



**Report of the Licensing, Food and Safety Manager  
To the Statutory Licensing Sub Committee  
23rd September 2021**

**Licensing Act 2003  
Section 17 Application for a Premises Licence**

- 1. Premises: Swansea Arena, Oystermouth Road, Copr Bay, Swansea, SA1 3BX**
- 2. Applicant : The Ambassador Group Limited**
- 3. Application For A New Premises Licence**

- 3.1** An application for a new premises licence was received by this authority on the 29<sup>th</sup> July 2021. The applicant has applied for a premises licence to allow the following licensable activities to take place:

**Plays, Films, Indoor Sporting Events, Boxing or Wrestling, Live Music, Recorded Music, Performance of Dance, Anything of a similar description to Music or Dance, Supply of Alcohol**

**Monday – Sunday 10:00 – 02:00**

**Late Night Refreshment**

**Monday – Sunday 23:00 – 02:30**

- 3.2** A copy of the application is attached at **Appendix A.**

#### **4. Background**

The premises is situated off Oystermouth Road Swansea and is part of the Copr Bay development and regeneration in Swansea City Centre leading to Swansea Bay.

The premises seeks to operate as a multi functional arena, event and conference space with a capacity of up to 3500

A location plan is attached at **Appendix B**.

## **5. Promotion of the Licensing Objectives**

5.1 The Licensing Act 2003 contains four licensing objectives, namely: -

- (i) Prevention of Crime and Disorder;
- (ii) Public Safety;
- (iii) Prevention of Public Nuisance;
- (iv) Protection of Children from Harm.

Each of these objectives is of equal importance and the application must demonstrate how they are to be promoted.

Conditions which are consistent with the operating schedule and will be attached to the licence, if granted, are attached at **Appendix C**.

## **6. RELEVANT REPRESENTATIONS**

### **6.1 Responsible Authorities**

#### **a) South Wales Police**

A representation in support of the application has been received from South Wales Police. A copy of the representation is at **Appendix D**.

#### **b) Trading Standards**

No representations.

#### **c) Mid and West Wales Fire Authority**

No representations.

#### **d) Health and Safety**

No representations.

#### **e) Planning Authority**

No representations, however a position statement has been submitted in relation to Planning for the premises. This is attached at **Appendix F**.

#### **f) Pollution Division**

No representations.

#### **g) Child Protection**

No representations.

#### **h) Primary Care Trust/Local Health Board**

No representations.

#### **i) Licensing Authority**

No representations

**j) Immigration**

No representations.

**k) Other Persons**

Representations have been received from 32 other persons.  
Copies of the representations are attached at **Appendix E**.

**7. Policy Considerations**

7.1 In considering this application Members should have regard to the current Statement of Licensing Policy (the Policy) which can be found at the following link.

<https://www.swansea.gov.uk/article/4280/Statement-of-licensing-policy>

**8. Guidance Issued By the Home Secretary**

8.1 Members should also have regard to the relevant parts of the current statutory guidance (The Guidance), issued by the Home Secretary in April 2018 in particular:

- (i) Introduction – Chapter 1
- (ii) Licensing Objectives – Chapter 2
- (iii) Applications For Premises Licences – Chapter 8
- (iv) Determining Applications – Chapter 9
- (v) Conditions attached to Premises Licences – Chapter 10
- (vi) Statement of Licensing Policy – Chapter 14

A link to the Guidance can be found at:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/705588/Revised\\_guidance\\_issued\\_under\\_section\\_182\\_of\\_the\\_Licensing\\_Act\\_2003\\_April\\_2018\\_.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/705588/Revised_guidance_issued_under_section_182_of_the_Licensing_Act_2003_April_2018_.pdf)

**9. Determination of the Application**

9.1 The decision must be based on the individual merits of the application and the representations received, with a view to promoting the licensing objectives outlined in paragraph 5 of the report.

9.2 In arriving at the decision, Members should also have regard to the relevant provisions of the Policy and the Guidance as previously provided. Reasons must be provided for any departures from the Policy or Guidance.

9.3 In reaching the decision the Committee must, having regard to the representations, take such steps mentioned below (if any) as it considers appropriate for the promotion of the licensing objectives:-

- a. Grant the licence subject to:
  - i) conditions that reflect the operating schedule, modified to such extent as the authority considers appropriate for promotion of the licensing objectives. Certain regulated entertainment under the Licensing Act 2003 (as amended), has been deregulated. Where entertainment is deregulated but licensable activities continue to take place on any premises, any licence conditions imposed on a grant of a licence in respect of any deregulated entertainment will be suspended.
  - ii) any mandatory conditions relevant to the licence
- b. Exclude any of the licensable activities to which the application relates.
- c. Refuse to specify a person in the licence as the premises supervisor.
- d. Reject the application

**The Licensing Sub Committee's instructions are requested.**

Background Papers:	Licence Application
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