



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

Meeting of	Date	Agenda Item	Ward(s)
Licensing Sub-Committee	8 December 2015		Canonbury

Delete as appropriate		Non-exempt
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**Subject: PREMISES LICENCE NEW APPLICATION**  
**Borough Wines, 344A Essex Road, London N1 3PD**

## 1. Synopsis

- 1.1 This is an application for a new premise licence under the Licensing Act 2003.
- 1.2 The new application is to:
  - i) permit the premises to sell alcohol, on and off supplies, from 09:00 until 23:00 Monday to Sunday.
  - ii) permit the premises to open from 09:00 until 23:00 Monday to Sunday

## 2. Relevant Representations

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

Public Health	No
Safeguarding Children	No
London Fire Brigade	No
Local residents	Three Local Residents
Other bodies	No

### 3. Background

3.1 Papers are attached as follows:-

- Appendix 1: application form;
- Appendix 2: representations;
- Appendix 3: applicants response to representations
- Appendix 4: suggested conditions and map of premises location.

3.2 The premises is not located within any Cumulative Impact Policy area.

3.3 The Licensing Authority received four letters of representation, these were from four local residents.

3.4 In response to the representations, the applicant sent an email detailing the nature of the business. This email was forwarded to the representors on 25 November. At the time of writing the report, one of the representations has been withdrawn.

### 4. Planning Implications

4.1 Planning have confirmed that, planning permission is in place for this premises. There is a condition on the permission which reads;

- The use shall not operate outside the hours of: 08.00 - 23:00 on any day  
REASON: To ensure that the proposed development does not prejudice the enjoyment by neighbouring occupiers of their premises.

4.2 There are no outstanding planning enforcement investigations in relation to this site.

### 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 3);
- ii. conditions recommended by Responsible Authorities deemed appropriate by the Committee (see appendix 3); and
- iii. any additional conditions deemed appropriate by the Committee to promote the four licensing objectives.



WK/201603025



26/10/2015  
ISLINGTON  
26/10/15

Application for a premises licence to be granted under the Licensing Act 2003

Appendix 1

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

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

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

I/We Borough Wines and Beers 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 344A Essex Road			
Post town	London	Postcode	N1 3P/D

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£15000

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)

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- 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 (c 14) 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)	
<b>Surname</b>			<b>First names</b>		
I am 18 years old or over				<input type="checkbox"/>	Please tick yes
Current postal address if different from premises address					
Post town				Postcode	
<b>Daytime contact telephone number</b>					
<b>E-mail address (optional)</b>					

**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 Borough Wines and Beer Limited
✓	Address Suite A, 4-6 Canfield Place, London, NW6 3BT
✓	Registered number (where applicable) 08633780
	Description of applicant (for example, partnership, company, unincorporated association etc.) Limited company
	Telephone number (if any) 079 390 37905
	E-mail address (optional) boroughwines@gmail.com

**Part 3 Operating Schedule**

When do you want the premises licence to start?

DD	MM	YYYY
2	3	11 2 0 15

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)  
Ground floor shop selling wine, beer and selected spirits for on-off sale and consumption on the premises as part of wine tasting. All wines, beers and spirits are sourced from small independent producers. No mainstream wines, beers, spirits or alcopops will be sold on the premises, in addition a small selection of boutique spirits will be available.

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) X

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"/>
Mon			<b>Please give further details here</b> (please read guidance note 3)	Both	<input type="checkbox"/>
Tue			<b>State any seasonal variations for performing plays</b> (please read guidance note 4)		
Wed			<b>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</b> (please read guidance note 5)		
Thur					
Fri					
Sat					
Sun					



**B**

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

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

**E**

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

**F**

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

**G**

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

# H

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

**I**

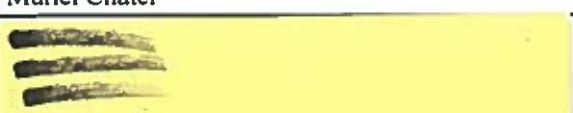

<b>Late night refreshment</b> Standard days and timings (please read guidance note 6)			<b>Will the provision of late night refreshment take place indoors or outdoors or both – please tick</b> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both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



