

## Appendix C

### REP A

-----Original Message-----

From: REDACTED

Sent: 28 January 2026 14:47

To: EHL Licensing <ehl.licensing@brighton-hove.gov.uk>

Subject: 157 Dyke Road, BN3 1TJ [The Dials Convenience Store]

#### **DL CON ENDS 19.02.2026 VALID PPN, PCD & PS (A)**

Subject: Representation Objecting to Grant of New Premises Licence – [The Dials Convenience 157 Dyke Rd. BN3 1TJA]

Dear Licensing Authority,

I am writing to formally object to the application for a new premises licence for the sale of alcohol at [157 Dyke Rd, BN3 1TJ], pursuant to the Licensing Act 2003.

I am the owner of REDACTED an established off-licence business that has traded responsibly on the same street for over 20 years. My representation is made strictly in relation to the licensing objectives under the Act, as outlined below.

#### 1. Prevention of Crime and Disorder

The street and surrounding area already experience persistent issues relating to anti-social behaviour, including loitering, street drinking, and incidents involving homeless and vulnerable individuals. The addition of yet another premises selling alcohol will, in my view, exacerbate these problems by increasing availability and accessibility of alcohol within a very concentrated area.

There are already five licensed premises selling alcohol in close proximity, excluding two Co-op stores, 4 public house located on the same area [pups] , and the applicant themselves already operates another licensed premises on the road directly behind this location. Granting an additional licence would further increase alcohol density in an area already under strain.

This increased concentration of licensed premises is likely to lead to:

- Increased street drinking
- Higher risk of alcohol-related disorder
- Greater demand on local police and council enforcement resources

#### 2. Prevention of Public Nuisance

The existing levels of alcohol availability in the area already contribute to:

- Noise nuisance
- Congregation outside shops and licensed premises
- Littering (including bottles and cans)
- Public urination and intimidation of passers-by

The presence of a public house on the same street, combined with multiple off-licence outlets, already results in alcohol consumption spilling into the public realm. An additional off-

licence will unavoidably intensify these issues, particularly during evenings and weekends.

### 3. Public Safety

The saturation of alcohol outlets within a confined geographical area raises legitimate public safety concerns. Increased alcohol consumption in the vicinity correlates with higher risks of:

- Verbal and physical altercations
- Harassment of local residents and customers
- Unsafe street conditions, particularly for families, elderly residents, and vulnerable individuals

### 4. Cumulative Impact Considerations

While I appreciate that commercial competition alone is not a valid ground for objection, the cumulative impact of multiple licensed premises is a recognised and lawful consideration under the Licensing Act 2003.

The high density of alcohol outlets — including off-licences, a public house, and the applicant's existing licensed premises nearby — demonstrates that the area is approaching, if not already exceeding, a sustainable level of licensed activity. The cumulative impact of another licence has not been sufficiently addressed in the application.

### Conclusion:

For the reasons set out above, I respectfully submit that granting this licence would undermine the licensing objectives, particularly in relation to the prevention of crime and disorder, public nuisance, and public safety.

I therefore request that the Licensing Authority refuse the application, or alternatively impose stringent conditions should the Authority be minded to grant it.

I would welcome the opportunity to address the Licensing Sub-Committee should this matter proceed to a hearing.

Yours faithfully,

REDACTED

REDACTED

REDACTED

REDACTED

REDACTED

**REP B**

**From:** REDACTED

**Sent:** 01 February 2026 13:46

**To:** EHL Licensing <EHL.licensing@brighton-hove.gov.uk>

**Cc:** licensing@brighton-hove.gov.uk

**Subject:** Objection to Premises Licence Application – The Dials Convenience Store (157 Dyke Road, BN3 1TJ)

**DL CON ENDS 19.02.2026 VALID PCD and PPN (B)**

To the Regulatory Services Manager,

I am writing to formally submit my representation against the application for a new premises licence at 157 Dyke Road, BN3 1TJ (The Dials Convenience Store). I am a local resident and I believe that granting this licence will undermine the licensing objectives, specifically the prevention of crime and disorder and the prevention of public nuisance.

Grounds for Objection:

\* **Cumulative Impact and Oversaturation:** The Seven Dials area is already densely served by alcohol retailers. There are numerous stores selling alcohol within a 50-metre radius of this site, including a 24-hour convenience store. Adding another outlet from 08:00 to 23:00 creates a "destination" for alcohol consumption that the area cannot sustain without further impact on the community.

