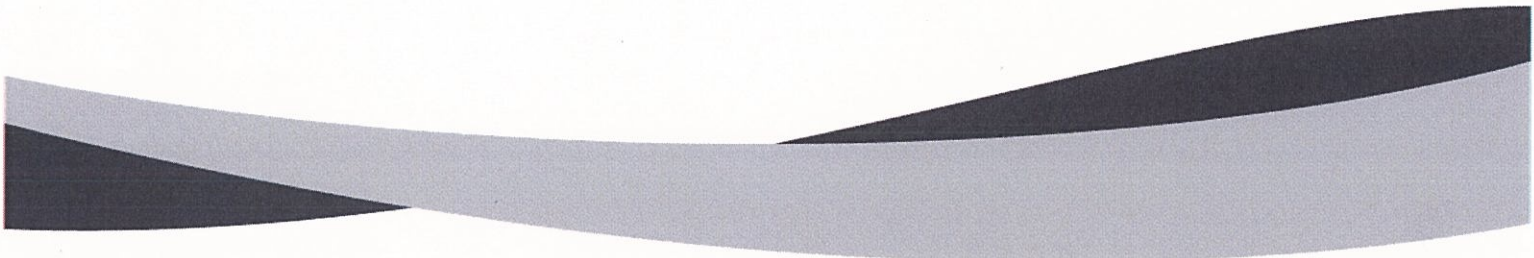




Report of: Service Director, Public Protection

Meeting of	Date	Agenda Item	Ward(s)
Licensing Sub-Committee	19 July 2016		Highbury West

Delete as appropriate		Non-exempt
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**Subject: PREMISES LICENCE NEW APPLICATION
NISA LOCAL, 69 HORNSEY ROAD, LONDON, N7 6DG**

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, off supplies, Monday to Sunday from 08:00 until 22:30.
 - ii) permit the premises to open to the public on Monday to Sunday from 08:00 until 22:30.

2. Relevant Representations

Licensing Authority	No
Metropolitan Police	Yes (Agreed)
Noise	No
Health and Safety	No
Trading Standards	No

Public Health	No
Safeguarding Children	No
London Fire Brigade	No
Local residents	Three (One against and two supporting)
Other bodies	No

3. Background

3.1 Papers are attached as follows:-

- Appendix 1: application form; supporting information from applicant
- Appendix 2: representations;
- Appendix 3: suggested conditions and map of premises location.

3.2 The Licensing Authority has received three e-mails of representation from local residents, two supporting and one against the grant of the licence. The applicant has written to the resident with additional information, this correspondence is contained in Appendix 2 of the report.

4. Planning Implications

4.1 Planning have reported that the use of the premises has permission through passage of time.

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.

1. 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 it considers 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

Date

7/7/16

Received by

Head of Scrutiny and Democratic Services

Date

Report author: Licensing Service

Tel: 020 75027 3031

E-mail: licensing@islington.gov.uk

* required information

Section 1 of 19

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference

This is the unique reference for this application generated by the system.

Your reference

You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

 Yes No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name

* Family name

* E-mail

Main telephone number

Include country code.

Other telephone number

 Indicate here if the applicant would prefer not to be contacted by telephone

Is the applicant:

- Applying as a business or organisation, including as a sole trader
- Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means the applicant is applying so the applicant can be employed, or for some other personal reason, such as following a hobby.

Continued from previous page...

Address

* Building number or name	90
* Street	HINDREY ROAD
District	
* City or town	LONDON
County or administrative area	
* Postcode	E5 8HQ
* Country	United Kingdom

Agent Details

* First name	KENAN
* Family name	KARA
* E-mail	info@advancepl.co.uk
Main telephone number	
Other telephone number	

Include country code.

Indicate here if you would prefer not to be contacted by telephone

Are you:

- An agent that is a business or organisation, including a sole trader
 A private individual acting as an agent

A sole trader is a business owned by one person without any special legal structure.

