



Report of: **Service Director, Public Protection**

Meeting of	Date	Agenda Item	Ward(s)
Licensing Sub-Committee	19 July 2011	B7	Highbury East

Delete as appropriate	Exempt	Non-exempt

**Subject: PREMISES LICENCE NEW APPLICATION
RE: FARM DIRECT, 11 RONALD ROAD, LONDON, N5 1XJ**

1. Synopsis

- 1.1 This is an application for a new premise licence under the Licensing Act 2003.
- 1.2 The new application is to:
 - i) Permit the supply of alcohol off the premises only on Friday from 16:00 until 19:00, Saturday 09:00 until 16:00, and Sunday from 10:00 until 13:00.

2. Recommendations

- 2.1 To determine the application for a new premises licence under Section 17 of the Licensing Act 2003.
- 2.2 If the Committee grants the application it should be subject to:
 - i. conditions of the current premises licence;
 - ii. conditions prepared by the Licensing Officer which are consistent with the Operating Schedule (See appendix 4);
 - iii. conditions recommended by responsible Authorities (see appendix 4);
 - iv. any conditions deemed necessary by the Committee to promote the four licensing objectives.

3. Background

- 3.1 Papers are attached as follows:-
Appendix 1: application form; including premises plan
Appendix 2 addition submissions from the applicant
Appendix 3 representations;
Appendix 4: suggested conditions and map of premise location

3.2 The Licensing Authority has received:

- 2 letters of representation from local residents

4. Conclusion and reasons for recommendations

- 4.1 The Council is required to consider this application in the light of all relevant information, and if approval is given, it may attach such conditions necessary to promote the licensing objectives.

Background papers:


The Council's Statement of Licensing Policy 2011-14

Licensing Act 2003

Secretary of States Guidance

Final Report Clearance

Signed by


Service Director – Public Protection

Date

7/7/11

Received by

Head of Scrutiny and Democratic Services

Date

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APPLICATION FOR A PREMISES LICENCE TO BE GRANTED UNDER THE LICENSING ACT 2003

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I Robert Barker

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description 11 Ronalds Road			
Post town	London	Post code	N5 1XJ

Telephone number at premises (if any)	0845 519 2415
Non-domestic rateable value of premises	£730

COMMERCIAL LICENSING

15 MAY 2011

ISLINGTON COUNCIL LICENSING			
Date	16/05/11	Fee Paid	100.00
Cash/Cheque Number (please circle)	100211		
Receipt Number	46214		
Received By	YOG		

PUBLIC PROTECTION DIVISION

Part 2 - Applicant Details

Please state whether you are applying for a premises licence as
Please tick yes

- | | | |
|---|-------------------------------------|-----------------------------|
| a) an individual or individuals * | <input type="checkbox"/> | please complete section (A) |
| b) a person other than an individual * | | |
| i. as a limited company | <input checked="" type="checkbox"/> | please complete section (B) |
| ii. as a partnership | <input type="checkbox"/> | please complete section (B) |
| iii. as an unincorporated association or | <input type="checkbox"/> | please complete section (B) |
| iv. other (for example a statutory corporation) | <input type="checkbox"/> | please complete section (B) |
| c) a recognised club | <input type="checkbox"/> | please complete section (B) |
| d) a charity | <input type="checkbox"/> | please complete section (B) |
| e) the proprietor of an educational establishment | <input type="checkbox"/> | please complete section (B) |
| f) a health service body | <input type="checkbox"/> | please complete section (B) |
| g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital | <input type="checkbox"/> | please complete section (B) |
| h) the chief officer of police of a police force in England and Wales | <input type="checkbox"/> | please complete section (B) |

* If you are applying as a person described in (a) or (b) please confirm:

- Please tick yes
- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or
 - I am making the application pursuant to a
 - statutory function or
 - a function discharged by virtue of Her Majesty's prerogative

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over				<input type="checkbox"/>	Please tick yes
Current postal address if different from premises address					
Post Town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over				<input type="checkbox"/>	Please tick yes
Current postal address if different from premises address					
Post Town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name Rural Connections Limited
Address Cabin 1 25 Horsell Road N5 1XJ
Registered number (where applicable) 06847104
Description of applicant (for example, partnership, company, unincorporated association etc.) Limited Company
Telephone number (if any) 0845 519 2415
E-mail address (optional) robert.barker@farm-direct.com

Part 3 Operating Schedule

When do you want the premises licence to start?

