



Please ask for: J. Hunt
Extension No: 4623
E-mail: joannahunt@cannockchasedc.gov.uk

1 April 2026

Dear Councillor,

Licensing Sub-Committee

10:00am on Monday 13 April 2026

Meeting to be held in the Council Chamber, Civic Centre, Cannock

You are invited to attend this meeting for consideration of the matters itemised in the following Agenda.

Yours sincerely,

T. Clegg
Chief Executive

To: Councillors:

Aston, J.
Fitzgerald, A.
Wilson, L.
Jones, V. (Reserve)

Agenda

Part 1

1. Appointment of Chair

2. Apologies and Reconstitution of Membership

The Council will only allow licensing decisions to be taken by a minimum of three Councillors.

In the event of one Member being unable to attend, their place will be substituted by another Member taken from the membership of the full Licensing and Public Protection Committee.

In the event of this substitution taking place, all parties will be informed of the change of membership at the beginning of the hearing.

3. Declarations of Interests of Members in Contracts and Other Matters and Restriction on Voting by Members

To declare any personal, pecuniary, or disclosable pecuniary interests in accordance with the Code of Conduct and any possible contraventions under Section 106 of the Local Government Finance Act 1992.

4. Licensing Act 2003 - Application for a Premises Licence: Blind Shot Ltd, 41 Newbury Road, Norton Canes, Cannock, Staffordshire, WS11 9FB

Report of the Head of Regulatory Services (Enclosure 4.1 - 4.38).

Cannock Chase Council
Licensing Sub-Committee

**Procedure to be used for a Premises Licence Application Submitted
under the Licensing Act 2003**

Procedure for the Hearing

1. The Chair shall introduce the Members of the Sub-Committee and supporting staff.
2. All other parties present shall introduce themselves.
3. The Chair shall outline the procedure to be followed at the hearing and also make reference to the fact that each party has an equal amount of time within which to present their case and may set down limits for this.
4. The Officer representing the Licensing Authority shall present a report on the matter to be heard.
5. Any objectors to the application shall have the opportunity to ask questions of the Officer of the Licensing Authority.
6. The Applicant (or their representative) shall have the opportunity to ask questions of the Officer from the Licensing Authority.
7. Members of the Sub-Committee may ask questions of the Officer of the Licensing Authority.
8. *(Where the Officer of the Licensing Authority is legally represented, the legal representative may ask questions of clarification of the Officer of the Licensing Authority.)*
9. The Applicant (or their representative) shall put their case in respect of the matter and may call witnesses.
10. Any objectors to the application shall have the opportunity to ask questions of the Applicant (or their representative).
11. Members of the Sub-Committee may ask questions of clarification of the Applicant (or their representative) and any witnesses called.
12. **Anyone making representations** in respect of the application shall put their case in respect of the matter in the presence of the Officer representing the Licensing Authority and the Applicant and may call witnesses.
13. The Applicant (or their representative) may ask questions of clarification of anyone making representations and any witnesses called.

14. Members of the Sub-Committee may ask questions of clarification of anyone making representations and any witnesses called.
15. The Officer of the Licensing Authority shall have the opportunity to sum up their case if they so wish.
16. The Applicant (or their representative) shall have the opportunity to sum up their case if they so wish.
17. Any objectors to the application shall have the opportunity to sum up their respective cases if they so wish.
18. Members of the Sub-Committee shall deliberate in private, accompanied by the Council's Legal Advisor and the Secretary to the Sub-Committee, only recalling the other parties or their representatives to clarify points of uncertainty on evidence or submissions already given.

If it is necessary to recall any party, all parties are to return, notwithstanding that only one party may be concerned with the points giving rise to doubt.

19. At the conclusion of their deliberations, the Chair of the Sub-Committee may inform the Applicant (or their representative) of the decision of the Sub-Committee, briefly explaining the reasons for the decision.
20. The Applicant shall be written to **within seven working days** (or as soon as practicable if this cannot be completed) with confirmation of the Sub-Committee's decision and reasons for that decision.
21. The Applicant or any objector may appeal to the Magistrates Court within 21 days of the decision being received if they are dissatisfied with the Sub-Committee's decision.

CANNOCK CHASE DISTRICT COUNCIL

LICENSING SUB COMMITTEE

REPORT OF THE HEAD OF REGULATORY SERVICES

LICENSING ACT 2003

APPLICATION FOR A PREMISES LICENCE – MONDAY 13TH APRIL 2026 AT 10.00HRS

JOHN THEODOULOU T/A BLIND SHOT LTD,

41 NEWBURY ROAD, NORTON CANES, CANNOCK, WS11 9FB

1. Reason for Hearing

This is an application for a Premises Licence by Blind Shot Ltd.

This application has not been granted under Officers' delegated powers because representations have been received from members of the public on the basis that they are concerned that the licensing objectives may be compromised if the premises licence application were granted. These are relevant representations and the Council, as the licensing authority, must therefore hold a hearing to consider the representations made. A copy of the application form is attached to this report as Annex 1.

2. Applicant Details

Name and Address of Premises.	Blind Shot Ltd, 41 Newbury Road, Norton Canes, Cannock, WS11 9FB
Applicant Details Registered Address.	John Theodoulou T/A Blind Shot Ltd, 41 Newbury Road, Norton Canes, Cannock, WS11 9FB
Date of Application	30 January 2026
Fees Paid	Band A: £100.00

Licensable Activities Applied For:	1. Supply Of Alcohol Monday to Sunday 00.00hrs to 23.59hrs
Responsible Authority Representations	No formal representations have been received from any Responsible Authority.
Representations from other persons	During the 28 day consultation period, 4 individual relevant representations were received with contact details provided as required.

3. **Matters for consideration**

- 3.1 On 30th January 2026 an application was received from Mr. John Theodoulou, for the grant of a Premises Licence under the Licensing Act 2003. The hours of operation requested on the licence application operating schedule are:

Hours premises are open to the public:

Monday to Sunday 00.00hrs to 00.00hrs

The premises are not open to the public but 24hr online sales will take place Monday to Sunday

Hours for supply of alcohol

Monday to Sunday 00.00hrs to 23.59hrs

- 3.2 At Part 5 of the application that makes reference to the operating schedule, the applicant describes the premises as follows:

"The premises is a private residential property where a double garage / dedicated secure internal room is used exclusively for the storage and dispatch of sealed alcohol products.

The layout consists of a shelved storage area within the garage and various space inside the house, which is used to pick and pack online orders. All stock is kept in a locked, climate-controlled environment that is not accessible to the public.

The business operates strictly as an online-only 'delivery and dispatch' service. There is no physical retail presence at the address; the general public is not permitted to visit, browse, or purchase alcohol on-site. There are no 'collections' by customers.