**J**

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 6)			<b>Will the supply of alcohol be for consumption – please tick</b> (please read guidance note 7)	On the premises	<input type="checkbox"/>
				Off the premises	<input type="checkbox"/>
Day	Start	Finish		Both	X
Mon	0900	2300	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 4)		
Tue	0900	2300			
			<b>Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list</b> (please read guidance note 5)		
Wed	0900	2300			
Thur	0900	2300			
Fri	0900	2300			
Sat	0900	2300			
Sun	0900	2300			

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

Name Muriel Chatel	
	
	

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).

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	0900	2300	<p><b>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</b> (please read guidance note 5)</p>
Tue	0900	2300	
Wed	0900	2300	
Thur	0900	2300	
Fri	0900	2300	
Sat	0900	2300	
Sun	0900	2300	

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

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

The subject premises will apply a standard operation which will ensure compliance with all four licensing objectives based on facts outlined (b) to (e)

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

Style of operation is designed to minimise crime and disorder. The sale of alcohol for consumption on premises will only happen in a very controlled environment. The premises will operate a challenge 25 policy in order to ensure that alcohol is only sold to people of a lawful age 18 or over.

**c) Public safety**

The premises will comply with current legal requirement, fire, safety and health and safety including periodic risk assessments.

**d) The prevention of public nuisance**

The style of operation is designed to minimise public nuisance, the on-sale of alcohol will be offered in a controlled environment. The nature of the operation does not require the employment of a door supervisor or a dedicated office. The management policy of the premises is to welcome communication with any local person in relation to any issues which arise concerning the operation of the premises. No refuse including bottles will be moved. Removed or placed outside areas between 2200 and 0700 hours. There will be no deliveries made to the premises between 2000 and 0700 hours. A security shutter system will not cause noise, nuisance to any adjoining noise sensitive premises during operation.

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

The premises will operate a strict challenge 25 proof of age policy in order to ensure alcohol is only sold to people age 18 or over. Staff shall be trained and regularly tested on all aspects of the policy. There will be prominent signage throughout the store showing legal age limit.

**Checklist:**

**Please tick to indicate agreement**

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

**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	Muriel Chatel
Date	26/10/2015
Capacity	Director

**For joint applications, signature of 2<sup>nd</sup> applicant or 2<sup>nd</sup> applicant’s solicitor or other authorised agent (please read guidance note 12). If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	
Capacity	

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

Muriel Chatel

[Redacted address line]

Post town

[Redacted post town]

