



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

Meeting of	Date	Agenda Item	Ward(s)
Licensing Sub-Committee	2 nd June 2015		St. Mary's

Delete as appropriate		Non-exempt
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**Subject: PREMISES LICENCE NEW APPLICATION
BOTTLEDOG, 29-31 ESSEX ROAD, LONDON, N1 2SA.**

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:
 - Allow the sale by retail of alcohol, on & off supplies, Mondays to Sundays from 10:00 until 22:00; and
 - To be open to the public, Mondays to Sundays from 10:00 until 22:30.

2. Relevant Representations

Licensing Authority	Yes
Metropolitan Police	Yes
Noise	No
Health and Safety	No
Trading Standards	No
Public Health	Yes

Safeguarding Children	No
London Fire Brigade	No
Local residents	Yes: 11 local residents
Other bodies	No:

3. Background

3.1 Papers are attached as follows:-

- Appendix 1: application form;
- Appendix 2: supporting information;
- Appendix 3: letter sent to local residents from applicant;
- Appendix 4: operating schedule, dispersal policy & smoking policy;
- Appendix 5: representations;
- Appendix 6: suggested conditions and map of premises location.

3.2 The applicant currently holds a premises licence at this address however, it is not appropriate for the proposed business as it is conditioned in such a way that it can only operate as a restaurant style operation with alcohol supplied as an ancillary to food.

3.3 A variation application to amend the currently held premises licence, so as to allow the premises to operate as a pub/bar type business, was received on 5th December 2014 but was subsequently withdrawn.

4. Planning Implications

4.1 Required planning use not currently in place however, the applicant is in pre-application discussions to address this.

5 Recommendations

5.1 To determine the application for a new premises licence under Section 17 of the Licensing Act 2003.

5.2 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 5)
- ii. any conditions deemed appropriate by the Committee to promote the four licensing objectives.(see appendix 5)
- iii. any conditions deemed necessary by the Committee to promote the four licensing objectives.

6 Conclusion and reasons for recommendations

6.1 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 as appropriate 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

20.5.15

Date

Received by

Head of Scrutiny and Democratic Services

Date

Report author: Licensing Service

Tel: 020 75027 3031

E-mail: licensing@islington.gov.uk

Appendix 1.

The Licensing Team, Public Protection Division, Islington Council, 222 Upper Street, London, N1 1XR

**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.

We BrewDog Bars Limited

(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 BottleDog 29-31 Essex Road Islington			
Post town	London	Postcode	N1 2SA

Telephone number at premises (if any)	0207 359 5999
Non-domestic rateable value of premises	££41,000

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)

48700
£ 315.00 / 550217
15104/15

- 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 BrewDog Bars Limited
Address Balmacassie Commercial Park Ellon Aberdeenshire AB41 8BX
Registered number (where applicable) SC389114
Description of applicant (for example, partnership, company, unincorporated association etc.) Private Limited Company
Telephone number (if any) 01358 724 924
E-mail address (optional)

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
1	2	05 2015

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

DD	MM	YYYY

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

BottleDog craft beer and bottle shop.

The premises currently has the benefit of premises licence number LN/2908/-110314, but following concerns expressed on the part of residents and other interested parties in respect of the BrewDog concept, careful consideration has been given to develop a new concept which will meet with community approval. This is the BottleDog Beer Store and the essential idea follows a concept originated in San Francisco, which is a store showcasing craft beers from around the world, attracting discerning customers who are interested in and can afford the premium products on sale. The pricing in the store would make it attractive to those who are interested in, and wish to develop their learning in, craft beers, while completely unattractive to those such as pre-loaders or street drinkers. The great majority of the floor space will be devoted to retailing of bottles for off-sales. But there will be ancillary soft seating for visitors to sample the product, to engage in educational events, interact with our trained, knowledgeable staff or simply to read books from the library regarding craft beers and the products on display.

We would stress that this will not be a "vertical drinking bar". That is the antithesis of what we want to achieve here. Furthermore, to give assurance that this will not turn into such an establishment, we make it clear that there will be no regulated entertainment.

We fully appreciate the sensitivity regarding hours of operation, Therefore, we propose that the hours for the sale of alcohol be reduced from those currently permitted under the existing Premises Licence to 10am to 10pm daily – well within the framework of Islington's licensing policy and giving assurance that there will be no night time disturbance. We hope to be an asset to the local community, and to work without harming the community in anyway.

Brewdog is the largest independent brewer in Scotland and operates bottle shops and bars across England and Wales, the majority of which opened following the grant of licences in Cumulative Impact Policy Areas where they trade without issue.

www.brewdog.com

Please see attached concept document for more information.

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"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Mon				Please give further details here (please read guidance note 3)	
Tue			State any seasonal variations for performing plays (please read guidance note 4)		
Wed			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)		
Thur					
Fri					
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						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)		
Sat								
Sun								

C

Indoor sporting events Standard days and timings (please read guidance note 6)			<u>Please give further details</u> (please read guidance note 3)	
Day	Start	Finish		
Mon			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 4)	
Tue				
Wed				
Thur				<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> (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	<u>Please give further details here</u> (please read guidance note 3)		
Mon					
Tue			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 4)		
Wed					
Thur			<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)		
Fri					
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				
Fri			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)	
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				
Wed				
Thur				
Fri				
Sat				
Sun				
			State any seasonal variations for the playing of recorded music (please read guidance note 4)	
			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)	

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

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 6)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	Will this entertainment take place 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			State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 4)		
Fri					
Sat			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)		
Sun					

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	<u>Please give further details here</u> (please read guidance note 3)		
Mon					
Tue			<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 4)		
Wed					
Thur			<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)		
Fri					
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"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 4)		
Mon	10:00	22:00			
Tue	10:00	22:00			
Wed	10:00	22:00			
Thur	10:00	22:00			
Fri	10:00	22:00			
Sat	10:00	22:00			
Sun	10:00	22:00			

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

Name Martin Keith	
Address	
Postcode	
Personal licence number (if known)	
Issuing licensing authority (if known) Islington Council	

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).

N/A

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	10:00	22:30	<p>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)</p>
Tue	10:00	22:30	
Wed	10:00	22:30	
Thur	10:00	22:30	
Fri	10:00	22:30	
Sat	10:00	22:30	
Sun	10:00	22:30	

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)

Please see attached operating schedule and policies.

b) The prevention of crime and disorder

Please see attached operating schedule and policies.

c) Public safety

Please see attached operating schedule and policies.

d) The prevention of public nuisance

Please see attached operating schedule and policies.

e) The protection of children from harm

Please see attached operating schedule and policies.

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	10 April 2015
Capacity	Applicant's Solicitors

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)

Kuit Steinart Levy LLP
3 St Mary's Parsonage

Post town Manchester

Postcode M3 2RD

Telephone number (if any) 0161 838 7888

If you would prefer us to correspond with you by e-mail, your e-mail address (optional)
Nicoletopping@kuits.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.

OPERATING SCHEDULE – BREWDOG ESSEX ROAD ISLINGTON

Staff shall be trained in the requirements of the Licensing Act 2003 with regard to the Licensing Objectives.

A) The Prevention of Crime and Disorder

1. All instances of crime and disorder shall be reported to the police.
2. An incident book shall be used to record all instances of public disorder.
3. The holder of the premises licence or its nominee shall subscribe to and participate fully in the local pub/club/shop watch scheme.
4. The licensee shall, in accordance with a risk assessment to be carried out by the DPS, provide a sufficient number of door supervisors.
5. When door personnel are employed they will remain on duty outside the premises until all customers have left the area.
6. CCTV shall be installed, operated and maintained in agreement with the Police. The system will enable frontal identification of every person entering the premises. The system shall record in real time and operate whilst the premises are open for licensable activities. The recordings shall be kept available for a minimum of 31 days. Recordings shall be made available to an Authorised Officer or a Police Officer (subject to the Data Protection Act 1998) within 24 hours of any request.
7. Alcoholic and other drinks purchased from the premises may not be taken away from the immediate curtilage of the premises in open containers such as glasses or opened bottles (save for consumption in any delineated external area as shown on the plan attached to the licence).
8. Staff will be trained in the laws relating to under age sales, and that training shall be documented and repeated at 6 monthly intervals.
9. A refusals book will be maintained at the premises, and made available to an officer of a responsible authority upon request.
10. All off sales shall be made in sealed containers save in respect of growlers to be filled with draught beer on the premises for consumption by customers off the premises.

B) Public Safety

1. Safety checks shall be carried out before the admission of the public. Details of safety checks shall be kept in a Log-book on the premises. The Log-book shall be made available for inspection by authorised officers.
2. All exit routes shall be kept unobstructed, with non-slippery and even surfaces, free of trip hazards and clearly identified.
3. Where chairs and tables are provided, internal gangways shall be kept unobstructed.
4. All exits doors shall be maintained easily operable without the use of a key, card, code or similar means.

5. Exit doors shall be regularly checked to ensure that they function satisfactorily and a record of the check shall be kept.
6. Any removable security fastenings must be removed whenever the premises are open to the public or occupied by staff.
7. The edges of the treads of steps and stairways must be maintained so as to be in good condition and be conspicuous.
8. When disabled people are present, there must be sufficient numbers of staff and adequate arrangements must be in place to enable their safe evacuation in the event of an emergency. Disabled people on the premises must be made aware of such arrangements by staff and by the use of appropriate signage.
9. In the absence of adequate daylight, the lighting in any area accessible to the public shall be fully in operation when they are present.
10. Emergency lighting batteries are fully charged before the admission of the public.
11. Access for emergency vehicles must be kept clear and free from obstruction.
12. Adequate and appropriate supply of first aid equipment and materials must be available on the premises at all times.
13. A first aid box will be available at the premises at all times.
14. The premises shall maintain an Incident Log and public liability insurance.

C) The Prevention of Public Nuisance

1. Noise or vibration must not emanate from the premises so as to cause a nuisance to nearby properties.
2. No more than 32 customers shall be permitted to stand in the premises whilst consuming alcohol.
3. The premises shall operate under the BottleDog concept only and no different concept shall be introduced at the premises without prior consultation with the Licensing Authority and Police.
4. Prominent, clear and legible notices must be displayed at all exits requesting the public to respect the needs of local residents and to leave the premises and the area quietly.
5. A dedicated licensed taxi/mini cab service shall be available with the premises for customers.
6. The emptying of bins into skips, and refuse collections will not take place between 23:00 and 07:00.
7. Bottling out from the premises will not take place between 22:30 and 07:00.
8. There shall be no deliveries or collections between 22:30 and 07:00.
9. The premises shall close 30 minutes after the last sale of alcohol.
10. The exterior of the building shall be cleared of litter at regular intervals.
11. A Dispersal and Smoking Policy will be implemented and adhered to (see attached).

12. The contact telephone number for the premises licence holder/designated premises supervisor/duty manager shall be displayed inside the premises or immediately outside the premises such that it is clearly visible from outside without the need to enter the premises.

D) The Protection of Children From Harm

1. The licensee shall adopt the Challenge 25 and the BII National Standards Proof of Age Scheme.
2. The licensee shall ensure that staff are trained about age restricted products and ensure that they sign to confirm that they have understood the training. The licensee shall keep records of training and instruction given to staff.
3. The licensee should regularly monitor staff to check how they are dealing with young people who ask for alcohol and other age restricted products.
4. The licensee shall put arrangements in place to ensure that before serving alcohol to young persons, staff ask to see accredited proof of age cards e.g. Citizencard, a Passport, or UK Driving Licence bearing the photograph and date of birth of the bearer.
5. The licensee and staff should note any refusals to sell to young people in a refusals log. The refusals log shall be checked and signed monthly by the designated premises supervisor. The refusals log shall be made available for inspection by the licensing team, police or trading standards.