Licensing Objectives Relevance:

Prevention of Public Nuisance: No alcohol will be consumed on-site or in the vicinity. Deliveries and stock arrivals are scheduled during standard business hours to prevent noise disturbance to neighbours.

Protection of Children: Stock is stored in a locked [Garage/Room]. Age verification (Challenge 25) is integrated into the website at the point of sale and is strictly enforced by our couriers at the point of delivery."

- 3.3 The application was duly advertised as required by law and the Council's Licensing Unit received 4 valid written representations to the grant of the Premises Licence (as applied for) during the 28-day consultation period. The representations raised concerns relating to public safety, protection of children from harm and public nuisance being caused.
- 3.4 On 13th February 2026, after being made aware of representations that the Council had received or might receive, the applicant sent a draft response to the Licensing Unit to share with the other parties providing additional information in relation to the operation of the business. This information was duly shared via email to any parties making a representation or enquiring about the application. A copy of the applicant's draft response is attached to this report as Annex 2.
- 3.5 After being sent and having then reviewed this document from the Licensing Unit, one of the parties making representations asked for theirs to be withdrawn on 27th Feb February 2026.
- 3.6 The three remaining representations that remained were sent to the applicant for consideration. On 13th March 2026, the applicant responded to the Licensing Unit via email to these additional questions or comments. A copy is attached as Annex 3.
- 3.7 A copy of that correspondence was sent out via the Licensing Unit to the remaining representations, one of whom subsequently withdrew their objection to the application on 20th March 2026.
- 3.8 The two remaining representations are attached to this report as Annex 4 (Mark Stabler) and Annex 5 (Mark Titley).
- 3.9 Further supporting information was provided by Mr. Stabler on 30th March 2026 which is attached to this report as Annex 6.
- 3.10 During the application process the applicant has agreed that following conditions be applied to any licence that might be granted.

Public safety and protection of children.

The concerns regarding the lack of a footpath and the road width are noted. To ensure the safety of pedestrians and children I will enforce:

- No public collections: As stated before there will be no chance of personal collections to the property ensuring less traffic and noise.
- Vehicle size restriction: We will commit to the condition that no delivery or collection vehicles larger than a 3.5 tonne van (standard delivery size) will service the premises. Restricting the use of large HGV to the street.
- Safe loading: Due to the concerns of space on the roads, we will address this by making sure all loading and unloading will take place within the private driveway of 41 Newbury Road, ensuring the road remains unobstructed.
- Restricted hours: All 3 representations mention the operating hours for the company. We would like to address this with more detail. On the application we have requested 24 hours to allow orders to be placed online at any given time. However, this does not mean deliveries can be made at any given time. As representation 3 has stated we have disclosed that deliveries will be made during standard working hours between 09:00-17:00 to avoid school run hours and evenings. As it may not have been stated on the application, we will make sure this is adjusted accordingly.

Prevention of public nuisance

- No glass: All Blind Shot products are plastic based. Not only will this eliminate noise pollution it also avoids the risk of broken glass around the street.
- Negligible waste: We move prepackaged goods. Our waste footprint is lower than a typical household and will not require the need for commercial bins or external waste storage. All products will arrive ready for delivery.
- Age verification: We will have a strict age verification software implemented on our website when released. As for deliveries the use of Royal mail has their own policies regarding age restricted items and as for myself as the designated premises supervisor (DPS) I will hold all responsibility for checking age restrictions when delivering the products.
- If palatable sized orders are required, this will be done using external HGV companies where the distillery will deliver straight to them avoiding the need to be stored at the premises. This will eliminate the traffic in the area.

4. Human Rights Act 1998 Implications

- 4.1 Article 6 of the Act provides that where a person's civil rights and obligations are being determined, they are entitled to a "fair trial". The Council complies with Article 6 in that it gives the person the opportunity to state their case, will make a decision within a reasonable period of time and will give reasons for its decision.

- 4.2 The Article also provides for the issue to be determined by an independent tribunal. The right of appeal to the Magistrates' Court against the Council's decision fulfils this.
- 4.3 The Council observes the rules of natural justice, and its procedures are consistent with Article 6 of the Human Rights Act 1998.

5. Legal Implications

- 5.1 This matter concerns an application for a premises licence under section 17 of the Licensing Act 2003 "the Act"
- 5.2 As relevant representations have been made in respect of this application and no agreement has been reached between the parties that a hearing is not required, the licensing authority must hold a hearing to consider the representations made (s.18 (3)(a) of the Act).
- 5.3 The Licensing Sub Committee must have regard to the representations and take such steps, if any, as it considers necessary for the promotion of the licensing objectives (s.18(3)(b) of the Act).
- 5.4 In accordance with s.18(4) of the Act, the steps that can be taken by the Licensing Sub Committee in dealing with this application are limited to:
- (a) grant the premises licence, together with such modification of the conditions of the licence as considered appropriate for the promotion of the licensing objectives;
 - (b) rejection of the whole or part of the application.
- 5.5 The Licensing Sub Committee must only consider relevant representations which for the purposes of this application:
- (a) are about the likely effect of the grant of the application on the promotion of the licensing objectives.
 - (b) are made by an interested party or Responsible Authority;
 - (c) have not been withdrawn; and
 - (d) are not frivolous or vexatious if made by other persons.
- 5.6 The Applicant and other persons who made relevant representations in relation to the application have a right of appeal to the Magistrates Court should they disagree with the Licensing Sub Committee's decision.

6. Financial Implications

- 6.1 Fees for a premises licence are payable upon application. They are not refundable should the application be refused.
- 6.2 Should the application be refused or be granted subject to conditions; the Applicant has a right of appeal to the Magistrates' Court. Should the application be granted, with or without conditions, then equally, the Responsible Authority and any other persons having made relevant representations, have a right of appeal to the Magistrates' Court against the decision.

- 6.3 All appeals carry financial costs, and the Court can make whatever order it deems fit with regards to the payment of costs. The Court is, however, less likely to award costs against the Council if it is satisfied that the Council had acted honestly, reasonably and properly and on grounds which appear to be sound.

7. **Annexes**

Annexes Attached	Annex1	The Premises Licence Application Form.
	Annex 2	Draft Operation Response from Applicant
	Annex 3	Response to Reps from Applicant
	Annex 4	Copy of Representation from Mark Stabler dated 08 March 2026
	Annex 5	Copy of Representation from Mark Titley dated 11 March 2026
	Annex 6	Supporting Information from Mark Stabler dated 30 March 2026

8. **Determination**

Determination Required	<p>Members are asked to determine whether the application for a Premises Licence in respect of John Theodoulou T/A Blind Shot Ltd, can be granted, having due regard to the 4 Licensing Objectives, Cannock Chase Council's Licensing Policy and Guidance issued by the Secretary of State under s182 of the Licensing Act 2003.</p> <p>The 4 Licensing Objectives are:</p> <ul style="list-style-type: none"> • The Prevention of Crime & Disorder • Ensuring Public Safety • The Prevention of Public Nuisance • The Protection of Children from Harm
------------------------	---



Cannock Chase
Application for a premises licence
Licensing Act 2003

For help contact
licensingunit@cannockchasedc.gov.uk
 Telephone: 01543 464504

*required information

Section 1 of 21

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference This is the unique reference for this application generated by the system.

