



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

| Meeting of | Date | Agenda Item | Ward(s) |
|-------------------------|-------------------------------|-------------|------------|
| Licensing Sub-Committee | 6 th February 2013 | BS. | St. Mary's |

| | | |
|-----------------------|--|------------|
| Delete as appropriate | | Non-exempt |
|-----------------------|--|------------|

Subject: PREMISES LICENCE NEW APPLICATION
RE: DAYLESFORD ORGANIC, 133 UPPER STREET, LONDON, N1 1QP

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 sale by retail of alcohol, on and off supplies, Mondays to Saturdays from 08:00 until 23:00 and Sundays from 10:00 until 22:30.

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 prepared by the Licensing Officer which are consistent with the Operating Schedule (See appendix 4);
 - ii. conditions recommended by responsible Authorities (see appendix 4);
 - iii. 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;

Appendix 2: representations;

Appendix 3: supporting information supplied by the applicant in response to the local resident representation;

Appendix 4: suggested conditions and map of premise location.

3.2 The Licensing Authority has received 1 letter of representation, this person did not request that they remain anonymous.

4. Planning Implications

4.1 None.

5. Conclusion and reasons for recommendations

5.1 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:

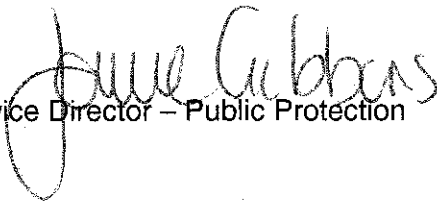
The Council's Statement of Licensing Policy

Licensing Act 2003

Secretary of States Guidance

Final Report Clearance

Signed by


Service Director – Public Protection

Date 28/1/13

Received by

Head of Scrutiny and Democratic Services

Date

Report author: Dan Whitton

Tel: 020 7527 3841

Fax: 020 75287 3430

E-mail: dan.whitton@islington.gov.uk

Appendix 1

OK
TC 14/12/12

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/We DAYLESFORD ORGANIC LTD

(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 | | | |
| DAYLESFORD ORGANIC 133 UPPER STREET | | | |
| Post town | LONDON | Postcode | N1 1QP |

| | |
|---|-----------|
| Telephone number at premises (if any) | NOT KNOWN |
| Non-domestic rateable value of premises | NOT KNOWN |

Part 2 - Applicant Details

Please state whether you are applying for a premises licence as

Please tick as appropriate

- a) an individual or individuals * please complete section (A)
- b) a person other than an individual *
 - i. as a limited company please complete section (B)
 - ii. as a partnership please complete section (B)
 - iii. as an unincorporated association or please complete section (B)
 - iv. other (for example a statutory corporation) please complete section (B)
- c) a recognised club please complete section (B)
- d) a charity please complete section (B)

| | |
|----------------------------------|----------|
| ISLINGTON COUNCIL LICENSING | |
| Date | 14/12/12 |
| Fee Paid | 31.5-08 |
| Cash/Check Number (please write) | 146267 |
| Receipt Number | 54403 |
| | 157 |

COMMERCIAL/LICENSING
13 DEC 2012
PUBLIC PROTECTION DIVISION
212 UPPER ST, LONDON N1 1XR

- e) the proprietor of an educational establishment please complete section (B)
- f) a health service body 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 in Wales please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England please complete section (B)
- h) the chief officer of police of a police force in England and Wales 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 DAYLESFORD ORGANIC LTD |
| Address 19 MOSSOP STREET LONDON SW3 2LY |
| Registered number (where applicable) 03868901 |
| Description of applicant (for example, partnership, company, unincorporated association etc.) LIMITED COMPANY |
| Telephone number (if any) |
| E-mail address (optional) |

Part 3 Operating Schedule

When do you want the premises licence to start?

| | | |
|----|----|---------|
| DD | MM | YYYY |
| 1 | 5 | 01 2013 |

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

| | | |
|---|----|------|
| D | MM | YYYY |
| | | |

Please give a general description of the premises (please read guidance note 1)

CAFÉ BAR/RESTAURANT WITH SHOPS SELLING FOOD AND ALCOHOL AND OTHER DELICATESSEN PRODUCE.

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 any that apply

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

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

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

In all cases complete boxes K, L and M

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"/> |
| | | | | Outdoors | <input type="checkbox"/> |
| Day | Start | Finish | | Both | <input type="checkbox"/> |
| Mon | | | Please give further details here (please read guidance note 3) | | |
| Tue | | | | | |
| 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) | | | <u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 2) | Indoors | <input type="checkbox"/> |
| | | | | Outdoors | <input type="checkbox"/> |
| | | | | Both | <input type="checkbox"/> |
| Day | Start | Finish | | | |
| Mon | | | <u>Please give further details here</u> (please read guidance note 3) | | |
| Tue | | | | | |
| Wed | | | <u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 4) | | |
| Thur | | | | | |
| Fri | | | <u>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</u> (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 | | | | | |
| Wed | | | State any seasonal variations for the performance of live music (please read guidance note 4) | | |
| 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"/> |
| Day | Start | Finish | Both <input type="checkbox"/> | |
| Mon | | | Please give further details here (please read guidance note 3) | |
| Tue | | | | |
| Wed | | | | |
| Thur | | | State any seasonal variations for the playing of recorded music (please read guidance note 4) | |
| Fri | | | 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) | |
| Sat | | | | |
| Sun | | | | |

G

| | | | | | | |
|--|-------|--------|---|----------|--------------------------|--------------------------|
| Performances of dance Standard days and timings (please read guidance note 6) | | | <u>Will the performance of dance take place indoors or outdoors or both – please tick</u> (please read guidance note 2) | Indoors | <input type="checkbox"/> | |
| | | | | Outdoors | <input type="checkbox"/> | |
| Day | Start | Finish | Both | | | <input type="checkbox"/> |
| Mon | | | <u>Please give further details here</u> (please read guidance note 3) | | | |
| Tue | | | | | | |
| Wed | | | <u>State any seasonal variations for the performance of dance</u> (please read guidance note 4) | | | |
| Thur | | | | | | |
| Fri | | | <u>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</u> (please read guidance note 5) | | | |
| 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

| | | | | | | |
|---|-------|--------|---|--|----------|--------------------------|
| 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 | | | | |
| Mon | | | <u>Please give further details here</u> (please read guidance note 3) | | | |
| Tue | | | | | | |
| Wed | | | <u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 4) | | | |
| Thur | | | | | | |
| Fri | | | <u>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</u> (please read guidance note 5) | | | |
| Sat | | | | | | |
| Sun | | | | | | |

J

| | | | | | |
|--|-------|--------|---|------------------|-------------------------------------|
| Supply of alcohol Standard days and timings (please read guidance note 6) | | | Will the supply of alcohol be for consumption – please tick (please read guidance note 7) | On the premises | <input type="checkbox"/> |
| | | | | Off the premises | <input type="checkbox"/> |
| Day | Start | Finish | | Both | <input checked="" type="checkbox"/> |
| Mon | 08.00 | 23.00 | State any seasonal variations for the supply of alcohol (please read guidance note 4) | | |
| Tue | 08.00 | 23.00 | | | |
| Wed | 08.00 | 23.00 | | | |
| Thur | 08.00 | 23.00 | 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) | | |
| Fri | 08.00 | 23.00 | | | |
| Sat | 08.00 | 23.00 | | | |
| Sun | 10.00 | 22.30 | | | |

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

| | |
|--|--|
| Name JANE BEELS | |
| Address | |
| | |
| Postcode | |
| Personal licence number (if known) | |
| Issuing licensing authority (if known) LONDON BOROUGH OF BARNET | |

K

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).

NONE

L

| Hours premises are open to the public Standard days and timings (please read guidance note 6) | | | State any seasonal variations (please read guidance note 4) |
|--|-------|--------|---|
| Day | Start | Finish | |
| Mon | 07.30 | 23.30 | <p><u>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</u> (please read guidance note 5)</p> |
| Tue | 07.30 | 23.30 | |
| Wed | 07.30 | 23.30 | |
| Thur | 07.30 | 23.30 | |
| Fri | 07.30 | 23.30 | |
| Sat | 07.30 | 23.30 | |
| Sun | 09.30 | 23.00 | |
| | | | |

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

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

THE PREMISES WILL ENSURE THAT ALL STAFF ARE TRAINED IN RELATION TO THEIR OBLIGATIONS IN RELATION TO THE LICENSING ACT 2003.