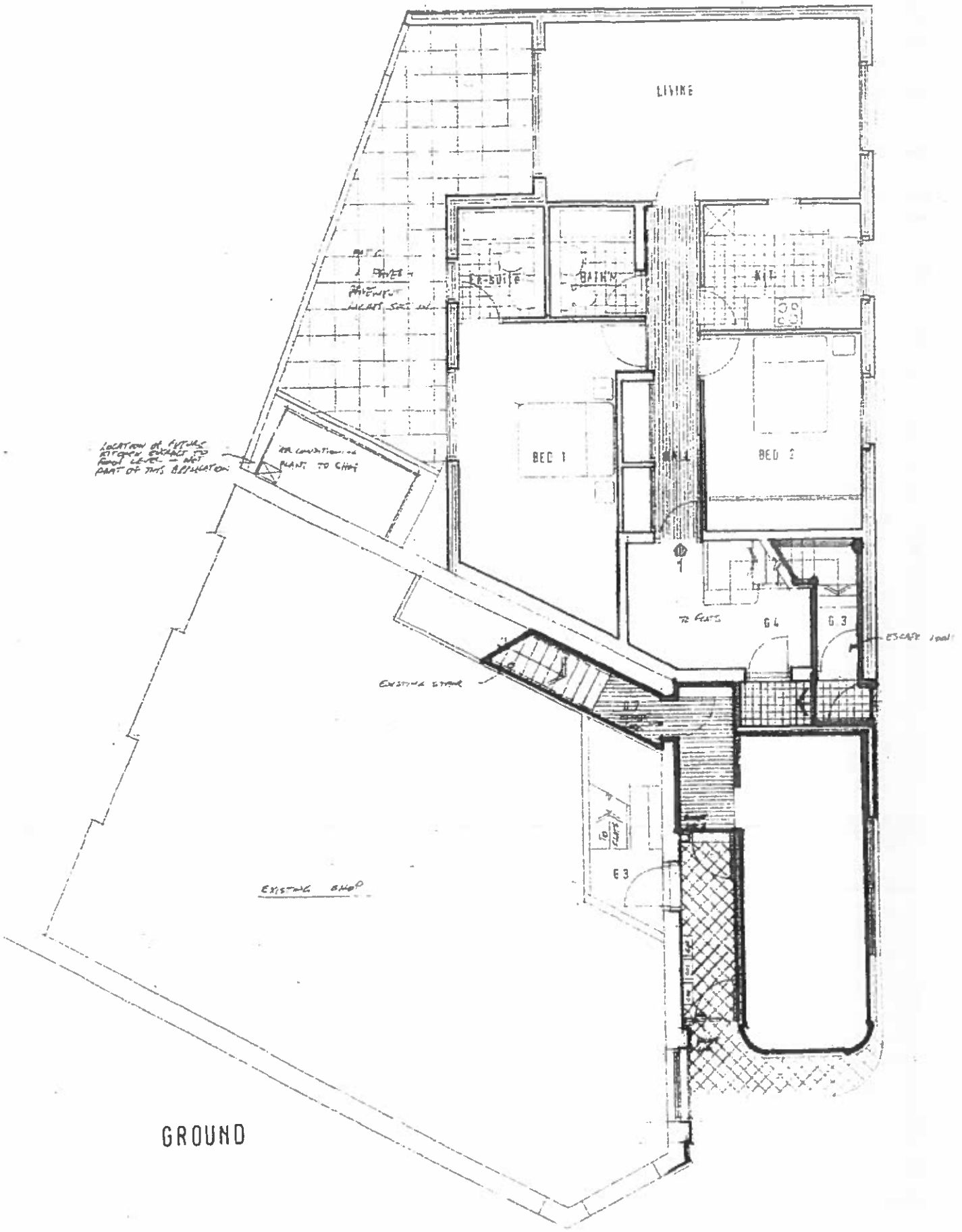
Postcode

[Redacted postcode]

Telephone number

[Redacted telephone number]

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



LOCATION OF FUTURE STAIRWAY SHOWN TO RISE LEVEL TO NEW PART OF THIS BUILDING

FOR CONSTRUCTION OF PLANT TO SHOP

EXISTING STAIR

EXISTING SHOP

ESCAPE 1st floor

GROUND

LIVING

BED 1

BED 2

BATH

HALL

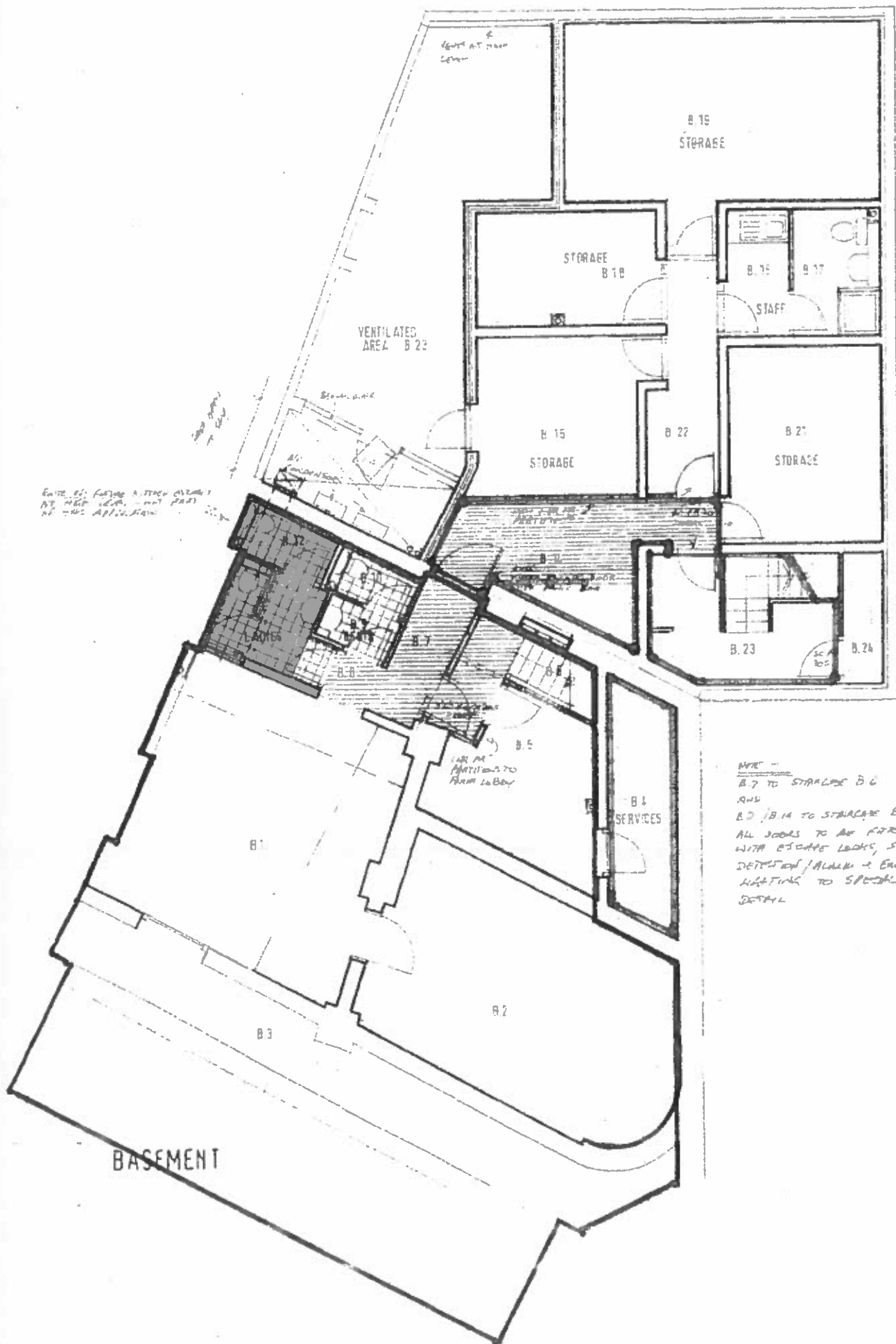
72 FEET

63

64

63

NOTE: 1. DO NOT REMOVE EXISTING WALLS



NOTE -  
 B.7 TO STORAGE B.6  
 AND  
 B.2, B.14 TO STORAGE B.23  
 ALL DOORS TO BE FITTED  
 WITH ESCAPE LOCKS, SMOKE  
 DETECTION / ALARM & EMER  
 LIGHTING TO SPECIALIST  
 DETAIL

NOTE: FLOOR AREA ONLY  
 AT THIS LEVEL - NOT PART  
 OF THIS APPLICATION

KETK

Appendix 2

**Williams, John**

**From:** [REDACTED]  
**Sent:** 10 November 2015 18:58  
**To:** Licensing  
**Subject:** Premises License application - Borough Wines and Beers 344A Essex Road N1 3PD

Att John Williams

Dear Mr Williams

Thank you for your recent letter providing information on the application for a premises licence at the above address.