Your reference You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

Yes No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name

* Family name

* E-mail

Main telephone number Include country code.

Other telephone number

Indicate here if you would prefer not to be contacted by telephone

Are you:

Applying as a business or organisation, including as a sole trader
 Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.

Applicant Business

Is your business registered in the UK with Companies House? Yes No

Note: completing the Applicant Business section is optional in this form.

Registration number

Business name

If your business is registered, use its registered name.

VAT number

Put "none" if you are not registered for VAT.

Legal status

ANNEX 1

<i>Continued from previous page...</i>	
Your position in the business	Founder/CEO
Home country	United Kingdom
The country where the headquarters of your business is located.	
Registered Address	Address registered with Companies House.
Building number or name	41
Street	Newbury road
District	Cannock Chase
City or town	Norton Canes
County or administrative area	Staffordshire
Postcode	WS11 9FB
Country	United Kingdom
Section 2 of 21	
PREMISES DETAILS	
I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 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.	
Premises Address	
Are you able to provide a postal address, OS map reference or description of the premises?	
<input checked="" type="radio"/> Address <input type="radio"/> OS map reference <input type="radio"/> Description	
Postal Address Of Premises	
Building number or name	41
Street	Newbury Road
District	Norton Canes
City or town	Cannock
County or administrative area	Staffordshire
Postcode	WS119FB
Country	United Kingdom
Further Details	
Telephone number	██████████
Non-domestic rateable value of premises (£)	

Section 3 of 21	
APPLICATION DETAILS	
In what capacity are you applying for the premises licence?	
<input type="checkbox"/> An individual or individuals <input checked="" type="checkbox"/> A limited company / limited liability partnership <input type="checkbox"/> A partnership (other than limited liability) <input type="checkbox"/> An unincorporated association <input type="checkbox"/> Other (for example a statutory corporation) <input type="checkbox"/> A recognised club <input type="checkbox"/> A charity <input type="checkbox"/> The proprietor of an educational establishment <input type="checkbox"/> A health service body <input type="checkbox"/> A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales <input type="checkbox"/> A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England <input type="checkbox"/> The chief officer of police of a police force in England and Wales	
Confirm The Following	
<input checked="" type="checkbox"/> I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities <input type="checkbox"/> I am making the application pursuant to a statutory function <input type="checkbox"/> I am making the application pursuant to a function discharged by virtue of His Majesty's prerogative	
Section 4 of 21	
NON INDIVIDUAL APPLICANTS	
Provide name and registered address of applicant in full. Where appropriate give any registered number. In the case of a partnership or other joint venture (other than a body corporate), give the name and address of each party concerned.	
Non Individual Applicant's Name	
Name	<input type="text" value="Blind Shot LTD"/>
Details	
Registered number (where applicable)	<input type="text" value="16979677"/>
Description of applicant (for example partnership, company, unincorporated association etc)	

ANNEX 1

Continued from previous page...

limited company

Address

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Contact Details

E-mail

Telephone number

Other telephone number

* Date of birth / /

* Nationality [Documents that demonstrate entitlement to work in the UK](#)

Section 5 of 21

OPERATING SCHEDULE

When do you want the premises licence to start? / /
dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end / /
dd mm yyyy

Provide a general description of the premises

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off- supplies you must include a description of where the place will be and its proximity to the premises.

*The premises is a private residential property where a double garage / dedicated secure internal room is used exclusively for the storage and dispatch of sealed alcohol products.

The layout consists of a shelved storage area within the garage and various space inside the house, which is used to pick and pack online orders. All stock is kept in a locked, climate-controlled environment that is not accessible to the public.

<i>Continued from previous page...</i>
<p>The business operates strictly as an online-only 'delivery and dispatch' service. There is no physical retail presence at the address; the general public is not permitted to visit, browse, or purchase alcohol on-site. There are no 'collections' by customers.</p> <p>Licensing Objectives Relevance: Prevention of Public Nuisance: No alcohol will be consumed on-site or in the vicinity. Deliveries and stock arrivals are scheduled during standard business hours to prevent noise disturbance to neighbours. Protection of Children: Stock is stored in a locked [Garage/Room]. Age verification (Challenge 25) is integrated into the website at the point of sale and is strictly enforced by our couriers at the point of delivery."</p> <p>If 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend <input type="text"/></p>
Section 6 of 21
PROVISION OF PLAYS
<p>See guidance on regulated entertainment</p> <p>Will you be providing plays?</p> <p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>
Section 7 of 21
PROVISION OF FILMS
<p>See guidance on regulated entertainment</p> <p>Will you be providing films?</p> <p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>
Section 8 of 21
PROVISION OF INDOOR SPORTING EVENTS
<p>See guidance on regulated entertainment</p> <p>Will you be providing indoor sporting events?</p> <p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>
Section 9 of 21
PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS
<p>See guidance on regulated entertainment</p> <p>Will you be providing boxing or wrestling entertainments?</p> <p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>
Section 10 of 21
PROVISION OF LIVE MUSIC
<p>See guidance on regulated entertainment</p> <p>Will you be providing live music?</p> <p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>
Section 11 of 21
PROVISION OF RECORDED MUSIC
See guidance on regulated entertainment

<i>Continued from previous page...</i>	
Will you be providing recorded music?	
<input type="radio"/> Yes	<input checked="" type="radio"/> No
Section 12 of 21	
PROVISION OF PERFORMANCES OF DANCE	
See guidance on regulated entertainment	
Will you be providing performances of dance?	
<input type="radio"/> Yes	<input checked="" type="radio"/> No
Section 13 of 21	
PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE	
See guidance on regulated entertainment	
Will you be providing anything similar to live music, recorded music or performances of dance?	
<input type="radio"/> Yes	<input checked="" type="radio"/> No
Section 14 of 21	
LATE NIGHT REFRESHMENT	
Will you be providing late night refreshment?	
<input type="radio"/> Yes	<input checked="" type="radio"/> No
Section 15 of 21	
SUPPLY OF ALCOHOL	
Will you be selling or supplying alcohol?	
<input checked="" type="radio"/> Yes	<input type="radio"/> No
Standard Days And Timings	
MONDAY	
Start	<input type="text" value="00:00"/>
End	<input type="text" value="23:59"/>
TUESDAY	
Start	<input type="text" value="00:00"/>
End	<input type="text" value="23:59"/>
WEDNESDAY	
Start	<input type="text" value="00:00"/>
End	<input type="text" value="23:59"/>
THURSDAY	
Start	<input type="text" value="00:00"/>
End	<input type="text" value="23:59"/>

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

ANNEX 1

Continued from previous page...