Day	Month	Year
1	8	0 6 2 0 1 1

If you wish the licence to be valid only for a limited period, when do you want it to end?

Day	Month	Year

Please give a general description of the premises (please read guidance note1)

The premises are a garage-style lock up, built as a lean-to add on to the large Clarendon Buildings on Horsell Rd. The premises is approximately 11x4 metres, and has a 3x2 metre walk-in refrigerator in the back right corner. Along the left hand side we have shelving, on which we organise customer orders. There is a single door entrance at the rear, and large sliding doors at the front. We are approximately 100 yards from the Holloway Rd. We run a home delivery service out of this depot, and many customers come and collect their orders direct from the depot. We also do a small amount of retail business for walk-in customers, though this is very much ancillary to the pre-ordering service. There will be no on-site consumption of alcohol. We run a farm food ordering service and the products we want to sell will all be British wines & beers. We expect to sell niche varieties – & therefore we will not be selling mainstreaam branded products.

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

What licensable activities do you intend to carry on from the premises?
(Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment

Please tick yes

- | | |
|--|--------------------------|
| a) plays (if ticking yes, fill in box A) | <input type="checkbox"/> |
| b) films (if ticking yes, fill in box B) | <input type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C) | <input type="checkbox"/> |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D) | <input type="checkbox"/> |
| e) live music (if ticking yes, fill in box E) | <input type="checkbox"/> |
| f) recorded music (if ticking yes, fill in box F) | <input type="checkbox"/> |
| g) performances of dance (if ticking yes, fill in box G) | <input type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g)
(if ticking yes, fill in box H) | <input type="checkbox"/> |

Provision of entertainment facilities:

- | | |
|--|--------------------------|
| i) making music (if ticking yes, fill in box I) | <input type="checkbox"/> |
| j) dancing (if ticking yes, fill in box J) | <input type="checkbox"/> |
| k) entertainment of a similar description to that falling within (i) or (j)
(if ticking yes, fill in box K) | <input type="checkbox"/> |

Provision of late night refreshment (if ticking yes, fill in box L)

Supply of alcohol (if ticking yes, fill in box M)

In all cases complete boxes N, O and P

A

Plays Standard days and timings (please read guidance note 6)			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
Day				Start	Finish
Mon				Please give further details here (please read guidance note 3)	Outdoors
Tue			Both		<input type="checkbox"/>
Wed			State any seasonal variations for performing plays (please read guidance note 4)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list (please read guidance note 5)		
Sat					
Sun					

B

Films Standard days and timings (please read guidance note 6)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)		
Mon					
Tue					
Wed			State any seasonal variations for the exhibition of films (please read guidance note 4)		
Thur					
Fri					
Sat			Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list (please read guidance note 5)		
Sun					

C

Indoor sporting events Standard days and timings (please read guidance note 6)			Please give further details (please read guidance note 3)
Day	Start	Finish	
Mon			State any seasonal variations for indoor sporting events (please read guidance note 4)
Tue			
Wed			
Thur			Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list (please read guidance note 5)
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 6)			Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick (please read guidance note 2)		Indoors	<input type="checkbox"/>
					Outdoors	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)			
Mon						
Tue			State any seasonal variations for boxing or wrestling entertainment (please read guidance note 4)			
Wed						
Thur						
Fri			Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list (please read guidance note 5)			
Sat						
Sun						

E

Live music Standard days and timings (please read guidance note 6)			Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)		
Mon					
Tue			State any seasonal variations for the performance of live music (please read guidance note 4)		
Wed					
Thur			Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list (please read guidance note 5)		
Fri					
Sat					
Sun					

F

Recorded music Standard days and timings (please read guidance note 6)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)		
Mon					
Tue			State any seasonal variations for the playing of recorded music (please read guidance note 4)		
Wed					
Thur			Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list (please read guidance note 5)		
Fri					
Sat					
Sun					

G

Performances of dance Standard days and timings (please read guidance note 6)			Will the performance of dance take place indoors or outdoors or both – please tick (please read guidance note 2)		Indoors	<input type="checkbox"/>
					Outdoors	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)			
Mon						
Tue			State any seasonal variations for the performance of dance (please read guidance note 4)			
Wed						
Thur			Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list (please read guidance note 5)			
Fri						
Sat						
Sun						

H

<p>Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 6)</p>			<p>Please give a description of the type of entertainment you will be providing</p>		
Day	Start	Finish	<p>Will this entertainment take place indoors or outdoors or both – please tick (please read guidance note 2)</p>	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<p>Please give further details here (please read guidance note 3)</p>		
Wed					
Thur			<p>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 4)</p>		
Fri					
Sat			<p>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list (please read guidance note 5)</p>		
Sun					

I

Provision of facilities for making music Standard days and timings (please read guidance note 6)			Please give a description of the facilities for making music you will be providing	
			Will the facilities for making music be indoors or outdoors or both – please tick (please read guidance note 2)	
			Both <input type="checkbox"/>	
Day	Start	Finish	Please give further details here (please read guidance note 3)	
Mon				
Tue				
Wed				
Thur				
Fri				
Sat				
			State any seasonal variations for the provision of facilities for making music (please read guidance note 4)	
			Non standard timings. Where you intend to use the premises for provision of facilities for making music at different times to those listed in the column on the left, please list (please read guidance note 5)	
Sun				

J

Provision of facilities for dancing Standard days and timings (please read guidance note 6)			Will the facilities for dancing be indoors or outdoors or both – please tick (see guidance note 2)		Indoors	<input type="checkbox"/>
					Outdoors	<input type="checkbox"/>
					Both	<input type="checkbox"/>
			Please give a description of the facilities for dancing you will be providing			
Day	Start	Finish	Please give further details here (please read guidance note 3)			
Mon						
Tue						
Wed						
Thur						
Fri						
Sat						
Sun			State any seasonal variations for providing dancing facilities (please read guidance note 4)			
			Non standard timings. Where you intend to use the premises for the provision of facilities for dancing entertainment at different times to those listed in the column on the left, please list (please read guidance note 5)			

K

Provision of facilities for entertainment of a similar description to that falling within i or j Standard days and timings (please read guidance note 6)			Please give a description of the type of entertainment facility you will be providing		
Day	Start	Finish	Will the entertainment facility be indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			Please give further details here (please read guidance note 3)		
Wed					
Thur					
Fri			State any seasonal variations for the provision of facilities for entertainment of a similar description to that falling within i or j (please read guidance note 4)		
Sat					
Sun					
			Non standard timings. Where you intend to use the premises for the provision of facilities for entertainment of a similar description to that falling within i or j at different times to those listed in the column on the left, please list (please read guidance note 5)		

L

Late night refreshment Standard days and timings (please read guidance note 6)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)		
Mon					
Tue					
Wed			State any seasonal variations for the provision of late night refreshment (please read guidance note 4)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 5)		
Sat					
Sun					

M

Supply of alcohol Standard days and timings (please read guidance note 6)			Will the supply of alcohol be for consumption (Please tick box) (please read guidance note 7)	On the premises <input type="checkbox"/>
				Off the premises <input checked="" type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 4)	Both <input type="checkbox"/>
Mon				
Tue				
Wed				
Thur				
Fri	16.00	19.00		
Sat	09.00	16.00		
Sun	10.00	13.00	Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 5)	

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

Name Robert Barker	
Address 1 Horsell Road	
Postcode	N5 1XL
Personal Licence number (if known)	
Issuing licensing authority (if known)	

N

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 8)

N/A

O

Hours premises are open to the public

Standard days and timings (please read guidance note 6)

Day	Start	Finish
Mon		
Tue		
Wed		
Thur		
Fri	16.00	19.00
Sat	09.00	16.00
Sun	09.00	13.00

State any seasonal variations (please read guidance note 4)

Friday 4-7pm
 Saturday 9am-4pm
 Sunday 10am-1pm

Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 5)

None

P

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e) (please read guidance note 9)

Our core service is the provision of fresh groceries (all British again) with a strong focus on local production. Selling British alcoholic beverages is a nice extension of our service to complement our other products. We will be selling relatively niche and premium wines and beers. We will not be selling for consumption on the premises, nor in a chilled state. Nor will we be open in the evenings, and the majority of our business is pre-ordering by customers – so walk in purchasing will be low. I am therefore confident that we will be able to meet the four licensing objectives.

b) The prevention of crime and disorder

There will be no on-site consumption of alcoholic products. We will not be open at night, or into the evenings at all. Our premises are discreet and well locked up at night, nor will there be any signage or indication that alcohol is available if anyone were to pass by the premises when it is closed up.

c) Public safety

There will be no on-site consumption of alcoholic products - whilst we will have some products on display to customers who come and collect their orders, or for those that just walk in, in the majority of cases, the products will be packed up inside customers boxes (or in boxes for home delivery).

d) The prevention of public nuisance

We do have residents who live near to our premises, but no alcohol will be consumed on the premises, nor do we anticipate selling any products chilled (so that they can be consumed immediately post sale).

e) The protection of children from harm

For our home delivery service, our drivers will be responsible for checking that the recipients of order are over 18 years old, and similarly staff in the depot will have that same responsibility for all customers collecting orders.


- I have made or enclosed payment of the fee
- I have enclosed the plan of the premises
- I have sent copies of this application and the plan to responsible authorities and others where applicable
- I have enclosed the consent form completed by the individual I wish to be premises supervisor, if applicable
- I understand that I must now advertise my application
- I understand that if I do not comply with the above requirements my application will be rejected

Please tick yes

IT IS AN OFFENCE, LIABLE ON CONVICTION TO A FINE UP TO LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003 TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION

Part 4 – Signatures (please read guidance note 10)

Signature of applicant or applicant's solicitor or other duly authorised agent (See guidance note 11). If signing on behalf of the applicant please state in what capacity.

Signature	
Date	03/05/2011
Capacity	Director of Rural Connection Ltd.

For joint applications signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent. (please read guidance note 12). If signing on behalf of the applicant please state in what capacity.

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 13)

Robert Barker
Cabin 1
25 Horseell Road

Post town	LONDON	Post code	NS 1XJ
Telephone number (if any)	0845 519 2415		
If you would prefer us to correspond with you by e-mail your e-mail address (optional)			

Farm-direct.com responses to the Representation Made against Premises License Application, and clarification of how we will promote the four licensing objectives

Crime & Disorder

We will install a padlock at front of the garage and a padlock at the rear to enhance security of the premises.

Alcohol will be stored at the rear of the depot and so will not be on display to customers or walkers by who enter the Garage.

The only alcohol that we anticipate selling is niche English Beer & Wines. This will not in our opinion be high value stock, and we therefore do not think that this will represent a significant lure to potential thieves, who might then be tempted to enter Citadel Court.

Front grill gates cannot be locked as they represent a fire escape for Clarendon Buildings – the caretaker for Clarendon Buildings ensures that the gates are closed each evening.

All people working in the depot will be trained by Robert Barker to ensure that they promote the licensing objectives and adhere to legal requirements relating to the sale of alcoholic products.

Public Safety

We will not actively promote our range of alcoholic products outside or inside the garage, other than to our customers through email and our website. This will minimise any “inevitable increase” in the number of people visiting the garage, as well as any walk in trade on match days.

We will not be selling inflammable alcoholic products (ie spirits) and so do not see that there is any risk of inflammation to either our own or neighbouring premises.

Both we and our landlord are aware that the bins by the grill gates become very full by the end of the weekend, because there are a range of businesses that are entitled to use them. We retain the majority of our rubbish and litter refuse on our premises until Monday / Tuesday when the bins are clearer, and we anticipate doing this with any packaging relating to the alcoholic products.