\* **Crime and Disorder:** The high concentration of off-licences in this immediate vicinity has already led to an increase in street drinking and aggressive begging. An additional supply point will likely exacerbate these issues, creating a haven for unruly characters and anti-social behaviour.

\* **Public Nuisance:** Increased footfall from individuals seeking alcohol at all hours leads to increased litter, noise, and loitering. This negatively affects the quality of life for residents and the safety of the public using the Seven Dials thoroughfare.

The Seven Dials is a sensitive area with high foot traffic and residential density. Allowing yet another premises to sell alcohol for 15 hours a day is unnecessary and detrimental to the local environment.

I urge the Licensing Committee to refuse this application to protect the safety and well-being of the local community.

Name: REDACTED

Address: REDACTED      Date: 01/02/2026

## REP C

-----Original Message-----

From: REDACTED

Sent: 03 February 2026 10:02

To: EHL Licensing <EHL.licensing@brighton-hove.gov.uk>

Subject: Objection to premises license 157 Dyke Road, BN3 1TJ

### **DL CON ENDS 19.02.2026 VALID PCD (C)**

To whom it may concern,

I am writing to object to the request for a premises license for 157 Dyke Road as a local resident. My understanding that the request is for a convenience store selling alcohol. The area is already saturated with these stores. There is another convenience store selling alcohol several shops away towards the roundabout. There are also two co-op stores selling alcohol very close by (one only two shops away). Within a five minute walk there are three such shops on Montefiore Road, a premier store on Prestonville Road and at least one more on Dyke Road on the otherwise side of seven dials all selling alcohol until late. There is also an independent wine shop less than five minutes walk away on Dyke Road.

With so many convenience stores selling alcohol I would strongly request that the request is turned down by the council as the market for such stores is over saturated already. Allowing another on to open is setting the store up to fail and / or will negatively impact on the other businesses.

Allowing further stores to sell alcohol for long hours will potentially cause anti- social behaviour and impact negatively on the local community.

Many thanks,

REDACTED

REDACTED

REP D

From: REDACTED

Sent: 06 February 2026 14:21

To: EHL Licensing <[EHL.licensing@brighton-hove.gov.uk](mailto:EHL.licensing@brighton-hove.gov.uk)>

Subject: Representation Against Alcohol Licence Application — [The Dials, 157 Dyke Road, BN3 1TJ,]

**DL CON ENDS 19.02.2026 VALID PCD and PCH (D)**

To: Licensing Authority  
Brighton & Hove City Council

**Re: Representation Against Alcohol Licence Application — [The Dials, 157 Dyke Road, BN3 1TJ,]**

Dear Sir/Madam,

I wish to **formally register my objection** to the above licensing application for premises situated at **premises at 157 Dyke Road**, on the grounds that granting this licence would undermine the licensing objectives as set out in the **Licensing Act 2003** — in particular:

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

These objections are made with regard to the context of our local area and the guidance under **Section 182 of the Licensing Act 2003**, which states that licensing authorities must consider the proximity of premises to schools and children's routes, and the need to protect children from harm including early exposure to alcohol and associated environments. It further recognises that **evidence linking premises and harms to children (e.g. emergency incidents, exposure risk) should be considered when determining applications.**

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## 1. Local Environment & Proximity to Schools

The area around **Seven Dials and Prestonville in Brighton** is predominantly **residential**, with many families and **hundreds of children regularly walking past this site on their way to primary, secondary, and sixth-form schools**, placing the premises on the main footpaths used by students.

Adding another location whose **primary focus is the sale of alcohol (and associated products like vapes)** increases visible alcohol availability directly on children's routes and within sight of school-age pedestrians — heightening early exposure and normalisation of alcohol retail in a community context.

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## 2. High Density of Alcohol Outlets

This part of Brighton already has a **high concentration of stores selling alcohol**, including:

1. Multiple existing shops with late licences within close walking distance (including 2 established late-licence premises and 2 Co-ops).
2. Recent openings of **two other late licence shops on Montefiore Road**.

This clustering contributes to an **unreasonably high number of licensed alcohol outlets in the midst of a residential area**, which is a relevant consideration under local licensing policy and Section 182 guidance on cumulative impact and risks posed by the local environment.

