

Appendix 4

Representations - Opposed to the Application

Rotherham Metropolitan Borough Council - Licensing Authority

My Reference: ASP/1205/170726

Please ask for: Alan Pogorzelec

Date: 17th July 2026

To: Diane Kraus diane.kraus@rotherham.gov.uk

Licensing Act 2003 – Application for the grant of a Premises Licence

Jaxx Irish Bar, 236 Bawtry Road, Wickersley, Rotherham, S66 1AA

I write on behalf of Rotherham MBC acting in the role of a Responsible Authority and with reference to the application for the grant of a Premises Licence in respect of the above premises.

Having reviewed the Operating Schedule provided as part of the application, the Licensing Authority is opposed the grant of this application as it considers that the applicant has not sufficiently demonstrated that the steps they are proposing will sufficiently promote the Prevention of Crime and Disorder and Public Nuisance licensing objectives.

The Licensing Authority is of this view for the following reasons:

1. The premises is located within a Cumulative Impact Zone (as identified in the Council's Cumulative Impact Assessment 2023). The Council has determined that granting any further licences within the zone would be inconsistent with the Council's duty under the Act to promote the Licensing Objectives.
2. There is a presumption that the application would be refused unless the applicant is able to demonstrate that their licensed venue would not increase the impact of such premises within the zone. It is the Licensing Authority's view that the applicant has failed to satisfactorily address the following matters:
 - i. The premises will generate noise as a result of the activities that are proposed to take place on site. These activities include live music, recorded music, noise generated by customers and dispersal noise. This will undermine the Prevention of Public Nuisance licensing objective.
 - ii. The premises will operate primarily as a drinking establishment, and this will include vertical drinking. Vertical drinking is associated with higher levels of alcohol consumption and drunkenness. This will undermine the Prevention of Crime and Disorder and Prevention of Public Nuisance licensing objectives.
 - iii. There is an external area set aside for the consumption of alcohol. Patrons in this area will generate noise that will impact on nearby residential properties. This will undermine the Prevention of Public Nuisance licensing objective.

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3. Although the applicant has outlined a number of steps within the operating schedule that are intended to mitigate the above issues to some degree, the location and nature of the premises is such that these steps will not prevent the activities at the premises from increasing the impact of such premises in the area.

4. It is the Licensing Authority's view that granting the licence as applied for would undermine the licensing objectives specified above, and is inconsistent with the Council's duty under the Act. Consequently, the application as submitted should be refused.

The Licensing Authority is open to further discussion with the applicant with regard to these matters and will consider withdrawing the representation if agreement can be reached with regard to the above concerns.

I am prepared to expand upon these matters further during a hearing before the Council's Licensing Sub-Committee, but in the meantime please feel free to contact me if you require anything further.

Yours Sincerely,
Alan Pogorzelec
Licensing Manager
Alan.pogorzelec@rotherham.gov.uk

Councillor Thomas Collingham

From: Cllr Thomas Collingham <thomas.collingham@rotherham.gov.uk>
Sent: 05 July 2026 12:58
To: Diane Kraus <Diane.Kraus@rotherham.gov.uk>

I am writing to object to the application for a Premises Licence for Jaxx Irish Bar, 236 Bawtry Road, Wickersley, on the grounds that the application is contrary to the licensing objectives, particularly the prevention of public nuisance, prevention of crime and disorder, and public safety.

This premises sits squarely within the Wickersley Cumulative Impact Zone (CIZ), an area where the Council has already concluded that the concentration of licensed premises has reached a level where granting further licences would be inconsistent with the promotion of the licensing objectives. The Council's 2023 Cumulative Impact Assessment explicitly states that the number of licensed premises in Wickersley is such that it would be inconsistent with the licensing objectives to grant further licences unless the applicant can demonstrate that the proposal will not add to the existing cumulative impact.

The Council's assessment identifies that Wickersley has become one of the busiest evening economy destinations in the borough, with 19 licensed premises located within a 350-metre radius and a density of licensed premises significantly exceeding both the borough and wider area averages. Importantly, the Assessment concludes that the centre lacks the infrastructure necessary to support a large and sustained night-time economy and that the current

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concentration of licensed premises is already having a negative impact on nearby residential properties.

While the applicant describes the proposal as a "community-focused micro bar" with a limited capacity, the application nevertheless seeks the sale of alcohol until 23:30 on Fridays and Saturdays, regulated entertainment including live music, recorded music, and the use of an external seating and smoking area. The premises plan also shows a stage area for live performances and outdoor seating directly onto Bawtry Road. These are precisely the types of activities identified within the Cumulative Impact Assessment as contributing to public nuisance and disturbance, particularly noise from live music, outdoor drinking areas, and customers dispersing late into the evening.

The Council's own evidence highlights that residents consistently raise concerns about:

- Outside drinking and live music.
- Noise from customers leaving premises and remaining in the area after licensed hours.
- Noise associated with premises operations after closing time.
- Litter, broken glass, vomiting and other consequences of the existing night-time economy.

The proposed premises would inevitably contribute further to these cumulative effects. Even if the venue itself is well managed, the issue is not the management of one individual premises but the cumulative impact arising from an additional alcohol-led venue within an already saturated licensing area. The Council's Assessment specifically states that assertions that a premises will be "well run" or "well managed" are not, in themselves, sufficient grounds to overcome the presumption against grant within the CIZ.

Furthermore, the location of the premises is particularly sensitive. Wickersley village centre is surrounded by established residential properties, many occupied by older residents who chose to live in what was historically a village centre rather than an entertainment destination. The proposed late opening hours, outdoor drinking area and live music provision are likely to have a disproportionate impact upon nearby residents, particularly during evenings and weekends when expectations of residential amenity are strongest. The Licensing Act requires consideration not only of activity within a premises but also the effect on those living and working nearby.

I am also concerned that the application does not align with the Council's stated approach towards encouraging premises that positively support the daytime economy. The Cumulative Impact Assessment expressly identifies that applications may be viewed more favourably where premises operate principally within the daytime economy and outside peak hours of disruption. By contrast, this application is clearly focused on alcohol sales and entertainment during the evening and late-night periods when cumulative impacts are already most acute.

The proposal therefore does not fall within the examples that the Council identifies as being less likely to add to cumulative impact.

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The applicant has failed to demonstrate how the grant of an additional alcohol-led premises within the heart of the Wickersley Cumulative Impact Zone will not add to the existing issues of noise, nuisance, crime, disorder and pressure on local infrastructure already identified by the Council. The measures proposed - such as CCTV, incident logs and Challenge 25 - are standard operating controls which would be expected of any licensed premises and do not address the broader cumulative impact concerns identified within the CIZ policy.

For these reasons, I respectfully object to the application. The applicant has not discharged the burden of demonstrating that this additional licensed premises would not add to the cumulative impact already experienced in Wickersley, and the grant of this licence would be contrary to both the Council's Cumulative Impact Assessment and the promotion of the licensing objectives.

Many thanks

Cllr Thomas Collingham

The Conservative Party

Thurcroft & Wickersley South Ward

Email: thomas.collingham@rotherham.gov.uk

Visit our website: <http://www.rotherham.gov.uk>

Facebook: www.facebook.com/TWScouncillors

Wickersley Parish Council

From: clerk@wickersleyparishcouncil.gov.uk <clerk@wickersleyparishcouncil.gov.uk>

Sent: 23 July 2026 15:22

To: Diane Kraus <Diane.Kraus@rotherham.gov.uk>

Subject: Jaxx Bar

Wickersley Parish Council discussed this licensing application at its meeting of 20th July 2026.