Prevention of public nuisance

The only deliveries that occur from 7pm to 7am are our baking products that come at around 5.30am. The nature of the alcoholic products (long shelf life) means that they will not need to be delivered between the hours of 7pm and 7am.

Any broken glass will be retained inside our premises over the weekend, and only disposed of when the bins are not overflowing (ie Monday or Tuesday)

Rep 1

Attention: Mr Niall Forde

Licensing Officer

Dear Sir,

LICENSING ACT 2003 – APPLICATION FOR A PREMISES LICENCE

RE: FARM DIRECT, 11 RONALDS ROAD, LONDON N5 1XJ

I write to you to express our objection to the licence application to sell alcohol by Farm Direct, 11 Ronalds Road, N5 1XJ.

We are residents who live next door to 11 Ronalds Road. Our apartment in Citadel Court 1-9 Ronalds Road, directly overlooks the premises in question and our living room, kitchen and both bedroom windows are all within 3 metres or less, of the weekend and mid week retail markets held by the applicant in the driveway of 11 Ronalds Road.

The applicant is conducting a retail market / retail shop and not a 'distribution' business. We have on a number of occasions raised the issue of public nuisance (in terms of unacceptable noise levels) with the applicant, with Islington Council Noise Service and with Islington Council Planning Department. Despite assurances from the applicant to address these issues, no actions of any sort appear to have been taken.

In response to the recent application for a licence to sell alcohol for consumption off premises we object on the following grounds:

1. The prevention of crime and disorder

Enforcement agencies and licence holders have a duty to do all that is reasonably possible in reducing and preventing crime and disorder in their area. Thus far the applicant has made no attempt to address the reasonable steps required to ensure that his premises meet these conditions.

There are no motion sensitive lights fitted in the area in question, there are no CCTV cameras installed and there are no permanent 'night lights' fitted in the area in question to deter likely criminals. In addition, the access gates are left open after clearing their stalls / trestle tables at end of their weekend and mid week retail markets which enables intruders ready access to the drive way and storage cabin used by the applicant. There is no lock affixed to the open grill gates. We have often experienced being woken by intruders as they move about in the open drive way at night over the weekend. The presence of alcohol being stored in such lax conditions will inevitably lead to an increase in attempts at break in.

In addition, many of his staff appear to be casual workers and we are concerned that the level of formal training does not conform with the required legislation, particularly with respect to under-age sales.

We do not believe the applicant takes his responsibilities in this area seriously and object to the licence on the grounds that his lack of attention to these details will likely increase in criminality in the immediate vicinity and will have a negative impact on residents living near by. In particular, the completely unsecured nature of his drive way / cabin will increase attention and lure thieves attempting to gain access to our apartment building by way of Farm Direct.

As residents, we are also affected by Match days and therefore believe people will congregate in this area and will use Farm Direct to purchase alcoholic beverages and therefore consume alcohol in the nearby vicinity, consequently leading to increased drunk and anti social behaviour.

2. Public safety

The addition of alcohol storage and sale will inevitably increase the number of people visiting the applicants retail market. There appear to be no provisions for first aid or fire prevention / extinction.

The premises have a plastic roof and any inflammation will not be well contained and will pose a danger not just to the public within the confines of the retail market space in the drive way of 11 Ronalds Road but will also present a danger to the residents of Citadel Court.

The rubbish and litter refuse bins are placed in the front of the driveway of 11 Ronalds Road and already cause a nuisance by often spilling over items such as crates, food scraps and glass each weekend into public access areas; the addition of alcohol related packaging will only increase this nuisance further.

3. The prevention of public nuisance

The applicant's business already has a significant impact on the immediate area from the perspective of public nuisance. The applicant's weekend and mid week retail markets attract an increase in motor traffic in a narrow, residential street with the resultant noise, pollution and parking issues. This includes stock deliveries as well as customer traffic. The number of people visiting also means an increase in litter; in particular the amount of waste vegetable matter left after these retail market days adds to the amount to litter in the street and is a potential source of rodent and other pests.

Adding to the existing business a licence to sell alcohol will only increase this nuisance with the added issues of increased traffic during the retail market days and increased delivery traffic at night (causing further disruption to people's sleep with resultant likely health issues).