FRIDAY

Start End Start End

SATURDAY

Start End Start End

SUNDAY

Start End Start End

Will the sale of alcohol be for consumption:

- On the premises Off the premises Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

N/A

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

None

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

NameFirst name Family name Date of birth / /
dd mm yyyy

<i>Continued from previous page...</i>	
Enter the contact's address	
Building number or name	<input type="text" value="41"/>
Street	<input type="text" value="Newbury Road"/>
District	<input type="text" value="Norton Canes"/>
City or town	<input type="text" value="Cannock"/>
County or administrative area	<input type="text" value="Staffordshire"/>
Postcode	<input type="text" value="Ws11 9fb"/>
Country	<input type="text" value="United Kingdom"/>
Personal Licence number (if known)	<input type="text"/>
Issuing licensing authority (if known)	<input type="text"/>
PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT	
How will the consent form of the proposed designated premises supervisor be supplied to the authority?	
<input type="radio"/> Electronically, by the proposed designated premises supervisor <input type="radio"/> As an attachment to this application	
Reference number for consent form (if known)	<input type="text"/> If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.
Section 16 of 21	
ADULT ENTERTAINMENT	
Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children	
Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.	
<input type="text"/>	
Section 17 of 21	
HOURS PREMISES ARE OPEN TO THE PUBLIC	
Standard Days And Timings	
MONDAY	
Start	<input type="text" value="00:00"/>
End	<input type="text" value="00:00"/>
Start	<input type="text" value="00:00"/>
End	<input type="text" value="00:00"/>
Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.	

Continued from previous page...

TUESDAY

Start End

Start End

WEDNESDAY

Start End

Start End

THURSDAY

Start End

Start End

FRIDAY

Start End

Start End

SATURDAY

Start End

Start End

SUNDAY

Start End

Start End

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Section 18 of 21

LICENSING OBJECTIVES

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e)

Continued from previous page...

List here steps you will take to promote all four licensing objectives together.

The premises will operate as a secure storage and distribution hub for an online only retail and wholesale business. The premises are not open to the general public, and no retail sales will take place in person at the address. All staff will be fully trained on the requirements of the Licensing Act 2003, with a particular focus on preventing underage sales and maintaining public order. The Designated Premises Supervisor (DPS) will ensure that age verification systems are integrated at the point of online sale and reinforced at the point of delivery. We will maintain a 'low-impact' operation on the local neighborhood by ensuring all physical dispatch of goods occurs during standard business hours, preventing any noise or public nuisance. The business will maintain a refusal log and an incident book to ensure a clear audit trail of all licensing compliance.

b) The prevention of crime and disorder

--

c) Public safety

--

d) The prevention of public nuisance

--

e) The protection of children from harm

--

Section 19 of 21

NOTES ON DEMONSTRATING ENTITLEMENT TO WORK IN THE UK

Continued from previous page...

Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:

A licence may not be held by an individual or an individual in a partnership who is resident in the UK who:

- does not have the right to live and work in the UK; or
- is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any premises licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this in one of two ways: 1) by providing with this application copies or scanned copies of the documents listed below (which do not need to be certified), or 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

Documents which demonstrate entitlement to work in the UK

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK [please see note below about which sections of the passport to copy].
- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.
- A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.
- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A certificate of registration or naturalisation as a British citizen, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

Continued from previous page...

- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to work relation to the carrying on of a licensable activity.
- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.
- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 18(3) or 20(2) of the Immigration (European Economic Area) Regulations 2016, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.
- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an immigration decision, such as an appeal or administrative review reference number.
- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK including:-
 - evidence of the applicant's own identity – such as a passport,
 - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
 - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
 - (i) working e.g. employment contract, wage slips, letter from the employer,
 - (ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
 - (iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
 - (iv) self-sufficient e.g. bank statements.

Family members of European Economic Area nationals who are studying or financially independent must also provide evidence that the European Economic Area national and any family members hold comprehensive sickness insurance in the UK. This can include a private medical insurance policy, an EHIC card or an S1, S2 or S3 form.

Original documents must not be sent to licensing authorities. If the document copied is a passport, a copy of the following pages should be provided:-

- (i) any page containing the holder's personal details including nationality;
- (ii) any page containing the holder's photograph;
- (iii) any page containing the holder's signature;
- (iv) any page containing the date of expiry; and
- (v) any page containing information indicating the holder has permission to enter or remain in the UK and is permitted to work.

Continued from previous page...

If the document is not a passport, a copy of the whole document should be provided.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

Home Office online right to work checking service

As an alternative to providing a copy of the documents listed above, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their 9-digit share code (provided to them upon accessing the service at <https://www.gov.uk/prove-right-to-work>) which, along with the applicant's date of birth (provided within this application), will allow the licensing authority to carry out the check.

In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be checked online. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copy documents as set out above.

Section 20 of 21

NOTES ON REGULATED ENTERTAINMENT

Continued from previous page...

In terms of specific **regulated entertainments** please note that:

- Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
- Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
- Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
- Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- Live music: no licence permission is required for:
 - o a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
 - o a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
 - o any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - o any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - o any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

Continued from previous page...

- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
 - o any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
 - o any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
 - o any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
 - o any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

Section 21 of 21**PAYMENT DETAILS**

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Premises Licence Fees are determined by the non domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at http://www.voa.gov.uk/business_rates/index.htm or www.cannockchasedc.gov.uk.

Band A - No RV to £4300	£100.00
Band B - £4301 to £33000	£190.00
Band C - £33001 to £8700	£315.00
Band D - £87001 to £12500	£450.00*
Band E - £125001 and over	£635.00*

In addition to the application fee, a multiplier will be applied to town and city centre pubs (those in Bands D and E), where they are exclusively or primarily in the business of selling alcohol.

Band D £900

Band E £1,905

Band D - £87001 to £12500	£900.00
Band E - £125001 and over	£1,905.00

There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government. If, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.

Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.