IT IS NOTED THAT THE OUTSIDE TABLES AND CHAIRS AREA TO WHICH OFF SALES OF ALCOHOL WILL BE MADE WILL ONLY OPERATE UNTIL 22.30 HOURS ON MONDAYS TO SATURDAYS AND 22.00 HOURS ON SUNDAYS.

b) The prevention of crime and disorder

THE PREMISES WILL INSTALL AND OPERATE A CCTV SYSTEM. IMAGES WILL BE RETAINED AND MADE AVAILABLE TO THE POLICE AND THE LICENSING AUTHORITY UPON REASONABLE REQUEST.

c) Public safety

THE PREMISES ARE AWARE OF THE OBLIGATIONS PLACED UPON THEM IN RELATION TO HEALTH AND SAFETY AND FIRE SAFETY AND WILL ENSURE THAT THEY COMPLY WITH THE SAME.

d) The prevention of public nuisance

IF NECESSARY THE PREMISES WILL PLACE NOTICES AT THE EXIT OF THE PREMISES ASKING PATRONS TO LEAVE THE PREMISES IN A RESPECTFUL MANNER.

e) The protection of children from harm

THE PREMISES WILL OPERATE A CHALLENGE 21 AGE VERIFICATION SYSTEM. ALL STAFF WILL RECEIVE TRAINING IN RELATION TO THIS.

Checklist:

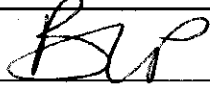
Please tick to indicate agreement

- 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 designated 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.

IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING 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 | 12 DECEMBER 2012 |
| Capacity | BERWIN LEIGHTON PAISNER, SOLICITORS for and on behalf of the applicant |

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)

JEREMY BARK
 BERWIN LEIGHTON PAISNER, SOLICITORS
 ADELAIDE HOUSE
 LONDON BRIDGE

Post town LONDON

Postcode EC4R 9HA

Telephone number (if any) 020 3400 2122

If you would prefer us to correspond with you by e-mail, your e-mail address (optional)
 Jeremy.Bark@blplaw.com

Notes for Guidance

1. Describe the premises, for example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
2. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
3. For example the type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
4. For example (but not exclusively), where the activity will occur on additional days during the summer months.
5. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
6. Please give timings in 24 hour clock (e.g. 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.
7. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.
8. Please give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups or the presence of gaming machines.
9. Please list here steps you will take to promote all four licensing objectives together.
10. The application form must be signed.
11. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
12. Where there is more than one applicant, each of the applicant or their respective agent must sign the application form.
13. This is the address which we shall use to correspond with you about this application.

Consent of individual to being specified as premises supervisor

I JANE BEELS
[full name of prospective premises supervisor]

of

[home address of prospective premises supervisor]

hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for

NEW PREMISES LICENCE

by DAYLESFORD ORGANIC LTD

relating to a premises licence*[number of existing licence, if any]*

for DAYLESFORD ORGANIC, 133 UPPER STREET, LONDON N1 1QP

[name and address of premises to which the application relates]

and any premises licence to be granted or varied in respect of this application made

by DAYLESFORD ORGANIC LTD

concerning the supply of alcohol at

DAYLESFORD ORGANIC, 133 UPPER STREET, LONDON N1 1QP

I also confirm that I am applying for, intend to apply for or currently hold a personal licence, details of which I set out below.

Personal licence number
[insert personal licence number, if any]

Personal licence issuing authority LONDON BOROUGH OF BARNET
[insert name and address and telephone number of personal licence issuing authority, if any]

..... signed

JANE BEELS name (please print)

10.12.12 dated

Appendix 2.

①

Fitzsimons, Aiden

From:
Sent: 21 December 2012 14:00
To: Licensing
Subject: Application for Licence - 133 Upper Street N1 1QP

Dear Dan

We live at

We object to the application for this premises to sell alcohol on the grounds that there is already a plethora of bars and clubs in the immediate area selling alcohol that do combine to often cause late night disturbance and occasional fights.

We are genuinely upset and tired of cleaning the vomit and urine from our doorstep on a weekly basis (the urine leaking into our hall).

Kind regards

Appendix 3

Whitton, Daniel

From: Jeremy Bark <Jeremy.Bark@blplaw.com>
Sent: 25 January 2013 13:14
To:
Cc: Whitton, Daniel
Subject: Daylesford Organic, 133 Upper Street, London
Attachments: menus 26.11.pdf; Property Presentation

Dear

I act on behalf of Daylesford Organic and have been sent a copy of your representation against the grant of a premises licence for the new proposed Daylesford Organic premises on Upper Street.

Having read your email and the grounds of objection I would hope that if we were able to explain in a little more detail to you the nature of the Daylesford Organic operation that any concerns you may have could be addressed and that you would be reassured that the premises simply will not operate in a manner which would give rise to your fears.

One of the directors of the company, Richard Morris, who is responsible for the operation of the premises would be happy to meet you at one of the existing Daylesford Organic sites in London (Notting Hill or Pimlico) to take you through how the brand operates and why none of your fears would be realised in practice. Please let me know if you would like to meet Richard and I will put you in direct contact.

In the meantime I attach a copy of a sample menu together with a power point presentation relating to Daylesford Organic which may give you a clearer idea of what is proposed and thus meet your concerns. A large part of the operation is also the delicatessen aspect of the premises through which Daylesford Organic produce is sold.

If I can be of any further assistance in the meantime please let me know.

Kind regards

Jeremy

Jeremy Bark | Berwin Leighton Paisner LLP
Associate Director

Direct Dial:

+44 (0)20 3400 2122

Main:

+44 (0)20 3400 1000

Mobile:

+44 (0)7738 037365

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Adelaide House, London Bridge, London EC4R 9HA, UK
DX 92 London/Chancery Lane

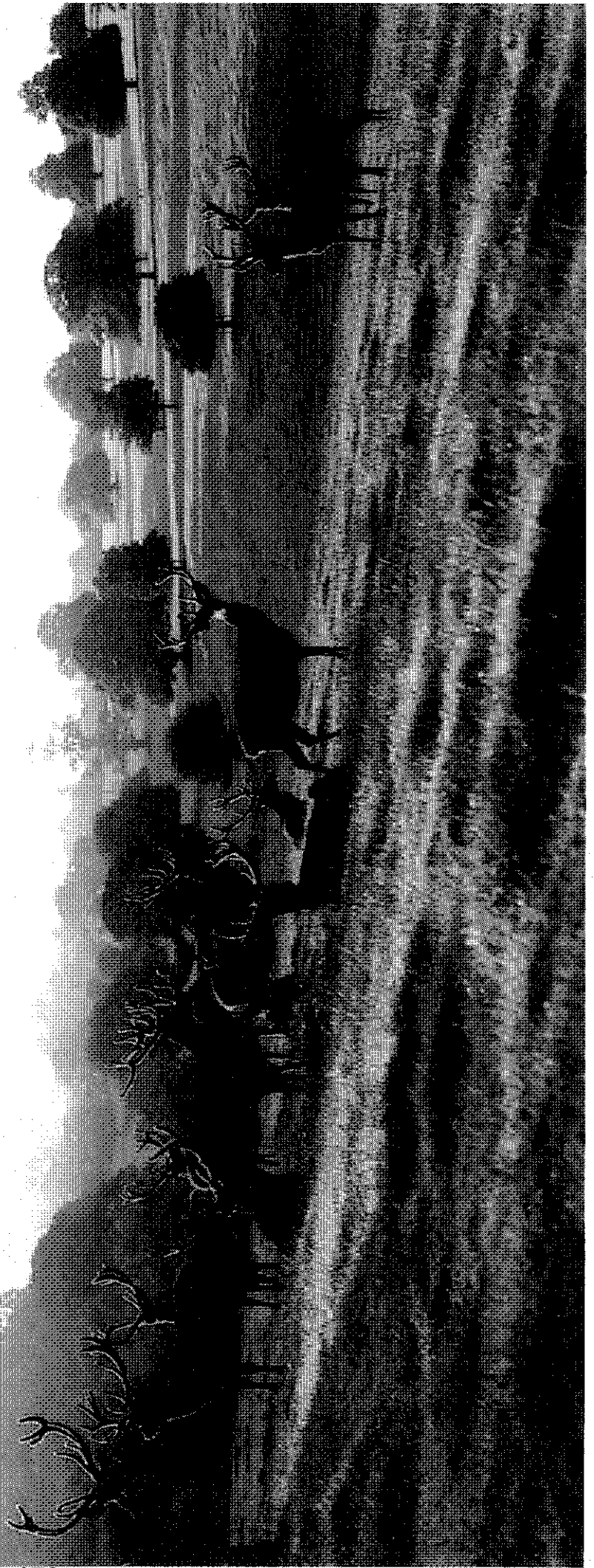
t: +44 (0)20 3400 1000 f: +44 (0)20 3400 1111 w: www.blplaw.com <<http://www.blplaw.com/>>