People come to the retail markets from a wide area and parking in Ronalds Road is controlled; the applicant has no onsite parking for his customers and, hence, local residents must endure the nuisance of increased illegal parking by the applicants customers. The applicant has made no attempt to advise his customers to be respectful of local residents and to park or behave in an appropriately considerate manner towards local residents. Adding alcohol sales will only increase this nuisance to the detriment of the local residents.

In addition, there is the increased likelihood of breakage and the issue of broken glass / additional odours from broken bottles of alcohol. Rubbish bins, shared with other businesses, are kept at the front of the premises and often overflow directly onto the Ronalds Road pavement; broken glass mixed with the rest of the rubbish will cause a genuine hazard to the public.

The issues of noise arising from deliveries has been raised with the council previously and, despite assurances from the applicant, remains a serious issue for residents of Citadel Court. Deliveries currently take place at around 4:00am to 5:00am in the morning and are a considerable nuisance. Increasing the number of deliveries to accommodate alcohol delivery will be a significant increase in this nuisance.

Finally, the applicant has made no attempt to reach out to his neighbours; he has not made any formal contact with the Residents Association in Citadel Court (which directly abuts his business) to either explain his plans nor to address the genuine concerns of local residents.

In my view this total disregard for the impact his business has on local residents indicates extending the scope of his business to encompass alcohol sales to be wholly inappropriate.

4. The protection of children from harm

This is a residential area and there is no doubt that an increase in deliveries of alcohol will potentially expose local children to an increased exposure to strong language and expletives which are not conducive to a family friendly environment.

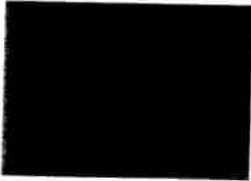
In conclusion, the activities of Farm Direct already cause a public nuisance affecting my family and the fellow residents of Citadel Court and it is my belief that extending the scope of these activities by allowing the sale of alcohol will only increase the extent and severity of the nuisance, crime and disorder. We would urge you to reject the application.

Yours sincerely,

Rep 2

A71

The Licensing Support Team
222 Upper Street
London N1 1XR



3 June 2011

Re: Farm Direct, 11 Ronalds Road, London N5 1XJ

Dear Sir/Madam

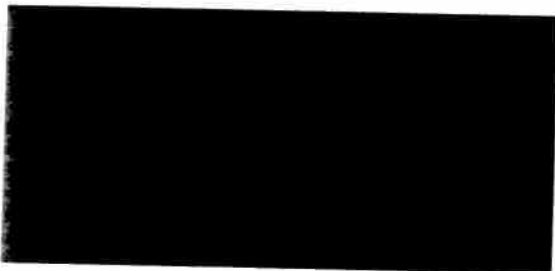
As the resident and flat owner of [REDACTED] I am writing to voice my objection to the application by Farm Direct for a premises licence.

I am objecting to this application on the grounds of prevention of crime and disorder. I believe if Farm Direct were to have high value stock on their premises in the form of alcoholic drinks then it would be a lure to potential thieves. Citadel Court has been the object of break-ins in the past 18 months and I feel this could greatly increase the attraction of the block to thieves who may try to gain access to our block via Farm Direct's unsecure passageway.

I also am objecting on the grounds of nuisance as this is a residential area which will suffer from further noisy deliveries and an increase in the noise from the number of people visiting this street and the Farm Direct alley way, particularly at the very time when residents of Citadel Court are present, ie, at the weekend and Friday evenings.

We also have the added pressure of football matches where lots of people congregate in this area and they will use Farm Direct to buy their alcoholic beverages and drink them in the nearby vicinity thus leading to drunkenness and disorder.