Agent Business

* Is your business registered in the UK with Companies House? Yes No

* Registration number	8358580
* Business name	ADVANCE PL LIMITED
* VAT number	- NONE
* Legal status	Private Limited Company
* Your position in the business	DIRECTOR
Home country	United Kingdom

If your business is registered, use its registered name.

Put "none" if you are not registered for VAT.

The country where the headquarters of your business is located.

Continued from previous page...

Agent Registered Address

Address registered with Companies House.

* Building number or name	UNIT 17, ASHLEY HOUSE
* Street	ASHLEY ROAD
District	TOTTENHAM HALE
* City or town	LONDON
County or administrative area	
* Postcode	N17 9LZ
* Country	United Kingdom

Section 2 of 19

PREMISES DETAILS

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 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.

Premises Address

Are you able to provide a postal address, OS map reference or description of the premises?

Address OS map reference Description

Postal Address Of Premises

Building number or name	NISA LOCAL, 69-69A
Street	HORNSEY ROAD
District	
City or town	LONDON
County or administrative area	
Postcode	N7 6DG
Country	United Kingdom

Further Details

Telephone number	
Non-domestic rateable value of premises (£)	22,750

Section 3 of 19

APPLICATION DETAILS

In what capacity are you applying for the premises licence?

- An individual or individuals
- A limited company
- A partnership
- An unincorporated association
- A recognised club
- A charity
- The proprietor of an educational establishment
- A health service body
- A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- The chief officer of police of a police force in England and Wales
- Other (for example a statutory corporation)

Confirm The Following

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

Section 4 of 19

INDIVIDUAL APPLICANT DETAILS

Applicant Name

Is the name the same as (or similar to) the details given in section one?

- Yes No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details,

First name

DIDEM EDA

Family name

ARSLAN

Is the applicant 18 years of age or older?

- Yes No

Continued from previous page...

Applicant Postal Address

Is the address the same as (or similar to) the address given in section one?

Yes

No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Building number or name	<input type="text" value="90"/>
Street	<input type="text" value="HINDREY ROAD"/>
District	<input type="text"/>
City or town	<input type="text" value="LONDON"/>
County or administrative area	<input type="text"/>
Postcode	<input type="text" value="E5 8HQ"/>
Country	<input type="text" value="United Kingdom"/>

Applicant Contact Details

Are the contact details the same as (or similar to) those given in section one?

Yes

No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

E-mail	<input type="text" value="info@advancepl.co.uk"/>
Telephone number	<input type="text"/>
Other telephone number	<input type="text"/>

Section 5 of 19

OPERATING SCHEDULE

When do you want the premises licence to start? / /
dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end / /
dd mm yyyy

Provide a general description of 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.

The premises will be used as an Off-Licence, the alcohol will be on the ground floor. The premises is located at NISA LOCAL 69-69A Hornsey Road, N7 6DG. The licensable activities are SUPPLY OF ALCOHOL OFF THE PREMISES.

Continued from previous page...

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

Section 6 of 19

PROVISION OF PLAYS

Will you be providing plays?

Yes

No

Section 7 of 19

PROVISION OF FILMS

Will you be providing films?

Yes

No

Section 8 of 19

PROVISION OF INDOOR SPORTING EVENTS

Will you be providing indoor sporting events?

Yes

No

Section 9 of 19

PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

Will you be providing boxing or wrestling entertainments?

Yes

No

Section 10 of 19

PROVISION OF LIVE MUSIC

Will you be providing live music?

Yes

No

Section 11 of 19

PROVISION OF RECORDED MUSIC

Will you be providing recorded music?

Yes

No

Section 12 of 19

PROVISION OF PERFORMANCES OF DANCE

Will you be providing performances of dance?

Yes

No

Section 13 of 19

PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE

Will you be providing anything similar to live music, recorded music or performances of dance?

Yes

No

Continued from previous page...

Section 14 of 19

LATE NIGHT REFRESHMENT

Will you be providing late night refreshment?

Yes No

Section 15 of 19

SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

Yes No

Standard Days And Timings

MONDAY

Start

End

Start

End

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.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Continued from previous page...

Will the sale of alcohol be for consumption:

- On the premises Off the premises Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

During the events, 2h before and 2h after will not going to sale alcohol.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

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

Name

First name

Family name

Enter the contact's address

Personal Licence number (if known)

Issuing licensing authority (if known)

Continued from previous page...

PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

- Electronically, by the proposed designated premises supervisor
- As an attachment to this application

Reference number for consent form (if known)

If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

Section 16 of 19

ADULT ENTERTAINMENT

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

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 etc gambling machines etc.

N/A

Section 17 of 19

HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start End
Start End

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.

TUESDAY

Start End
Start End

WEDNESDAY

Start End
Start End

THURSDAY

Start End
Start End

FRIDAY

Start End
Start End

Continued from previous page...

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

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LICENSING OBJECTIVES

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

a) General – all four licensing objectives (b,c,d,e)

List here steps you will take to promote all four licensing objectives together.

THE PREMISES IS IN THE "CIZ". HOWEVER THE PROPOSED HOURS DO PROMOTE THE LICENSING OBJECTIVES IN THE "CIZ". The operation of the premises involved will not add to the cumulative impact. The applicant will accept the follow conditions. The alcohol only will sale in operation hours and the alcohol will be consumed OFF the premises. Cctv will be installed to the premises, installed the cctv system that meet the standard in 'Uk police requirements for digital cctv system'. The premises operates the "challenge 25" the proof of age scheme. The premises will open and shut at its permitted hours and the sale of alcohol or any other permitted licensing activity will not be carried out at any other time than its permitted opening hours. The premises shall install and maintain a CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period. THE CCTV SHALL BE IN OPERATION AT ALL THE PREMISES ARE OPEN TO THE PUBLIC. A MEMBER OF STAFF CAPABLE OF DOWNLOADING IMAGES FOR THE POLICE OR AUTHORISED COUNCIL OFFICERS SHALL BE ON DUTY AT ALL TIMES THE PREMISES ARE OPEN TO THE PUBLIC.

NOTICES WILL BE PROMINENTLY DISPLAYED AT THE ENTRY AND POINT OF SALE STATING THAT CCTV IS IN USE, CHALLENGE 25 IS OPERATED AND THE PROVISIONS OF THE LICENSING ACT REGARDING UNDERAGE AND PROXY PURCHASES AND SALES.

Continued from previous page...

NOTICES WILL BE DISPLAYED ADVISING CUSTOMERS OF THE PERMITTED HOURS.
ALL STAFF WILL BE TRAINED FOR THEIR ROLE ON INDUCTION AND AT REGULAR INTERVALS OF SIX MONTHS THEREAFTER.
TRAINING WILL INCLUDE IDENTIFYING PERSONS UNDER 25, MAKING A CHALLENGE, ACCEPTABLE PROOF OF AGE, MAKING
AND RECORDING A REFUSAL, AVOIDING CONFLICT AND RESPONSIBLE ALCOHOL RETAILING.

WRITTEN TRAINING RECORDS WILL BE KEPT.
THE PREMISES WILL ACTIVELY ENGAGE WITH AND WORK WITH THE POLICE SAFER NEIGHBOURHOOD TEAM.

A HARD BACK INCIDENT BOOK SHALL BE KEPT AND MADE AVAILABLE TO POLICE AND AUTHORISED COUNCIL OFFICERS IN
WHICH SHALL BE RECORDED ALL INSTANCES OF CRIMINALITY, ANTI SOCIAL BEHAVIOUR, ABUSE OF STAFF, INCIDENTS
WHERE POLICE ARE CALLED ETC.

A NOTICE WILL BE PROMINENTLY DISPLAYED BY THE FRONT DOORS ADVISING CUSTOMERS THAT THEY ARE IN AN AREA
SUBJECT TO A DESIGNATED PUBLIC PLACE ORDER AND SHOULD NOT DRINK IN THE STREET AND MUST SURRENDER ANY
OPEN ALCOHOLIC DRINK TO A POLICE OFFICER ON DEMAND OR FACE
ARREST AND A FINE ON CONVICTION.

MANAGEMENT AND STAFF WILL DISCOURAGE PERSONS DRINKING OR LOITERING OUTSIDE THE SHOP.

PREVENTION OF PUBLIC NUISANCE

NOTICES WILL BE PROMINENTLY DISPLAYED BY THE EXIT ASKING CUSTOMERS TO RESPECT NEARBY RESIDENTS AND TO
LEAVE QUIETLY, TO DISPOSE OF LITTER RESPONSIBLY NOT TO LOITER OUTSIDE THE SHOP AND NOT TO DRINK IN THE
STREET AS THEY ARE WITHIN AN AREA SUBJECT TO A DESIGNATED PUBLIC PLACES ORDER.

MANAGEMENT AND STAFF WILL DISCOURAGE PERSONS DRINKING OR LOITERING OUTSIDE THE SHOP.
THE SHOP FRONT WILL BE KEPT TIDY AT ALL TIMES AND SHALL BE SWEEPED AT CLOSE.
NO DELIVERIES WILL BE RECEIVED OR REMOVALS OF RUBBISH TAKE PLACE BETWEEN 20.00 AND 07.00.
PROTECTION OF CHILDREN FROM HARM

THE CHALLENGE 25 PROOF OF AGE POLICY WILL BE OPERATED AND ONLY A PHOTOGRAPHIC DRIVING LICENCE, VALID
PASSPORT OR PROOF OF AGE CARDS WITH THE BEARER'S PHOTOGRAPH & THE PASS LOGO/ HOLOGRAM ON IT WILL BE
ACCEPTED AS PROOF OF AGE. A HARD BACK WRITTEN REFUSALS RECORD WILL BE KEPT AND MADE AVAILABLE TO POLICE
OR COUNCIL OFFICERS ON REQUEST. NOTICES WILL BE PROMINENTLY DISPLAYED AT THE ENTRY AND AT THE POINT OF
SALE STATING THAT CHALLENGE 25 IS IN USE AND THE PROVISIONS OF THE LICENSING ACT REGARDING UNDERAGE AND
PROXY PURCHASES AND SALES.

ALL STAFF WILL BE TRAINED FOR THEIR ROLE ON INDUCTION AND AT REGULAR INTERVALS OF SIX MONTHS THEREAFTER.
TRAINING WILL INCLUDE IDENTIFYING PERSONS UNDER 25, MAKING A CHALLENGE, ACCEPTABLE PROOF OF AGE, MAKING
AND RECORDING A REFUSAL, AVOIDING CONFLICT AND RESPONSIBLE ALCOHOL RETAILING. WRITTEN TRAINING RECORDS
WILL BE KEPT AND MADE
AVAILABLE TO POLICE OR COUNCIL OFFICERS ON REQUEST.

No cans and plastic bottles of alcohol to be sold above 6.5% ABV.

b) The prevention of crime and disorder

Cctv is installed to the premises for safety and crime prevention. Will not serve alcohol who already drunk in the premises.
The DPS will undertake routine monitoring of the refusals records and record that this is being done. All staff that makes
sales of alcohol receives regular training (induction and refresher). Installed cctv systems that meet the standard in 'uk
police requirements for digital cctv systems' shall operate and record video images at all times that premises are open to
the public and any recordings made will be retained for not less than 31 days and made available to a police officer on

Continued from previous page...

request. A member of staff on premises at the relevant time will be capable of operating the CCTV system.

c) Public safety

Emergency light will be installed and fire extinguisher will be installed. The fire exit is free of any impediment or obstacle at all time of the operating hours.

An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police, which will record the following:

- (a) all crimes reported to the venue
- (b) all ejections of patrons
- (c) any complaints received regards crime and disorder
- (d) any incidents of disorder
- (e) seizures of drugs or offensive weapons
- (f) any refusal of the sale of alcohol

d) The prevention of public nuisance

For public nuisance there will not allow any alcohol drink at outside. All occasions when persons have been refused service will be recorded in a refusals book, which shall be kept at the premises for not less than 12 months. Suitable signage will be displayed at the point of exit advising customers leave the premises quietly. The door will be kept shut with self closure during the licensing activity to prevent the nuisance. Bins shall not be emptied outside the premises in the late evening, night or early morning.

e) The protection of children from harm

We will be very strict to not sell alcohol to children and under age. Any alcohol must be sold by DPS or a person authorised be the DPS at all times. All staff who sells alcohol will be trained in the role by the DPS with regular refresher training. Records of training will be kept and made available for examining officers of the relevant authorities. Where a person appears to be under the age 25, identification in the form of passport, photo driving licence or a proof of age card bearing the pass hologram will be sought and if not provided service of alcohol will be refused. Suitable signage will be displayed at the point of entry and at the service area advising customers that the premises operates the "challenge 25" proof of age scheme.

Section 19 of 19

PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Premises Licence Fees are determined by the non domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at http://www.voa.gov.uk/business_rates/index.htm

Band A - No RV to £4300	£100.00
Band B - £4301 to £33000	£190.00
Band C - £33001 to £87000	£315.00
Band D - £87001 to £125000	£450.00*
Band E - £125001 and over	£635.00*

*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then you are required to pay a higher fee

Band D - £87001 to £125000	£900.00
Band E - £125001 and over	£1,905.00

There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government. If, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.

Continued from previous page...

Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.

If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time

Capacity 5000-9999	£1,000.00
Capacity 10000 -14999	£2,000.00
Capacity 15000-19999	£4,000.00
Capacity 20000-29999	£8,000.00
Capacity 30000-39999	£16,000.00
Capacity 40000-49999	£24,000.00
Capacity 50000-59999	£32,000.00
Capacity 60000-69999	£40,000.00
Capacity 70000-79999	£48,000.00
Capacity 80000-89999	£56,000.00
Capacity 90000 and over	£64,000.00

* Fee amount (£)

DECLARATION

* I/we understand it is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application.

Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

* Full name

* Capacity

* Date / /
dd mm yyyy

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/islington/apply-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

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

OFFICE USE ONLY

Applicant reference number

Fee paid

Payment provider reference

ELMS Payment Reference

Payment status

Payment authorisation code

Payment authorisation date

Date and time submitted

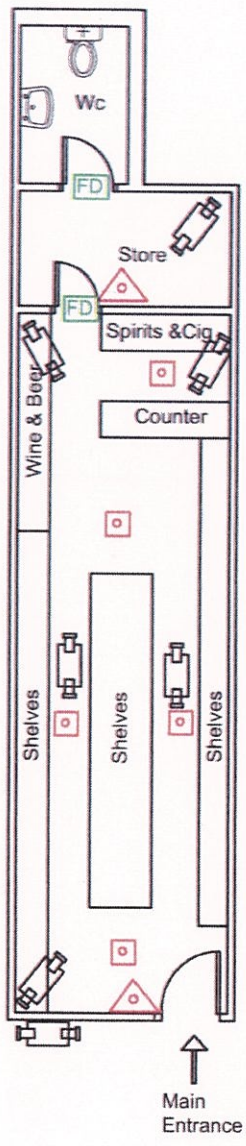
Approval deadline

Error message

Is Digitally signed

[< Previous](#) [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [Next >](#)

PROPOSED LICENSING PLAN



52 Seven Sister Road
 London
 N7 6AA

Drawing no: P/HBS/39		Date: 2nd Nov 2015	
Key	Scale: 1:100	Paper: A4	
	FIRE EXTINGUISHER		
	FIRE EXIT SIGNS		
	EMERGENCY LIGHTING		
	Fire Checkl Door		
	CCTV CAMERAS		
CCTV RECORDING 31 DAYS			
SHUTTERS PROVIDED			
ALARM SYSTEM TO AOISPEC OR SIMILAR FITTED			

Forde, