



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

Meeting of	Date	Agenda Item	Ward(s)
Licensing Sub-Committee	14 November 2013	B4	Caledonian

Delete as appropriate	Exempt	Non-exempt
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**Subject: PREMISES LICENCE NEW APPLICATION**  
**RE: SAINSBURYS, 266 PENTONVILLE ROAD, LONDON N1 9LE**

### 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) Supply alcohol for consumption off the premises 08:00 to 23:00 Monday to Sunday;
  - ii) Opening hours of the premises 07:00 to 23:00 Monday to Sunday.

### 2. Recommendations

- 2.1 To determine the application for a new premises licence under Section 19 of the Licensing Act 2003.
- 2.2 To consider that this address is in the Kings Cross Saturation or "Cumulative Impact Policy" of Islington. This special policy creates a rebuttable presumption that applications for new premises licences, club premises certificates, or variation applications that are likely to add to the existing cumulative impact will normally be refused, unless the applicant can demonstrate why the operation of the premises involved will not add to the cumulative impact or otherwise impact adversely on the promotion of the licensing objectives.
- 2.3 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

- iii) conditions recommended by responsible Authorities
- iv) any conditions deemed necessary by the Committee to promote the four licensing objectives.

### 3. Background

3.1 The premises is currently unlicensed.

3.2 Papers are attached as follows:-

- Appendix 1: application form;
- Appendix 2a: name & address details of those persons making representations;
- Appendix 2: representations;
- Appendix 3: suggested conditions and map of premise location.

3.3 The Licensing Authority has received representations from the Police, Licensing Authority, Noise Team, the local Pubwatch Scheme and one local resident .

### 4. Planning Implications

4.1 The current use is accepted as

### 5. Conclusion and reasons for recommendations

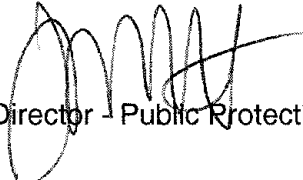
5.1 The Council is required to consider this application in the light of all relevant information, and if approval is given, it may attach such conditions necessary to promote the licensing objectives.

#### 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

4.11.13  
Date

**Received by**

Head of Scrutiny and Democratic Services

Date

Report author: Licensing Team

Tel: 020-7527-3031

Fax: 0207-527-3057

E-mail: [licensing@islington.gov.uk](mailto:licensing@islington.gov.uk)

WK/201323701

Appendix: 1

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 Sainsbury's Supermarkets 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 Sainsbury's 266 Pentonville Road			
Post town	London	Post code	N1 9LE

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£

Part 2 - Applicant Details

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

- 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)

26508/1681/1908131  
VN 1 190813 11-22-56

ISLINGTON COUNCIL LICENSING	
Date	3/9/13
Fee Paid	635
Application Number (please circle)	042671
Receipt Number	0663942
Received By	JW

135

OK Kmt  
Cumulative  
impact area  
3 Sept 13

- d) a charity  please complete section (B)
- 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 Sainsbury's Supermarkets Ltd
Address 33 Holborn London EC1N 2HT
Registered number (where applicable) 03261722
Description of applicant (for example, partnership, company, unincorporated association etc.) Company
Telephone number (if any) 020 7695 6000
E-mail address (optional) N/A

**Part 3 Operating Schedule**

When do you want the premises licence to start?

Day		Month		Year		
0	2	1	0	2	0	1 3

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 note 1)

A supermarket which is to sell a broad range of groceries, household products and alcohol.

Situated at 266 Pentonville Road, London, N1 9LE.