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## 3. Public Health and Under-Age Drinking Risks

There is substantial evidence that **greater outlet density and visibility of alcohol retail access correlate with higher risk of underage purchasing and consumption**, and diminish community efforts to protect children's health. While public health is not itself one of the four licensing objectives, it is directly linked to the **protection of children from harm** statutory objective. Local licensing policy acknowledges that alcohol has significant impacts on community health and wellbeing, with efforts in Brighton & Hove targeting responsible retail practices and campaigns to reduce alcohol-related harm.

The presence of another alcohol-focused retail outlet will likely increase opportunities for underage access, proxy purchasing by adults for minors, and normalisation of alcohol in sight of children.

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## 4. Crime & Disorder Context

Crime and anti-social behaviour factors must also be taken into account. Overall crime in Brighton & Hove — the local authority that includes Seven Dials and Prestonville — remains **higher than the national average**, with categories such as shoplifting, public order, and violent crime significantly represented.

At a more local level, crime data for **Prestonville Road reports a medium crime rate (circa 147 per 1,000 residents)** which includes public order and anti-social behaviour, both of which are often associated with increased alcohol availability and sales from existing businesses particularly linked to teenage students from the 6th form.

A further outlet with late-night availability of alcohol and related products is likely to exacerbate risks of disorder and nuisance associated with public drinking behaviour, especially in a predominantly residential community.

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## 5. Statutory Guidance on School Proximity & Protection of Children

Under the statutory **Section 182 guidance**, licensing authorities are specifically directed to consider child protection through:

1. conditions regarding access by children
2. consideration of proximity to schools and youth clubs
3. ensuring that advertising is not displayed when children are nearby
4. and steps to protect children from moral, psychological, and physical harm associated with alcohol environments.

Given the **direct routes to local primary and one of the largest secondary schools and youth facilities nearby**, and the potential for children to pass this site — an alcohol-centric store — I submit that the application fails to demonstrate adequate mitigation of these risks, and that approval would be inconsistent with the licensing objective to protect children from harm.

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## Conclusion

In light of the:

- ✓ dense clustering of alcohol outlets in a predominantly residential area with high child footfall,
- ✓ known risks of normalisation of alcohol and underage access,
- ✓ public health concerns relevant to alcohol exposure of young people, and
- ✓ statutory licensing guidance which places explicit weight on the protection of children,

I respectfully request that the Licensing Authority **rejects this application** unless appropriate restrictions or significant conditions can be imposed to fully mitigate these risks — recognising that refusal is justified if granting the licence would undermine the licensing objectives.

Thank you for considering this representation. Yours

faithfully,

REDACTED  
REDACTED

**REP E**

**From:** REDACTED

**Sent:** 11 February 2026 14:26

**To:** EHL Licensing <EHL.licensing@brighton-hove.gov.uk>

**Subject:** Objection to license application of The Dials convenience store .157, Dyke Road ,BN31TJ

**DL CON ENDS 19.02.2026 VALID PCD (E)**

To whom it may concern,

I'm writing to object to the granting of a license of the above premises ,on the grounds of anti-social behaviour, crime and nuisance .I'm a local resident and believe the granting of a license will increase all of the above .

There is already an over-saturation in the Dails area of convenience shops ,selling alcohol served by 2 Co-op 's and 2 convenience stores ,all with in 2 minutes walk of each other .

There is already anti-social behaviour , shop lifting and drinking . We have a homeless hostel near by and this causes aggressive begging in the area (i sometimes have to walk on the other side of the road ) .

This is very small area (village)of Brighton and it would have a negative effect on this side of the Dails allowing alcohol to be sold for 15 hours a day . We have many students(under 18's ) from the local 6 th form college (BHASVIC) who pass along that area every day.

The granting of the license would have a negative and detrimental effect for local shop keepers ,residents and students. It will change the nature of the Dails

Yours faithfully.

