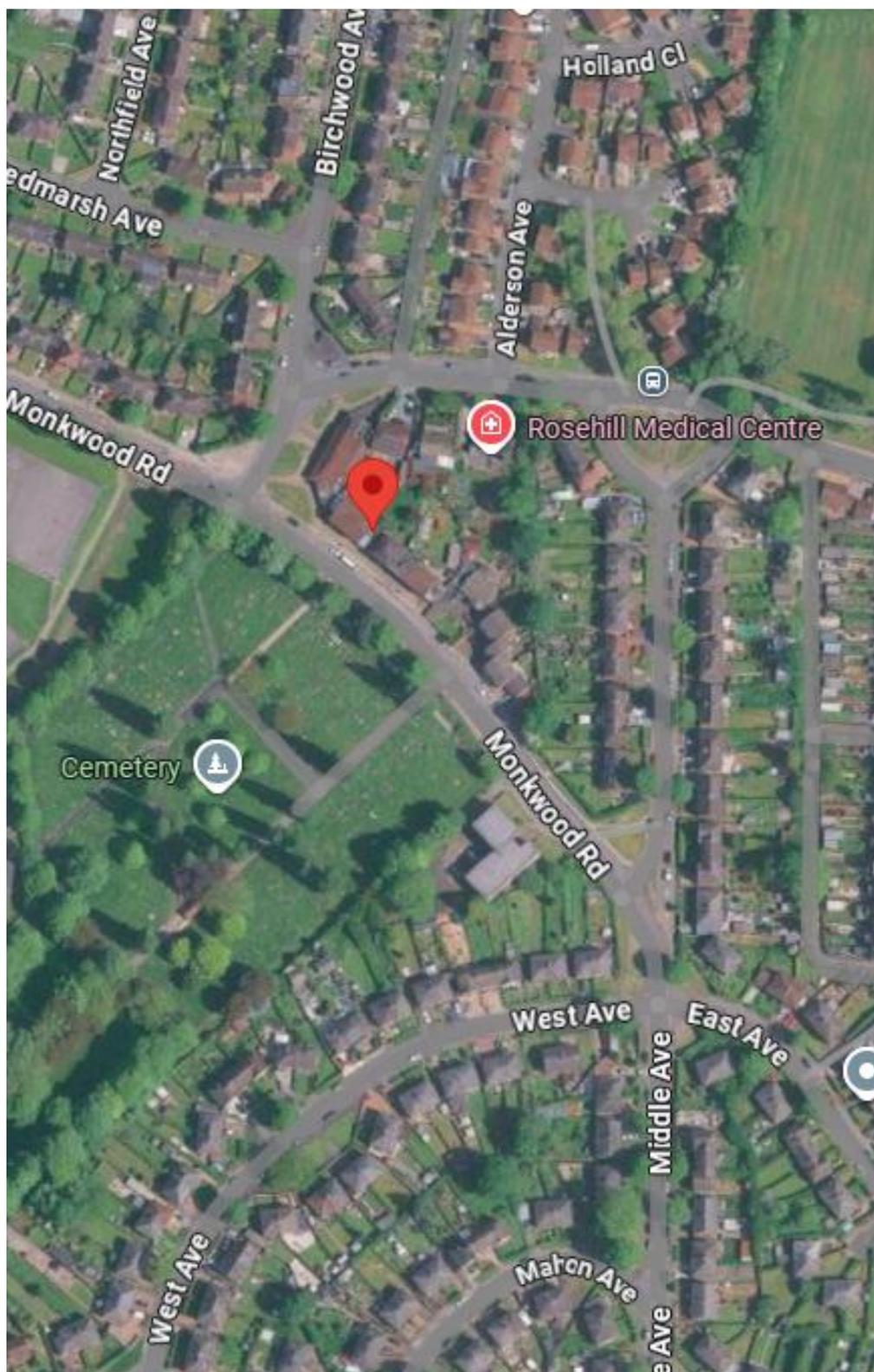
Diane Kraus, Principal Licensing Officer, Community Safety and Street Scene

Appendix 1

Location Plan – 25 Monkwood Road, Rotherham S62 7JN



Appendix 1



Appendix 1



This page is intentionally left blank

Appendix 2



Application for a premises licence to be granted under the Licensing Act 2003

I/We Vasanthan CHELLIAH

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			
25 Monkwood Road			
Post town	ROTHERHAM	Postcode	S62 7JN