If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time

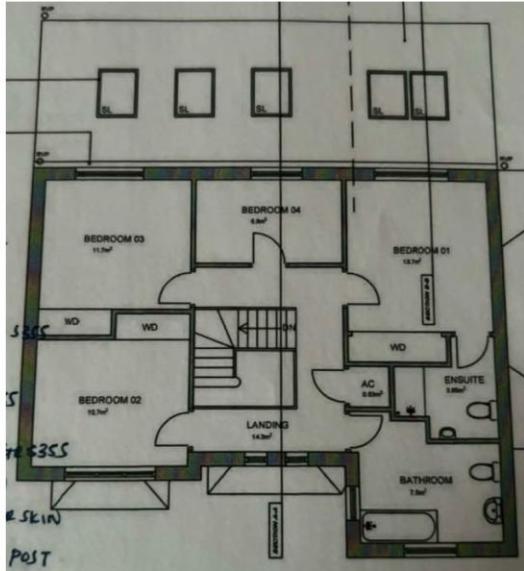
Capacity 5000-9999	£1,000.00
Capacity 10000 -14999	£2,000.00
Capacity 15000-19999	£4,000.00
Capacity 20000-29999	£8,000.00

<i>Continued from previous page...</i>	
Capacity 30000-39000	£16,000.00
Capacity 40000-49999	£24,000.00
Capacity 50000-59999	£32,000.00
Capacity 60000-69999	£40,000.00
Capacity 70000-79999	£48,000.00
Capacity 80000-89999	£56,000.00
Capacity 90000 and over	£64,000.00
* Fee amount (£)	<input type="text" value="100.00"/>
DECLARATION	
<p>* I/we understand it is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application.</p> <p>* I have sent copies of this application and the plan to the responsible authorities and others where applicable</p> <p>* I understand that I must now advertise my application</p> <p><input checked="" type="checkbox"/> Ticking this box indicates you have read and understood the above declaration</p> <p>This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"</p> <p>* Full name <input type="text" value="John Theodoulou"/></p> <p>* Capacity <input type="text" value="Director"/></p> <p>* Date <input type="text" value="30"/> / <input type="text" value="01"/> / <input type="text" value="2026"/> <small>dd mm yyyy</small></p>	
<input type="button" value="Add another signatory"/>	
<p>Once you're finished you need to do the following:</p> <ol style="list-style-type: none"> 1. Save this form to your computer by clicking file/save as... 2. Go back to https://www.gov.uk/apply-for-a-licence/premises-licence/cannock-chase/apply-1 to upload this file and continue with your application. <p>Don't forget to make sure you have all your supporting documentation to hand.</p>	
<p>IT IS AN OFFENCE LIABLE TO SUMMARY CONVICTION TO A FINE OF ANY AMOUNT UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION</p> <p>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</p>	

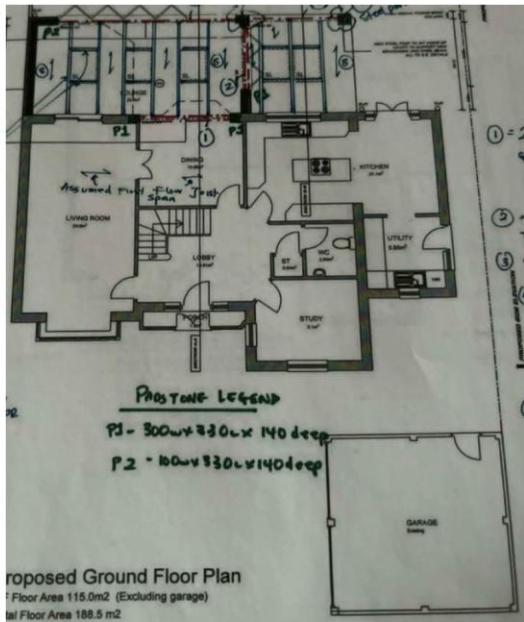
OFFICE USE ONLY	
Applicant reference number	<input type="text" value="Blind-Shot-Cannock-01"/>
Fee paid	<input type="text"/>
Payment provider reference	<input type="text"/>
ELMS Payment Reference	<input type="text"/>
Payment status	<input type="text"/>
Payment authorisation code	<input type="text"/>
Payment authorisation date	<input type="text"/>
Date and time submitted	<input type="text"/>
Approval deadline	<input type="text"/>
Error message	<input type="text"/>
Is Digitally signed	<input type="checkbox"/>

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) [Next >](#)

House Plan for premises licence – Picture 1 is the upstairs of the building



Picture 2 is the downstairs including the expansion with the double garage out front.



I plan to use the full premises but mainly use Bedroom 3, Study and garage for storage.

I am writing this statement to provide clarity on the nature and scale of the proposed business operations at 41 Newbury Road, WS11 9FB. It has come to my attention that concerns have been raised regarding the potential for public nuisance. I would like to reassure residents by detailing the specific nature of this business.

A Business-to-Business (B2B) Focus

Unlike a traditional retail shop or bar, Blind Shot Ltd is primarily a wholesale supplier and is an online only operation. This means the premises are **NOT** open to the public. There is no storefront and no walk in trade, with no facility for the public to browse or purchase products on site. All of this will be done online through the website. Regarding our products, we intend to distribute to established business partners, festivals, and pubs via secure online orders. This eliminates the risk of groups gathering or loitering near the property.

Prevention of Public Nuisance

We take the Prevention of Public Nuisance objective very seriously. Because our model is not customer facing, the common causes of nuisance are absent. I will try to address the main concerns regarding noise control. There will be no regulated entertainment, music, or crowds. This operation is as quiet as a standard home office or small administrative suite. There will be **NO ONE** other than myself working for this business at this current point in time. I would also like to note that this premises licence is only needed to store products at the beginning of my journey. When/if the business grows at a fast rate, I **Will** be moving the designated premises to a more commercial area to further prevent public nuisance.

A key concern for residents is often the increase in vehicle movements throughout the neighbourhood; however, we do not require daily "HGV" deliveries. I will make **most** of the deliveries myself, in my own vehicle and the remainder of the deliveries by my family members. If needed I will use standard couriers (like DPD or Royal Mail) who already service this road daily. As there is **no public access**, there is no requirement for customer parking. This will ensure that local street parking remains undisturbed for residents. To further explain how this procedure will work I will explain.

I have a distillery who I will order bottles to. They will create my product, and these items will either be sent to me **OR** will be collected by me. Companies (clubs, pubs etc) will then be able to place orders **online** and then I will be delivering it to them by **myself**. To note my product is a very small 30ml bottle. This means I can store a high volume of bottles in a very small amount of space. All deliveries will be able to be made with the use of a small/standard size van or even a car.

I will happily answer any questions/concerns residents may have about my business and will do what I can to ensure that everyone's needs are satisfied within reason.

Summary

ANNEX 2

Our goal is to build a professional, local brand that contributes to the UK's drink sector without impacting the peace of our neighbours. We are simply seeking a licence to legally store and dispatch a bottled product.

All the best,
John Theodoulou

Comments for Representations

Dear reader, I am writing this document to clear up and address all representations made to the licencing committee about my new startup company Blind Shot Ltd at the address 41 Newbury Road. I take all concerns seriously. Below I have outlined our operational response to each point, demonstrating our commitment to the four licencing objectives.