**SMOKING POLICY
BREWDOG ESSEX ROAD ISLINGTON**

1. Any outside area used by customers wishing to smoke shall be covered by the CCTV system which will be installed at the premises.
2. The outside area shall be monitored by staff (or door staff when employed).
3. The area will be cleaned regularly.
4. Suitable receptacles shall be provided for smokers to dispose of cigarette butts.
5. Signs will be displayed in the area requesting customers keep noise to a minimum.
6. Patrons who disregard signage and verbal instructions regarding noise will be asked to move inside and/or leave the premises.

**DISPERSAL POLICY
BREWDOG ESSEX ROAD ISLINGTON**

The purpose of this Dispersal Policy is to ensure, so far as it is possible, that minimum disturbance or nuisance is caused to our neighbours and to ensure that the operation of the premises makes the minimum impact upon the neighbourhood in relation to potential nuisance and anti-social behaviour. This will be achieved by exercising pro-active measures towards and at the end of the evening.

By ensuring that this Dispersal Policy document is brought to the attention of Management and Staff we will seek to encourage the efficient, controlled and safe dispersal of our patrons during our closing period.

1. Management and staff will assist with the orderly and gradual dispersal of patrons.
2. Staff Members (including door personnel when employed) will advise patrons to leave the premises quickly and quietly out of respect for our neighbours.
3. When door personnel are employed they will remain on duty outside the premises until all customers have left the area.
4. Notices will be displayed requesting our customers to leave quietly and in an orderly manner out of consideration to neighbours and their attention will be drawn to these notices by members of staff.
5. We will ensure the removal of all open or unsealed bottles and drinking receptacles from any patron before exiting the premises.
6. We will actively discourage our customers from assembling outside the premises.

Consent of individual to being specified as Designated Premises Supervisor

I MARTIN KEITH
[full name of prospective Designated Premises Supervisor]

or

[home address of prospective Designated Premises Supervisor]

My date of birth is:

I was born in: GLASGOW, UK
[place of birth of prospective Designated Premises Supervisor]

Contact telephone number:

Hereby confirm that I give my consent to being specified as the Designated Premises Supervisor in relation to the application for

New Premises Licence

for

Bottle Dog
29-31 Essex Road
Islington
London
N1 2JA

and any Premises Licence to be granted or varied in respect of this application made by

BrewDog Bars Limited

**KUIT STEINART LEVY LLP, 3 ST MARY'S PARSONAGE, MANCHESTER
M3 2RD. TELEPHONE NUMBER: 0161 838 7888. FAX: 0161 838 8109**

concerning the supply of alcohol at

Bottom Dog, 29-31 Essex Road, Islington, London, N1 2SA

I also confirm that I ~~am applying for / intend to apply for~~ / currently hold a Personal Licence, details of which I set out below.

Personal Licence number

.....

Personal Licence Issuing Authority

ISLINGTON COUNCIL

Signed:

.....

Name (please print)

MARTIN KETTI

Date:

08/04/2015

The Licensing Team
Public Protection Division
Islington Council
222 Upper Street
London
N1 1XR

Your Ref:

Our Ref:

NLT.NLT.BRE163.33

10 April 2015

Dear Sirs

BottleDog, Essex Road, Islington – New Premises Licence Application

Please find enclosed a new premises licence application in respect of the above premises together with the following in support:

1. Operating schedule and policies;
2. Plan (drawing number SK01 Rev D);
3. BottleDog Concept Document;
4. Consent of DPS – Martin Keith; and
5. Cheque in the sum of £315 in respect of the local authority fee.

The premises currently has the benefit of premises licence number LN/2908/-110314, but following concerns expressed on the part of residents and other interested parties in respect of the BrewDog concept, careful consideration has been given to develop a new concept which will meet with community approval. This is the BottleDog Beer Store and the essential idea follows a concept originated in San Francisco, which is a store showcasing craft beers from around the world, attracting discerning customers who are interested in and can afford the premium products on sale. The pricing in the store would make it attractive to those who are interested in, and wish to develop their learning in, craft beers, while completely unattractive to those such as pre-loaders or street drinkers. The great majority of the floor space will be devoted to retailing of bottles for off-sales. But there will be ancillary soft seating for visitors to sample the product, to engage in educational events, interact with our trained, knowledgeable staff or simply to read books from the library regarding craft beers and the products on display.

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kuit | steinart | levy LLP

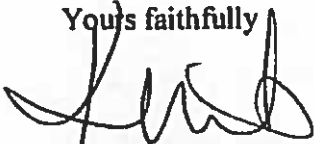


We would stress that this will not be a "vertical drinking bar". That is the antithesis of what we want to achieve here. Furthermore, to give assurance that this will not turn into such an establishment, we make it clear that there will be no regulated entertainment.

We fully appreciate the sensitivity regarding hours of operation. Therefore, we propose that the hours for the sale of alcohol be reduced from those currently permitted under the existing Premises Licence to 10am to 10pm daily -- well within the framework of Islington's licensing policy and giving assurance that there will be no night time disturbance. We hope to be an asset to the local community, and to work without harming the community in anyway.

We can confirm that we are arranging for the application to be advertised in the press and at the premises and calculate the last date for representations to be midnight on 11 May 2015; please let us know immediately if you do not believe this to be the case.

Yours faithfully



Kuit Steinart Levy LLP

Enc.

BOTTLEDOG BEER STORE PROJECT

PROJECT SUMMARY

To create an environment where customers can shop for the finest, specialist craft beers from around the world whilst being able to sample and appreciate the product on site, interact with our team of experts, participate in educational events or read a book from the beer library. The atmosphere and ethos will be pro-actively educational, promoting a culture of beer appreciation.

BRANDING



INFLUENCE

City Beer Store – San Francisco

Opened in 2006 by Craig and Beth Wathen, City Beer Store set out to build a retail experience for beer which took all the elements from wine retail and adapted them to create a fresh and refined experience.

They source the finest beer from all over the U.S. and Europe, and train their staff to be able to discuss the beers with the discerning customers they attract.

A focus on education and individual customer service has meant they have elevated the beer buying experience from stopping off at the supermarket for a six pack, to something that is now considered an educational and cultured experience for both enthusiasts and beginners alike.

Naturally, the store trades without any kind of environmental impact.



CITY BEER STORE, SAN FRANCISCO



ACTIVITIES

All activities focussed towards beer education and appreciation with tastings, classes, beer launches and events.

DRENKS SUMMARY

Over 400 of the finest bottled craft beers from around the world , hand-picked by our in-house buyer. A constantly changing selection of the highest quality, freshest, artisanal products available in the market.

Beer sampled on site would come in measures no larger than 2/3 of a pint.

PRICING

Our offer of beers is premium priced and targeted at those who appreciate craft beers. This is quite the opposite of popular packs of beer purchased at local supermarkets.

BrewDog has an existing retail site in Grays Inn Road. The average price for a bottle of beer in that site is over £6. Prices will range from around £2 for one of our own low ABV beers to up to £50 for a high end guest beer.

As a condition of the licence of our existing retail outlet we have a minimum pricing of 50p per unit of alcohol. We are more than happy to offer this as a condition in the proposed Essex Road store.

STAFF EDUCATION AND TRAINING

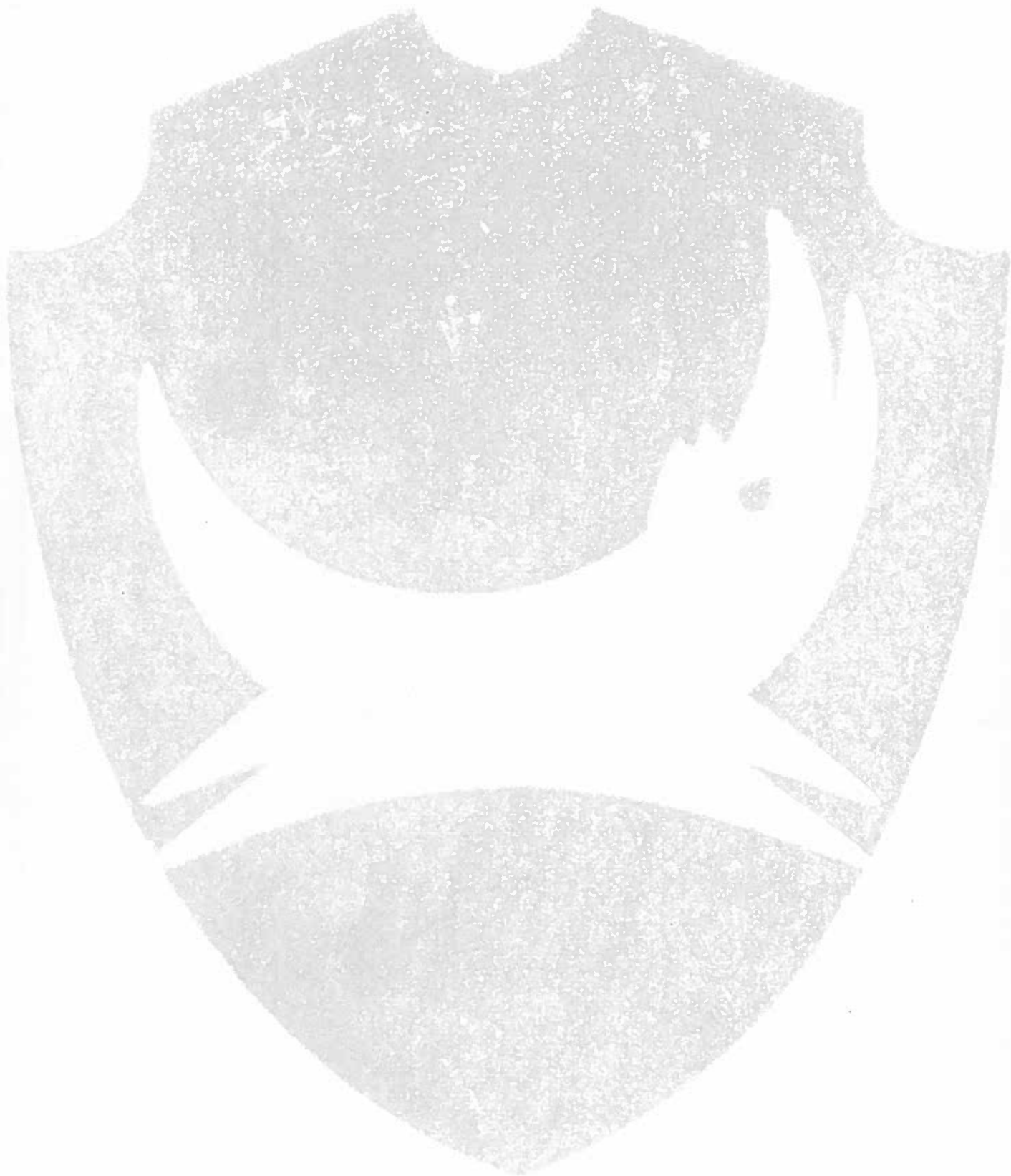
A significant part our model is beer education and promoting the art of beer appreciation. All of our team are Certified Beer Servers and some are Certified Cicerone. These qualifications are recognised in the beer world as the equivalent of a sommelier programme for wine. BrewDog are the first company in the UK to endorse these courses however, it is widely known and respected in the U.S.

All of our team also go through an intensive four day training programme with our training department which is a comprehensive induction to the company, our ethos and responsible operation of our retail outlets.

CUSTOMER EDUCATION

Our reason for existing is to make people as passionate about craft beer as we are. Our main outlet for this is educational events. We regularly hold tastings, classes, masterclasses, beer and food matching events and

brewing seminars. These events are the core of what we do. In Essex Road, we will run a regular and comprehensive programme of such events.



Dear Neighbour,

I would very much like to update you with regards to our proposals for Essex Road following the withdrawal of our recent licence application.