REDACTED

REDACTED

REDACTED

REDACTED

REDACTED

REP F

DL CON ENDS 19.02.2026 VALID PCD & PPN (F)



**Regulatory Services – Licensing  
Team**

Brighton & Hove City  
Council 2<sup>nd</sup> Floor  
Bartholomew House  
Bartholomew Square  
Brighton  
BN1 1JP

Donna Lynsdale  
Licensing Team  
Brighton & Hove City Council  
Bartholomew House  
Bartholomew Square  
Brighton  
BN1 1JP

Date: 12 February 2026  
Our Ref: 2026/00176/LICREP/EH  
Phone: REDACTED  
e-mail: REDACTED

Dear Donna

**Licensing Act 2003 - Representation regarding the application for Premises Licence  
for at The Dials Convenience Store, 157 Dyke Road, Hove  
Premises Licence Application Reference - 2026/00236/LAPREN**

I refer to the application for a new Premises Licence for The Dials Convenience Store, 157 Dyke Road, Hove. The proposal is for the sale of alcohol off the premises Monday to Sunday 08:00 to 23:00

The Licensing Team, in its role as a Responsible Authority, has concerns about this application and therefore I am submitting this representation on the grounds of the Prevention of Crime and Disorder and the Prevention of Public Nuisance.

This premises is also situated on Dyke Road, which sits within the Licensing Authority's Special Stress Area (SSA).

As stated in the Council's Statement of Licensing Policy (SoLP), the SSA is deemed an area of special concern in terms of the levels of crime and disorder and nuisance experienced within it. Our SoLP states that new and variation applications for premises within the SSA will not be subject to the presumption of refusal, but operators will be expected to pay special attention when drawing up their operating schedules and to make positive proposals to ensure that their operation will not add to the problems faced in these areas.

Guidance issued under S182 of the Licensing Act 2003 states that in completing an operating schedule, applicants are expected to have regard to the statement of licensing

policy for their area. The guidance goes on to say that applicants are expected to include positive proposals in their application on how they will manage any potential risks. Where specific policies apply in the area (for example, SSA and matrix approach to decision making policies), applicants are also expected to demonstrate an understanding of how the policy impacts on their application, any measures they will take to mitigate the impact, and why they consider the application should be an exception to the policy.

On looking at the application form it is noted that the applicant had pre-consulted with Police Licensing and the Council Licensing Authority and has proposed robust conditions which have been agreed by the Police Licensing.

The Council's SoLP includes a Matrix approach for licensing decisions with provisions for a terminal hour for all classes of licensed premises in a particular area. The Matrix Model recognises the diverse operation and different risks presented by different classes of licensed premises. The SoLP provides a vision of what the Licensing Authority would like to see within its area and gives an indication of likelihood of success or otherwise to investors and local businesses making applications. Each application is still considered on its individual merit and there is discretion to depart from the Matrix approach policy in exceptional circumstances.

The decision-making Matrix of the Council's SoLP clearly shows that off licences in the Special Stress are not supported.

Granting this application may add to the additional burdens and problems in the Special Stress area. The Licensing Team act as guardians of the Council's SoLP and I make this representation on behalf of the Licensing Authority as I believe the application made is contrary to our policy and therefore invite the panel to carefully scrutinise the application and decide if it constitutes exceptional circumstances to depart from our policy.

Yours sincerely

Emma Grant

Licensing Officer  
Licensing Team  
Environmental Health and Licensing  
Regulatory Services

**REP G**

**From:** REDACTED

**Sent:** 02 February 2026 19:07

**To:** EHL Licensing <ehl.licensing@brighton-hove.gov.uk>

**Subject:** Licence - 1445/3/2026/00236/LAPREN

**DL CON ENDS 19.02.2026 VALID PPN and PCD (G)**

Dear licensing

I am writing to formally object to the application for an alcohol licence for the premises at 157 Dyke Road, Hove BN3 1TJ.

I live locally and would like to keep Seven Dials a place for the peaceful and friendly community we have here. We already have enough alcohol sales late into the night locally, we do not need any more!

I came across the application when passing the empty premises. The notice is shabby, very small and in the bottom of the doorway. I don't think it has been displayed with enough prominence to make the local community sufficiently aware that another shop selling alcohol into the evening is trying to move into the area. I believe the owner should be requested to display the notice again, more prominently and the consultation period should be extended.

This is a predominantly residential area with several schools nearby, and there are already numerous premises in the immediate vicinity licensed to sell alcohol. Granting an additional licence would contribute to over-provision and worsen existing issues in the community. Most local residents do not need another alcohol shop open into the night.

Residents already experience problems with noise disturbance, littering (including bottles and cans), traffic congestion from vehicles stopping outside shops, and people loitering in the area. As a woman, I would like to be able to get off the bus at Seven Dials late at night and walk home alone and not be subject to the threat of nuisance and disturbance. These issues raise concerns relating to public nuisance, public safety, and crime and disorder.

