

Darts Knight Ltd
RM12 6JL

27 Station Lane, Hornchurch

2nd October 2025

1. Acknowledgement of the CIZ

We recognise that the premises is located within a designated Cumulative Impact Zone. We fully understand the concerns behind this policy — namely, preventing crime, disorder, and public nuisance caused by an over-concentration of licensed premises

2. Distinct Nature of the Business

- The premises is **not a bar, nightclub, or late-night venue**.
- Alcohol sales are **ancillary** to the core business: darts equipment retail and supervised lane hire.
- Customers are engaged in **structured activities**, not vertical drinking or pub-crawling.
- Lanes are booked by the hour and therefore there will be no ‘all day’ or prolonged drinking sessions within our premises. The following shows an example of bookings made for Saturday 27th September. Nobody has booked in excess of 1 hour:

Saturday 27th September				Online Bookings				Opening time 10.00-19.00	
Time	Lane 1 4 player Scolia	Lane 2	Lane 3	Lane 4	Lane 5 2 player Omni	Lane 6	Lane 7	Lane 8	
10.00-11.00		Jay M							
11.00-12.00					Luke W				
12.00-13.00			Sarah M						
13.00-14.00	Nicola W	Nicola W				Bobby K			
14.00-15.00	Paul S						Max M		
15.00-16.00					Vanessa C				
16.00-17.00									
17.00-18.00	Rav A	Chantelle E							
18.00-19.00	Jamie M				Bobby T		Jack O'D	Michaela M	

3. Reduced Risk Profile

- **Family-friendly environment:** children permitted only with responsible adults, and alcohol restricted to adults.
- **Limited and controlled alcohol offer:** no high-strength cheap drinks, no walk-in alcohol sales, no “drinking-only” customers.
- **Hours:** Alcohol service ends before closing to ensure calm dispersal.

4. Safeguards in Place

We have adopted comprehensive written policies covering:

- Child Access
- Alcohol Sales
- Public Safety
- Customer Dispersal & Neighbour Safety

These measures directly support the four licensing objectives and reduce the likelihood of any negative cumulative impact.

5. Conclusion

Given the nature of the business, the customer base, and the proactive policies in place, we respectfully submit that granting this application will **not add to the existing cumulative impact** in the area. Instead, it will provide a well-managed, family-oriented leisure venue that complements — rather than competes with — the bars and night-time economy premises around it.

Signed: 

Director

Date: 22nd September 2025