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)
- 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**

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

**B**

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



**C**

<b>Indoor sporting events</b> Standard days and timings (please read guidance note 6)			<b><u>Please give further details</u></b> (please read guidance note 3)
Day	Start	Finish	
Mon			<b><u>State any seasonal variations for indoor sporting events</u></b> (please read guidance note 4)
Tue			
Wed			
Thur			<b><u>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</u></b> (please read guidance note 5)
Fri			
Sat			
Sun			

**D**

<b>Boxing or wrestling entertainments</b> Standard days and timings (please read guidance note 6)			<b><u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
<b>Day</b>	<b>Start</b>	<b>Finish</b>			
Mon			<b><u>Please give further details here</u></b> (please read guidance note 3)		
Tue					
Wed			<b><u>State any seasonal variations for boxing or wrestling entertainment</u></b> (please read guidance note 4)		
Thur					
Fri			<b><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></b> (please read guidance note 5)		
Sat					
Sun					

**E**

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

**F**

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

**G**

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

**H**

<b>Anything of a similar description to that falling within (e), (f) or (g)</b> Standard days and timings (please read guidance note 6)			<b><u>Please give a description of the type of entertainment you will be providing</u></b>		
Day	Start	Finish	<b><u>Will this entertainment take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<b><u>Please give further details here</u></b> (please read guidance note 3)		
Wed					
Thur			<b><u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u></b> (please read guidance note 4)		
Fri					
Sat			<b><u>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</u></b> (please read guidance note 5)		
Sun					

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

J

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 6)			<b>Will the supply of alcohol be for consumption (Please tick box)</b> (please read guidance note 7)	On the premises	<input type="checkbox"/>
				Off the premises	<input checked="" type="checkbox"/>
Day	Start	Finish	Both <input type="checkbox"/>		
Mon	0800	2300	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 4)		
Tue	0800	2300			
Wed	0800	2300			
Thur	0800	2300	<b>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</b> (please read guidance note 5)		
Fri	0800	2300			
Sat	0800	2300			
Sun	0800	2300			

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

<b>Name</b> Joanne Surguy	
<b>Address</b> 15 Blendon Road Bexley	
<b>Postcode</b>	DA5 1BN
<b>Personal Licence number (if known)</b> 06/00209/BEXLEY/LI	
<b>Issuing licensing authority (if known)</b> London Borough of Bexley	



**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)**

The premises will sell other age restricted products.

**L**

<b>Hours premises are open to the public</b> Standard days and timings (please read guidance note 6)			<b>State any seasonal variations</b> (please read guidance note 4)  The opening hours of the store are not a licensable activity and the applicant asks that the hours not be restricted by the premises licence.
Day	Start	Finish	<b>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</b> (please read guidance note 5)
Mon	0700	2300	
Tue	0700	2300	
Wed	0700	2300	
Thur	0700	2300	
Fri	0700	2300	
Sat	0700	2300	
Sun	0700	2300	

**M** 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)**

The applicant is aware that the premises fall within the Kings Cross cumulative impact area of the London Borough of Islington.

The applicant believes that, due to the steps that it will take to promote the licensing objectives, the grant of this licence will not add to the cumulative impact referred to in the London Borough of Islington licensing policy.

The applicant proposes the steps outlined in the following four licensing objectives set out below.

**b) The prevention of crime and disorder**

1. The licence holder will ensure that the premises benefit from a CCTV system that operates at all times when licensable activities are taking place.
2. The system will incorporate a camera covering each of the entrance doors and the main alcohol display area and will be capable of providing an image which is regarded as identification standard. The precise positions of the cameras may be agreed, subject to compliance with Data Protection legislation, with the police from time to time.
3. The system will incorporate a recording facility and any recording will be retained and stored in a suitable and secure manner for a minimum of 30 days and will be made available, subject to compliance with Data Protection legislation, to the police for inspection on request.
4. The system must be able to export recorded images to a removable means e.g. CD/DVD and have its own software enabled to allow playback/review.
5. A member of staff trained in the use of the CCTV system must be available at the premises at all times that the premises are open to the public.
6. The system will display, on any recording, the correct time and date of the recording.
7. All cashiers shall be instructed to record in an incident book/register:  
  
All incidents of crime and disorder occurring at the premises;  
Details of occasions when the police are called to the premises.  
  
This book/register will be available for inspection by a police officer on request.
8. There shall be no sale of single cans or beer, lager or cider from the premises and no sales of single bottles of beer, lager or cider in vessels of less than 500ml.
9. There will be no sales/supplies of beers, ales, lagers or ciders of 5.5% ABAV or above.
10. There shall be no advertising of alcohol products in the shop windows.

11. Outside of permitted hours for the sale of alcohol, all alcohol within the trading area is to be secured behind locked shutters/screens/grills or secured behind locked cabinet doors.
12. Alcohol shall only be displayed in the area designated and indicated by red hatching on the plan annexed to this licence.

**c) Public safety**

The premises licence holder will at all times maintain adequate levels of staff and security. Such staff and security levels will be disclosed, on request, to the licensing authority and police.

**d) The prevention of public nuisance**

Signage will be displayed at the exit of the premises requesting customers leaving the premises late at night to do so quietly and with consideration so as not to disturb nearby residents.

**e) The protection of children from harm**

1. The premises licence holder will ensure that an age verification policy will apply to the premises whereby all cashiers will be trained to ask any customer attempting to purchase alcohol, who appears to be under the age of 25 years (or older if the licence holder so elects) to produce, before being sold alcohol, identification being a passport or photocard driving licence bearing a holographic mark or other form of identification bearing the customer's photograph, date of birth and the Proof of Age Standards Scheme (or similarly accredited scheme) hologram.
2. All staff engaged or to be engaged in the sale of alcohol on the premises shall receive the following training in age restricted sales:
  - induction training which must be completed and documented prior to the sale of alcohol by a staff member;
  - Refresher/reinforcement training at intervals of no more than 6 months.Training records will be available for inspection by a police officer on request.
3. All cashiers shall be trained to record refusals of sales of alcohol in a refusals register. The register will contain:
  - Details of the time and date the refusal was made;
  - The name of the staff member refusing the sale;

- Details of the alcohol the person attempted to purchase.

This register will be available for inspection by a police officer on request.

4. All sales tills shall prompt the cashier making a sale of alcohol to verify that the customer is aged 18 or over.

Please tick yes

- 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

**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	<i>Wu</i>
Date	2 September 2013
Capacity	Solicitors duly authorised on behalf of the Applicant

**For joint applications signature of 2<sup>nd</sup> applicant or 2<sup>nd</sup> 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)**

Winckworth Sherwood LLP  
(Ref: EMF/26508/1681/RPB)  
Minerva House  
5 Montague Close

<b>Post town</b>	London	<b>Post code</b>	SE1 9BB
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<b>Telephone number (if any)</b>	020 7593 5155
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**If you would prefer us to correspond with you by e-mail your e-mail address (optional)**  
efinlay@wslaw.co.uk

### 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, if you wish people to be able to purchase alcohol to consume away from the premises please tick off. 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, 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, both applicants or their respective agents must sign the application form.
13. This is the address which we shall use to correspond with you about this application.

Dear Sirs,

Re: Sainsburys Supermarkets Ltd 266 Pentonville Road.

I write on behalf of the 24 members of the Caledonian Road Pubwatch Committee who voted to oppose the application for a premises licence for the above premises.

The premises are in a cumulative impact zone. There are 2 Tesco Supermarkets within a very short distance, 21 Caledonian Rd and 128 Pentonville Road. There are also 4 off licences:

Parmar New, 252 Pentonville Road (24 hours)

Costcutters, 256 Pentonville Road (24 hours)

AT's Food & Wine, 22 Caledonian Road (Mon-Sun 09:00 to 01:00)

Easy Off Licence, 62 Caledonian Road (24 hours)

If granted, it will furthermore impact street drinkers creating a public nuisance often resulting in crime and disorder.

The premises are located very close to the new Kings Cross Square next to a major transport hub, which is currently hosting a childrens fair ground. It would not be a good advert for our capital city, or for travellers including children to encounter street drinkers in the square or surrounding areas.

Peter Alexander

For and on behalf of

The Caledonian Pubwatch

Your  
Our Licensing/NI  
Date: 27/09/2013



**METROPOLITAN POLICE  
SERVICE  
Steven Harrington Pc 425NI  
Islington Police Licensing Unit  
Islington Police Station  
2 Tolpuddle Street  
London  
N1 0YY**

Telephone: 020 7421 0194  
Facsimile: 020 7421 0138  
Email:  
nmailbox-.licensing@met.police.uk

**Date 27th September 2013**

Sainsburys  
266 Pentonville Road N1 9LE  
N1 8EG

Dear Sir

**Re: Sainsburys, 266 Pentonville Road N1 9LE**

With reference to the above application, I am writing to inform you that the Metropolitan Police, as a Responsible Authority, will be objecting to this application as it is our belief that if granted the application would undermine the Licensing Objectives.

The venue is situated in the 'Kings Cross Cumulative impact zone', a locality where this is traditionally high crime and disorder and there are concerns that this application will cause further policing problems in an already demanding area. Islington has almost double the national average of Licensed premises per resident, and this is why the Police supported the implementation of the Council's Cumulative Impact Policy. This large number of licensed premises and the issues associated with these impacts greatly on the Police and all other emergency service's resources.

It is for these reasons that we are objecting to the application and propose that it is refused.

Should you wish to discuss the matter further please contact me on Mobile 07799133204 or via email, nmailbox-.licensing@met.police.uk

Yours sincerely

Steven Harrington Pc 425NI  
Islington Police Licensing Officer

**Licensing Act 2003- Representation from the Licensing Authority**  
**Application: Sainsbury's 266 Pentonville Road London N1**

I am submitting a representation on behalf of the Licensing Authority with respect to the new premises licence application to permit off sales of alcohol from 266 Pentonville Road from 7am to 11pm.

The grounds for the representation are:

- Public nuisance
- Crime and disorder

The premises is located in the Kings Cross cumulative impact area so there is a presumption that the application should be refused unless the applicant can demonstrate that granting the licence will not undermine the licensing objectives.

**Licensing Policy Considerations**

*Licensing Policy 1*  
*Licensing Policy 4*

*Location, cumulative impact and saturation*  
*Shops selling alcohol*

**Licensing Policy 1**

The Kings Cross Cumulative Impact area has one of the highest levels of

- Alcohol related antisocial behaviour calls
- Alcohol related ambulance activity
- Alcohol related violent crime
- Licenced premises per Km2

Within 250m of the premises there are 6 other off licences, 2 of which are located a short distance away at 252 and 256 Pentonville Road.

There is an on-going street drinking problem in the Pentonville Road/Caledonian Road/Northdown Road/Varnishers Yard area.

Given that the area is already saturated with off licences new premises selling alcohol would exacerbate the situation and undermine the licensing objectives.

**Licensing Policy 4**

This policy outlines the Licensing Authority's approach to shops selling alcohol. It recognises that the statutory guidance issued to Local Authorities suggests that shops should be permitted to sell alcohol during opening hours unless there is 'good reason'. In view of the number of premises in the area and the existence of a street drinking problem Licensing Policy 4 is applicable to this application.

**Summary and recommendations**

The Licensing Authority has considered this application using the Licensing Policy framework, in particular:

- the location of the premises
- the existence of the cumulative impact area
- the style and hours of operation proposed by the applicant
- feedback from residents and partners

The Licensing Authority recommends that in order to promote the licensing objectives this application is refused.



Janice Gibbons  
Service Manager  
Islington Council  
Public Protection Division  
222 Upper St  
London N1 1XR

30 September 2013

Licensing Service Public Protection Division  
222 Upper Street  
Islington  
London  
N1 1XR

Dear sirs

I strongly object to Sainsburys at 266 Pentonville Road being able to sell alcoholic drinks in this part of Islington, There are too many suppliers in this area and I feel it would increase the amount of pre loaders attending the several late night venues in the area. It would add to the cumulative impact of yet another licensed premises in the area. I understand the council has deemed that this area has reached a saturation point of licensed premises.

I cannot see what advantage the neighbourhood could gain when there are many other suppliers nearby.