As a nearby resident (overlooking the address from the opposite side of the road) I would like to register an objection to the granting of this license. My reasons for this objection are as follows:

**Public nuisance**

The junction of Essex Road and Englefield Road (the location of the proposed licensee) is an area that is already subject to noise and nuisance arising from drunkenness and anti-social behaviour. This is generally of a low level (shouting, scuffles etc.) and generally too short in duration to warrant reporting to the police but nonetheless is of significant irritation to local residents. The addition of another premises selling alcohol will do nothing but add to this problem; with a business licensed for the consumption of alcohol on the premises being the most likely to cause significant disturbance. The reason provided for the consumption of alcohol on premises as 'wine tasting' is somewhat disingenuous (given the small size of the premises) and I'd suggest extremely likely to lead to increased street drinking with its associated noise and nuisance.

I believe the license terms of the Lord Clyde pub (immediately adjacent) contain a restriction on no noise made outside the premises after 8.30pm which highlights the need to limit the impact on the locale of any business.

I look forward to hearing from you

Best wishes

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**Licensing Act 2003 representation pro-forma**

Should you wish to comment on the licence application 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: Borough Wines and Beers 344A Essex Road, London N1 3PD

Your Name: \_\_\_\_\_

Interest: Resident

(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**

Granting the license to the premises may result in people drinking in public space in its immediate vicinity, as a result of the limited size and capacity of the premises. As the premises is located on Englefield Road, a residential road, an increase of drinkers both outside and inside the premises will likely lead to an increase in noise, which will create a disturbance for both residents and pedestrians. Visitors to the premises may also block the surrounding pavement and cause difficulties for pedestrians, particularly those suffering problems with their mobility, for instance the elderly, or those carrying young children in prams. As an example, these pedestrians may be forced to walk into the road, in order to bypass visitors to the premises who are blocking the pavement.

Multiple residents of Englefield Road have previously had issues with individuals consuming alcohol on the front steps of private properties, either individually, or in groups. This can be threatening, and reduce local residents' quality of life. On occasion, this issue has led to the involvement of local police, who have asked these drinkers to leave. Granting this license to the premises is only likely to worsen this kind of nuisance.



**Crime and Disorder/Safety**

Alcohol consumption in and around the premises increases the likelihood of disorderly behaviour in the immediate area, and potentially crime, also. This is a particular concern, given the limited size of the premises, which may lead to its visitors spilling out into the surrounding public space. This may be uncomfortable and reduce quality of life for local residents and pedestrians, particularly vulnerable individuals, such as children, the elderly or the disabled. As the premises is unlikely to have space for a dedicated smoking area, smokers and drinkers who spill out onto the pavement might be a cause of disorder and threaten the safety of local people.

**Protection of Children from Harm**

There are already various drinking establishments and retailers of alcoholic beverages in the immediate surrounding area. Increasing this number by awarding additional licences may worsen issues of underage drinking.

I wish my identity to be kept anonymous /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 \_\_\_\_\_ 19<sup>th</sup> November 2015 \_\_\_\_\_

**Please ensure name and address details completed above**

Return to:

Licensing Service  
London Borough of Islington  
3<sup>rd</sup> Floor  
222 Upper Street  
London N1 1XR

or send by email to:

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

**Williams, John**

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**From:** [REDACTED]  
**Sent:** 19 November 2015 22:02  
**To:** Licensing  
**Subject:** Objecting for off license and club license at 344A Essex Rd N1

Dear sir/madam,

REF NUMBER: WK/201603025

We already have many off licence's from that premises on the left and right hand side, opposite we have got a major retailer, Sainbury's and Tesco.

We are already struggling to survive with major competition opposite us. And they have also applied for a club licence, this will create crime in the area and public nuisance like urinating and vomiting and violence in the area.

The basement does not have a fire exit for club licence, this is a major health and safety hazard.

The area is already suffering from violence by youngsters, and this will encourage more.