BrewDog is a maker of high quality craft beers, which provide an alternative to mass produced beers which have come to dominate the market in recent years. BrewDog is not alone in this: the craft beer movement is a growing one, which has challenged the convention that beer needs to be enjoyed in large quantities in stand-up bars. However, it has attracted a following among those who appreciate high quality product, and it now sells to 55 countries across the world.

In order to promote its products it has opened a small number of bars across the country. As we had hoped these have tended to attract an older, more discerning clientele, selling smaller measures of beer in 1/3 and 2/3 pint glasses. Hence, we have operated without any issues of anti-social behaviour, crime or disorder. We have attracted those who appreciate the qualities of craft beers, rather than those who drink to get drunk. This has placed us apart from many more traditional pubs and bars.

Despite this, we fully appreciate the concerns which have been expressed on the part of residents in this case. We do set out to work with the communities we serve, and therefore we have given careful consideration to whether and how we can develop a concept which will meet with community approval.

Taking account of those concerns, we have developed a new concept which we have called "BottleDog Beer Store".

The essential idea follows a concept originated in San Francisco, which is a store showcasing craft beers from around the world, attracting discerning customers who are interested in and can afford the premium products on sale. The pricing in the store would make it attractive to those who are interested in, and wish to develop their learning in, craft beers, while completely unattractive to those such as pre-loaders or street drinkers. The great majority of the floor space will be devoted to retailing of bottles for off-sales. But there will be ancillary soft seating for visitors to sample the product, to engage in educational events, interact with our trained, knowledgeable staff or simply to read books from the library regarding craft beers and the products on display.

We would stress that this will not be a "vertical drinking bar". That is the antithesis of what we want to achieve here. Furthermore, to give assurance that this will not turn into such an establishment, we make it clear that there will be no regulated entertainment.

We fully appreciate the sensitivity regarding hours of operation, Therefore, we propose that the hours for the sale of alcohol be reduced from those currently permitted under the existing Premises Licence to 10am to 10pm daily – well within the framework of Islington's licensing policy and giving assurance that there will be no night time disturbance. We hope to be an asset to the local community, and to work without harming the community in anyway.

I am attaching a document as well as a plan which gives an indication of our proposal.

I would be really interested to learn your views and I propose that we hold an open-evening at the site at 6pm on Thursday 2nd April 2015 so that you can better understand our concept and where I can personally meet you and perhaps answer any queries that you may have.

My contact details are below. If you are unable to come to our event, please do feel free to give me a call at any time.

Yours sincerely,

Stephen Hogan

BrewDog Acquisitions Manager

steveh@brewdoq.com

OPERATING SCHEDULE – BREWDOG ESSEX ROAD ISLINGTON

Staff shall be trained in the requirements of the Licensing Act 2003 with regard to the Licensing Objectives.

A) The Prevention of Crime and Disorder

1. All instances of crime and disorder shall be reported to the police.
2. An incident book shall be used to record all instances of public disorder.
3. The holder of the premises licence or its nominee shall subscribe to and participate fully in the local pub/club/shop watch scheme.
4. The licensee shall, in accordance with a risk assessment to be carried out by the DPS, provide a sufficient number of door supervisors.
5. When door personnel are employed they will remain on duty outside the premises until all customers have left the area.
6. CCTV shall be installed, operated and maintained in agreement with the Police. The system will enable frontal identification of every person entering the premises. The system shall record in real time and operate whilst the premises are open for licensable activities. The recordings shall be kept available for a minimum of 31 days. Recordings shall be made available to an Authorised Officer or a Police Officer (subject to the Data Protection Act 1998) within 24 hours of any request.
7. Alcoholic and other drinks purchased from the premises may not be taken away from the immediate curtilage of the premises in open containers such as glasses or opened bottles (save for consumption in any delineated external area as shown on the plan attached to the licence).
8. Staff will be trained in the laws relating to under age sales, and that training shall be documented and repeated at 6 monthly intervals.
9. A refusals book will be maintained at the premises, and made available to an officer of a responsible authority upon request.
10. All off sales shall be made in sealed containers save in respect of growlers to be filled with draught beer on the premises for consumption by customers off the premises.

B) Public Safety

1. Safety checks shall be carried out before the admission of the public. Details of safety checks shall be kept in a Log-book on the premises. The Log-book shall be made available for inspection by authorised officers.
2. All exit routes shall be kept unobstructed, with non-slippery and even surfaces, free of trip hazards and clearly identified.
3. Where chairs and tables are provided, internal gangways shall be kept unobstructed.
4. All exits doors shall be maintained easily operable without the use of a key, card, code or similar means.

5. Exit doors shall be regularly checked to ensure that they function satisfactorily and a record of the check shall be kept.
6. Any removable security fastenings must be removed whenever the premises are open to the public or occupied by staff.
7. The edges of the treads of steps and stairways must be maintained so as to be in good condition and be conspicuous.
8. When disabled people are present, there must be sufficient numbers of staff and adequate arrangements must be in place to enable their safe evacuation in the event of an emergency. Disabled people on the premises must be made aware of such arrangements by staff and by the use of appropriate signage.
9. In the absence of adequate daylight, the lighting in any area accessible to the public shall be fully in operation when they are present.
10. Emergency lighting batteries are fully charged before the admission of the public.
11. Access for emergency vehicles must be kept clear and free from obstruction.
12. Adequate and appropriate supply of first aid equipment and materials must be available on the premises at all times.
13. A first aid box will be available at the premises at all times.
14. The premises shall maintain an Incident Log and public liability insurance.

C) The Prevention of Public Nuisance

1. Noise or vibration must not emanate from the premises so as to cause a nuisance to nearby properties.
2. No more than 32 customers shall be permitted to stand in the premises whilst consuming alcohol.
3. The premises shall operate under the BottleDog concept only and no different concept shall be introduced at the premises without prior consultation with the Licensing Authority and Police.
4. Prominent, clear and legible notices must be displayed at all exits requesting the public to respect the needs of local residents and to leave the premises and the area quietly.
5. A dedicated licensed taxi/mini cab service shall be available with the premises for customers.
6. The emptying of bins into skips, and refuse collections will not take place between 23:00 and 07:00.
7. Bottling out from the premises will not take place between 22:30 and 07:00.
8. There shall be no deliveries or collections between 22:30 and 07:00.
9. The premises shall close 30 minutes after the last sale of alcohol.
10. The exterior of the building shall be cleared of litter at regular intervals.
11. A Dispersal and Smoking Policy will be implemented and adhered to (see attached).

**SMOKING POLICY
BREWDOG ESSEX ROAD ISLINGTON**

1. Any outside area used by customers wishing to smoke shall be covered by the CCTV system which will be installed at the premises.
2. The outside area shall be monitored by staff (or door staff when employed).
3. The area will be cleaned regularly.
4. Suitable receptacles shall be provided for smokers to dispose of cigarette butts.
5. Signs will be displayed in the area requesting customers keep noise to a minimum.
6. Patrons who disregard signage and verbal instructions regarding noise will be asked to move inside and/or leave the premises.

**DISPERSAL POLICY
BREWDOG ESSEX ROAD ISLINGTON**

The purpose of this Dispersal Policy is to ensure, so far as it is possible, that minimum disturbance or nuisance is caused to our neighbours and to ensure that the operation of the premises makes the minimum impact upon the neighbourhood in relation to potential nuisance and anti-social behaviour. This will be achieved by exercising pro-active measures towards and at the end of the evening.

By ensuring that this Dispersal Policy document is brought to the attention of Management and Staff we will seek to encourage the efficient, controlled and safe dispersal of our patrons during our closing period.

1. Management and staff will assist with the orderly and gradual dispersal of patrons.
2. Staff Members (including door personnel when employed) will advise patrons to leave the premises quickly and quietly out of respect for our neighbours.
3. When door personnel are employed they will remain on duty outside the premises until all customers have left the area.
4. Notices will be displayed requesting our customers to leave quietly and in an orderly manner out of consideration to neighbours and their attention will be drawn to these notices by members of staff.
5. We will ensure the removal of all open or unsealed bottles and drinking receptacles from any patron before exiting the premises.
6. We will actively discourage our customers from assembling outside the premises.

Appendix 5.

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Your
Our Licensing/NI
Date: 11/05/2015



Kuit Steinart Levy LLP

3 St Mary's Parsonage
Manchester
M3 2RD

**METROPOLITAN POLICE
SERVICE**
Islington Police Licensing Unit
Islington Police Station
2 Tolpuddle Street
London
N1 0YY

Telephone: 07799133204
Email:
licensingpolice@islington.gov.uk

Re: New Premises Licence, 29-31 Essex Road, N1 2SA – BottleDog

With reference to the above application, we are 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.

Location

The venue is situated in the 'Upper Street/Angel Cumulative Impact Zone', an area which traditionally suffers from high levels of 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 services resource.

There are 76 licensed premises within a 250 metre radius of this venue. Over 20 of those venues fit into the pub/bar/off licence category.

History

The applicants submitted a Licence variation in December 2014. This was objected to strongly by the police as it seemed the applicants wanted to turn the restaurant venue into a bar, with little or no conditions. There was no communication with the police and the application was withdrawn.

Communication

During this application there has been far greater communication which has been welcomed. Due to other commitments, police were unfortunately unable to attend the open evening held at the venue on the 2nd of April. In light of that, an email of nine questions were sent to the applicant which he replied to on the 17th of April (the questions and answers are attached). Police then sent a further email asking questions of the Operating Schedule that had been submitted, as it appeared that the schedule had been completed more in line with an event, rather than a new licence application, and seemed very much open to interpretation. This email was acknowledged on the 28th of April, but as of yet, we have received no reply.

Summary

We appreciate that the applicant is willing to have CCTV and would be operating well within the core hours. However there are a number of issues that leave the police with concerns;

1. It is our consideration that any new application, especially one which falls within a Cumulative Impact Area, should be drafted solely with that particular venue in mind. We believe the operating schedule has been lifted from another venue/event.
2. We believe that the changes to the venue may well add to the cumulative impact as we believe it is essentially a drinking establishment with no firm controls.
3. We do not consider that the applicant has been entirely forthcoming with the application. This and our other considerations are based on the answers to questions posed by police and the numerous questions asked of the operating schedule, which are as yet, unanswered.

The police are concerned regarding the honesty and professionalism of the applicant, and with such concerns we find ourselves with no option but to strongly object to the application and propose that it is refused.

Should you wish to discuss the matter further please contact us on Mobile 07799133204 or via email, licensingpolice@islington.gov.uk

Yours sincerely

Peter Conisbee Pc 575NI
Steven Harrington Pc 425NI
Nick Pamboris Pc 548NI

Islington Police Licensing Officers

1.

With regard to the 'tasting area, is this an area to taste free samples or will customers be paying for these?

The area shown with seating and tables on the plan will be used for educational / tasting purposes during pre-booked events. At such events the beer to be tasted will be supplied under the arrangements for the event. During ordinary day to day trade, the area will be used for customers who wish to sample a product before deciding whether they wish to purchase it for consumption at home or elsewhere. If they do so, They will need to pay for the product purchased plus a corkage fee. The maximum volume of any individual draft purchase is 2/3 pint, all beer sold is premium priced, it will be consumed at tables and of course the venue will stop selling alcohol at 10pm. It is therefore not considered that there is any risk of alcohol related crime and disorder from this activity.

2.

Will the consumption of alcohol on site be limited in any way, if so how?

We will be selling draught beer in smaller measures, being 1/3, 1/2 and 2/3 pint glasses, not pints and the hours for the sale of alcohol be reduced from those currently permitted under the existing Premises Licence to 10am to 10pm daily.

3.

How many people at any one time can occupy this area?

We would propose an occupancy in this area of 40 people.

4.

As there will be no vertical drinking, what will the capacity be set at, seated?

The concept document states that 'this will not be a vertical drinking establishment' referring to the style of operation rather than an outright ban on customers consuming alcohol whilst stood up. Seating will be provided, but a customer may choose to stand up and this cannot be prevented.

5.

Will alcohol purchased at the "bottle shop" be consumed on site?

Customers will have the option to consume alcohol purchased on site if they so wish by paying a small corkage fee (such that the bottle price for consumption on site is in line with premium on-sales pricing as in a bar, i.e. there is no price benefit to drinking on these premises). Additionally this will assist with the control of consumption on the premises and will differentiate customers consuming on and off the premises. Staff will monitor customers wishing to consume alcohol on the premises with regular checks. The price of corkage will be included in the ticket cost for all pre-booked events.

6.

Will you be serving any form of food/snacks with the beers, and will these be free?

We will sell bar snacks such as crisps, popcorn etc. these will be charged for.

7.

Do you propose to have an outside area?

Our application does not include a provision for an external area.

8.

Will the events you hold there be limited in numbers, if so what are the figures?

These would be in line with our capacity and will take place as regularly as demand dictates.

9.

I assume that you will be installing CCTV in the venue?

Yes, with cameras facing both internally and externally.

Licensing Authority Representation

Licensing Act 2003

Application: BottleDog, 29-31 Essex Road, London, N1 2SA

I am submitting a representation on behalf of the Licensing Authority with respect to the new Premises Licence application for the above address.

The grounds for the representation are:

- Public nuisance
- Crime and disorder

Licensing Policy Considerations

<i>Licensing Policies 1 & 2</i>	<i>Location, cumulative impact and saturation</i>
<i>Licensing Policies 9 & 10</i>	<i>Standards of management – The Operating Schedule</i>
<i>Licensing Policy 11</i>	<i>Mixed use premises</i>

Issues of Concern

1. The premises are located in the Angel and Upper Street Cumulative Impact therefore the onus is on the applicant to demonstrate that this proposal will not undermine the licensing objective.
2. In the operating schedule attached to the application the applicant indicated that the proposal would not add to the cumulative impact because of the hours of operation and the nature of the business i.e. off-licence with a tasting area. The LA believes that the proposed application could add to the cumulative impact as the proposed operating schedule would not be effective in limiting the scope of the business as suggested.
3. The Operating Schedule indicates that no more than 32 persons shall be permitted to stand in the premises whilst consuming alcohol. There is no indication of the overall capacity. In the LA's opinion this is a bar.
4. The application indicates that the consumption area of the premises is for "tasting" beer and educational events in relation to the brewing industry however, there is nothing in the Operating Schedule that would limit its use as such. A customer would be authorised to buy draft beers on site for consumption and consume bottled beers, purchased from the off sales area, on payment of a "corkage fee".
5. There is nothing within the proposal, if approved, that would prevent the style of the premises being a vertical drinking establishment operated by a company that specialises in producing and selling high strength craft beer.
6. There is nothing within the proposal, if approved, to control the numbers of patrons outside the venue, their behaviour outside or the consumption of alcohol outside. If alcohol is not permitted to be taken outside for consumption within an external area this should have been clearly stated.
7. An external smoking area is referenced within the application and operating schedule however, its size and location is not specified.
8. Whilst it is appreciated that there is a demand for high strength craft beers the operational objectives of BottleDog/BrewDog are incompatible with the objectives of a cumulative impact area.
9. The council and police have put significant resources into managing the night time economy in this area to minimise the negative impacts on local residents and partner agencies. An additional drinking establishment of this type would undermine any positive impacts as there will be the potential for persons to be consuming high strength alcohol adding to the cumulative burden in terms of alcohol related crime, disorder, nuisance and antisocial behaviour

10. Observations in other BrewDog operated premises in London revealed:
 - a. Loud raucous customers encouraging each other to neck full glasses of beer
 - b. Poorly managed dispersal of customers over an 30 minute period allowing customers to continue lively conversations outside the premises
 - c. Drunk customer crossing the road causing a lorry to brake sharply to avoid a collision
 - d. Evidence of poor housekeeping: uncollected glasses, dirty WC facilities and graffiti
 - e. Food, although offered in some premises, did not appear to be consumed in any of the premises visited
11. The premises are located in an alcohol crime and disorder hotspot and the style of operation will add to the cumulative burden already experienced in this part of the borough.

Recommendation

The applicant has not adequately dealt with my concerns in relation to the creation of another busy bar selling high strength beer within the cumulative impact area.

This proposal will undermine the licensing objectives and I recommend that the application is refused.

Janice Gibbons
Service Manager
Islington Council
Janice.gibbons@islington.gov.uk
020 7527 3212

11th May 2015



Licensing Act 2003

Representation from Camden and Islington Public Health on behalf of health bodies providing services in Islington concerning BottleDog, 29-31 Essex Road, London N1 2SA

Ref: WK/2015 82084

I am submitting a representation against the application for a licence for the sale of alcohol for consumption on and off the premises): 10.00 – 22.00 Seven days a week. This representation is on behalf of Islington Council's Public Health department, which is a responsible authority.

Alcohol and Islington

Islington suffers from some of the greatest levels of alcohol-related health harm in London. The residents of the borough have the highest rate of admissions for alcohol-related conditions in London, significantly higher than both the London and the UK-wide average. Alcohol also contributes to the early death of Islington residents with significantly higher levels of mortality from chronic liver disease than the London average and an average of 12 months of life lost due to alcohol in men and 5 months in women.

Alcohol also significantly harms children in the borough, Islington has the fifth highest rate of alcohol-specific admissions in the under 18s in London and there were 53 alcohol-related ambulance call-outs to under 18s in 2013/14 in the borough.

Alcohol significantly contributes to crime in the borough with the fourth highest rate of alcohol-related crime in London and alcohol resulting in more than 1,500 violent crimes and 37 sexual crimes in the borough a year.

The impact of low cost - high strength alcohol

There is a particularly strong and well accepted evidence base that increased affordability of alcohol results in an increase in alcohol-related harm. One effect of cheap alcohol is increased pressure and costs to the NHS, the Police and the Council. The impacts are also felt across the community as a whole. The licensing objectives are breached where alcohol is available cheaply.

We applaud the efforts of this applicant to address this by proposing a minimum unit price in their supplementary information ('BottleDog Beer Store Project') and would like to see this translated into a condition to ensure continuity in the case of change of management. They also propose a reduced maximum drink size of 2/3 of a pint which we would also like to see included as a condition. Both of these conditions are proposed by the applicant and supported by Public Health.

Recommendation

Based on the evidence available Islington Public Health Department recommend that:

- That a condition be added to the license that no alcohol of any type be sold in any container size for less than 50p per standard unit of alcohol.
- That a condition be added to the license that no drink (beer, cider or other) will be served on-site in measures larger than 2/3 of a pint (375ml).

(4)

Sender, Yesim

From:
Sent: 03 May 2015 11:38
To: Licensing
Subject: RE: Premises Licence Application: BottleDog (Previously Giraffe)

I object to this application.

I appreciate that the applicant says that he has taken into account the concerns of the residents and has therefore altered the concept but in fact the only binding difference from the previous application is that the sale of alcohol will cease at 22.00 hours and the last customers will leave at 22:30.

The premises will therefore have the benefit of a full on and off licence for the sale of all forms of alcohol and this can be passed on to any subsequent business or owner of the property.

The premises are situated in the Angel and Upper Street Cumulative Impact Area and form part of a complex which is residential. There is an open area at the back of the premises to which patrons would have access in view of the fact that it is not possible to gate it off until 23:00 when Virgin Gym shuts. Within this section of Essex road, which is one of the trouble spots fuelled by alcohol there are 8 premises which can sell alcohol without food and this would be the 9th. They are, The Diner, Prague, Barrio North, The Kings Head, The Old Queens Head, Thumbs Up off licence Wenlock and Essex, and the Winchester.

I met the applicants at the premises and they assured me that the only alcohol they wished to sell was beer. They said there would be no outside drinking and no vertical drinking. This does not seem to have translated itself in any binding way into the application.

Although there is a statement that this is not to be a vertical drinking bar the only comfort they give to this statement is that there will be no regulated entertainment. That does not preclude drinking whilst standing. Indeed they seem to assume there will be vertical drinking because the operating schedule in the application form states there will be no more than 32 people drinking whilst standing. I counted 24 seats on the plan which means that there could be 56 drinkers in the premises at any one time, more if the seating is increased. There will then be the customers in the off sales section who are not drinking and there is no limit on that number. This could result in a very crowded room and goes beyond an off sales concept.

Of equal if not more concern is that the sales of alcohol are not restricted to beer. Although in the operating schedule there is a statement that the premises will only be operated under the Bottle Dog concept, and that no different concept shall be introduced without consultation with the Licensing Authority and the Police, no-one knows what Bottledog's future policy will be. They may decide to sell specialist whisky vodka or gin. The current owners may sell the business or the company be taken over and new owner may have a very different concept and method of operation but it would still be BottleDog. They may sell the premises in which case it is unlikely that the new owner would operate a Bottle Dog concept but all the applicant has stated is that he will consult the Licensing Authorities and the Police. There is no obligation to comply with any requests from those bodies and it is probable that such a woolly statement would not be binding on any successor. The only way to give any teeth to this statement is to make sure that the licensee has to apply for a new licence if he or she wishes to alter the concept in any way.

I am still of the opinion that give the location of the property the narrowness of the pavement and the surrounding residential properties no licence should be granted for anything other than alcohol served to customers seated at tables and consuming a substantial meal.

If any consideration is to be given to permitting the Bulldog concept then the following safeguards are vital

- 1 Any licence granted should only be for the sale of beer.
- 2 The beer consumed on the premises should only be served to seated customers. There should be no vertical drinking at all.
- 3 There should be no outside drinking.
- 4 There is to be no alteration to the layout or the premises or the amount of seating without a formal variation of the licence.
- 5 There will be no happy hours or special offers.

From: Senler, Yesim [mailto:Yesim.Senler@islington.gov.uk]

Sent: 15 April 2015 14:42

To: LicensingPolice; Issues, Noise; Standards, Trading; Eden, Laura; Nell, Rebecca; Gibbons, Janice; CSPU Team; Control, Building; Sumpter, Colin; 'islingtongroup@london-fire.gov.uk' (islingtongroup@london-fire.gov.uk); Envh, Commercial

Cc: Lane, Terrie; Montanez-Dodson, Monty; Nash, Rosemary;

Whitton, Daniel; Picknell, Angela; Poole, Gary; Turan, Nurullah

Subject: Premises Licence Application: BottleDog (Previously Giraffe)

Dear Sir/Madam,

We have received the following attached application for a **Premises Licence (New)**:

Proposed licence holder: Brewdog Bars Limited, Balmacassie Commercial Park, Ellon, Aberdeenshire AB41 8BX

Premises name: BottleDog (Previously Giraffe)

Address: 29-31 Essex Road, London N1 2SA

Application received: 13 April 2015

Last date for representations: 11 May 2015

Worksheet number: WK/2015 82084

Licensable activities and timings applied for:

Sale of alcohol (on and off sales): 10.00 – 22.00 Seven days a week (please see the attached form for details).

(5)

Yesim Senler
Licensing Support Officer
Licensing Team
Public Protection Division,
Environment and Regeneration
Islington Council

May 11 2015

Re: Licensing Application from BottleDog, 29-31 Essex Road N1 2SA

Dear Sir

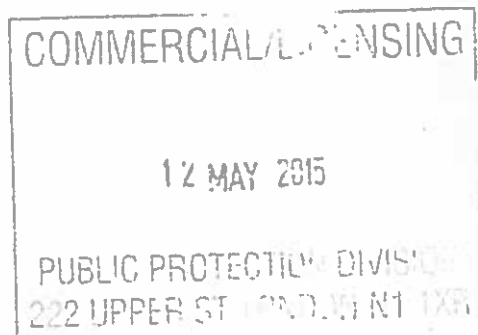
I am writing to renew my objection to the granting of an alcohol license to the applicant BottleDog on the terms of their revised application.