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daylesford

DAYLESFORD



DAYLESFORD KITCHEN & LARDER

WHO WE ARE

WHAT WE'LL LOOK LIKE

daylesford
ORGANIC FARM GLOUCESTERSHIRE

DAYLESFORD KITCHEN & LARDER

- Restaurant with Farmshop
- Award-winning organic food, straight from the farm where it was produced
- A beautiful, refined environment that brings our farm to life
- Restaurant: Freshly prepared and simply cooked - taste like no other. A British menu served with flair and theatre, to create a premium offer
- Farmshop: A full range of convenient farm food: delicious prepared meals to eat at home; freshly baked breads; cheeses, meats, fruits and vegetables straight from the farm; larder essentials; food-to-go prepared daily in the kitchen.

daylesford
ORGANIC FARM GLOUCESTERSHIRE

13.12.11

**WE CONTINUE TO WIN AWARDS FOR THE OUTSTANDING QUALITY
OF OUR PRODUCE, THE WONDERFUL FOOD AND EXPERIENCE IN OUR
CAFÉS, AND EVEN FOR THE WAY WE KEEP OUR FARM**

- We've won over 100 awards for our food - over 60 in the last three years alone
- This year alone we have won 29 national and international awards
- We were the FARMA Environmental Farm Retailer of the Year 2011
- Our cheeses, made by hand on our farm, have won over 50 awards, including several Golds at the World Cheese Awards
- We have won awards from our farm, market garden, bakery, creamery, butcher, kitchens and cafés
- Our Farmshop Café has twice been awarded the Michelin Bib Gourmand, and was named Organic Restaurant of The Year by the Soil Association

doyle'sford
ORGANIC FARM GLOUCESTERSHIRE

13.12.11

**WE HAVE BEEN FARMING ORGANICALLY FOR OVER 30 YEARS WITH A SIMPLE
PASSION FOR REAL FOOD - STRAIGHT FROM OUR FARM TO YOUR FORK**

- We have been farming organically for over 30 years
- As well as our animals and gardens, we have our own creamery, bakery and kitchens as well as our café, cookery school and farm school
- We believe organic farming is better for our health, our animals and our environment, and of course - always tastes better
- We strive for self-sustainability
- Our farm supplies our own stores and cafés as well as selected partners
- We maintain arable land, our market garden and grazing land for our animals
- We love having visitors, offering tours to anyone who'd like to look around

daylesford

13.12.11



YOU MIGHT SEE US HERE

Mylesford
ORGANIC FARM GLOUCESTERSHIRE



...OR PERHAPS HERE

Weylesford
ORGANIC FARM GLOUCESTERSHIRE

*'The first of a fresh generation... a well-styled slice of rural real estate.'
'An elegant food store where tempting rows of produce (are) given an authentically rustic edge
with extensive use of natural materials'*

Viewpoint, Future Laboratories

I love coming to eat at Daylesford.

Anya Hindmarch

*'The style of the shops is very much restrained, everything is co-ordinated. The lustrous epicentre
of the organic movement.'*

Vogue

I love food. Daylesford is my favourite place for lunch.

Elle Macpherson

*'The image of a traditional country kitchen, with restored stone-flag floors and new chunky
shelving and tables'*

House and Garden

*'for food I like to go to Daylesford... I know we shouldn't worry about this kind of thing, but their
food is so beautifully packaged'*

Amanda Wakeley

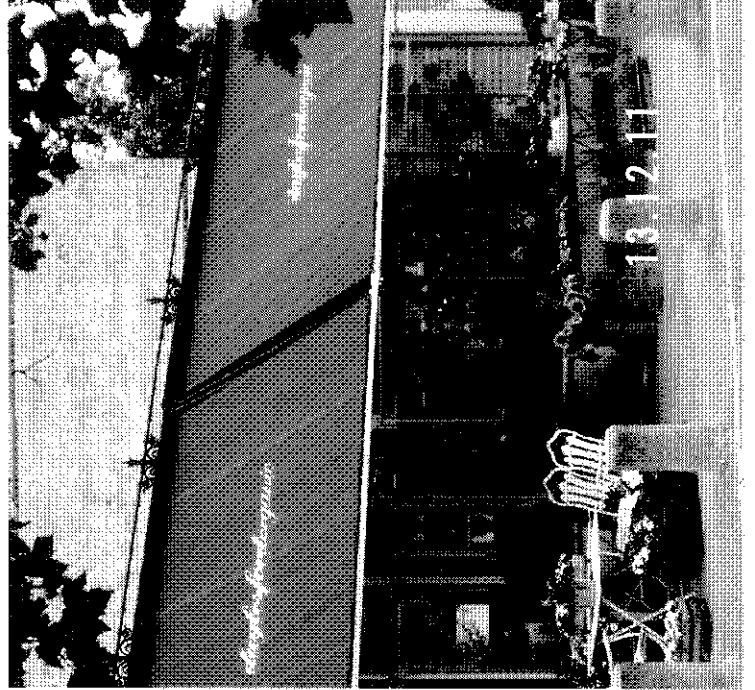
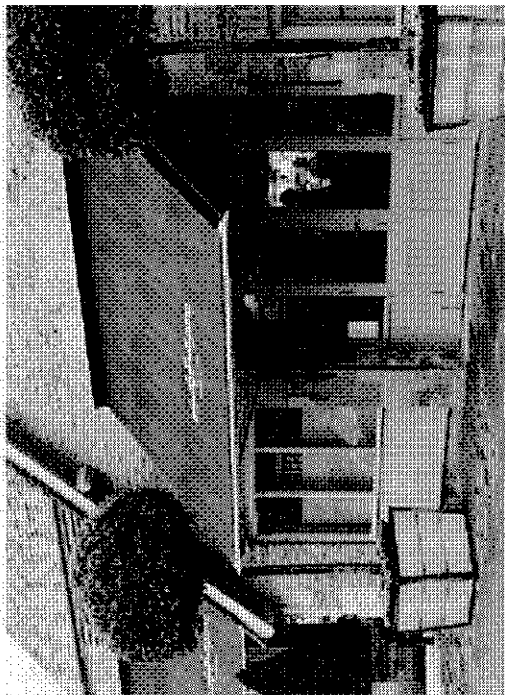
*'The shop is impressive. It was inspired by large country-house kitchens, and furnished with long
refectory tables, dresser display units and round tables constructed in thick wood, topped with
green slate, which look meant to stay.'*

Fabulous Food Shops

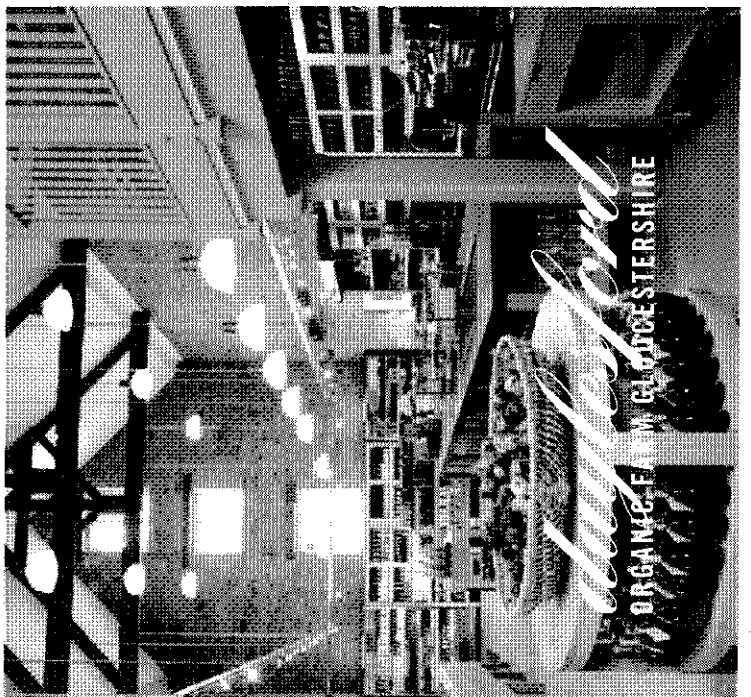
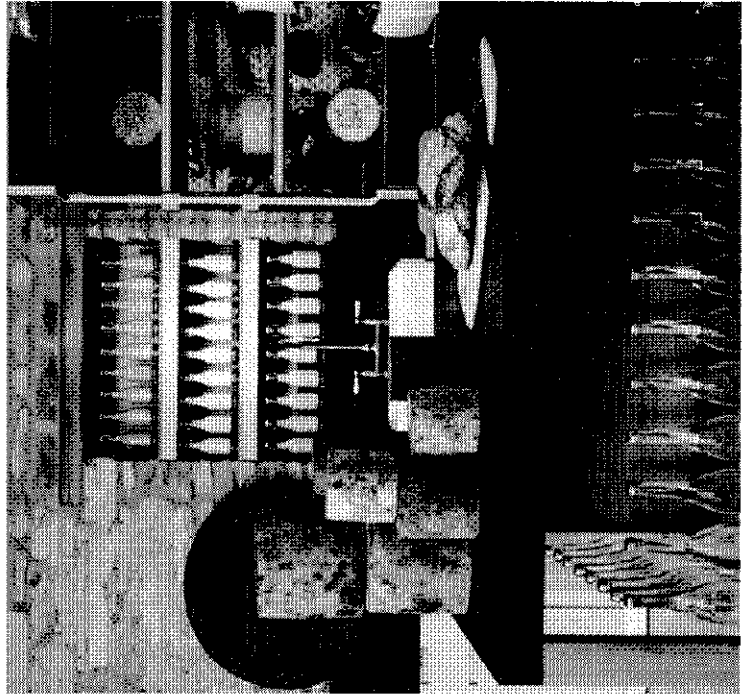
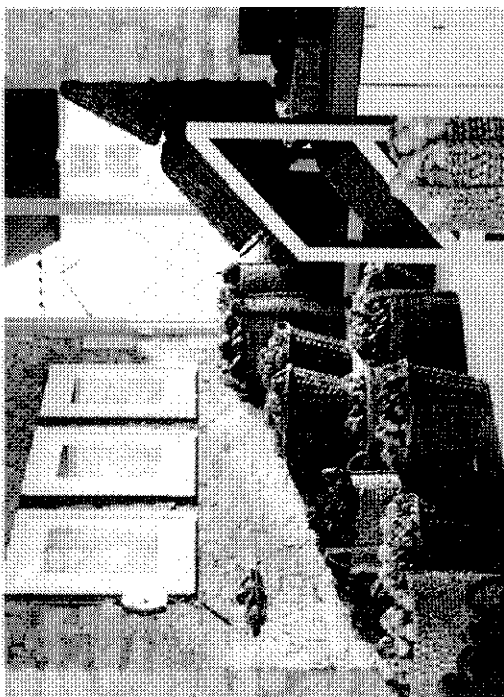
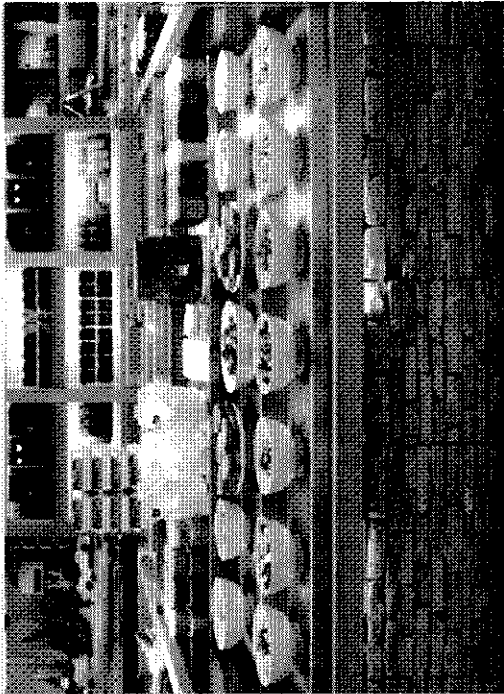
daylesford
ORGANIC FARM GLOUCESTERSHIRE

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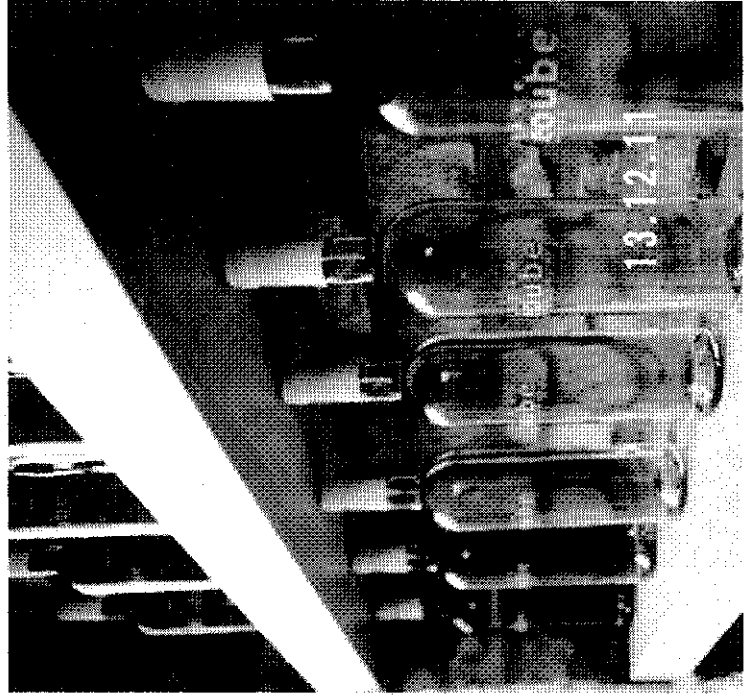
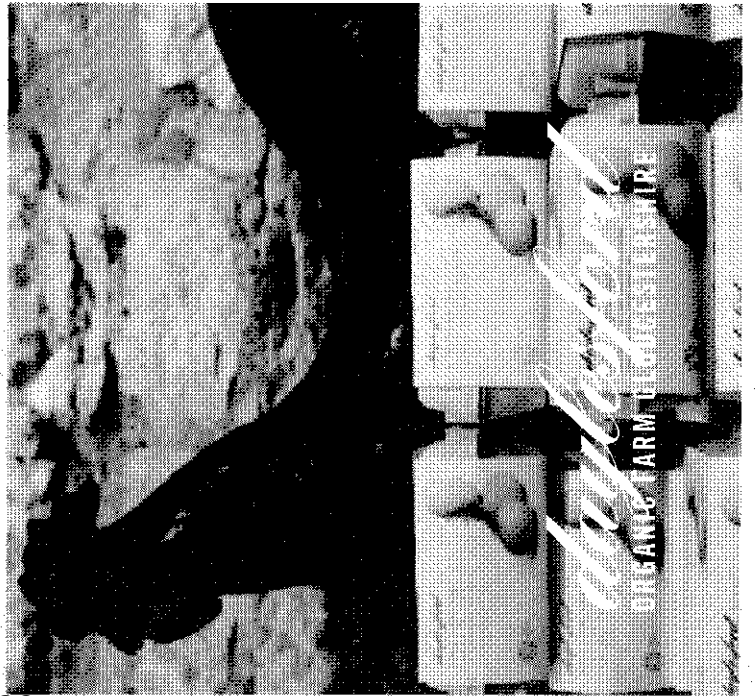
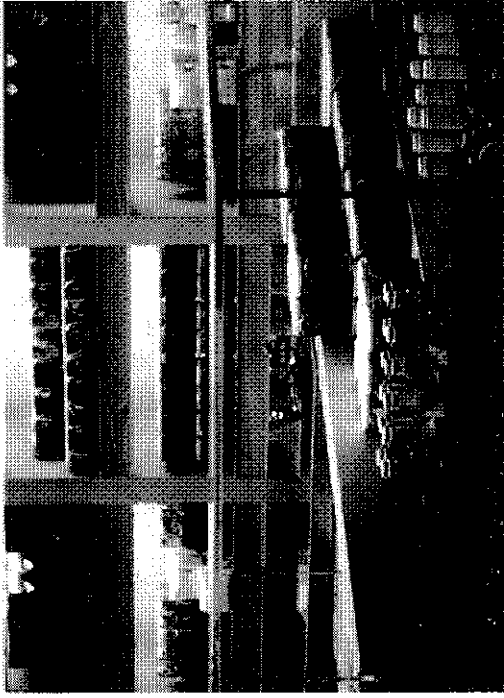
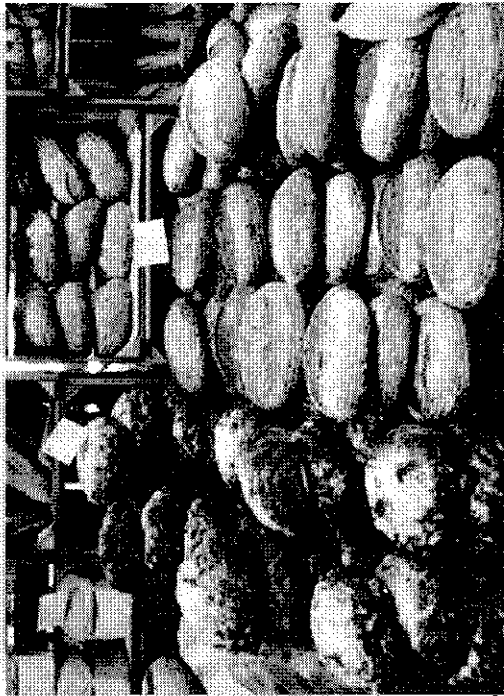
OUTSIDE: NATURAL MATERIALS WITH INTEGRITY, RUSTIC, MODERN



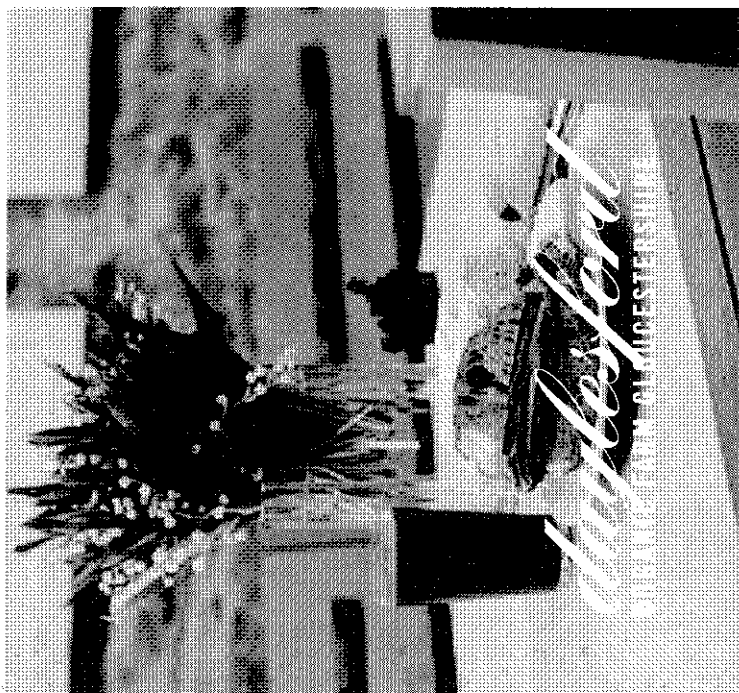
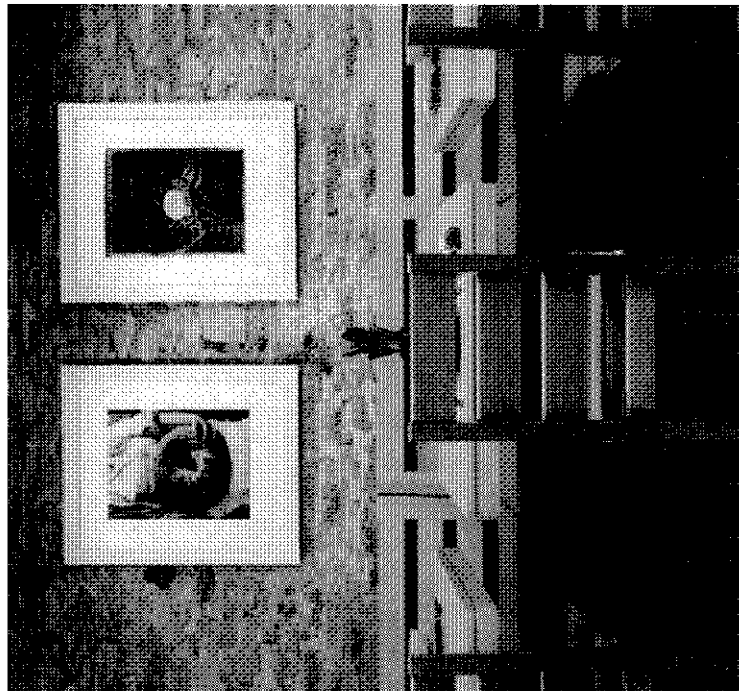
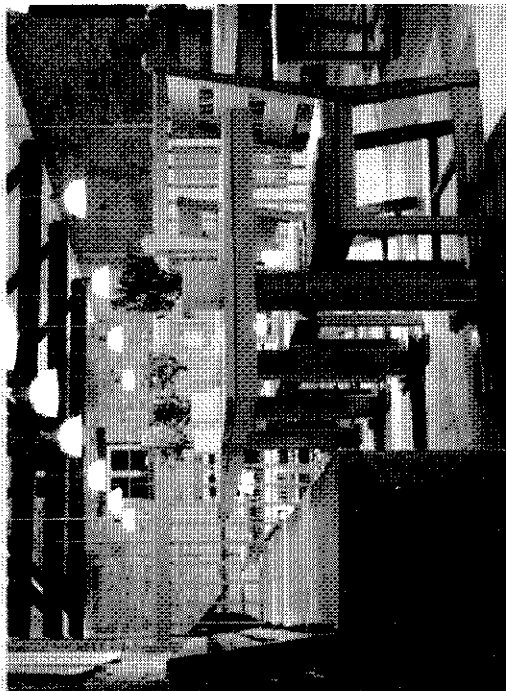
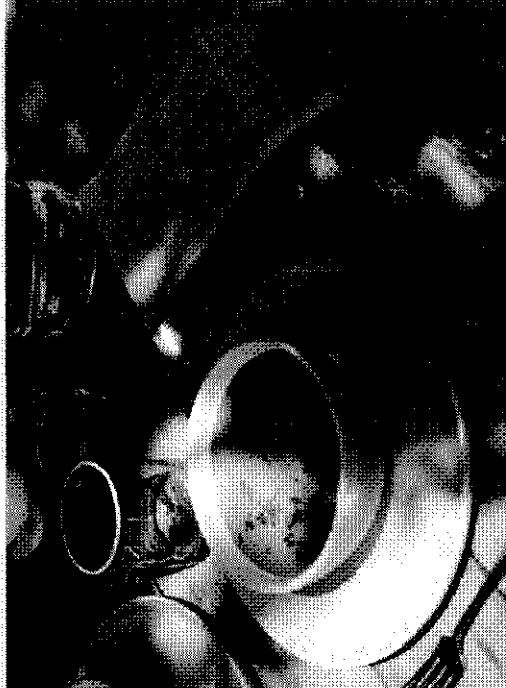
INSIDE: CLEAN LINES, SIMPLE STRUCTURES, SHOWCASING OUR FOOD