My shop is trading as an off licence news agent at [REDACTED]

Thanks,  
regards,  
[REDACTED]

**From:** corinna.pyke93@gmail.com on behalf of Corinna Pyke  
**Sent:** 26 November 2015 12:59  
**To:** Jones, Carol; Borough Wines  
**Subject:** Premises licence application RE: GROUND FLOOR, 344 ESSEX ROAD, ISLINGTON, LONDON,  
**Attachments:** BW\_er\_plan.pdf; Supporting doc BW and Beers Ltd application for Premises Licence at 344 ESSEX ROAD.docx

Hi Carol,

Please find attached the supporting document for our Premises licence application along with some drawings for the interior design.

I hope this will make a things clearer for the representations of the type offer that Borough Wines operate and hopefully see the positives rather than the negatives of Borough Wines coming to Essex road.

As i mentioned one of the representations is clearly misinformed that we are applying for a club licence rather than just the Premises licence and i feel that it is more a competitive trading objection which i see no grounds for.

Wine merchants such as Borough Wines are very rarely if at all associated with Underage and Problem Drinking this is often smaller off licences selling cheap uneducated choices of alcohol but i was loathed to point this out as i didn't want to antagonise the situation.

Please feel free to also direct them to our website [www.borougwines.co.uk](http://www.borougwines.co.uk)

I am happy to meet with or answer any further queries and reservations around our application any of them may have.

Please let me know if you need any further information and we will attend the hearing 8th December 2015 if this cannot be resolved prior to that date.

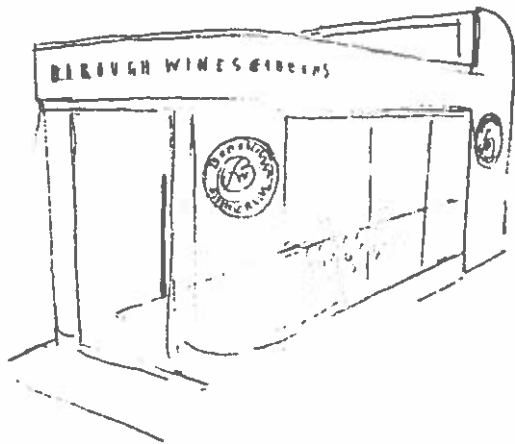
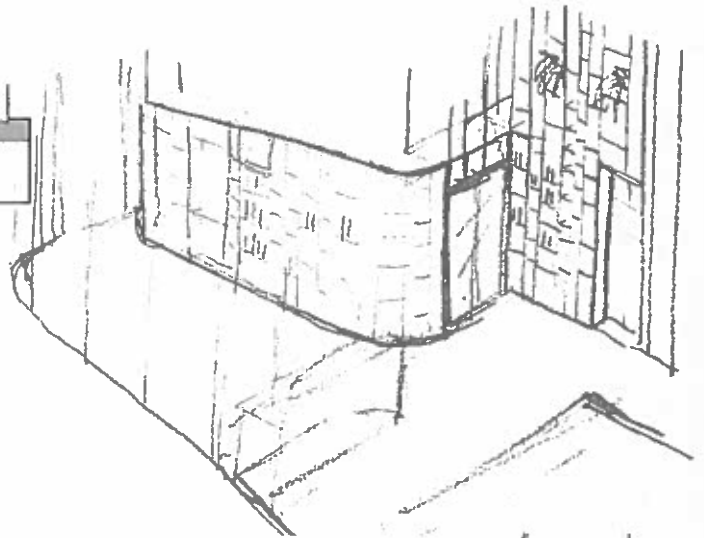
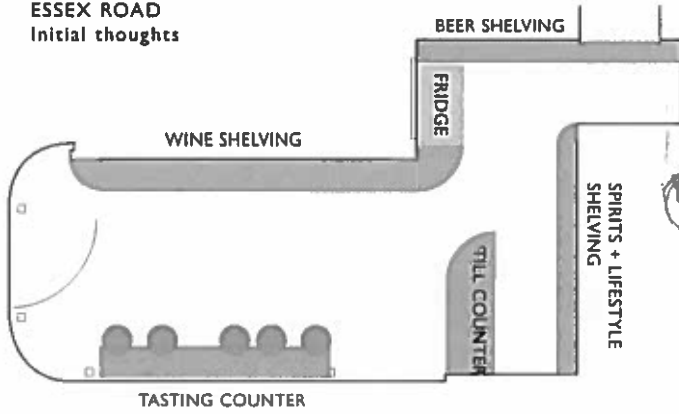
Many Thanks