Despite the changes which have been made to the application, involving an earlier time of 10.00pm for stopping serving alcohol, I consider that premises of this nature are inappropriate and the application should be refused. The applicant has stressed that there will be an educational approach to the serving of beer at the premises, but the fact remains that this approach may not be shared by the customers and the premises will in effect be a bar with the main aim of serving beer. The premises are in a Cumulative Impact Zone and the impact will undoubtedly be to increase the sale of alcohol in this area, with unwelcome side effects of an anti-social nature.

Also the granting of the application would give a 'green light' to other licensing applications in the Islington Green / Camden Passage area such as the application from Pistachio and Pickle, the cheese shop at 6 Camden Passage, which is already in the pipeline.

I would be grateful if the Licensing Committee would take these points into account in making their decision.

Yours faithfully



(6)

Licensing Act 2003 representation pro-forma

Should you wish to comment on the licence application please use this form to help you. Please feel free to attach additional sheets.

You do not have to make any comment, and comments may be made in support of as well as against the application, providing they refer to one or more of the licensing objectives (please see the guidance notes for further advice).

Premises Name and address ANGEL ON THE GREEN

Your Name: _____

Interest: Night Concierge
(E.g. resident, business, TRA Chair, Councillor, solicitor)

Your Address: _____

Email: _____

Telephone _____

Please comment on the licensing objectives below relevant to your concerns or observations, you may also wish to include suggestions how your concerns could be addressed:

Public Nuisance

As I write, it's just after midnight - on Saturday night / Sunday morning of 26/04/15. Just moments ago, there was loud shouting between small groups of young men on Essex Road. My door is about 50 metres from the road they have walk down at least a 100 metres or more down Essex Road and I can still hear them shouting. Every weekend I listen to this - and worse: sometimes fights over women, sometimes fights between women - and see/hear police racing up and down the road. This, typically, starts anytime from 11pm onwards and can go on till 6am in the morning. We have a camera pointing at the road and sometimes I watch them, like watching that programme on TV where they are falling over drunk, vomiting on the street, exposing themselves (girls too!) urinating in the corners - as they congregate around the bus stop. I see it all. Having yet ANOTHER drinking venue - will only magnify the problem. THIS WOULD FAIL TO ANGEL ON THE GREEN RESIDENTS - AND OTHER RESIDENTS ON ESSEX ROAD

Crime and Disorder

As stated above: there are more near fights and some fights. I'm not a lawyer but loud shouting and swearing at top of their voices sounds like disorder to me.

Protection of Children from Harm

This is not an issue in my view as I cannot recall seeing any unaccompanied children at this time of night

Public Safety

The rowdy behaviour is volatile and can easily be threatening and/or violent to passersby

I wish my identity to be kept anonymous Yes / No -

We will treat representations as anonymous where there is a genuine reason to do so; if you wish your name and address details to be withheld then please explain the reason:

Quite frankly - what goes on the road is none of my business. But even without a new pub (Bottle Dog) on the scene, my one fear in nearly 2 years of doing this job is that on night, when something is ticking off outside Angel On The Green, that it will spill INSIDE Angel On The Green when the vehicle gate or pedestrian gate opens for a resident. As concierge on duty the pollution becomes mine. Opening Angel

Copies of this representation will be sent to the applicant, or their agent/solicitor, including name and address details (but other personal contact information such as telephone numbers and email addresses will be removed) unless you have specifically requested anonymity. Copies of this representation will be included in a report that will be available to the public and will be published on the internet; however the published on-line version of the report will have name and address details removed.

Pub on ~~our~~ door step, makes this scenario likely to happen more quickly. This is, ~~the~~ and the terrible noise abuse the residents or Roberts & Epstame Courts have put up with each weekend, are the only reasons for my objection. The facts are important, my name is not, please DO NOT publish my name. Thank You

Signature _____

Date 26/04/2015

Please ensure name and address details completed above

Return to: Licensing Service
London Borough of Islington
3rd Floor
222 Upper Street
London N1 1XR

or send by email to: licensing@islington.gov.uk

(1)

Senler, Yesim

From:
Sent: 30 April 2015 15:18
To: Senler, Yesim
Subject: BottleDog (previously Giraffe), 29-31 Essex Road, London N1 2SA

Dear Madam,

I wish to object to the application for a new premises licence at 29-31 Essex Road, London N1 2SA on the following grounds:

1. This property is within the Angel Saturation Zone and this used to be a family type restaurant serving food and alcohol but children were encouraged to eat there with adults as alcohol did not play a significant part of the restaurant. Brewdog sells extreme beers with alcohol strength from 3% to 41% so drinking pints of it would soon make persons become intoxicated very quickly especially without food to absorb the alcohol. This is a proposal for the property to become a Pub/Bar/Off licence with 24 seating, 32 vertical drinking inside and outside on seating. There is already 8 premises selling alcohol within a short distance. The Angel has a reputation for having the most drinking establishments per square metre.
2. The property is within a designated area of cumulative impact at the Angel. It is Islington Council's special policy that there is a rebuttable presumption that applications for variation of premises licence and club premises certificates that are likely to add to the existing cumulative impact will normally be refused. It is for the applicant to demonstrate why the operation of the premises will NOT add to the cumulative impact in the zone. It is my contention that this type of operation with high alcohol consumption on and off the premises will greatly impact on the area. It is a disappointing change from a family type restaurant to a high alcohol premises bar. It is the Council's Licensing policy to reduce alcohol related ASB and the health impact on the drinkers and local residents. Even if Brewdog stops selling alcohol at 10.00 p.m., the alcohol bought off sale can be consumed on the streets afterwards. There are residents close to this property and in the surrounding area who are subject to frequent antisocial behaviour in this area. Some beers are so strong at 32-41 % proof, it is almost like drinking pints of whisky!
3. This part of Essex Road is on a busy red route with a narrow pavement and drinkers and smokers will spill out blocking the pavement. Already there are tables and chairs outside the property and this will no doubt continue with just drinkers as no food is to be served. There will inevitably be anti social behaviour as a result of such high alcohol beers being consumed.

I therefore request that the Licensing Committee adhere to their policy of saturation zone and cumulative impact and refuse this application for the reasons above.

This e-mail is only for the use of its intended recipient. Its contents are confidential and may be privileged. KA Property Services does not guarantee that this e-mail has not been intercepted and amended or that it is virus-free.

(8)

Sender, Yesim

From:
Sent: 02 May 2015 20:49
To: Licensing
Subject: License application WK/201582084

Dear Sir or Madam,

I am writing in relation to license application WK/201582084 for Bottledog.

We have a child on the way and we live right above the proposed location. We think a beer shop will create a lot of noise and attract high volume of traffic late in the evening.

We would be grateful if the council would reject the application for the proposed alcohol retailer.

Regards,

Sent from my BlackBerry 10 smartphone.

Senler, Yesim

(9)

From:
Sent: 07 May 2015 10:57
To: Licensing
Subject: Bottledog, 29-31 Essex Road, N1 2SA

Dear Sirs

I am saddened to see that yet again we have a further application from Brewdog to create another equivalent of a pub. However it is wrapped up with the number of seats in the plan and the sale of alcohol it is a pub by any other name. The hours and the type of organisation that is suggested is likely, like all the others locally to result in an overspill of people on the pavement. These will be directly under the windows of the flats above in Angel on the Green. We already suffer the noise from Wenlock and Essex overspill and from the Old Queen's Head result in considerable diminution of the ability of people in the flats to enjoy a reasonable level of peaceful living. To add this licence and the one applied for by Bathstore would mean there are 4 such premises within 100 yards. Essex Road already suffers from a high level of noise and violence and to add to this would be irresponsible.

Re smoking outside there is bound to be a high level of this and having CCTV will not make it less of a nuisance. If you have the windows open, which in summer is essential due to the heat in the flats, the smoke drifts in and is not only a nuisance but could be considered a health hazard from passive smoking. After years working for the British Lung Foundation I know the damage this can cause. You have sent us a copy of the dispersal policy. This is ridiculous. If people are drinking and smoking outside no one will be encouraging them to disperse. For those of us who use the entrance between Bathstore and 29-31 Essex Road, to enter and exit by car with people gathering on the pavement outside will make this a potential health and safety issue.

I implore you to take the needs of the residents of the flats into consideration when making your decision. We all try and live amicably together but adding two extra licensed premises in such a small area will undoubtedly impact on our quality of life and add to the already frightening aspects of law and order in the area.

Yours faithfully,

From:
Sent: 10 May 2015 16:18
To: Licensing
Subject: Bottledog, 29-31 Essex Road, London N1 2SA

With respect the above licence application, I have the following concerns and objections.

In an area of cumulative impact from various premises licensed for alcohol consumption, an additional premises, serving strong beers, branded aggressively (Punk IPA, Dead Pony, Jack Hammer, Hardcore IPA, Cocoa Psycho) would be an unwelcome addition.

An additional premises right outside the residence of 25 Essex Road where the gates are kept open for access to the Virgin Gym beyond the hours of the licence application will inevitably cause public nuisance and interference for residents entering and leaving their homes.

In addition, the risk of damage and unsocial behaviour as customers inevitably move through the adjacent open gates and onto the land of 25 Essex Road will be unacceptable.

I would anticipate that rather than this being a destination for serene lovers of craft beer it will be a strong attraction for rowdy drinkers waiting outside the other premises on the other side of the street, attracted by the branding and the opportunity to have an additional strong beer.

This will lead to issues of;

- crime and disorder
- public nuisance
- public safety

I would also be concerned if this licence was granted, at the high possibility of a adaption being proposed, in the near future, extending the use of the premises into a full bar.

Interest: Resident

Sent from my iPad

Whitton, Daniel

(11)

From: Licensing
Sent: 12 May 2015 14:56
To: Whitton, Daniel
Subject: FW: Objection to BottleDog Licensed premises
Attachments: ConditionsDEC14.docx; DSC_0296.JPG; DSC_0297.JPG; DSC_0298.JPG; DSC_0301.JPG; DSC_0302.JPG; DSC_0304.JPG

Follow Up Flag: Follow up
Flag Status: Flagged

FYA

From:
Sent: 12 May 2015 12:50
To: Licensing
Cc: [REDACTED]
Subject: Objection to BottleDog Licensed premises

Dear Sirs,

I would like to reiterate my objection to the unsubtly named re-application by the company Brewdog, with a different subsidiary under the new name of 'Bottledog', on exactly the same grounds as below, and would like them taken into consideration when awarding the licence for what is effectievly a bar and off-licence, no matter how 'educashunal' of which local residents 'don't need' to quote Pink Floyd.

I attach some photographic evidence from last weekend, taken during the day hours later showing vomit, urine and beer bottles lying around.

I fear that having a 'bottle-shop' will add to the clearly documented evidence of a large problem in my immediate area, with more discarded drinks, people behaving badly, and vomit and urine literally on my doorstep!

This is a cumulatove impact zone. Please don't make it worse than it already is.

Best regards,

----- Forwarded message -----

From: Brothers, Anne <Anne.Brothers@islington.gov.uk>
Date: 15 December 2014 at 12:55
Subject: Noise from licensed premises in Essex Road
To:

Cc: "Poole, Gary" <Gary.Poole@islington.gov.uk>, "Picknell, Angela" <Angela.Picknell@islington.gov.uk>, "Turan, Nurullah" <Nurullah.Turan@islington.gov.uk>, "Whitton, Daniel" <Daniel.Whitton@islington.gov.uk>

-----Original Message-----

From

Sent: Saturday, December 13, 2014 11:33 PM GMT Standard Time

To: Picknell, Angela; Poole, Gary; Turan, Nurullah; Licensing

Subject: Anti-Social Behaviour caused by Islington Council Licensing Laws

Dear Angela, Gary and Nurullah,

I live in St Mary's ward at and you three appear to represent me
according to the council website, as my councillors.

I've been experiencing a disturbing rise in anti-social behaviour resulting from the lax licensing laws and enforcement in my immediate area, and in the wider Angel area.

I have been coming out to vomit, broken glass bottles and filthy streets covered in urine, especially as my door appears to have become a convenience after the bars in my area have closed. I recently had to clean the street in front of my house in advance of family members visiting, as it was both disgusting, but also dangerous for family members, including my young nieces. My wife is also feeling unsafe leaving our apartment after about 9pm, when the overspill from the bars involves drunk and aggressive behaviour.

The two bars, Barrio North, and Prague have people outside up until 3am, smoking while taking a break from rinking, and though this may seem to be okay, not smoking inside, the noise levels are inappropriate for a residential area. The music levels are also shaking my shelves, causing me to need to remove glasses from them.

I have complained several times via the council website, and cannot be the only resident complaining as this is not isolated, but a pattern that is continuing over a long time period. I have only had one response, a phone call at 2.30am, which though very responsive, was not received well by me, given the response was to music at midnight disturbing my sleep. I do see the amusing side of this good response time however.

As a local resident, I am finding this affects my ability to work and live with reasonable expectations. I appreciate this is a late night area, and am generally happy with many of the licensed premises, and specifically the Queen's Head, which also has people outside smoking till midnight, and music, but it seems to be managed well, and not have people using my doorstep as a urinal, receptacle, bin place to break bottles...

I feel the following is inappropriate for licensed premises:

1. Music that is loud enough to be heard and disturb sleep after a reasonable time (8pm being reasonable, but 11pm being acceptable in a busy area)

2. Streets being used as urinals, places to vomit, or throw and leave bottles, this should be managed through policing and community safety officers
3. Licensed Premises being allowed to use the main street as a smoking area for clientele, after a reasonable time (8pm/11pm)

I am especially worried about further premises being allowed late licenses, in what is supposed to be a cumulative impact zone, with no new premises being opened, yet, I received a letter today, suggesting the Giraffe at 29 Essex Rd, be changed to a bar called Brewdog, and the license specifically changed to allow further anti-social behaviours, which I am certain will impact the area and community who live and work here. Surely there are better options for the local area, and residents. I copy licensing@islington.gov.uk into this email with regards to this objection to the opening of this bar, as I strongly feel it will add to and not detract from the already problematic situation in existence on Essex Road and Upper St, and add to the issues I lay out above and below.

I feel that if Islington Council is to allow licensing, then there should also be appropriate street support including cleaning, policing and even community safety officers patrolling, otherwise it just seems like a cynical revenue generating exercise at the expense of the residents that the council represents.

I wonder if anything immediate can be done, such as the noise levels from the nearest bars be reduced, the late night shouting and anti-social behaviour in the 'smoking-zones' be curtailed, and perhaps the streets being kept clean enough to be safe for people to visit me. I have high hopes, yet low expectations that changes can be made swiftly to improve this problem.

I am writing on behalf of many neighbours as well, whom I discuss this issue with.

Best,

Email

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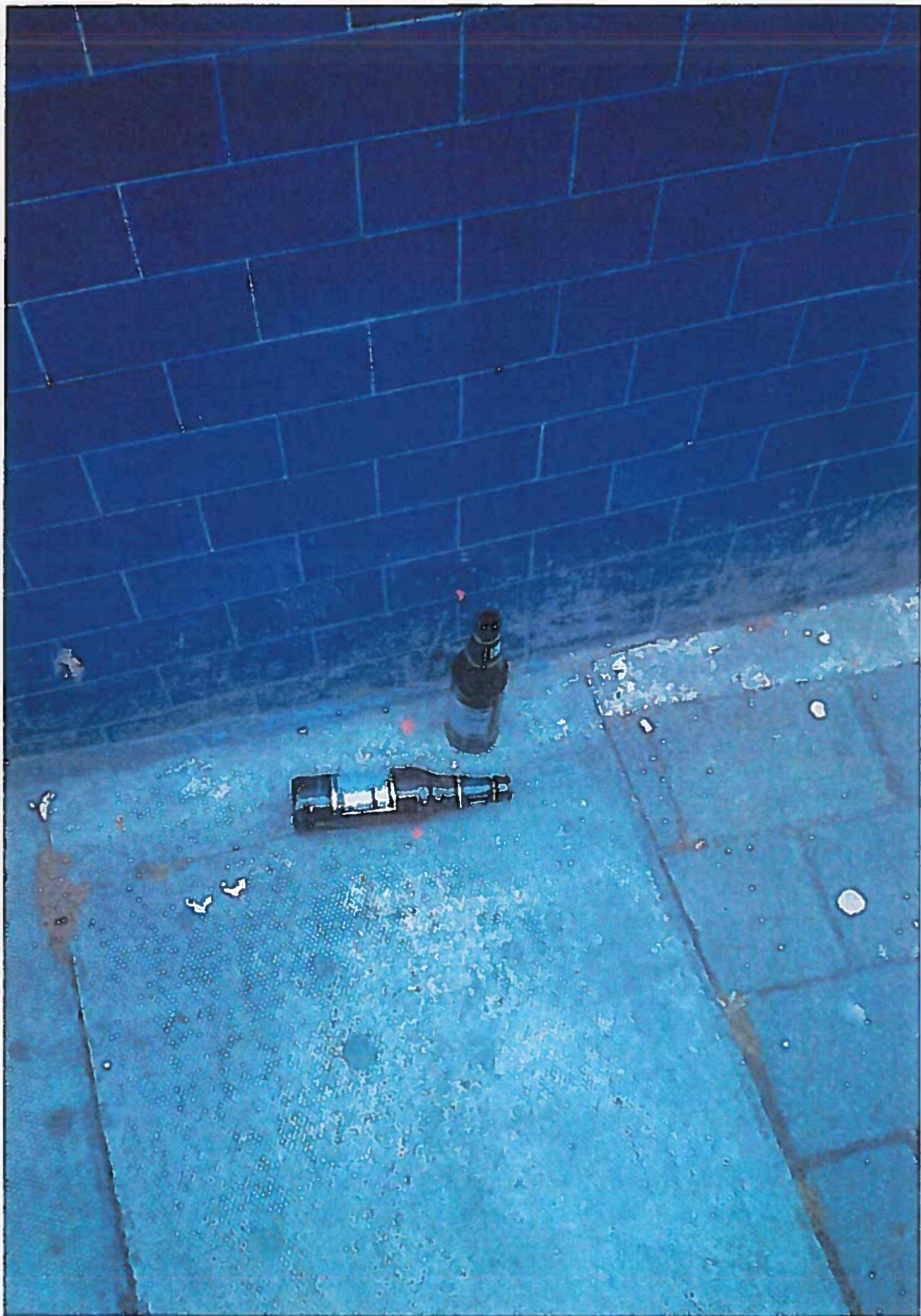
Relevant noise conditions on the premises licence for Prague Bar are pasted below:

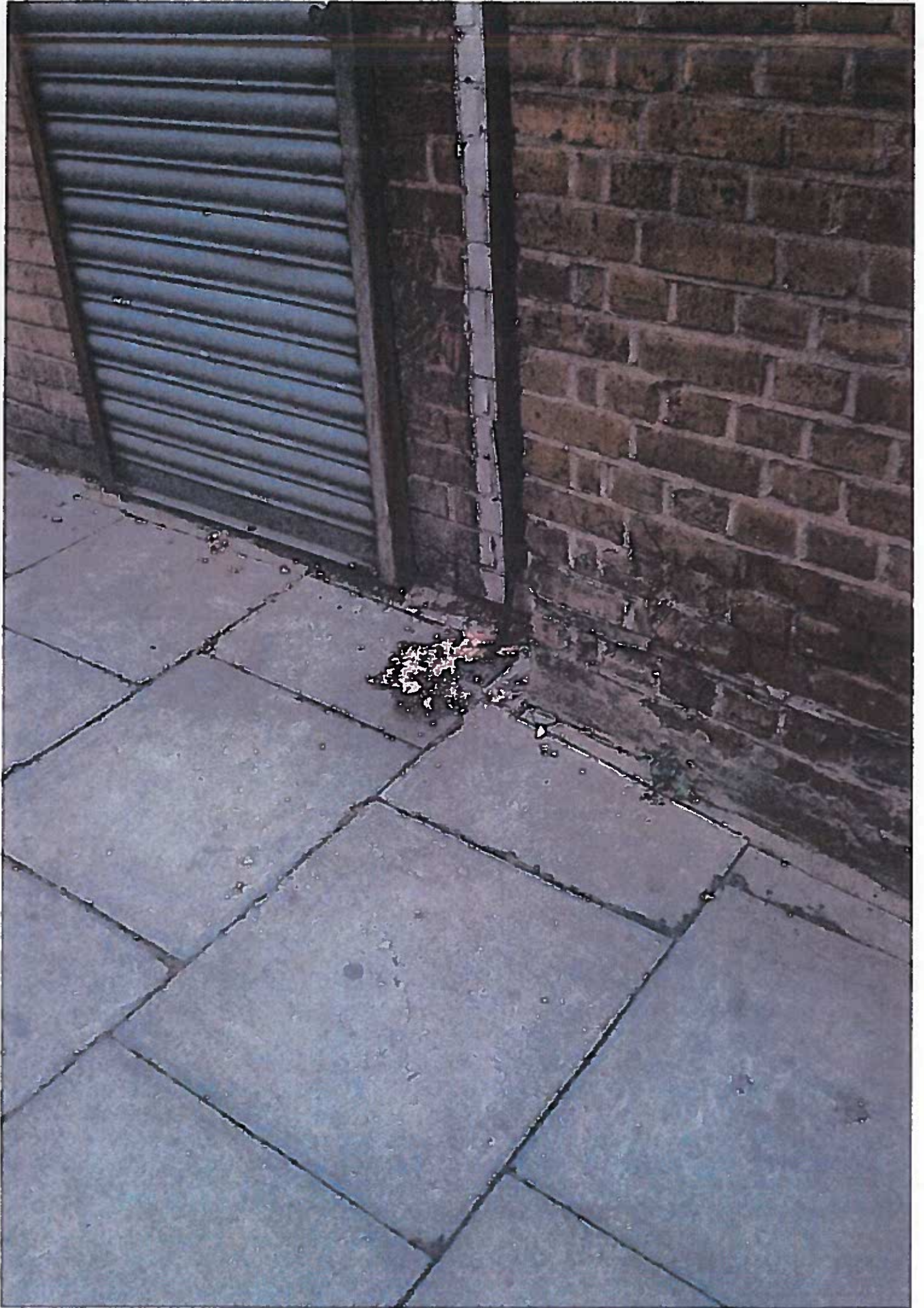
- The Licensee shall provide one SIA registered door supervisor to patrol outside the premise to minimise the impact of patrons arriving and/or departing between the hours of 9.00 p.m. and half an hour after closing on Friday's and Saturday.
- The licensee shall ensure that amplified sound or music played on the premises does not cause annoyance to occupiers of other premises in the neighbourhood
- The licensee shall ensure that at all times that this licence is in operation all amplified sound and music played on the premises is subject to the control of an entertainment noise control system.
- The entertainment noise control system is to be calibrated and maintained at settings which restrict amplified sound played on the premises to those set out in the acoustics report of Sandy Brown Associates, dated 24 May 2005 (paragraph 4.1 Table 1 and associated measuring positions).
- If the licensee is notified in writing of any incident of noise annoyance to neighbours, which has been corroborated and confirmed by Council noise officers, the licensee will promptly arrange to have the limiter controls reduced to minimise the impact on the neighbours. Within 14 days from such written notification the limiter settings will be reset to levels agreed by the Council, and will be effectively controlled at those levels until the licensee has appointed a noise consultant registered with the Institute of Acoustics or Association of Noise Consultants to prepare a scheme of sound insulation and noise control measures to prevent persons in the neighbourhood from being unreasonably disturbed by noise of music from the premises. The scheme shall be submitted for approval by the Council, and the approved scheme fully implemented to the satisfaction of the Council and the licensee notified in writing accordingly, before the noise levels are returned to the levels set out above.

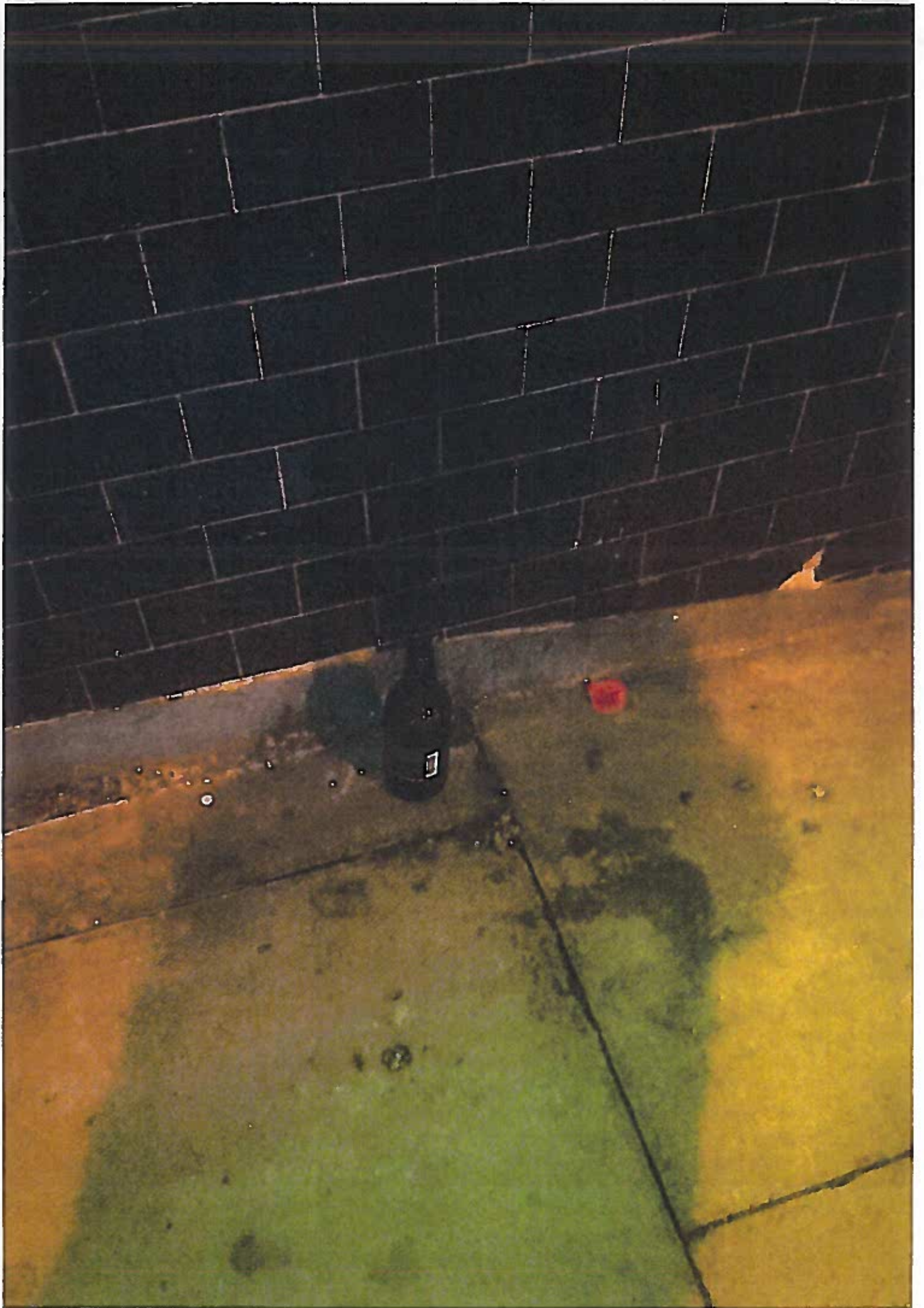
Conditions from the premises licence for Barrio North are pasted below:

- The licensee shall ensure the amplified sound or music played on the premises does not cause nuisance to occupiers of other premises in the neighbourhood.
- The Licensee shall provide a minimum of 2 SIA approved door supervisors from 21:00 until 30 minutes after closing every Friday and Saturday. Door Supervisors will also be employed on evenings where management anticipate a larger than average attendance i.e. special events.
- When alcohol and/or public entertainment is provided by way of music and dancing continues past 02:00, SIA registered door supervisors will be employed from 21:00 until closing time at the rate of one door supervisor for every one hundred customers.
- All doors and windows to be closed and all furniture to be cleared from outside area by 23:00.
- Notices shall be on display requesting customers leave the premises quietly and door staff to ensure that it is adhered to.
- Double-glazed doors and windows to be used to reduce noise leakage.
- The licensees shall ensure that at all times that this licence is in operation. All amplified sound and music played on the premises is subject to the control of an entertainment noise control system set to music noise level thresholds approved by, and in conjunction with the Council's Noise Team. The noise control system shall be calibrated each year by an acoustic consultant, registered with the Institute of Acoustics, and the calibration certificate shall be submitted to the Council at least 28 days before this licence is due for renewal. This licence is issued without prejudice to any planning restriction.

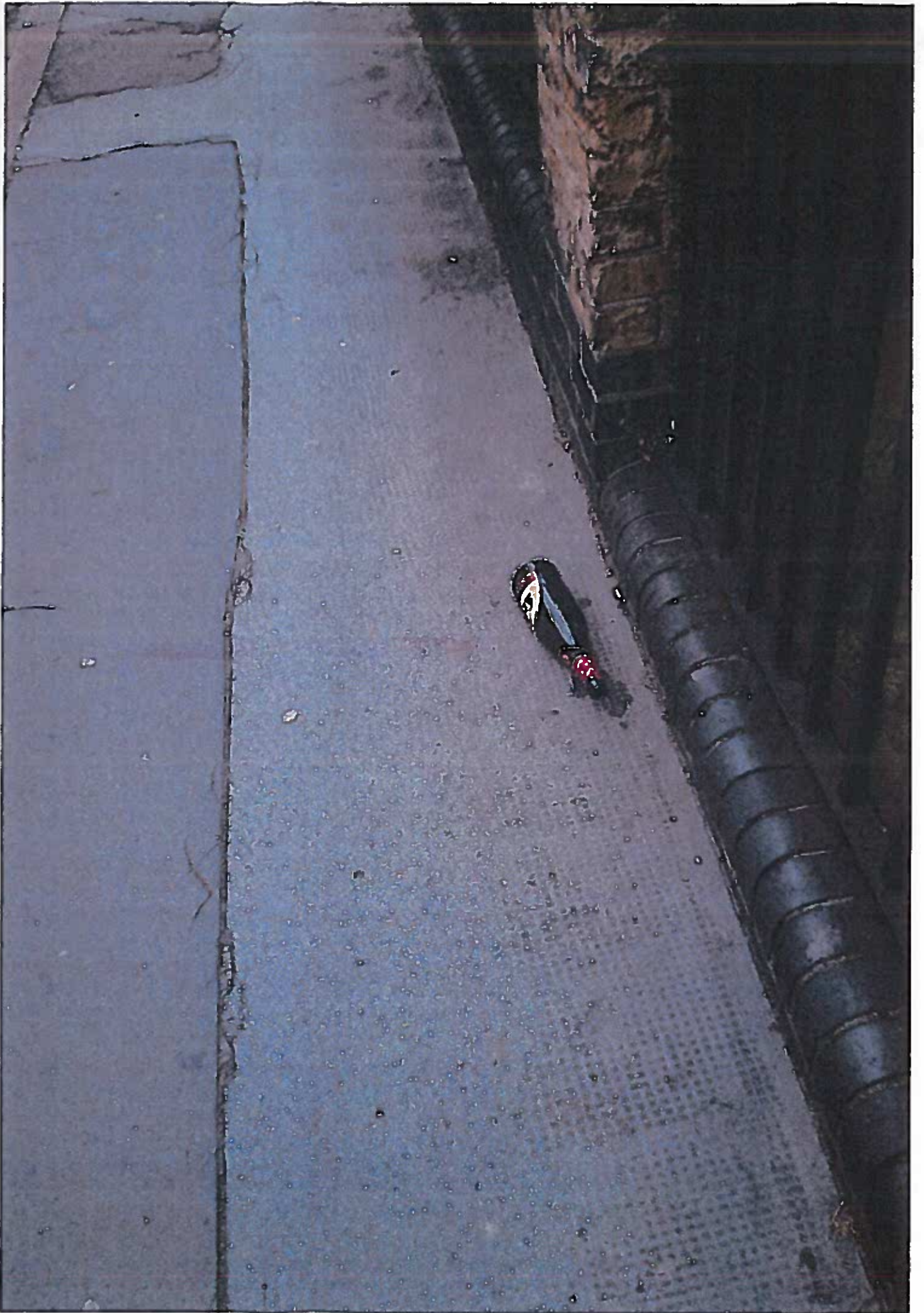
- **The entertainment noise control system controls shall be located in a secure, lockable cupboard or similar location. The entertainment noise control system is to be independent of control by persons other than the licensee. Access to the entertainment noise control system is to be restricted to the Licensee or a designated manager.**
- **The entertainment noise control system settings are not to be varied so that the music noise levels approved by the Council's Noise Team are exceeded, without the written approval of the Council.**

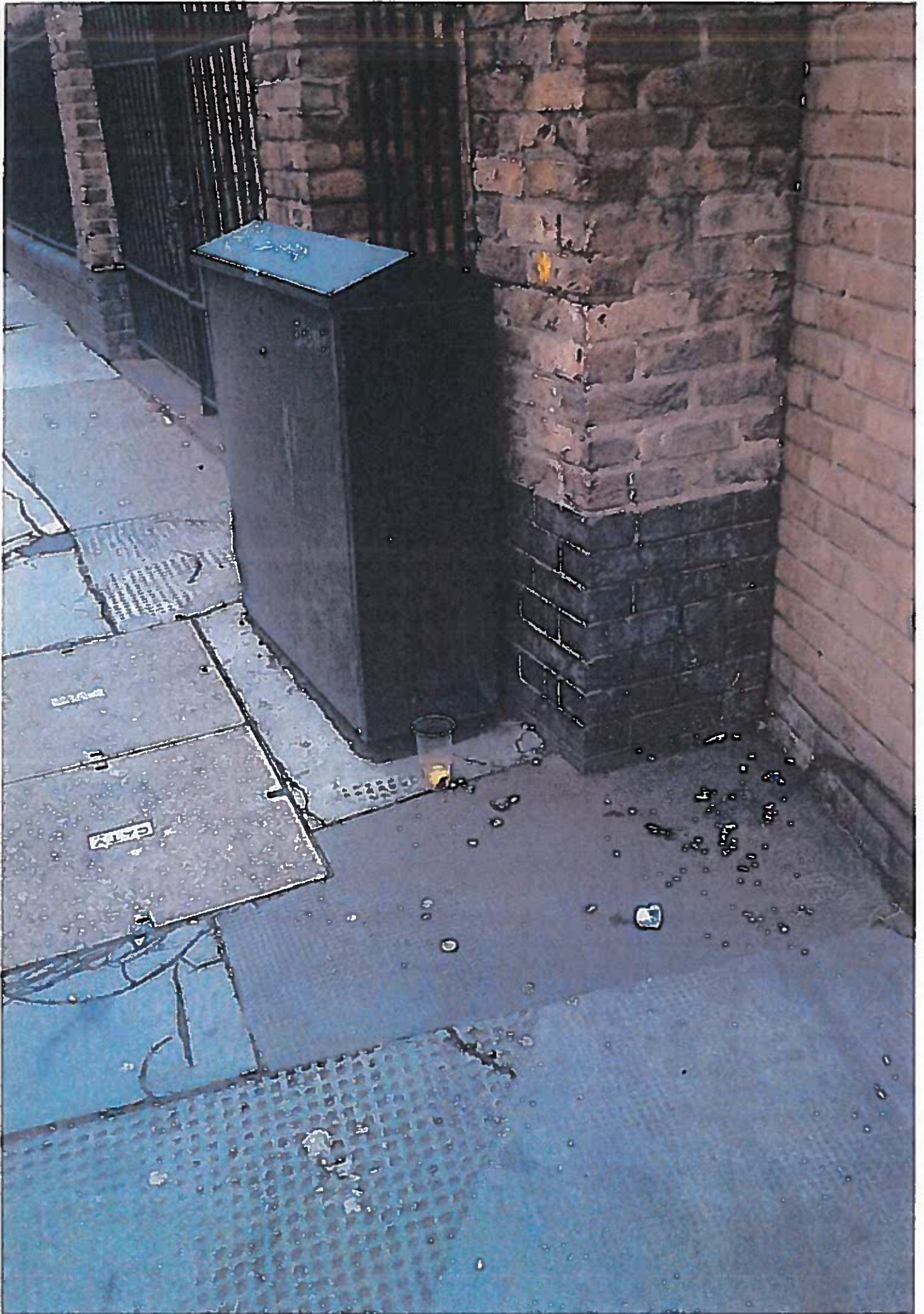












Senler, Yesim

From:
Sent: 24 April 2015 06:15
To: Senler, Yesim
Cc: Whitton, Daniel
Subject: RE: RE: BrewDog, Essex Road, Islington (BRE163/33)

Dear Yesim Senler,

Thank you for your email. Please accept this one as my current representation.