I am also concerned about the proposed hours of 8:00am to 11:00pm, which are excessively long for a residential area and are likely to increase disruption throughout the day and into the evening.

Given the proximity to schools and family housing, there are further concerns about the impact on children and young people.

For these reasons, I believe the application would undermine the licensing objectives and should be refused.

Yours faithfully,  
REDACTED  
REDACTED

**REP H**

**From:** REDACTED

**Sent:** 15 February 2026 14:16

**To:** EHL Licensing <ehl.licensing@brighton-hove.gov.uk>

**Subject:** Application objection reg 157 Dyke Road BN3 1JJ

**DL CON ENDS 19.02.2026 VALID PPN (H)**

Good morning,

I hereby want to object to the proposed for an alcohol license for 157 Dyke Road BN3 1JJ at Seven Dials.

In the close vicinity of Seven Dials Roundabout we already have plenty of outlets (2 Co-ops, and three Convenience Stores) which have alcohol licenses and are open from early until late - 7 days a week.

Furthermore we have 4 pubs where you can consume alcohol.

Seven Dials is a family residential area - we have plenty outlets for a residential area to purchase alcohol and don't need yet another one. I am concerned about the increase in footfall and general traffic to the area late at night, and possibly effect on safety as well as noise and general disturbance.

Furthermore we are in close vicinity to BASVIC school with hundreds of teenagers spending their time at breaks exactly in the area of the proposed convenience store. This should be considered too in the decision making regarding this alcohol license application.

Kind regards

REDACTED  
REDACTED  
REDACTED

**REP I**

**From:** REDACTED

**Sent:** 17 February 2026 12:20

**To:** EHL Licensing <EHL.licensing@brighton-hove.gov.uk>

**Subject:** Opposition to proposed license at 157 Dyke Road, BN3 1TJ

**DL CON ENDS 19.02.2026 VALID PPN and PCD (I)**

Dear Sir/Madam,

I am writing to formally object to the application for a new off-licence to be opened at 157 Dyke Road, BN3 1TJ, which is located beneath my home.

I have serious concerns about the impact this premises will have on my safety, wellbeing, and quality of life. Unfortunately, I am already experiencing significant anti-social behaviour in the immediate area. There have been repeated incidents of intoxicated individuals defecating and urinating on my property, using my private bins to dispose of rubbish, and entering my clearly marked private property through my gated entrance without permission. There have also been multiple incidents of drunk people verbally abusing and using sexual language with the local college girls to such an extent that the police have had to be called.

The introduction of a new off-licence below my residence is likely to increase footfall, noise, loitering, and alcohol-related disorder in the immediate vicinity. Based on my existing experiences, I have genuine concerns that this will lead to further anti-social behaviour, increased public nuisance, and a deterioration in both public safety and residential amenity. In addition, there are already a number of existing shops within close proximity that sell alcohol. The area is therefore already well served by licensed premises, and there is no clear necessity for an additional off-licence at this location.

I am also extremely concerned about the proximity of this proposed premises to nearby schools and colleges. Increasing the availability and visibility of alcohol in such close proximity to educational establishments raises further concerns regarding community safety and the potential impact on young people.

The licensing objectives of preventing crime and disorder, preventing public nuisance, and protecting children from harm are particularly relevant in this case. Granting this licence risks exacerbating the problems already being experienced and would have a direct and negative impact on residents living immediately above and in the surrounding area. I therefore strongly object to this application and respectfully request that it be refused.

Thank you for your time and consideration.

Yours faithfully,

REDACTED  
REDACTED

**REP J**

**From:** REDACTED

**Sent:** 19 February 2026 11:20

**To:** EHL Licensing <[EHL.licensing@brighton-hove.gov.uk](mailto:EHL.licensing@brighton-hove.gov.uk)>

**Subject:** Objection to premises licence application — 157 Dyke Road, BN3 1TJ

**DL CON ENDS 19.02.2026 VALID PCD, PPN and PCH (J)**

Dear Madam/Sir,

I am writing to object to the proposed off-licence at this address, which REDACTED

#I am already dealing with ongoing anti-social behaviour in the immediate area and I am very worried that another alcohol outlet in this exact location will make the situation worse. On a regular basis I have to deal with drunk individuals urinating and defecating near and sometimes on my property, putting rubbish into my private bins inside my property, and coming through my clearly signed gated entrance without permission.