Yours sincerely

**Williams, John**

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**From:** Bancroft, Eryka  
**Sent:** 01 October 2013 17:43  
**To:** Licensing  
**Subject:** WK201323766 Licensing Act 2003: New Premises Licence - 266 Pentonville Road Islington N1

Dear Licensing Team,

We note that the premises is located in the Kings Cross cumulative impact area so there is a presumption that the application should be refused unless the applicant can demonstrate that granting the licence will not undermine the licensing objectives.

No noise data or evidence has been adduced by the Applicant within their operating schedule to demonstrate that the premises will not cause or add to public nuisance. The operating schedule and information provided by the Applicant does not provide sufficient detail to allow the Pollution Projects Team to come to a satisfactory conclusion that the hours sought will not exacerbate public nuisance within the CIA.

It is our opinion that the application should be refused.

Eryka Bancroft  
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**Suggested conditions of approval consistent with the operating schedule**

1. The licence holder shall ensure that the premises benefit from a CCTV system that operates at all times when licensable activities are taking place.
2. The system shall incorporate a camera covering each of the entrance doors and the main alcohol display area and shall be capable of providing an image which is regarded as identification standard. The precise positions of the cameras may be agreed, subject to compliance with Data Protection legislation, with the police from time to time.
3. The system shall incorporate a recording facility and any recording shall be retained and stored in a suitable and secure manner for a minimum of 30 days and shall be made available, subject to compliance with Data Protection legislation, to the police for inspection.
4. The system must be able to export recorded images to a removable means e.g. CD/DVD and have its own software enabled to allow playback/review.
5. A member of staff trained in the use of the CCTV system must be available at the premises at all times that the premises are open to the public.
6. The system shall display, on any recording, the correct time and date of the recording.
7. All cashiers shall be instructed to record in an incident book/register:
  - All incidents of crime and disorder occurring at the premises.
  - Details of occasions when the police are called to the premises.

This book/register will be available for inspection by a police officer on request.
8. There shall be no sales of single cans or beer, lager or cider from the premises and no sales of beer, lager or cider in vessels of less than 500ml.
9. There will be no sales/supplies of beers, ales, lagers or ciders of 5.5% ABAV or above.
10. There shall be no advertising of alcohol products in the shop windows.
11. Outside of permitted hours for the sale of alcohol. All alcohol within the trading area is to be secured behind locked shutters/screens/grills or secured behind locked cabinet doors.
12. Alcohol shall only be displayed in the area designated and indicated by red hatching on the plan annexed to the premises licence.
13. The premises licence holder shall at all times maintain adequate levels of staff and security. Such staff and security levels shall be disclosed, on request, to the licensing authority and police.
14. Signage shall be displayed at the exit of the premises requesting customers leaving the premises late at night to do so quietly and with consideration so as not to disturb nearby residents.
15. The premises licence holder shall ensure that an age verification policy applies to the premises whereby all cashiers shall be trained to ask any customer attempting to purchase alcohol, who appears to be under the age of 25 years (or older if the licence holder so elects) to produce, before being sold alcohol, identification being a passport or photocard driving licence bearing a holographic mark or other form of identification bearing the customer's photograph, date of birth and the Proof of Age Standards Scheme (or similar accredited scheme) hologram.
16. All staff engaged or to be engaged in the sale of alcohol on the premises shall receive the following training in age restricted sales:
  - Induction training which must be completed and documented prior to the sale of alcohol by the staff member.
  - Refresher/reinforcement training at intervals of no more than 6 months.

Training records will be available for inspection by a police officer on request.

17. All cashiers shall be trained to record refusals of sales of alcohol in a refusals register. The register will contain:
- Details of the time and date the refusal was made;
  - The name of the staff member refusing the sale;
  - Details of the alcohol the person attempted to purchase.
- This register will be available for inspection by a police officer on request.
18. All sales tills shall prompt the cashier making a sale of alcohol to verify that the customer is aged 18 or over.

Title : 266 Pentonvill  
Road

Islington Borough  
Boundary

Printed by :  
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Printed at :  
04-11-2013