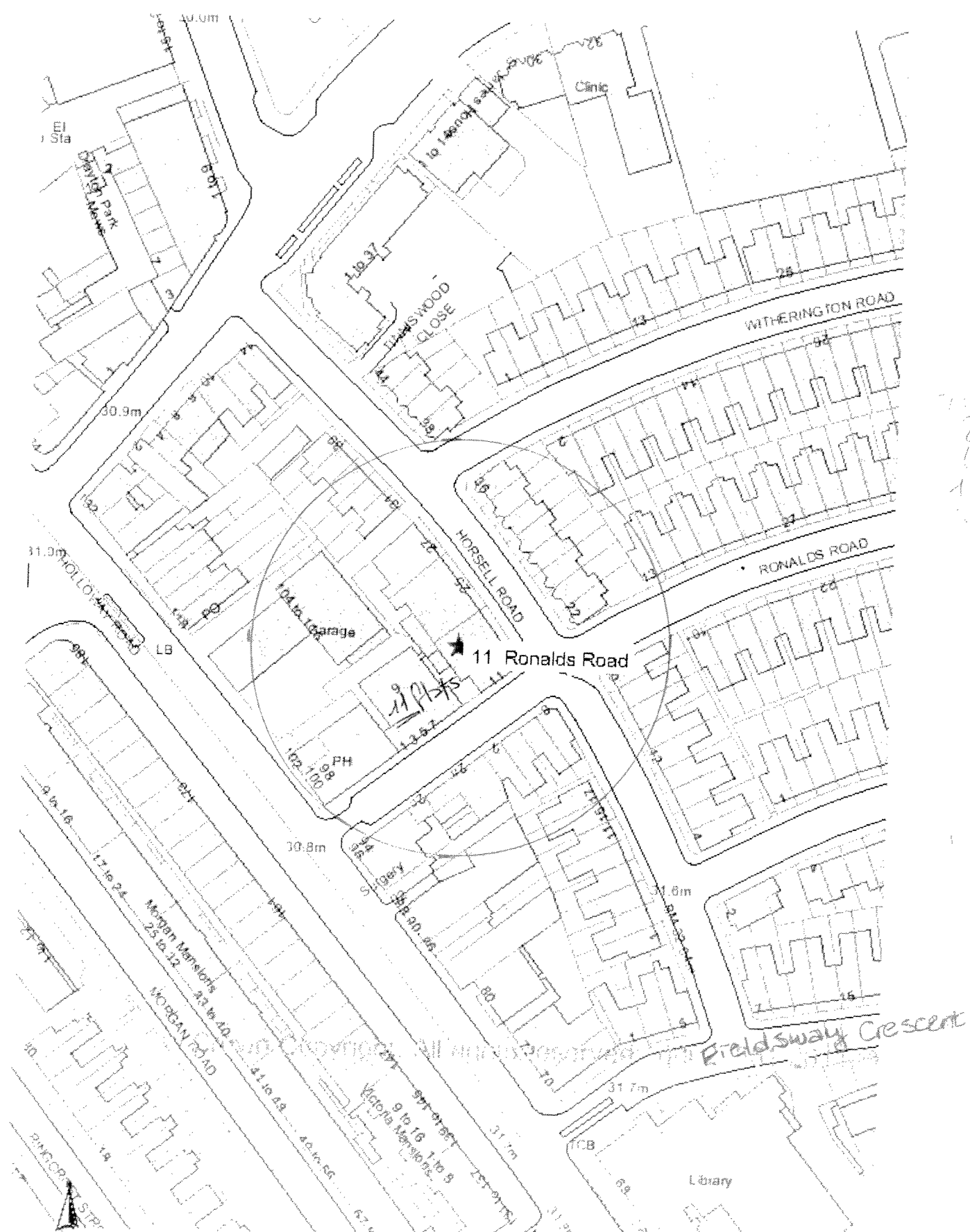
Yours sincerely



06 JUN 2011

Suggested conditions of approval consistent with the operating schedule

1. The licence is to permit the sale of wine and beer only.
2. Alcohol shall not be chilled at premises, to discourage immediate consumption of alcohol.
3. The premises shall enforce a proof of age scheme for both customer collection and home delivery service.
4. The premises shall not actively promote the alcoholic products available outside or inside the garage, other than to our customers through email and our website
5. The premises shall not flammable alcoholic products.
6. No deliveries of alcohol shall be allow between 7pm to 7am.



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