The Parish Council wish to raise concerns around cumulative impact for a further bar in Wickersley. Also having concerns with regard to the outside seating/smoking area which has the potential for noise nuisance and general disturbance for other users of the Tanyard. It would also be difficult for strict conditions to be imposed similar to those on restaurants which require alcohol to be served only to customers seated as, by its very nature, a bar serves customers standing to be served at the bar and who may remain standing. However, it is acknowledged that this is a small premise and capacity will be limited compared with other drinking establishments such as the Masons and the Courtyard.

The council would like to request the outside area be considered to be removed as well as the need for door persons to ensure no drinks leave the premises.

The proposed hours are also more limited than the other drinking establishments which have licences until 1 am or later.

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If a licence is granted then it should be on strict conditions including a maximum number of people, a limitation of hours to those stipulated in the application and a requirement that customers are not permitted to take alcoholic drinks outside of the premises at any time; with the requirement for door persons to enforce this.

It should also be noted that this proposed bar will also require planning permission to change the use from a shop use to a Sui generic use as a bar.

The Parish Council have not currently been made aware of a planning application. The Local Plan policy normally would resist bars in the primary shopping area comprising the Tanyard and there is a Wickersley Neighbourhood Plan policy restricting the number of bars to the 4 that already exist on the north side of Bawtry Road.

Wickersley Parish Council
Wickersley Community Centre
286 Bawtry Road
Rotherham
S66 1JJ

Other Person 1

Sent: 21 July 2026 11:18
To: Licensing <Licensing@rotherham.gov.uk>
Subject: Jaxx's Irish Bar, Tanyard, Wickersley

As a Wickersley resident I wish to object to the above application on the following grounds:

1. The application site is within the Wickersley Cumulative Impact Zone.
2. Wickersley already has a large number of drinking establishments and there is no unmet demand. The Council have clearly taken the view that enough is enough. This is a view that the majority of Wickersley residents would endorse.
3. We already experience anti social behaviour from certain of the existing establishments such as loud music, sporadic minor vandalism, glasses discarded in the street and vomit on pavements. This application is for a so called Irish bar with music. It can be certain that this will be loud music which will be heard over a large area. This would be a public nuisance.
4. There are residential flats above the application site. The existence of a bar below can only lead disturbance and disruption to those residents, again, leading to a public nuisance.
5. The Tanyard area is heavily trafficked by pupils from Wickersley School. Inevitably they will be drawn to any new bar and this will impact public protection for children. It should be noted that there is a big difference between the north and the south sides of Bawtry Road. The north side is already an established drinking area whereas the south side is not. The granting of a licence to premises

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on the Tanyard would set a precedent for future applications for conversion of existing shop units. This would be a clear and serious breach of the CIZ.

Other Person 2

Sent: 28 July 2026 14:32

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

Subject: Ref: 236 Bawtry Road premises application

I am writing on behalf of Wickersley Eye Clinic, an Opticians and Audiology Clinic located in the same shopping area, to make a representation objecting to the above premises licence application.

Our objection is made on the basis that granting the licence would risk undermining the four licensing objectives under the Licensing Act 2003, particularly the prevention of public nuisance, public safety, the prevention of crime and disorder, and the protection of children from harm.

We understand that the application seeks permission for the sale of alcohol for consumption on the premises, recorded music, live music and late-night refreshment. We also understand that the premises falls within the Wickersley Cumulative Impact Zone. This is highly relevant and should be given significant weight, as the Cumulative Impact Zone recognises the existing concentration of licensed premises in Wickersley and the potential impact of any additional alcohol-led premises on the licensing objectives.

The location of the proposed bar, immediately next to a healthcare practice and close to areas heavily used by school pupils and families, makes this application unsuitable in our view. The fact that it is also within the Wickersley Cumulative Impact Zone reinforces the need for a precautionary approach.

1. Prevention of public nuisance

The proposed bar would be directly next door to our practice. This creates a particular concern because audiology assessments require a controlled and quiet acoustic environment.