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£4,550

Part 2 - Applicant details

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

- | | | |
|--|-------------------------------------|-----------------------------|
| a) an individual or individuals * | <input checked="" type="checkbox"/> | please complete section (A) |
| b) a person other than an individual * | <input type="checkbox"/> | |
| i as a limited company/limited liability partnership | <input type="checkbox"/> | please complete section (B) |
| ii as a partnership (other than limited liability) | <input type="checkbox"/> | please complete section (B) |
| iii as an unincorporated association or | <input type="checkbox"/> | please complete section (B) |
| iv other (for example a statutory corporation) | <input type="checkbox"/> | please complete section (B) |

Page 20
Appendix 2

- | | |
|---|-----------------------------|
| 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; or ✓
- 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)

Mr <input checked="" type="checkbox"/>	Mrs	Ms	Miss	Other
Surname: CHELLIAH		First names: Vasanthan		
Date of birth 28/11/1954	I am 18 years old or over		Please tick <input checked="" type="checkbox"/>	
Nationality Dutch				
Current residential address if different from premises address		5 Westcombe Avenue		
Post town	Croydon	Postcode	CR0 3DE	
Daytime contact telephone number		07412 741144		
E-mail address (optional)	gogroccerlimitedsns@gmail.com			
Where applicable, the 'share code' provided to the applicant by that service: WT4 Z83 79J				

Appendix 2

(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
Address
Registered number (where applicable)
Description of applicant (for example, partnership, company, unincorporated association etc.)
Telephone number (if any)
E-mail address:

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
0	5	032026

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

25 Monkwood Road is set to open as a convenience store in the Spring of 2026 following a complete refurbishment and refit and around £40k investment.

This experienced applicant, operating a long-term family run business, has identified an opportunity to enhance the retail landscape with the addition of a convenience store offering a wide range of grocery and other general home produce and aims to establish a regular clientele by providing a valuable community service.

This modest application seeks to permit the sale alcohol products within the general range of good available during the normal hours of operation of the store, both for purchase in store and by delivery.

In producing this application, we have had regard to the amenity of the local area, the Licensing Act 2003, the Guidance issued by the Secretary of State under Section 182 of the Licensing Act 2003, specifically section 1.18 relating the need

Page 22
Appendix 2

for licensing decisions to take into account the need to promote growth and deliver economic benefits, and the Rotherham Metropolitan Borough Council Statement of Licensing Policy, specifically 4.4 relating to retail premises and 4.6 relating to licensing hours.

The measures and safeguards proposed within the Operating Schedule are intended to ensure the Licensing Objectives are robustly promoted. However, through the Licensing Guys Ltd, the applicant wishes to engage fully with all responsible authorities and other interested parties.

Should any person wish to discuss any aspect of the application or proposed activities, early contact and dialogue would be welcomed.

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?

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)



Appendix 2

A

Plays Standard days and timings (please read guidance note 7)			<u>Will the performance of a play take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
Day	Start	Finis h		Outdoors	
Mon				<u>Please give further details here</u> (please read guidance note 4)	Both
Tue					
Wed			<u>State any seasonal variations for performing plays</u> (please read guidance note 5)		
Thur					
Fri			<u>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</u> (please read guidance note 6)		
Sat					
Sun					

Appendix 2

B

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

Appendix 2

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			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 5)	
Tue				
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				

Appendix 2

D

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

Appendix 2

E

Live music Standard days and timings (please read guidance note 7)			<u>Will the performance of live music take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
Day	Start	Finis h		Outdoors	
Mon				<u>Please give further details here</u> (please read guidance note 4)	Both
Tue					
Wed			<u>State any seasonal variations for the performance of live music</u> (please read guidance note 5)		
Thur					
Fri			<u>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</u> (please read guidance note 6)		
Sat					
Sun					

Appendix 2

F

Recorded music Standard days and timings (please read guidance note 7)			<u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
Day	Start	Finis h		Outdoors	
Mon				<u>Please give further details here</u> (please read guidance note 4)	Both
Tue					
Wed			<u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 5)		
Thur					
Fri			<u>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</u> (please read guidance note 6)		
Sat					
Sun					