1. Public safety and protection of children.

The concerns regarding the lack of a footpath and the road width are noted. To ensure the safety of pedestrians and children I will enforce:

- NO public collections: As stated before there will be no chance of personal collections to the property ensuring less traffic and noise.
- Vehicle size restriction: We will commit to the condition that no delivery or collection vehicles larger than a 3.5 tonne van (standard delivery size) will service the premises. Restricting the use of large HGV to the street.
- Safe loading: Due to the concerns of space on the roads, we will address this by making sure all loading and unloading will take place within the private driveway of 41 Newbury Road, ensuring the road remains unobstructed.
- Restricted hours: All 3 representations mention the operating hours for the company. We would like to address this with more detail. On the application we have requested 24 hours to allow orders to be placed online at any given time. However, this does not mean deliveries can be made at any give time. As representation 3 has stated we have disclosed that deliveries will be made during standard working hours between 09:00-17:00 to avoid school run hours and evenings. As it may not have been stated on the application, we will make sure this is adjusted accordingly.

2. Prevention of public nuisance

We aim to be the “silent neighbour”.

- No glass: All Blind Shot products are plastic based. Not only will this eliminate noise pollution it also avoids the risk of broken glass around the street.
- Negligible waste: We move prepackaged goods! Our waste footprint is lower than a typical household and will not require the need for commercial bins or external waste storage. All products will arrive ready for delivery.
- Age verification: We will have a strict age verification software implemented on our website when released. As for deliveries the use of Royal mail has their own policies regarding age restricted items and as for myself as the designated

premises supervisor (DPS) I will hold all responsibility for checking age restrictions when delivering the products.

- If palatable sized orders are required, this will be done using external HGV companies where the distillery will deliver straight to them avoiding the need to be stored at the premises. This will eliminate the traffic in the area.

3. The blue notice

Display of notice: The objector claims that building materials obstructed the notice is physically impossible. The building materials are stored significantly behind the sign on private land, leaving an unobscured sign. As for the notice being 'made difficult to be seen' is untrue. The poster has been placed under an existing council authorised sticker (Dog Litter). Any higher than the poster would not have been made visible and any lower and it would also made it not visible. The fact that three objectors were able to read the notice and cite the specific details for their representation is the ultimate proof that the notice was prominent and served its purpose. Finally, the poster was reviewed by a licensing officer and was satisfied that it met all statutory requirements.

4. Responsible scaling

The objector has misinterpreted the statement regarding future relocation. My mention of moving to a commercial unit as the business grows is a sign of professional business planning, not an admission of nuisance. Every startup begins in a home office environment. The idea of moving to a warehouse in the future would be driven by the need for more square footage for stock, not because the operation causes a nuisance. To state that it is 'to save money' at the 'expense of its neighbours' is fundamentally wrong! It's not about cutting corners; it is about responsible growth. If I were acting at the 'expense' of my neighbours, I would not have spent weeks actively drafting conditions to restrict my own hours, ban public collections, and eliminate noise. This is not about money; it is about utilising a quite space to build a business.

5. Other points

The Argument: The objector raised concerns regarding 'cumulative impact.' However, under section 182 guidance of the Licensing Act, 'Cumulative Impact' refers to a high concentration of licensed premises in one area which leads to anti-social behaviour. As Blind Shot is a discrete, online wholesale operation with NO public access, the concept of 'cumulative impact' does not apply here.

The Argument: The objector's comments regarding the 'original design' of the estate is a planning matter, NOT a licensing one. Home based digital businesses are now a standard part of the UK. The Licensing Act is designed to regulate activity. If the licensing objectives

ANNEX 3

are promoted, which we have ensured through our proposed conditions. The intent of the estate is not grounds for refusal.

The Argument: While I acknowledge the neighbours' personal concerns, I must respectfully state that **property values of nearby homes are not relevant representations** under the Licensing Act 2003. The committee is legally mandated to ignore financial or property market speculation and focuses on the four licensing objectives.

The Argument: The objector 'guesses' that the extension will be used for storage. Even if part of the residential property is used for business administrations or low impact storage, it does not constitute 'material change of use' if the primary character of the home remains a dwelling. Many residents use their homes for hobbies or home offices. Finally, and most importantly, this is a matter for the planning department and is **NOT** legal grounds for the licensing committee.

The Argument: I must clarify a point of fact regarding the 'building waste' mentioned in the representation. These are not waste materials. They are high quality landscaping supplies stored for an upcoming project involving the front garden. As this is a private domestic project on private land, it is entirely unrelated to the business and has no bearing on the licensing objectives.

The Argument: The objector refers to the number of vehicles parked on my driveway. I must clarify that my driveway is private property. How I or my family utilise our private land for personal parking; especially outside of proposed business hours, is entirely a domestic matter and is not a relevant consideration for a licensing hearing. What may be relevant to the committee is whether the business will cause a nuisance on the public highway. Because of the strict NO-collection policy, no customer vehicles will ever be added to the road. Furthermore, we have committed to ensuring a clear space on our driveway for any 3.5 tonne vans to deliver using business hours, this means that despite our personal vehicle use, the business operation will remain entirely self-contained on our land.

The Argument: The objector raises concerns about 'evidence of crime.' In licensing law, the committee can not refuse an application based on hypotheticals. They need proof that the business will attract crime. As the business is online only and with no physical signage and public access. Our product will be securely stored and the property is fitted with 24/7 CCTV of the entire property.

Reference: Notice of Application for Premises Licence under section 17 of the Licensing Act 2003.

Representation from Interested Person.

I am a person living in the vicinity of the Premises.

My name and address are as follows.

Mr Mark Stabler

[REDACTED]

[REDACTED]

Name of Premises I am making a representation about...

Blind Shot Ltd
41 Newbury Road
Norton Canes
Cannock
Staffordshire

My main concerns are related to Potential Nuisance to the residence of Newbury Road and Public Safety of people and particularly young children using Newbury Road.

Potential Nuisance.

I have serious concerns about the potential for Blind Shot Ltd being given a Premises licences to operate as a 'Online Wholesale Supplier of Alcohol' from what is clearly a residential property. Newbury Road is a residential area with an active community; Newbury Road is also a cul-de-sac with only one point of entry. 41 Newbury Road is near the end of this already congested cul-de-sac and it would be a real nuisance to all neighbour's if an 'Online Wholesale Supplier of Alcohol' was allowed to trade in this road.

No vehicle would be able to make a delivery to this property without then having to continue past 41 Newbury Road to turn around outside our property (43 Newbury Road) and others. And then travel back along Newbury Road past other neighbour's before exiting this residential area.

We already experience the normal deliveries from online retail distributors, supermarket deliveries and tradesmen which at times is a bit of a nuisance when residents are trying to also go about their daily routines. But it would be a real nuisance and not acceptable if further delivery and then distribution traffic was allowed to grow due to an 'Online Wholesale Supplier of Alcohol' being allowed to develop a business in this residential area. There are clearly better business premises available in the Cannock area for such a venture.

Public Safety including protection of Children from harm.