For around the past year I have effectively lost the use of my own wheelie bin because people repeatedly dump waste into it after buying alcohol from nearby off-licences. This is not a one-off issue — it is persistent and directly linked to alcohol sales in the area. Adding another off-licence below my home is very likely to increase this problem.

There have also been repeated incidents of intoxicated individuals verbally abusing and using sexual language towards local college girls, which has been serious enough to require police attendance. As a woman living directly above the proposed premises, this already makes me feel vulnerable. The thought of increased alcohol sales and the likely rise in loitering and late-night disturbance right outside my front door genuinely concerns me for my personal safety.

I also question the need for another off-licence here. There are already several (at least 6) nearby premises selling alcohol, so the area is not lacking provision.

More widely, I am concerned about the message this sends given the proximity to local schools and colleges, and about the impact on the character of the area. Our high street benefits from independent, family-run and family-friendly businesses that contribute positively to the community. Another off-licence risks undermining that balance.

Taking all of this into account, I believe granting this licence would undermine the licensing objectives around preventing crime and disorder, preventing public nuisance, and protecting children from harm. From my direct lived experience, the risk of worsening the current problems is very real.

I therefore respectfully ask that this application be refused.

Best Regards,  
REDACTED  
REDACTED

**REP K**

**From:** REDACTED

**Sent:** 13 February 2026 20:28

**To:** EHL Licensing <[ehl.licensing@brighton-hove.gov.uk](mailto:ehl.licensing@brighton-hove.gov.uk)>

**Subject:** Licence - 1445/3/2026/00236/LAPREN

**DL CON ENDS 19.02.2026 VALID PCD and PPN (K)**

Dear Licensing Team,

I am writing to make a representation regarding the application for a premises licence for The Dials convenience store, [157 Dyke Road, BN3 1TJ](#).

I am a local resident and my comments relate to the licensing objectives, particularly the prevention of crime and disorder, the prevention of public nuisance, and the protection of children from harm.

At present, this immediate area is generally settled and does not suffer significantly from street drinking or alcohol-related disturbance. My concern is that granting an additional licence for the sale of alcohol risks changing that balance by further increasing availability and convenience.

The shops are very close to residential streets, with many family homes nearby, and children and young people regularly pass through the area on their way to school or college, bus stops and local amenities.

While I appreciate that objections can't be made on need or market competition, there is already an abundance of licensed stores in a very small area, and additional supply may create new patterns of behaviour. Once established, these can be difficult to reverse and may place pressure on residents and local services.

I appreciate the applicant's right to apply for a licence, but I am not persuaded that another outlet at this location would promote the licensing objectives.

Thank you for taking my representation into account.

REDACTED

REDACTED

REP L

**From:** REDACTED

**Sent:** 17 February 2026 10:55

**To:** EHL Licensing <[ehl.licensing@brighton-hove.gov.uk](mailto:ehl.licensing@brighton-hove.gov.uk)>

**Subject:** Objection to license for The Dials Convenience Store 157 Dyke Road, BN3 1TJ

**DL CON ENDS 19.02.2026 VALID PCD and PPN (L)**

To the Licensing Department,

I am writing to formally register my objection to the licence application for the premises located at 157 Dyke Road, BN3 1TJ to become The Dials Convenience Store.

As a local resident, I believe that granting this licence, particularly for late-night alcohol sales, would undermine the following Licensing Objectives:

1. The Prevention of Public Nuisance

The proposed late-night hours are inappropriate for this residential area. An additional late-night outlet will lead to increased noise from customers arriving by car (engines idling and doors slamming) and increased pedestrian footfall late into the evening. This will significantly disturb the peace of nearby residents. Furthermore, the area already suffers from alcohol-related litter, and another off-licence will exacerbate the buildup of cans and glass in our streets.

2. The Prevention of Crime and Disorder

The immediate vicinity is already heavily saturated with similar outlets. We have a significant and visible population of individuals experiencing homelessness and street drinking in this specific area. Adding another point of sale for alcohol—especially one with late-night operating hours—will likely increase the incidents of alcohol-related antisocial behaviour, loitering, and aggressive begging.