Kind regards,

On 23 April 2015 at 11:27 "Senler, Yesim" <Yesim.Senler@islington.gov.uk> wrote:

Dear

We have received a new licence application for this premises on 13th April 2015 and licensable activities and timings applied for:

Sale of alcohol (on and off sales): 10.00 – 22.00 Seven days a week (please see the attached form for details).

Please confirm if you would like to make a new representation or want us to accept this one as your current representation. Last date for representations is 11th May 2015.

Kind regards,

Yesim Senler

Licensing Technical Support Officer

Licensing Team

Public Protection Division, Environment & Regeneration, Islington Council, 3rd Floor, 222 Upper Street, London, N1 1XR

Tel: 020 7527 1829, e-mail: yesim.senler@islington.gov.uk, website: www.islington.gov.uk

From:
Sent: 03 April 2015 10:00
To: Licensing
Cc: Nicole Topping
Subject: Fwd: RE: BrewDog, Essex Road, Islington (BRE163/33)

Dear Licencing Team,

I would like to put forward my strongest objections to the latest planning proposal from Brewdog.

The proposal is located in the "cumulative impact area" with residents already suffering the negative consequences of a high concentration of pubs, bars, clubs and off licences.

I would ask the council to refuse this application in line with their "Strengthened Licensing policy" that was brought in to tackle the impact of excessive alcohol supply and consumption.

The latest proposal includes a large area on the floor plan that is a seating and tasting area with 24 seats in total. We are assured tasting measure limits are 2/3 of a pint. Quite an excessive measure for a sample? It would appear to me that this latest proposal is, in reality, a pub in disguise.

Bottle dog entrance would be within a few meters of the Main pedestrian entrance of Angel on the Green, which contains 100 residential apartments. Imagine residents arriving home having to walk through groups of bottle dog customers as they pop out side for cigarette. Imagine them congregating outside our main gate to shelter from the rain. Imagine the swearing, shouting, increase in noise, litter, Anti-social behaviour and second hand smoke filtering up to the Residential flats immediately above. This would add to the existing problems we see every Thursday, Friday and Saturday night.

This proposal is not appropriate as it is within the confines of a residential apartment block. This will negatively impact on the residents of Roberts Court and their right to peaceful enjoyment of their homes.

This proposal is still alcohol related and therefore I cannot imagine a peaceful co-existence if this proposal goes ahead. Given the level of resistance from the local community, Police and council last time, any proposal that is solely alcohol related should be rejected outright.

Kind regards,

On 24 March 2015 at 10:45 "Whitton, Daniel" <Daniel.Whitton@islington.gov.uk> wrote:

Dear All

I am writing to you in regards to the premises situated at 29-31 Essex Road.

You submitted representations in response to the Premises Licence variation application, submitted on behalf of BrewDog, received by this office on 5th December 2014. As a result of these representations the application was withdrawn.

I have received the below correspondence from BrewDog and been asked to forward it for your consideration.

I am happy to forward any response on your behalf or you can respond directly to their representatives at Kuit Steinart Levy LLP using the email addresses included as a Cc. Mr Stephen Hogan from BrewDog has also included his contact details if you wish to contact him.

If you require any further information or assistance please contact me.

Best regards,

Dan Whitton

Licensing Officer

Licensing Team

Public Protection Division

Environment & Regeneration

Islington Council

3rd Floor, 222 Upper Street, London, N1 1XR

Tel: 020 7527 3841

Alternative contact: Terrie Lane 020 7527 3233

Email: dan.whitton@islington.gov.uk

Website: www.islington.gov.uk

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Dear Neighbour,

I would very much like to update you with regards to our proposals for Essex Road following the withdrawal of our recent licence application.

BrewDog is a maker of high quality craft beers, which provide an alternative to mass produced beers which have come to dominate the market in recent years. BrewDog is not alone in this: the craft beer movement is a growing one, which has challenged the convention that beer needs to be enjoyed in large quantities in stand-up bars. However, it has attracted a following among those who appreciate high quality product, and it now sells to 55 countries across the world.

In order to promote its products it has opened a small number of bars across the country. As we had hoped these have tended to attract an older, more discerning clientele, selling smaller measures of beer in 1/3 and 2/3 pint glasses. Hence, we have operated without any issues of anti-social behaviour, crime or disorder. We have attracted those who appreciate the qualities of craft beers, rather than those who drink to get drunk. This has placed us apart from many more traditional pubs and bars.

Despite this, we fully appreciate the concerns which have been expressed on the part of residents in this case. We do set out to work with the communities we serve, and therefore we have given careful consideration to whether and how we can develop a concept which will meet with community approval.

Taking account of those concerns, we have developed a new concept which we have called "BottleDog Beer Store".

The essential idea follows a concept originated in San Francisco, which is a store showcasing craft beers from around the world, attracting discerning customers who are interested in and can afford the premium products on sale. The pricing in the store would make it attractive to those who are interested in, and wish to develop their learning in, craft beers, while completely unattractive to those such as pre-loaders or street drinkers. The great majority of the floor space will be devoted to retailing of bottles for off-sales. But there will be ancillary soft seating for visitors to sample the product, to engage in educational events, interact with our trained, knowledgeable staff or simply to read books from the library regarding craft beers and the products on display.

We would stress that this will not be a "vertical drinking bar". That is the antithesis of what we want to achieve here. Furthermore, to give assurance that this will not turn into such an establishment, we make it clear that there will be no regulated entertainment.

We fully appreciate the sensitivity regarding hours of operation. Therefore, we propose that the hours for the sale of alcohol be reduced from those currently permitted under the existing Premises Licence to 10am to 10pm daily – well within the framework of Islington's licensing policy and giving assurance that there will be no night time disturbance. We hope to be an asset to the local community, and to work without harming the community in anyway.

I am attaching a document as well as a plan which gives an indication of our proposal.

I would be really interested to learn your views and I propose that we hold an open-evening at the site at 6pm on Thursday 2nd April 2015 so that you can better understand our concept and where I can personally meet you and perhaps answer any queries that you may have.

My contact details are below. If you are unable to come to our event, please do feel free to give me a call at any time.

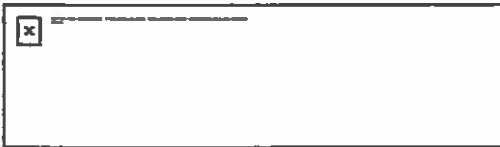
Yours sincerely,
Stephen Hogan

BrewDog Acquisitions Manager

steveh@brewdog.com

Anthony Lyons
partner
licensing

kult | steinart | levy LLP
3 St Marys Parsonage
Manchester M3 2RD
www.kuits.com



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Licensing Act 2003 representation pro-forma

Should you wish to comment on the licence application please use this form to help you. Please feel free to attach additional sheets.

You do not have to make any comment, and comments may be made in support of as well as against the application, providing they refer to one or more of the licensing objectives (please see the guidance notes for further advice).

Premises Name and address Angel on the Green
23 - 27^A Essex R.D. NI 25D

Your Name: _____

Interest: Place of work (Business)

(E.g. resident, business, TRA Chair, Councillor, solicitor)

Your Address: _____

Email: _____

Telephor _____

Please comment on the licensing objectives below relevant to your concerns or observations, you may also wish to include suggestions how your concerns could be addressed:

Public Nuisance

There is a high concentration of clubs, Bars, off Licenses + pubs in the area which already has a negative affect on the people living within the area. Increase in noise e.t.c. I believe having a drinking area so near to site will encourage loiterers, something we are currently trying to keep under control

Crime and Disorder

It is common knowledge that where there is alcohol there is disorder & crime increases. Do we need this on our doorstep? NO we don't too close for comfort.

Protection of Children from Harm

There are a number of children living at Angel on the Green mostly toddlers we need to keep them safe, smokers from Brendog will definitely seek shelter in our Archway especially when raining. that is the main pedestrian entrance to the site where the children pass through everyday. bring to pass people under the influence of alcohol, smoking can be very harmful to children.

Public Safety

Lets try & keep the public safer, by not adding any more drinking areas, close to residential places. The public have a right to feel safe where they live. In some circumstances we don't have a choice but I'm sure that anybody that does have a choice would choose safety

I wish my identity to be kept anonymous Yes/No -

We will treat representations as anonymous where there is a genuine reason to do so; if you wish your name and address details to be withheld then please explain the reason:

Copies of this representation will be sent to the applicant, or their agent/solicitor, including name and address details (but other personal contact information such as telephone numbers and email addresses will be removed) unless you have specifically requested anonymity. Copies of this representation will be included in a report that will be available to the public and will be published on the internet; however the published on-line version of the report will have name and address details removed.

Signature _____

Date 29/4/15

Please ensure name and address details completed above

Return to:

Licensing Service
London Borough of Islington
3rd Floor
222 Upper Street
London N1 1XR

or send by email to:

licensing@islington.gov.uk

(14)

Whitton, Daniel

From:
Sent: 11 May 2015 15:43
To: Senler, Yesim
Cc: Whitton, Daniel; Baptiste, Anthony; Poole, Gary; Klute, Martin; Emily THORNBERRY; Hart, Jan;
Subject: PREMISES LICENCE APPLICATION: Brewdog previously Giraffe.

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Yesim,

Yet again I am forced to take up my pen to object to the above application.

These applications come one after another despite the fact that we are in a "Saturation Zone" and each applicant has to demonstrate that this additional licence will not add to the "Cumulative Impact" in the Zone which is already inundated with drinking establishments. At this rate it will be just a question of time before Islington High St., Upper St., and Camden Passage lose their unique identity and become a place to drink and eat, with no consideration for the many residents living above the shops and the remaining individual traders which suffer all the usual unpleasant side effects that go with the sale of alcohol, details of which I have outlined so many times before.

Yours Faithfully,



Suggested conditions of approval consistent with the operating schedule

1. See Appendix 4 (Operating schedule, Smoking Policy & Dispersal Policy)

Suggested conditions proposed by the Responsible Authority for Public Health

2. No alcohol, of any type, to be sold in any container size for less than 50p per standard unit of alcohol.
3. No drink (beer, cider or other) will be served on-site in measures larger than 2/3 of a pint (375ml).