The British Society of Audiology states that excessive ambient noise can affect test results, and wider audiology guidance recognises that background noise can have detrimental and unpredictable effects on hearing-threshold assessment. Noise and vibration from recorded music, live music, customers, doors opening and closing, and general bar activity could therefore interfere with the accuracy and reliability of hearing tests and disrupt patient care. This is especially concerning because our practice is open daily from 9.00am to 5.30pm and provides both optometry and audiology services. This includes eye examinations, hearing assessments and diagnostic testing for older residents, children, disabled patients and people with sensory, communication or mobility needs.

We are also concerned about public nuisance outside the premises. The shopping area is already a busy shared space used by patients, families, pupils, shoppers, staff and nearby businesses. Customers entering and leaving the bar,

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smoking outside, gathering near benches, using taxis and moving between nearby premises could increase noise, litter, obstruction and disturbance, particularly in the afternoon, evening and at weekends.

The proposed recorded music, live music and alcohol-led activity immediately next to a healthcare setting creates a clear risk of nuisance to patients, staff and neighbouring businesses.

2. Public safety

Our patients include older residents, people with hearing loss, disabled patients, people with sensory needs, children and families. Some patients may already feel vulnerable or anxious when attending health appointments.

The introduction of a bar directly next door risks changing the character of the immediate area and creating an environment that is less suitable for patients accessing healthcare.

The shared shopping area is already used by patients, families, school pupils, shoppers and staff. Any increase in customer congregation, smoking, vaping, obstruction, vehicle movements, taxis or evening dispersal could affect safe and comfortable access to the clinic and surrounding businesses.

We are particularly concerned that patients attending healthcare appointments should not have to navigate noise, obstruction, intoxicated adults, smoking or alcohol-related activity immediately outside or beside the practice.

3. Protection of children from harm

The application should also be considered in light of children and young people's regular use of the area.

Wickersley School and Sports College is nearby, and pupils regularly use this area at lunchtime and after school, including visiting Greggs and other food outlets in the Tanyard/shopping area. There are benches directly opposite our practice and the empty unit, which are a regular gathering point for pupils.

The area also sits within the catchment of a number of primary schools, and we see many families with young children passing through, particularly in the afternoons.

While the area is not formally designated as a School Superzone, the same underlying principle is relevant. Children and young people should not be unnecessarily exposed to increased alcohol availability, alcohol advertising, intoxicated adults, smoking, disorder or unsafe public spaces on their routes to and from school or in places where they regularly gather.

The protection of children from harm should not be limited to preventing direct underage sales. It should also include the wider safeguarding environment around places where children and young people are known to congregate.

4. Prevention of crime and disorder

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The premises is located within the Wickersley Cumulative Impact Zone, which indicates that the area already has a concentration of licensed premises and associated risks requiring careful consideration.

We are concerned that granting an additional alcohol-led premises in this location could add to the cumulative impact in the area, particularly through increased congregation, alcohol-related behaviour, late-evening activity, smoking, obstruction and disturbance in a shared shopping area used by pupils, families, patients and nearby businesses.

The presence of benches directly opposite the proposed premises and clinic also increases the risk of customers or groups gathering in a way that could affect neighbouring businesses and people using the area.

Given the location, the Council should be satisfied that the applicant has demonstrated how the premises would operate without adding to existing cumulative pressures or undermining the licensing objectives.

Requested outcome:

For the reasons set out above, we ask the Licensing Authority to refuse the application.

If the Licensing Authority is not minded to refuse the application, we ask that it considers whether the risks can only be addressed through strict and enforceable conditions, including:

- no external drinking, smoking or congregation directly outside the premises;
- no speakers, music or amplified sound audible from within Wickersley Eye Clinic;
- no live or recorded music during Wickersley Eye Clinic's opening hours;
- a noise limiter and acoustic assessment before any licence takes effect;
- a clear dispersal policy;
- a litter and smoking-area management plan;
- no alcohol promotions aimed at young people or students;
- no alcohol advertising visible from areas used by school pupils;
- CCTV covering the entrance and immediate external area;
- a named contact for neighbouring businesses to report concerns;
- no use of benches opposite the premises by customers;
- clear arrangements to prevent obstruction of the shared shopping area;
- staff training on safeguarding, vulnerability and underage sales; and
- a review meeting with neighbouring businesses after three months of operation.

We would be grateful if this representation could be taken into account. We understand the deadline for representations is 30 July 2026.



On behalf of Wickersley Eye Clinic

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Email Received from Other Persons 3, 4, 5, 6, 7 and 8 (6 people) - supporting representation made by Other Person 2 above

I work on the Tanyard at Wickersley, and I support the objection and representation submitted [REDACTED] regarding the application by Jaxx Irish Bar Ltd for 236 Bawtry Road.

Email Received from Other Persons 9, 10 and 11 (3 people) - supporting representation made by Other Person 2 above

I am a local resident and often visit the Tanyard precinct at Wickersley. I object to the application by Jaxx Irish bar and support the objection and representation made by Aiysha Rahim on behalf of Wickersley Eye clinic. Please add my name to this objection.

Other Person 12

Sent: 28 July 2026 15:02

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

Subject: Objection: Jaxx Irish Bar Ltd - 236 Bawtry Road, Wickersley, S66 1AA

Re: Notice of Application for the Grant of a Premises Licence, Jaxx Irish Bar Ltd, 236 Bawtry Road, Wickersley, Rotherham S66 1AA

I am writing on behalf of Wickersley Eye Clinic, an opticians and audiology clinic based on the same shopping area, to make a representation against the above application.

The bar in question is directly next door to our practice, and the dividing wall between the two premises is thin. Our practice is open daily from 9am to 5.30pm and includes an audiology and hearing testing room, where patients undergo sensitive diagnostic testing that requires a quiet environment. Given the proximity and the thin wall separating the two units, we have serious concerns about noise disturbance from the proposed recorded music, live music and late night refreshment hours, which would directly affect our ability to carry out hearing tests late office hours.

While we understand that Rotherham does not currently have a formally designated School Superzone, we would ask the Council to apply the same underlying principle when considering this application, particularly in relation to children's exposure to alcohol from a nearby school. School Superzones are designed to reduce children's exposure to harmful commercial and environmental influences on their journeys to and from school, typically covering the area within a five minute walk, around 400 metres, of a school. Relevant considerations include exposure to alcohol, advertising of harmful products, community safety, and the wider planning and licensing environment, all of which we believe are directly relevant here.

The area sits within the catchment of a number of primary schools, and we see a large number of families with young children passing through in the afternoons.

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Wickersley School and Sports College is also nearby, and students regularly congregate here at lunchtimes and after school, drawn particularly to the Greggs located here. There are also benches directly opposite our practice and the empty unit in question, which are a regular gathering point for pupils.

Given the above, we would ask the Council to give careful consideration to the proximity of this application to our practice and to areas where children and young people congregate, and the potential impact of increased alcohol availability in this location.

We would be grateful if this representation could be taken into account, and we understand the deadline for representations is 30th July 2026.


Facilities Advisor

Other Person 13 - supporting representation made by Other Person 2 above

Sent: 29 July 2026 22:24
To: Licensing <Licensing@rotherham.gov.uk>
Subject: Fw: Ref: 236 Bawtry Road premises application

I support the  objection below and all its content.

My nephew attends Wickersley School as will my niece in September. It concerns me a great deal that the proposed location of this bar will pose a very night risk to them and their safety. They hang around the Tanyard in the evenings with friends to enjoy food from the local pizza takeaway and restaurant . There is a huge safeguarding risk to the school children that frequent this currently safe environment. Equally, I take my elderly mother to the Co-op for her weekly shopping which tends to take place after I finish work on a Friday. With the bar's proposal to be located in the Tanyard the children and my mother are at risk of loud noises, alcohol fuelled anti-social behaviour and intoxicated bar attendees. I do not want to put my mother , my niece or nephew or myself at risk.