

Licensing Hearing Panel

4 August 2026

Licensing Act 2003 Full Variation Premises Application for the Premises Licence at Cricketers, Sturdee Avenue, Gillingham, ME7 3JR

Report from: Bhupinder Gill, Assistant Director – Legal and Governance

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Summary

To consider a full variation premises application for the Cricketers, Sturdee Avenue, Gillingham following the submission of representations, received during the consultation period.

1. Recommendation

- 1.1. That the Licensing Hearing Panel, having regard to the Licensing Act 2003, the statutory guidance issued under S182, the Council's Statement of Licensing Policy and all matters before it, both written and oral, considers and determines this application for a premises licence.

2. Budget and policy framework

- 2.1. Medway Council has published its Statement of Licensing Policy, which it takes into account in all applications relating to the Licensing Act 2003.

3. Background

- 3.1. On the 18 June 2026 an application was made by Punch Taverns Limited for a full variation application for the premises licence at Cricketers, Sturdee Avenue, Gillingham.
- 3.2. The current premises licence is for:

Sale of Retail of Alcohol:

Monday to Wednesday 10:00 to 23:00, Thursday to Saturday 10:00 to 00:00 and Sunday 12:00 to 22:30.

Non Standard Times: Good Friday 12:00 to 22:30, Christmas Day 12:00 to 15:00 & 19:00 to 22:30, New Years Eve 10:00 (unless it falls on Sunday 12:00) to New Years Day 23:00 (unless it falls on Thu, Fri or Sat 00:00).

Live Music, Recorded Music & Dancing

Monday to Wednesday 10:00 to 23:00, Thursday to Saturday 10:00 to 00:00 and Sunday 12:00 to 22:30.

Late Night Refreshment

Thursday to Saturday 23:00 to 00:00.

- 3.3. A copy of the current licence can be found at Appendix A.
- 3.4. The full variation application is to extend the licensable area shown on the submitted plan to include the external area. This is to allow the use of an outside bar. To extend the sale of alcohol and all regulated entertainment hours to the following:

Sunday – Wednesday until 00:00

Thursday – Saturday until 01:00

To extend late night refreshment

Thursday – Saturday 23:00 to 01:00

To add late night refreshments

Sunday – Wednesday 23:00 to 00:00

To also add the following conditions:

- The external bar servery will operate for the sale and supply of alcohol until 22:00 Sunday – Thursday and 23:30 Friday & Saturday.
 - When the sale of alcohol takes place within external area, regular checks of the garden will include the removal of empty glasses and bottles.
 - Whenever the external area is used for licensable activities, a sufficient number of staff members, which will be determined on a risk assessed basis, will operate, monitor and supervise the area for customer behaviour and to monitor noise levels.
 - The garden bar will be supervised at all times when in use.
 - The garden bar will be inaccessible to customers when not in use to ensure they do not have access to any alcohol.
- 3.5. A copy of the full variation premises application can be found at Appendix B.
- 3.6. The application has been correctly advertised in the local press and notices displayed on the premises for the required period.

4. Options

4.1. The Licensing Hearing Panel is asked to consider the information in this report and decide the outcome of the full variation premises application, with one of the following options:

- a) Grant the application as applied for
- b) Amend the application
- c) Add conditions to the premises licence
- d) Refuse the application

5. Advice and analysis

5.1. The applicant is expected to demonstrate that they have dealt with and understand the promotion of the four licensing objectives, where appropriate. Members are referred to Appendix A.

5.2. The four licensing objectives are:

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

5.3. Medway Council has published its Statement of Licensing Policy and Cumulative Impact Assessment, which it will consider alongside the amended Guidance issued by the Home Office under 182 of the Licensing Act 2003 in all applications.

6. Risk management

6.1. The Council has to consider and determine this application, which is a function relating to licensing and registration as set out in Schedule 1 to the Functions Regulations, the Licensing Act 2003, the Gambling Act 2005 and other licensing functions reserved by law to the Council's Licensing and Safety Committee and its Sub-Committees, in accordance with the law (both statutory and case law), relevant statutory guidance and statements of policy.

7. Consultation

7.1. This matter has been put to the Licensing Hearing Panel because the Council have received representations.

7.2. The applicant has agreed additional conditions with Trading Standards. A copy of this can be found at Appendix C.

7.3. The applicant has agreed additional conditions with Kent Police. A copy of this can be found at Appendix D.

7.4. We received 11 representations from members of the public, this can be found at Appendix E. 5 video clips have also been submitted with these representations.

8. Financial implications

8.1. The Council's licensing activities are met from a budget within the Business Support Department and licence fees contribute to meeting the cost of the service. There are no direct financial implications relating to the decision regarding this application.

9. Legal implications

9.1. There are no direct legal implications at this time.

9.2. This hearing is regulated by the Licensing Act 2003 (Hearings) Regulations 2005 (as amended).

9.3. There is the possibility of a challenge by way of appeal to the decision by either the applicant or objectors should either have the requisite grounds to do so. Legal advice will be given to Members as appropriate at the meeting. However, whatever the decision of the Panel, this must be based on the evidence placed before it in line with the licensing objectives and the Panel must decide what weight to attribute to this information.

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Appendices

- Appendix A – Premises Licence
- Appendix B – Full Variation Application
- Appendix C – Conditions agreed with Trading Standards
- Appendix D - Conditions agreed with Kent Police
- Appendix E - Representations from members of public

Background papers

None