



Lewis Robson
Director, Motion Remedy
27A Station Lane
Hornchurch, Essex, RM12 6JL

Date: 26 August 2025

To:
The Licensing Authority
Town Hall
Main Road
Romford
RM1 3BD

Subject: Representation Objecting to Premises Licence Application – Darts Knight Ltd, 27 Station Lane, Hornchurch, Essex, RM12 6JL

Dear Sir/Madam,

I am writing on behalf of Motion Remedy, located at 27A Station Lane, Hornchurch (adjacent to the proposed premises), to formally object to the application by Darts Knight Ltd for a new premises licence to permit the supply of alcohol on-site from 10:00 to 23:00, seven days a week.

Our objection is based on the following grounds:

1. Public Safety, Harassment & Risk to Vulnerable Clients and Staff

Motion Remedy is a professional massage and rehabilitation clinic. Our clientele includes patients recovering from injury, individuals with chronic pain, and those with anxiety or other vulnerabilities. Many of our clients specifically seek treatment to manage stress and improve mental health, which requires a safe and calm environment.

The introduction of a darts venue with day-long alcohol sales next door raises serious concerns about drunk and disorderly behaviour, loitering, and harassment. Our staff (many of whom are female) and our clients could be exposed to intimidating, aggressive, or sexually inappropriate behaviour from intoxicated patrons, which is a particular risk given the sensitive nature of a massage clinic. This directly undermines our safeguarding responsibilities to protect vulnerable adults and maintain a safe space for therapy.

This is not just a business inconvenience but a serious safeguarding issue. Our staff must feel safe at work, and our vulnerable clients must feel protected when entering and leaving the premises. Allowing an alcohol-focused darts venue to operate all day next door undermines this.

2. Public Nuisance & Noise Disturbance

As a therapeutic clinic, we require a quiet, professional atmosphere. A darts venue, particularly with alcohol served from 10:00 a.m., is likely to generate excessive noise, shouting, cheering, and rowdiness.

This is of particular concern because the shared dividing wall separating Motion Remedy from the proposed darts venue is thin and poorly insulated, meaning noise will easily penetrate into our treatment rooms, disrupting the calm and private environment essential for our work.

In addition, the offices and residential flats above our premises would also be negatively affected by increased noise and disorder outside the venue. This would lower the quality of life for residents and disrupt local businesses trying to operate in a professional manner.

3. Incompatibility with Local Businesses & Comparison with Frankie's Wine Bar

We acknowledge that Frankie's Wine Bar, also next door, already holds an alcohol licence. However, Frankie's operates from 5:00 p.m. onwards and not every day of the week. Their later and limited hours have minimal conflict with our operations, as Motion Remedy closes at 8:00 p.m.

Moreover, Frankie's attracts a more mixed, relaxed clientele. In contrast, a darts venue is likely to attract a louder, male-dominated, and more rowdy clientele, particularly with daytime drinking. The proposal to serve alcohol from 10:00 a.m. is especially concerning, as daytime drinking in a mixed-use area of healthcare premises, offices, and residential flats is wholly inappropriate and incompatible with the character of Station Lane.

4. Licensing Objectives under the Licensing Act 2003

We believe granting this licence would conflict with several key Licensing Act objectives:

- Public Safety – risk of harassment, intimidation, and safeguarding concerns for vulnerable clients and staff.
- Prevention of Public Nuisance – due to noise penetrating the shared dividing wall, as well as disorder affecting businesses and residents.
- Prevention of Crime and Disorder – with the potential for rowdy and disorderly behaviour associated with intoxicated groups.

5. Change of Business Nature and Strategy

According to Companies House, Darts Knight Ltd is registered under the following nature of business (SIC codes):

- 47640 – Retail sale of sports goods, fishing gear, camping goods, boats and bicycles
- 93110 – Operation of sports facilities

The proposed introduction of alcohol sales represents a fundamental change in the business model and strategy, shifting the premises from a sports retail/facilities business to one primarily focused on alcohol consumption. This is not in line with the registered purpose of the company and raises serious concerns about whether this application is being used to significantly alter the intended use of the premises and the balance of local businesses.

For these reasons, we strongly oppose the granting of this licence. We respectfully urge the Licensing Authority to reject this application in order to protect the safety, wellbeing, and comfort of our clients, our staff, neighbouring offices, residential occupants, and the wider community.

Yours sincerely,

Lewis Robson
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