Corinna

Corinna Pyke  
Tel [REDACTED]  
[www.boroughwines.co.uk](http://www.boroughwines.co.uk)



**BOROUGH WINES**  
ESSEX ROAD  
Initial thoughts



*Borough* **WINES**  
LONDON



**Supporting Document for Borough Wines and Beers ltd application for Premises Licence at 344 ESSEX ROAD, ISLINGTON, LONDON, N1 3PD 26<sup>th</sup> October 2015.**

## **Background**

Borough Wines are small independent wine importers successfully operating retail outlets in Borough Market, London Borough of Hackney Brent and Islington for the past 10 years running their businesses lawfully and in accordance of good business practice.

Borough Wines retail fine wines, craft beers and boutique spirits promoting educated choices around wine purchasing with informed and experienced staff.

All staff hold the minimum of Level 1 WSET wine traing certificate many holding levels 2,3,4 and Master of Wine status.

The borough Wines customer expects expert advice and guidance from the knowledge of our staff and Borough wines have never sold discounted wines or have offered special promotions.

## **The Site**

Borough Wines have a history of opening new sites often in areas where there are significant concerns around anti social behavior and have found that rather than exacerbating and encouraging of activities of this nature Borough wines have significantly contributed to its reduction.

The site as it stands is dark and dimly lit on a corner that is neglected and lacks any animation and with the design and type of operation we intend this will only contribute to a positive addition to the area.

It is a known and proven fact that when a empty site lies empty and is then well lit and designed that anti social behavior moves on as these

activities are more visual and can be more easily monitored and curtailed reducing the opportunity.

Borough Wines take time and consideration of each site designing site specific interior design for each store and intend the same care and consideration and good design for this site –please refer to drawings-

Borough Wines will not be running a Bar or Club on the premises just a retail outlet with a on/off licence for tastings and have never had any problems of anti social behavior of any nature from any of our premises and the type of wine and price point are unattractive to young and problem drinkers and given the size restriction of the shop the amount of people in store at any one time will be limited, which will have little if any impact to street congestion.

Borough Wines have been successfully operating a shop in Exmouth Market in a Culmative impact and DPPO area of Islington and have had no complaints or problems and have shown proven good business practice as with all Borough Wines sites London wide.

## **Operational Schedule**

**Demonstrating addressing the issues of prevention of public nuisance, public safety, Prevention of crime and disorder, and protection of Children from harm.**

- Borough Wines do not sell any strong beers, ciders, alcohol pops or cheap spirits and operate a strict challenge 25 policy which all staff are trained and regularly tested on all aspects of the Policy.
- All wine is wrapped and sealed with a branded sticker and sold in a branded bag as wine is bought for consumption at home or as gifts.
- CCTV Cameras will be installed with full coverage both in the shop and the exterior
- Limited cash will be kept on the premises and any cash will be secured in a safe overnight and banked daily.
- All staff are Drink Aware and trained in all aspects wine retail.

- Wine tasting events will be in a very controlled environment promoting education around wine and wine knowledge with limited numbers at each event, these also cater for our on- trade clients from our wholesale division.
- The design of the shop will allow a clear view of the whole shop at all times and many of the wines will be in temperature controlled fridges and specially designed shelving with no baskets or bins with all spirits kept behind the counter.



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

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 premises licence holder shall comply with the current legal requirement for fire, health and safety.
4. No refuse, including bottles shall be moved, removed or placed outside between the hours of 22:00 and 07:00 daily.
5. The security shutter shall be maintained so as not to cause a noise nuisance to any adjoining noise sensitive premises.

Title : 344a Essex road

Islington Borough Boundary

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