Again, I see a serious potential problem for public safety especially along the top end of Newbury Road were Blind Shot Ltd are looking to start their 'Online Wholesale Supply of Alcohol'. The full length of this road leading up to 41 Newbury Road has no footpath and is only 5.5m wide and cars are often parked on both sides of the road. There are many pedestrians that use this road walking from the estate and the wider Brownhills Road area to access the open parkland, public footpaths and in particular the children's play area. Parents walking with young children including with push

chairs use this route to go to the children's play area, so do many dog walkers and other members of the local community. Again, remember there is no footpath they have to walk in the road and I don't think they should be put at further risk by increasing the amount of traffic that uses this road, especially for the delivery and then distribution of alcohol to and from a 'Online Wholesale Supplier of Alcohol' run from a residential property! I am seriously concerned about the potential long term cumulative impact which should be considered.

When this estate was originally designed taking into account the community that was expected to live within it, I don't think it was envisaged that there would be a 'Online Wholesale Supplier of Alcohol' based at the end of Newbury Road in a narrow residential cul-de-sac!

Please see Appendix attached for more detail ref Newbury Road.

On a personal note, I also have these additional concerns.

1. I don't think the director of Blind Shot Ltd has for one moment considered what it means for his neighbours in Newbury Road to have a 'Licenced Premise' located on their road and the effect it could have on the real value of their homes if they should decide to sell at some time in the future. Not many potential home owners looking at properties in Newbury Road would wish or expect to be next to or even near to a 'Licenced Premise' listed at Companies House as...

Blind Shot Limited

Nature of business

- **Distilling, rectifying and blending of spirits**
 - **Wholesale of wine, beer, spirits and other alcoholic beverages**
 - **Retail sale of beverages in specialised stores**
 - **Retail sale via mail order houses or via Internet**
2. The residence at 41 Newbury Road have recently extended the property after obtaining planning permission, I now guess that some of this area is going to be used for the storage of Alcohol. I hope this is being checked out as I am sure this would mean a 'material change' to at least a part commercial property and planning permission may be required.
 3. For some time now (over 12 months) building waste has been left outside the property at 41 Newbury Road and I am concerned that this will be added to as the site develops further to support Blind Shot Ltd and its 'Online Wholesale Supplier of Alcohol' business. It's already an eyesore to anyone walking past the property.
 4. Parking can and is already an issue within Newbury Road especially near its entrance and on the section without any foot path right outside 41 Newbury Road. The residence at 41 Newbury Road have several cars on their drive and over flowing onto Newbury Road, so I don't see now having an 'Online Wholesale Supplier of Alcohol' located here helps the situation with further deliveries and then distribution expected to happen.

End.

Mr Mark Stabler
08-03-2026

Appendix.



There red area marked above covers the top end of Newbury Road. This complete section has no footpath. There are many people including families with small children that use this road to walk to the parkland and children's play area beyond.

The black area indicates 41 Newbury Road right in the middle of this section. Every delivery truck that delivers to this house will then have to go to the end of the road marked with the red arrow to turn round, an area that may also have parked cars and as mentioned is frequented by people including children walking to and from



This is what it looks like outside 41 Newbury Road and beyond to the end of the cul-de-sac.

From: Mark Titley [REDACTED]
Sent: 11 March 2026 22:04
To: LicensingUnit <LicensingUnit@cannockchasedc.gov.uk>
Subject: Application for Premises Licence - Blind Shot Ltd, 41 Newbury Road, Norton Canes

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Dear Sirs I write to make a representation in relation to the above application for a premises licence for the following reasons.

For clarity my representations are made with the additional knowledge of a note I have seen from John Theodoulou on behalf of Blind Shot Ltd which attempts to provide further details of the businesses proposed operations.

a. I do not believe that the correct notice has been given in relation to the application firstly the notice contains the incorrect postcode of WS12 2DZ. Secondly I feel that the way the notice has been displayed outside the premises has been done in a way which has prevented/or certainly made it difficult to be seen. As you will see from my comments below this section of Newbury Road does not have a pavement and the notice has been attached at low level to a lamppost where access is obstructed by building waste on the applicants premises and a commercial vehicle belonging to the applicants family has been parked directly in front of it. I believe the granting of any licence in these circumstances would be legally incorrect.

b. Whilst the application contains reference to 'Online sales' I don't understand how this will be controlled in terms of the licence granted? I feel that any retail sales from this residential property would be entirely inappropriate and undoubtedly create a public nuisance. I would ask the council to carefully consider the conditions applied to any Premises Licence granted to take into account not only what the applicant states is their intention at the outset but the wider context of what granting such a licence allows in a residential area, including how this is controlled as the businesses plans develop or change over time. The note from John Theodoulou references Blind Shot Ltd being 'primarily' a wholesale supplier which suggests that there will be other activity?

As examples:

How will any potential retail sales or direct to the public sales / collections by customers be controlled or prevented?

Will there be minimum case quantities applied to any sales to prevent retail sales.

How will the business ensure that sales in an online environment aren't made to minors, what are the businesses policy's be to ensure delivery's/collections aren't made to minors how will this be managed when delivery's are made by couriers, the sole director or members of his family.

Who will be the designated premises supervisor and how will alcohol sales be managed over the proposed 24 hours per day.

I would expect the council to see full policy's from Blind Shot Ltd dealing with all of the above which should be a condition of any licence granted.

c. The proposed licencing hours are 24 hours a day again this is a residential area and the ability to sell alcohol for these hours (presumably including receiving delivery's of product in wholesale quantities and their subsequent delivery to customers) is undoubtedly giving consent for a public

ANNEX 5

nuisance in this setting which the council should carefully consider this when reviewing this application. Whilst I can appreciate that online orders can be placed or made at any time I would again strongly encourage the council to carefully consider the full extent of what may be granted/permitted here rather than the businesses plans at the outset and should they be minded to grant a premises licence ensure that appropriate conditions are included within such licence to prevent a nuisance to neighbours.

Again I am concerned that the note from John Theodoulou references relocating the business to a more commercial area if/when the business grows to 'further prevent public nuisance' which would suggest that there is an acceptance by the applicant that a public nuisance will be created from the outset. I would ask the council to carefully consider how they can ensure that this will happen - who will make the decision as to when the nuisance is sufficient for a relocation and at what level, how long will this relocation take and are the residents of Newbury Road expected to put up with this 'further' nuisance interim? Why cant this business be located in a suitable commercial location from the outset - I would suggest that the only true reason is to save money for Blind Shot Ltd/its director at the expense of it neighbours.

d. I am extremely concerned about the effect on public safety created by both delivery's to the premises of product in wholesale quantity's and its subsequent dispatch to customers. The note on behalf of Blind Shot Ltd makes a great deal of how delivery's to its final customers will be made whilst ignoring how incoming delivery's of product in wholesale quantities will be made to them (presumably on pallets with the potential for mechanical handling equipment). Given the margins in the wholesaling of alcohol I would suggest that this will involve significant quantities and vehicle movements to make anything like a viable business. This section of Newbury Road is narrow without any footpaths and is often heavily congested with parked vehicles - how will both inbound and outbound delivery's be made safely particularly given the large number of family's with children who use Newbury Road to access the recreation land and children's park at the end of the road who are walking in the road due to no foot paths. I would also suggest that this increased traffic and commercial vehicles has the strong potential to create a public nuisance given that all vehicles will need to use the turning head at the end of the road to exit Newbury Road which is effectively a cul de sac with one entrance and exit.

e. How will waste from the business be managed/stored to ensure that a nuisance is not created?

f. I believe that the storage of large quantities of alcohol has the strong potential to create a situation which encourages crime and break in's which undoubtedly would give rise to the potential for public nuisance to those residents who live in the area.

Happy to discuss in further detail if required.

Mark Titley

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Sent from Yahoo Mail. [Get the app](#)

--

This message has been checked by Libraesva ESG and is found to be clean.

[Report as bad/spam](#)
[Blocklist sender](#)

This additional information is intended to be shared with all parties involved at the hearing.

Premises Licence Application: Blind Shot Ltd, 41 Newbury Road, Norton Canes, Cannock, WS11 9FB

Objector.

My name and address are as follows.

Mr Mark Stabler



Opening point.

The applicant confirms in writing and to me directly that the business is intended to be 'A Business-to-Business (B2B) focused company.

He states in writing that "Blind Shot Ltd is primarily a **wholesale supplier** and is an online only operation". And that "Companies (clubs, pubs etc) will be able to place orders online".

Large palletted orders will not be delivered to 43 Newbury Road but direct to the customer.

He also confirms directly to me that his intended initial customer base will be selling to Night Clubs, Pubs and Bars in the Birmingham area where he already has his contacts.

Taking into account the above statements such a Business-to-Business operation should clearly obtain AWRS accreditation at least 45 days before they intend to start trading.

AWRS accreditation is a "Fit and Proper" Test and Blind Shot Ltd must satisfy HMRC that they are a "fit and proper" business, meaning they are not involved in illicit alcohol supply chains and are financially viable. This may include submitting a business plan. HMRC introduced the scheme to tackle alcohol fraud.

You cannot legally trade in **alcohol wholesaling** until you receive approval and your AWRS Unique Reference Number (URN).

Now if Blind Shot Ltd is to be taken seriously as a **wholesale supplier**, then it should seriously follow these simple business rules...Can you please check that Blind Shot has the correct credentials before they are awarded a Premises Licence to run such a business.

As I see it obtaining a Personal Licence & Premises Licence is just one aspect of what is legally required for a Business-to-Business **Wholesale Alcohol Supplier**

1. Mandatory Licenses

Personal Licence: You (or a designated person) must hold a Personal Licence to authorize the sale of alcohol. This involves training and a background check.

Premises Licence: The location where the alcohol is stored and dispatched must have a Premises Licence granted by your local council. This license must specifically allow for "off-sales".

2. Legal Requirements

AWRS Registration: If you are selling alcohol to other businesses for them to resell (wholesale), you must register with HMRC's Alcohol Wholesaler Registration Scheme (AWRS).

Age Verification: You must have strict age-verification procedures in place, ensuring you do not sell to anyone under 18, which includes checking ID upon delivery.

Record Keeping: You must maintain strict records of your stock, sales, and supply chain.

3. Key Considerations

Home Insurance & Mortgage: You must check your home insurance and mortgage contract, as they may prohibit running a business from home.

Planning Permission: Depending on the scale of your business, you might need to check if you require planning permission from your local authority to change the use of your home.

Duty & Tax: You are responsible for ensuring that all alcohol you sell has had the excise duty paid. Other points to consider.

Planning Permission: Running a commercial business from home may require "Change of Use" planning permission from your local council.

Insurance: Standard home insurance will typically not cover commercial stock or the liabilities associated with selling alcohol.

At this stage I have not taken any legal advice the only advice I have received has been from Scot Kearney, everything else has been researched from information that is readily available to anyone who is serious about starting a business selling Alcohol Wholesale to other businesses.

If a premises licence is granted. I will be discussing this situation further with '**Planning**' and '**HMRC**'.

For wider consideration.

I have highlighted my concerns in my representation regarding **Potential Nuisance & Public Safety including protection of Children from harm**. And nothing that I have since received in writing or heard verbally following discussions with the applicant, as changed my view. I still see the same potential problems. So, I do hope my comments are given full consideration by the officer of the Licencing Authority and the Sub-Committee.

I was surprised as many of our neighbours were that someone in such a residential area even applied for a Premises Licence! Having now researched the subject I can see that anyone from anywhere can actually apply for a Premises Licence! I also note from statements that most councils are reluctant to issue premises licences to residential homes in residential areas (makes sense!). Although I now know that if you say the right things and accept a few restrictions it seems that a Premises Licence is at least considered and thus not so difficult to obtain. In fact, if no one actually objects, produces a representation, submits the representation and then does not withdraw the representation, then the Premise Licence would be granted. Like most things if you don't complain make a stand nothing happens...so I will continue to stand against what I see as an inappropriate application for a Premises Licence.

Does anyone not see a more sensible approach where by councils would not issue a Premises Licence to residential properties on residential estates (never mind in a cul-de-sac that's hardly a transport delivery hub!) Would anyone on the Sub-Committee like a Business-to-Business **Wholesale Alcohol Supplier** Licenced Premise next door to them?

Should wider Implications not be considered.

If a Premises Licence is to be easily gained by Blind Shot on this **Residential Estate**, what sort of message do you think that this sends to the rest of the community in Cannock. How many more Premise Licenses would this encourage from potential applicants that are just not interested in their neighbours or their community, but just see this as an opportunity to buy and resell alcohol to make an additional income or hide other activities that they could enjoy or abuse. What if there are another 10, 20 or even 100's of applications for residential Premises Licences as word gets around social media of a new way to enjoy the benefits of alcohol.

I think of all the Potential Nuisance & Public Safety including protection of Children and even Crime that this could encourage or hide. We the community are expected to stand up and object and even police when such things go wrong, but in some cases/areas it takes a strong person to stand up and be accountable to the applicants. At least this is not such a scary experience for me but I can see why under different circumstances others would just not have the confidence to object.

I believe that anyone or any organization responsible for issuing Premises Licences to persons/companies in **Residential Properties on Residential Estates** should seriously consider the potential implications of taking alcohol trade out of the existing well run established retail system into an area with very little control. Such a move could allow or even encourage TAX avoidance both income and VAT along with other potential criminal activities.

Mark Stabler
30-03-2026