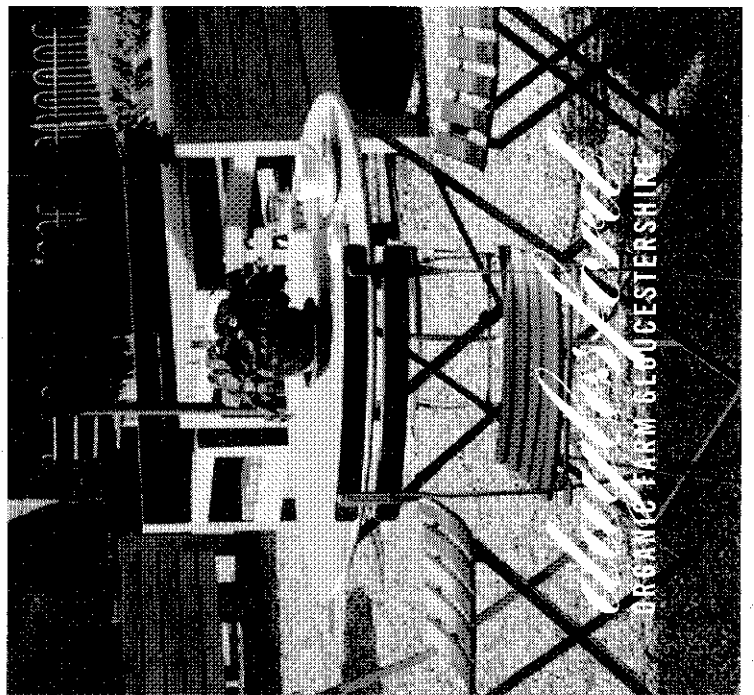
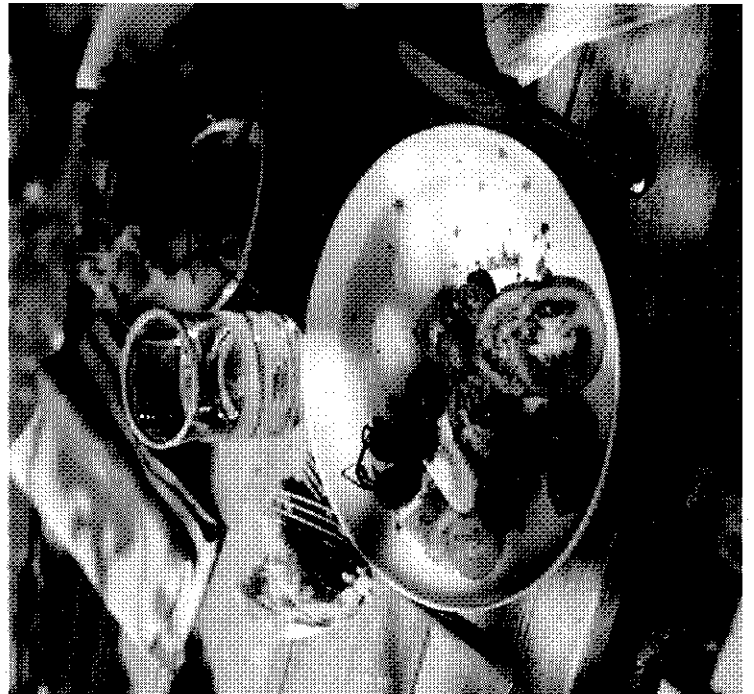
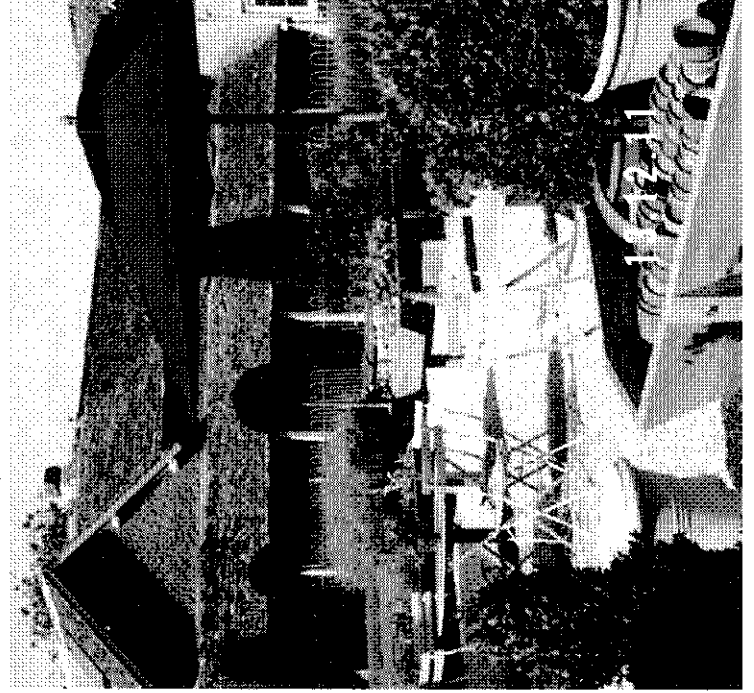
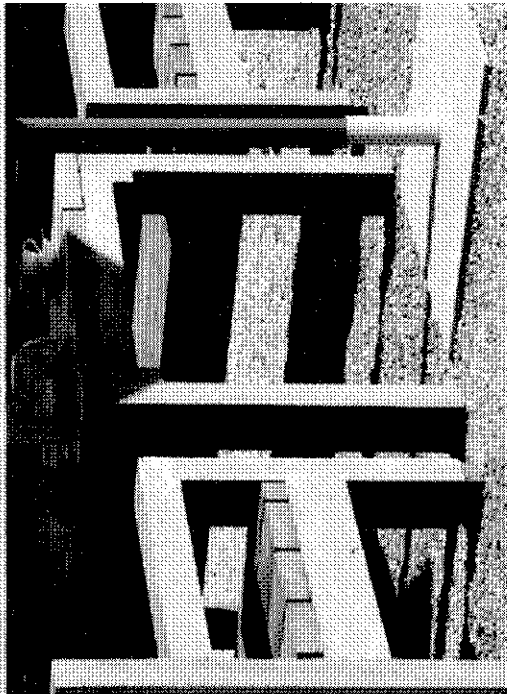
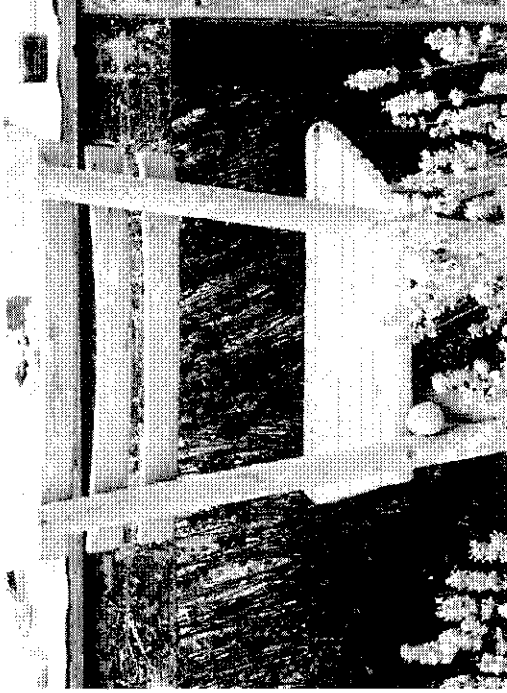
RETAIL: BEAUTIFULLY CRAFTED, PLENTIFUL, CONSIDERED