The presence of another off-licence in such close proximity to existing ones creates a "honey pot" effect for disorder, which is already a strain on local resources and resident safety. I believe that an additional licence in this sensitive location will directly contribute to an increase in crime and disorder.

3. The Seven Dials area is already subject to a **Public Spaces Protection Order (PSPO)** for the consumption of alcohol to manage anti-social behaviour. Introducing another late-night off-licence directly conflicts with the council's existing efforts to manage alcohol-related disorder in this specific neighbourhood.

For the reasons stated above, I urge the Licensing Committee to refuse this application. Yours faithfully,

REDACTED  
REDACTED  
REDACTED

**REP M**

**From:** REDACTED

**Sent:** 15 February 2026 14:18

**To:** EHL Licensing <ehl.licensing@brighton-hove.gov.uk>

**Subject:** Opposing Licence - 1445/3/2026/00236/LAPREN The Dials Convenience Store

**DL CON ENDS 19.02.2026 VALID PCD and PPN (M)**

From: REDACTED

REDACTED15<sup>th</sup> February 2026

Contact: REDACTED Sent to: [ehl.licensing@brighton-hove.gov.uk](mailto:ehl.licensing@brighton-hove.gov.uk)

**To the Brighton & Hove City Council Licensing Team**

I wish to oppose the following application:

**Licence - 1445/3/2026/00236/LAPREN The Dials Convenience Store**

**Applicant name: Isteph Ayoub Address: 157 Dyke Road, Hove, BN3 1TJ**

**My objections are on the following grounds:**

**1. Prevention of crime and disorder**

There are already a high number of licensed premises in the immediate area that sell alcohol. This creates crime disorder and nuisance around the 7 dials. As a local shop owner, I am increasingly aware of the impact alcohol sales have in encouraging anti-social behaviour. My staff and I are aware of multiple instances of drunk individuals trying to access the alleyway and garden area behind my shop. They are very intimidating and challenging to deal with.

I am concerned that an additional early and late opening licensed premises will increase anti-social behaviour in the 7 dials area generally and specifically next door to my delicatessen.

**2. prevention of public nuisance**

I am concerned that adding more licensed premises to an area that already has so many will have a cumulative impact on existing issues.

**3. public safety**

A recent example includes: My staff calling the police 15/10/25 when two drunk men outside my shop were hanging around shouting and making lewd comments to young female students and followed one of the young women into my shop.

#### **4. protection of children from harm**

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The area has a busy sixth form college BHASVIC with 2,500 pupils. I am concerned about the possible sale of alcohol and Vapes to young people under 18.

I wish to make it clear that I do not want to oppose business development in the 7 Dials area. I value good relationships with local shopkeepers and traders. I am worried about the number of businesses selling alcohol from early in the morning to late in the evening and the impact this has on the community.

**Yours Sincerely**

REDACTED

**S1**

**From:** REDACTED

**Sent:** 18 February 2026 01:21

**To:** EHL Licensing <EHL.Licensing@brighton-hove.gov.uk>

**Subject:** Re: Premises Licence Application – The Dials, 157 Dyke Road, Brighton BN3 1TJ

**DL CON ENDS 19.02.2026 VALID PCD, PS, PPN and PCH (S1)**

To: The Licensing Authority Brighton & Hove City Council

I am writing to formally express my full support for the premises licence application submitted by Mr Isteph Ayoub in respect of The Dials, 157 Dyke Road, Brighton BN3 1TJ. I understand that the application relates to the sale of alcohol for consumption off the premises between the hours of 08:00 and 23:00. I have known Isteph for a considerable period of time and can confidently state that he is a trustworthy, responsible and hardworking individual. He is young, motivated and fully committed to operating a lawful and well-managed business. He listens carefully, respects regulations and would not wish to cause harm, nuisance or disruption to the local community. I am aware that conditions have been agreed with Sussex Police and the Licensing Authority.

Based on my knowledge of his character and professionalism, I am confident that he will strictly adhere to all agreed conditions and promote the four licensing objectives at all times:

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

I firmly believe that the premises will be operated responsibly, with proper age verification procedures, clear management oversight, and full compliance with licensing requirements. Isteph would not jeopardise his business or reputation by allowing irresponsible practices. I respectfully request that the Licensing Authority take my support into careful consideration when determining this application.

Yours faithfully,

REDACTED  
REDACTED  
REDACTED