Appendix 2

G

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

Appendix 2

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	<u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
Mon				Outdoors	
				Both	
Tue			<u>Please give further details here</u> (please read guidance note 4)		
Wed					
Thur			<u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 5)		
Fri					
Sat			<u>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</u> (please read guidance note 6)		
Sun					

Appendix 2

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)	Indoors	
				Outdoors	
Day	Start	Finish		Both	
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
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					

Appendix 2

J

Supply of alcohol Standard days and timings (please read guidance note 7)			<u>Will the supply of alcohol be for consumption – please tick</u> (please read guidance note 8)	On the premises		
Day	Start	Finish		Off the premises	✓	
				Both		
Mon	07:00	23:00	<u>State any seasonal variations for the supply of alcohol (please read guidance note 5)</u>			
Tue	07:00	23:00				
Wed	07:00	23:00				
Thur	07:00	23:00		<u>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</u> (please read guidance note 6)		
Fri	07:00	23:00				
Sat	07:00	23:00				
Sun	07:00	23:00				

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:	Vasanthan CHELLIAH
Date of birth:	28/11/1954
Address:	5 Westcombe Avenue, Croydon, Surrey,
Postcode	CR0 3DE
Personal licence number	06/01127/LIPERS
Issuing licensing authority	London Borough of Croydon

Page 34
Appendix 2

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

CCTV will be provided in the form of a recordable system, capable of providing pictures of EVIDENTIAL QUALITY in all lighting conditions, particularly facial recognition.

Cameras shall encompass all ingress and egress to the premises, fire exits, outside areas, and all areas where the sale/ supply of alcohol occurs.

A monitor shall be mounted on the wall at the premises where it is clearly visible to all members of the public. The monitor shall show the live CCTV footage being recorded.

Equipment MUST be maintained in good working order, be correctly time and date stamped.

Recordings MUST be kept in date order, numbered sequentially and kept for a period of 31 days and handed to Police on reasonable request.

The Premises Licence Holder must ensure at all times a DPS or appointed member of staff is capable and competent at downloading CCTV footage in a recordable format to the Police/Local Authority on reasonable request

The Recording equipment and tapes/discs shall be kept in a secure environment under the control of the DPS or other responsible named individual.

INCIDENT LOG

An incident log must be kept at the premises, and made immediately available on request to an 'authorised person' (as defined by Section 13 of the Licensing Act 2003) or the Police, which must record the following:

- (a) all crimes reported to the venue
- (b) all ejections of patrons
- (c) any complaints received relevant to the Licensing Objectives
- (d) any incidents of disorder
- (h) any visit by a relevant authority or emergency service

b) The prevention of crime and disorder

Staff Training

All staff engaged in the sale of alcohol shall be trained in Responsible Alcohol Retailing - prior to selling any alcoholic product.

All staff shall undergo refresher training in Responsible Alcohol Retailing on a rolling annual basis.

Such staff training records shall be kept on the premises and produced to the Police or an 'authorised person' (as defined by the LA'03) or an authorised Trading Standards Officer employed by the Council on demand.

Refusals Register

A Refusals Register (electronic or written) must be maintained and kept at the premises, and retained for a period of 12 months on a rolling basis. It must be inspected and endorsed by the DPS on a monthly basis, and produced to the Police or an 'authorised person' (as defined by the LA'03) or an authorised Trading Standards Officer employed by the Council on demand.

Such log shall record the following:

- (a) Any refusal of the sale of alcohol (e.g. suspected drunkenness, underage or proxy sale)
- (b) Any visit by a relevant authority or emergency services, noting the time, day, date and identify of any visitors by name.

c) Public safety

All requirements and responsibilities pertaining to the lawful and responsible operation of the premises covered by primary legislation, will be complied with – e.g. building regs, health and safety, fire prevention.

d) The prevention of public nuisance

Noise or vibration shall not emanate from the premises so as to cause a nuisance to neighbours or residents.

Prominent, clear and legible signage shall be displayed at all exits to the premises requesting the public to respect the needs of local residents and to leave the premises and the area quietly.

e) The protection of children from harm

Age Verification Scheme – Challenge 25

A challenge 25 age verification scheme will operate at the premises whereby any person who appears to be under 25 years of age, and unknown to the staff member serving as a person over 18 years of age, shall not be served alcohol unless they provide identification to prove they are over 18 years of age.

Acceptable forms of identification will be:

- a passport
- a 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.