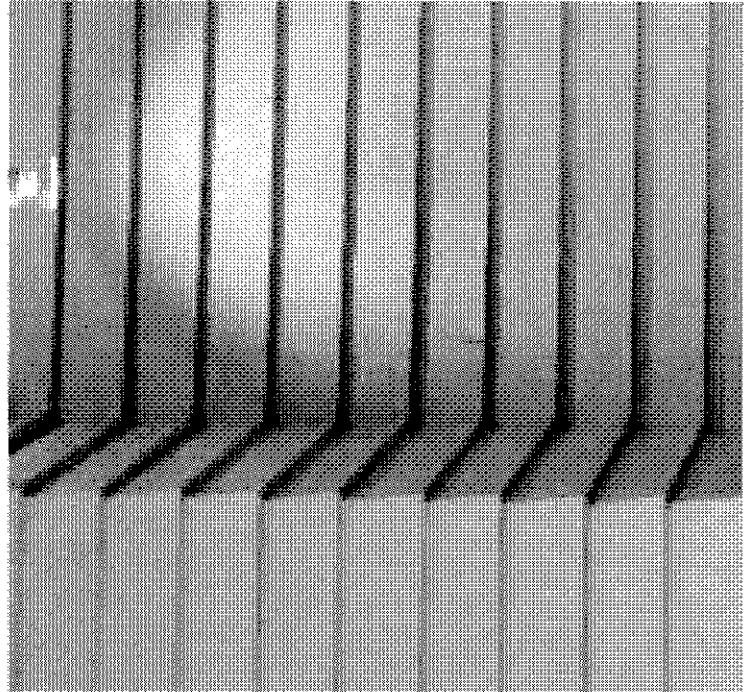
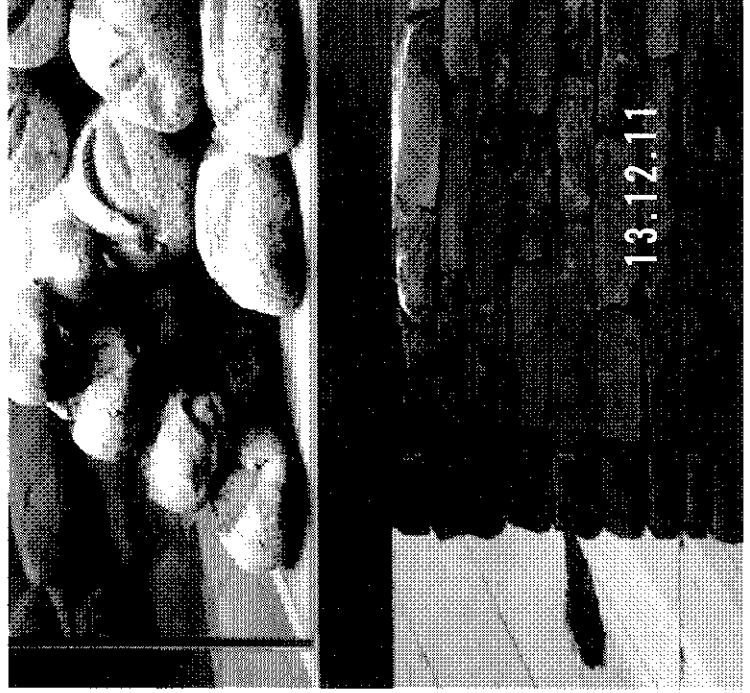
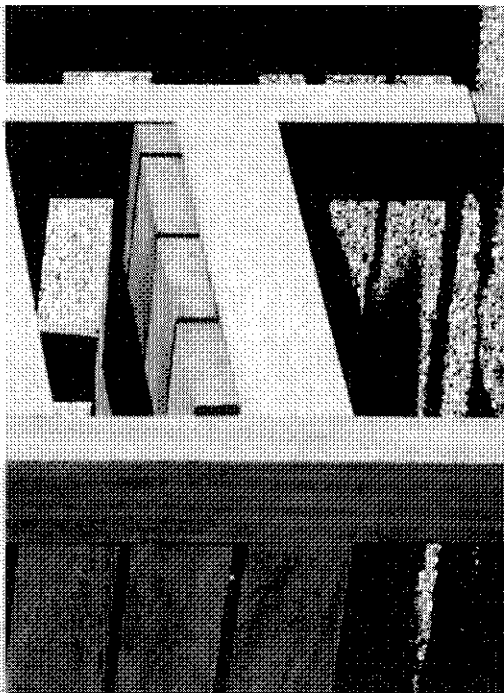
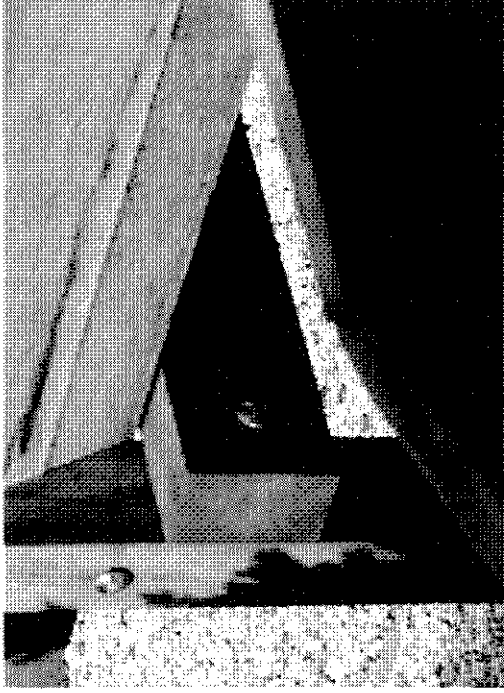
DINING: SIMPLE, SOLID, SOULFUL



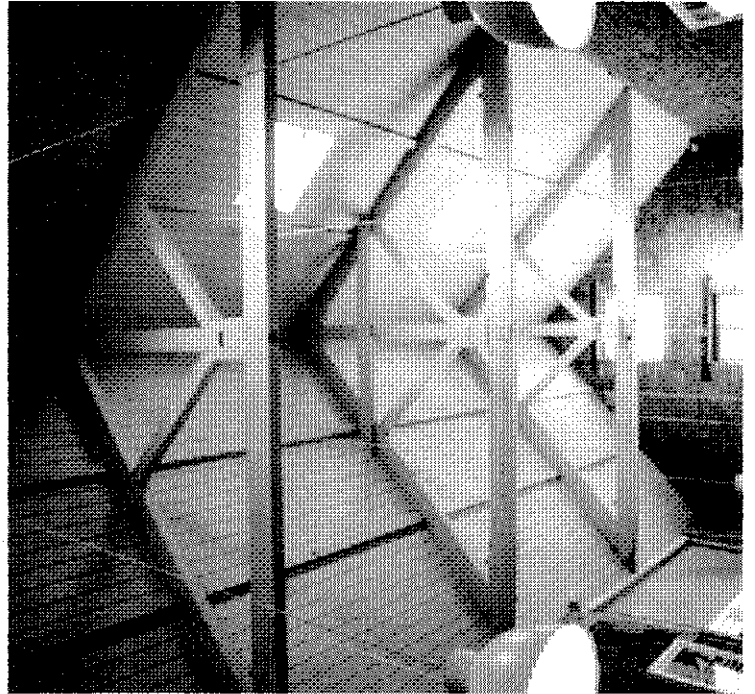
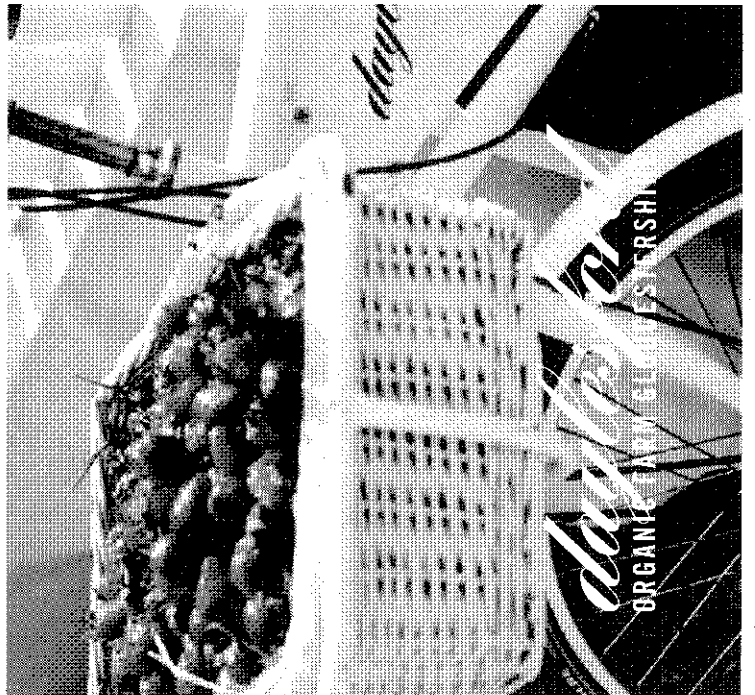
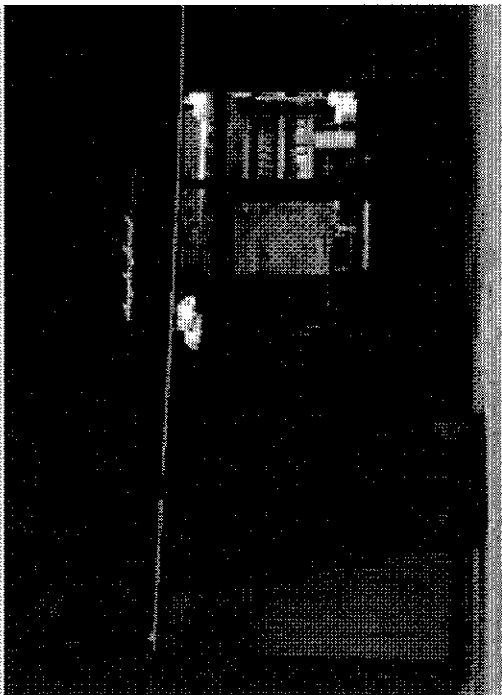
OUTDOORS: SURROUNDED BY NATURE, FOOD VALUES, FARM



MATERIALS & COLOURS: REFINED, SOLID, UNIQUE



SIGNATURES: PLAYFUL, TRADITIONAL, CELEBRATORY



13.12.11

OUR MENU

- Simple, classic British dishes, with an inimitable 'Daylesford' finish.
- Traditional farm produce; award-winning meats, cheeses, bread, vegetables and fruit will be complemented by outstanding seafood and desserts
- Produce will be delivered daily, fresh from the farm and straight out of the ground
- Simple preparation means speed and efficiency of delivery without compromising on taste or quality

daylesford
ORGANIC FARM GLOUCESTERSHIRE

13.12.11

OUR RETAIL

- Unlike our 'full farmshop offering' in Gloucestershire, and our 'top-up shop' offering in London, our retail strategy is 'gifting and self-treating'
- We will be merchandising our retail space based on our sales data, and a careful analysis of the needs of the three shopper groups (locals, day-trippers and tourists)
- A selection of beautifully packaged products that showcase our farm's produce and offer great gifts to eat as well as things for the home

daylesford
ORGANIC FARM GLOUCESTERSHIRE

13.12.11

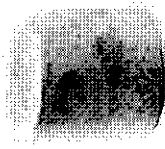
OUR RETAIL



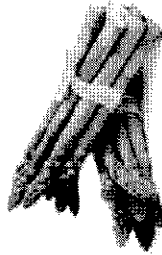
MEATS
from our organic pastures



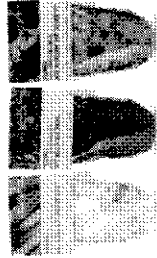
DAILY BAKED BREAD
straight from the farm



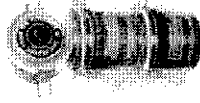
AWARD-WINNING CHEESES
showcasing our creamery



FRUITS & VEGETABLES
straight from the ground



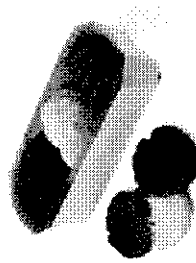
MEALS
made by hand on our farm



HANDMADE JAMS & CHUTNEY
made on our farm, from seed to jar



WINES & LIQUEURS
Léoube estate wines, farm fruit liqueurs



SWEET TREATS
cakes & biscuits from our bakery



CONDIMENTS
ketchup, dressings, sauces

START YOUR FEAST
- OUR FAVOURITE NIBBLES -

BREAD BOARD 5
OLIVES & OIL 4
DOUBLE GLOUCESTER CHUNKS, HOUSE PIGGALILLI & SOLDIERS 5½
HOME FRIED HERITAGE POTATO CRISPS WITH SALT & BLACK PEPPER 3
CHEDDAR CHEESE STRAWS 4

SHARE PLATES

- GOOD TO GET YOU STARTED. OR SOMETHING FOR THE TABLE TO SHARE -

GRILLED SARDINES, TOMATO & CAPER RELISH 7
WARM MARKET GARDEN VEGETABLES, POACHED EGG, LOVAGE & PARMESAN 8
TREACLE-CURED SMOKED SALMON WITH PEA SHOOTS & SOURDOUGH TOAST 9
ABERDEEN ANGUS CORNED BEEF CROQUETTES WITH EGG MAYONNAISE 8
CHILLED PEA & MINT SOUP WITH SPEARMINT WHIPPED CREAM 9
HAND-PICKED SPICED PORTLAND CRAB ON SOURDOUGH TOAST 9
OX TONGUE WITH DANDELION LEAVES, BOILED BEETS & GRAIN MUSTARD SALAD CREAM 8
BOARD OF CURED MEATS FOR TWO 16

SHARE PLATES

- GENEROUS PLATES PILED HIGH WITH FRESH FLAVOURS -

WARM SALAD OF SLOW-COOKED LAMB SHOULDER WITH PEAS, BROAD BEANS, MINT & FETA 14
HERITAGE TOMATOES WITH CRUMBLED FETA, MINT & LEMON DRESSING 10
GRILLED LEMON CHICKEN CAESAR SALAD 14
GRILLED MACKEREL FILLETS WITH SPICED LENTILS, BOILED BEETS & YOGHURT 12
RAW VEGETABLE SALAD WITH CHILLI SOY DRESSING 10
MARKET GARDEN SPECIAL - PLEASE ASK YOUR WAITER

SHARE PLATES

- SIMPLE, SATISFYING DAYLESFORD CLASSICS -

TRIO OF SLIDERS WITH HAND-CUT CHIPS 16
DORSET LAMB & MINT - ABERDEEN ANGUS BEEF - CHILDREN
SKILLET-BAKED KEDGEREE WITH GRIMSBY SMOKED HADDOCK 14
SPICED PUMPKIN, LENTIL & BUTTERBEAN CASSEROLE WITH WOOD-FIRED FLAT BREAD 12
RIB EYE STEAK WITH GRILLED TOMATO & HAND-CUT CHIPS 29
SEASONAL VEGETABLE RISOTTO 11
MENTED LAMB & SPELT HOT POT 15
ABERDEEN ANGUS BEEF BURGER WITH CHEDDAR, LEAVES & HOUSE KETCHUP 13
FISH PIE WITH SPRING GREENS 12
CHICKEN & SPRING GARDEN VEGETABLE CASSEROLE WITH SOFT HERB MASH 12

SOME OF THE BEST
- INDULGENT TREATS -

DAYLESFORD MESS (YOU'LL NEED TWO SPOONS)
MUDDLED MERINGUES, OUR OWN SUMMER BERRIES, BERRY SAUCE, VANILLA POD ICE-CREAM & CREAM
APPLE, GINGER & WALNUT PUDDING WITH BUTTERSCHOTCH SAUCE
RICH CHOCOLATE CAKE WITH VANILLA CRÈME FRAICHE
GOOSEBERRY FOOL WITH GINGER COOKIE
GIN & ELDERFLOWER JELLY WITH MARKET GARDEN SUMMER BERRIES
SELECTION OF ICE CREAMS

THE CHESTERFORD CHEESE BOARD
- AWARD-WINNING CHEESES, MADE BY HAND ON OUR FARM -

CHEDDAR the first cheese we ever made, & still the best-loved
DOUBLE GLOUCESTER traditional Gloucestershire cheese with a mellow, delicate mild flavour
DAYLESFORD BLUE rich and buttery with a distinctive, mild flavour
PENYSTON a soft cheese, salted before maturing for a subtle, buttery flavour EG
BODDINGTON rich, creamy goats cheese, with rich flavours and a smooth buttery texture EG

ALL WITH HONEY WALNUTS, POSH BISCUITS & HOUSE FRUIT CHUTNEY
G- EACH or 12- FOR A TASTING PLATE OF ALL 5

THE G. TABLE

Y
A
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Y

ALL-EGG PRODUCTS
- OUR FRESHLY-LAID EGGS MAKE A PROPER BREAKFAST -

BOILED EGGS WITH SOURDOUGH SOLDIERS
FULL DAYLESFORD BREAKFAST
SAUSAGE, BACON, FRIED EGGS, GRILLED TOMATO, PORTOBELLO MUSHROOMS
PORTOBELLO MUSHROOMS ON SOURDOUGH TOAST WITH A FRIED DUCK EGG
POACHED EGGS ON TOAST WITH SMOKED SALMON & HOLLANDAISE
POACHED EGGS ON TOAST WITH HERB-ROASTED HAM & HOLLANDAISE
SCRAMBLED EGGS ON SOURDOUGH TOAST

BACON ROLL WITH HOUSE-MADE BROWN SAUCE
BLACK PUDDING WITH BAKED APPLE
BAKED BEANS ON SOURDOUGH TOAST

EGGS & SMOOTHIE
- A VIRTUOUS START TO YOUR DAY -

GRILLED KIPPER WITH LEMON, TOMATO & PARSLEY
PORRIDGE WITH COTSWOLD HONEY
TOASTED GRANOLA WITH FRESH MILK
YOGHURT WITH POACHED SEASONAL FRUITS & COTSWOLD HONEY
FARMHOUSE YOGHURT & MUESLI WITH TOASTED SEEDS & FRESH SEASONAL FRUITS

EGG-TOASTS MEREAL
- AWARD-WINNING BREADS MADE BY HAND ON OUR FARM -

TOASTED FRUIT BREAD WITH BUTTER
WHEAT-FREE TOAST WITH SEASONAL FRUIT JAM
TOASTED SOURDOUGH WITH SEASONAL FRUIT JAM

Suggested conditions of approval consistent with the operating schedule

1. The outside tables and chairs area, to which off sales of alcohol will be made, shall only operate until 22:30 on Mondays to Saturdays and 22:00 on Sundays.
2. The premises will install and operate a CCTV system. Images will be retained and made available to the Police and the Licensing Authority upon reasonable request.
3. The premises will place a notice at the exits asking patrons to leave the premises in a respectful manner.
4. The premises will operate a Challenge 21 age verification system. All staff will receive training in relation to this.

Conditions agreed with the Council's Health and Safety Officer

5. The premises shall not be used under the licence until and the arrangements at the premises are suitable and sufficient for health and public safety and have been approved in writing by the responsible authority for health and public safety.
6. Lighting and emergency lighting shall be provided to the external terrace area and exit route to the street.
7. Copies of the inspection and test certificates specified below, properly certified by approved competent persons, shall be submitted to the responsible authority for health and public safety before the premises is used under the licence:
 - a) Electrical installation;
 - b) Emergency lighting;
 - c) Fire alarm;
 - d) Fire fighting appliances; and
 - e) Gas installation and appliances.