Appropriate signage advertising the operation of the Challenge 25 scheme must be displayed in the vicinity of all points of sale for alcohol.

Alcohol Deliveries

All people involved in the delivery of alcohol, be this the premises licence holder/designated premises supervisor, employees or third-party courier, shall at the point of delivery be satisfied that the person to whom the alcohol is being delivered is 18 years or over.

Deliveries shall only be made to the address indicated on the order.

Deliveries shall only to be made to bona fide business/commercial addresses or private residences and not to any public/open spaces (e.g. car parks, street corners, bus stops, public parks).

Deliveries shall be refused to any person who is, or who appears to be under the influence of alcohol or drugs and the alcohol shall be returned to the licensed premises.

Delivery records shall be retained at the licensed premises for a period of 12 months and be produced on request for inspection by a police officer or an authorised person of the licensing authority.

Checklist:

Please tick to indicate agreement

	<ul style="list-style-type: none"> • I have made or enclosed payment of the fee. 	
	<ul style="list-style-type: none"> • I have enclosed the plan of the premises. 	X
	<ul style="list-style-type: none"> • I have sent copies of this application and the plan to responsible authorities and others where applicable. 	X
	<ul style="list-style-type: none"> • I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable. 	X
	<ul style="list-style-type: none"> • I understand that I must now advertise my application. 	X
	<ul style="list-style-type: none"> • I understand that if I do not comply with the above requirements my application will be rejected. • [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). 	X

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.

Page 37
Appendix 2

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.**

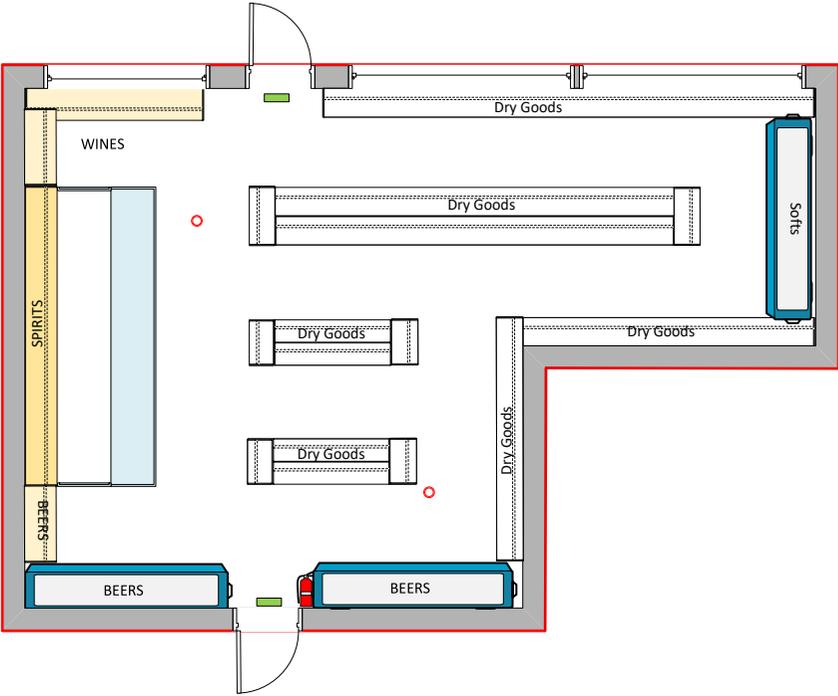
Declaration	<ul style="list-style-type: none"> [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject 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	Reba Danson for The Licensing Guys
Date	05 February 2026
Capacity	Licensing Consultant & Agent

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)			
The Licensing Guys, PO Box 303			
Post town	LLANYMYNECH	Postcode	SY10 1GZ
Telephone number (if any)		07983 922180	
If you would prefer us to correspond with you by e-mail, your e-mail address			
reba@thelicensingguys.com			

This page is intentionally left blank

APPENDIX 3

LEGEND	Smoke Detector		Fire Exit	
	Fire Ext. Water		Licensable Area	



Drawing Purpose	PREMISES LICENCE APPLICATION
Drawing Details	The purpose of this drawing is for the submission of a Premises Licence Application. All Measurements have been drawn in millimetres. This drawing is not be used for the intention of any building, shop fitting or construction purposes.

Name of Premises	
-------------------------	--

Premises Address	25 Monkwood Road, Rawmarsh, Rotherham, S62 7JN
-------------------------	---

SCALE	1-100
--------------	--------------

This page is intentionally left blank

Appendix 4

Sent: 05 March 2026 19:07

To: Licensing <Licensing@rotherham.gov.uk>

Subject: Objection for proposed off-licence at 25 Monkwood Road

Dear Sir/Madam,

I am writing to formally object to the application for an off-licence at 25 Monkwood Road, on the grounds that it will negatively impact the local community and fails to meet several of the licensing objectives set out in the Licensing Act 2003.

1. Increased Risk of Noise, Disturbance, and Antisocial Behaviour

Off-licence premises often attract groups who gather outside, particularly during evenings and weekends. This can lead to raised noise levels, shouting, and general disturbance late into the night. Unfortunately, antisocial behaviour is currently present on Monkwood Road and I fear the opening of another off license will increase this.

2. Potential for Crime and Disorder

Alcohol-related antisocial behaviour is a recognised issue around off-licence premises. There is a legitimate concern that the shop could attract loitering, public drinking, and disorderly conduct, especially if alcohol is sold late into the evening. This would compromise the safety and security of residents, including children and elderly neighbours.

3. Littering and Negative Impact on the Local Environment

Off-licences frequently contribute to increased litter such as bottles, cans, and packaging. This not only harms the appearance of the neighbourhood but also places additional strain on local services and reduces the overall quality of the environment for residents.

4. Harm to the Character of the Neighbourhood

The introduction of an alcohol-focused retail premises in a predominantly residential area risks changing the character of the neighbourhood. The presence of another off-licence undermines this and may deter people from moving here.

5. Negative Impact on Property Values

The concerns listed above—noise, antisocial behaviour, increased foot traffic, and environmental decline—are all factors known to reduce the desirability of an area. This can have a direct negative impact on local property values. Homeowners should not be placed at financial disadvantage due to a commercial decision that offers no clear benefit to the community.

6. Lack of Community Need

There are already sufficient shops in the wider area providing alcohol and convenience goods. Adding another off-licence does not meet any unmet community need and instead increases the risk of saturation, which is associated with higher levels of nuisance and disorder. It does not make sense to open another off-licence when there is S & S premier 256 ft away (1 minute walk).

Appendix 4

7. Public Safety Concerns

Increased traffic and parking congestion around the premises—particularly from short-stay customers stopping outside—pose risks to pedestrians, including children walking to and from school. The location is not suitable for a business that encourages frequent, quick-turnover visits. I have observed the road outside the proposed off-licence and there is not sufficient parking.

For these reasons, I respectfully request that the council refuse the application for an off-licence at this location. The risks to public safety, community wellbeing, and the residential character of the area outweigh any potential benefits.

Thank you for considering my objection.

Address: Monkwood Road

Appendix 5

25 Monkwood Road
Rotherham
S62 7JN

13 March 2026

Dear Sir/Madam,

Application for a Premises Licence – 25 Monkwood Road, Rotherham

The Licensing Authority has shared your representation with us so we are aware of your concerns about our application for a Premises Licence.

Firstly, we would like to thank you for taking the time to respond to the consultation and share your valuable feedback, which we have carefully considered.

Background

With over 20 years' experience of convenience retail premises, I can confirm that stores under my management and supervision have never come to the attention of any of the authorities.

In relation to 25 Monkwood Road we are making a significant financial investment in the premises so, like you, I wish to protect the local amenity of the area in every respect and are alive to the concerns you raise.

Quite simply we are on the same side. No one benefits if the area isn't maintained and cared for, so our business will operate in a safe, legal, compliant, professional, and responsible manner to ensure our business contributes positively and does not cause issues to anyone.

The Operating Schedule enclosed formed part of our application, provides full details of the measures included in the original application, and has been scrutinised by the Responsible Authorities (Police, Environmental Health, Children's Services, Planning, The Home Office, etc.). We are pleased to confirm that the Authorities are all satisfied that the sale of alcohol from this premises, in accordance with the measures proposed, would promote the Licensing Objectives, and not undermine them.

We appointed The Licensing Guys to manage our application to ensure we held ourselves to the highest standards and the proposed measures reflect the strict modern standards of operation expected by the Responsible Authorities in the UK.

We hope that, taken together with the information below, this additional information will reassure you that our business model/plan includes measures to ensure the issues mentioned to not arise.

Increased Risk of Noise, Disturbance, and Antisocial Behaviour

In the enclosed Operating Schedule you will see the premises is to be a local convenience store offering a full range of home and food products to serve the local community and not an 'Off Licence'.

While the alcohol sales will be for consumption OFF the premises only (*meaning they cannot be consumed on the premises as they would in a pub or bar*) we can confirm that alcohol sales will form only one part of the retail offering – just as you would find in Tesco or Sainsbury's – with a full range of home and food produce on offer.

Crime & Disorder

As business owners we wish to operate in a safe neighbourhood and any increase in crime would likely have a negative impact on all businesses in the area, including ours, driving customers away.

Our family-friendly business seeks to become a valued part of the community where over time our customers become friendly acquaintances, where they feel valued and cared for.

As shown in the Operating Schedule, we have committed to installing and maintaining a comprehensive and high-quality CCTV for several reasons – to protect our staff, to protect our customers, to evidence all aspects of our business, and, most importantly, as a deterrent to reduce the likelihood of criminals entering our premises.

We simply will not tolerate individuals who present a risk to our customers or undermine our business or the local area.

Community Need

In relation to the needs of the community, in our experience where customers have a choice between retail outlets this can have a positive impact on prices where retailers need to remain competitive and ensure great value for customers. In the present economic climate and with challenges around the cost of living we hope the addition of our store will have a positive impact through increased choice.

Parking

Parking concerns are a matter for the Highways Authority and, as with many city locations, Rotherham was not designed to accommodate modern day volumes of traffic. In recent years the number of vehicles owned by families has increased and parking matters are a general issue, regardless of the nature of a business.

If you would like to raise your concern with the Highways Team you may do so by visiting the Rotherham MBC website at this address: <https://www.rotherham.gov.uk/xfp/form/1319> .

We can assure you that our staff and drivers will comply fully with all traffic and parking restriction and requirements in the area of the business.

Safety and Impact on Young Children

We operate a family-run business and we too have children. We place the same importance as you on protecting children and families from disturbance and respecting the needs of neighbours as you.

With respect to children seeing alcohol products for sale, we appreciate your concern but can reassure you that alcoholic products in our store would be displayed and controlled under the same strict requirements as in other well- known nearby stores such as Lidl, Londis, or Sainsburys.

Rather than being displayed in a manner that may tempt or encourage underage drinking, it will be displayed responsibly, in line with the Operating Schedule, with Challenge 25 notices clearly stating that:

- it is an offence for anyone under 18 to purchase alcohol,
and
- any person who appears as if they could be under 25 will be required to prove they are over 18 years of age by producing an approved form of photographic ID.

In addition, the modern CCTV standard is that cameras must cover the sale counter so refusals and challenges are captured on camera providing a further measure to ensure staff, who must be trained in Responsible Alcohol Retailing, are actively implementing the Challenge 25 Scheme.

Environment

Having invested significantly in our business, the area outside the premises is an important advert for our business and general standards of operation.

We can confirm our staff will pay attention to the area of the premises and will ensure there is no accumulation of litter from or around the premises and will ensure the area is clean and litter-free on a daily basis.

If it would provide additional reassurance we will be happy to include the wording below as a licence condition in addition to those already proposed:

Discarded flyers, cigarettes, food packaging and any other similar litter will be cleaned from the immediate vicinity of the shop and disposed appropriately.

Summary

The Licensing Guys have worked closely with us to craft the application with a range of measures and safeguards, detailed in the attached Operating Schedule. This demonstrates the importance we place on being a good neighbour and maintaining high standards of operation.

To re-iterate, these measures were included in our original application because we place as much importance as you do on operating considerately, thoughtfully, and responsibly.

If you have any questions or would like further clarification, we would be very happy to meet for a chat to introduce ourselves as we hope very much that you will be one of our valued customers in future.

Alternatively, please feel free to contact Reba Danson of The Licensing Guys on 07983 922180 or by email at reba@thelicensingguys.com.

We hope that the information above reassures you that our business cares as much for our local area and community as you do.

If you are reassured and feel the information above removes the need to attend a hearing and present your concerns to the Licensing Sub-Committee we would ask you to confirm this by email to the Licensing Authority at licensing@rotherham.gov.uk and consider withdrawing your objection to the application.

Yours sincerely,

Vasanthan CHELLIAH

Enc.

This page is intentionally left blank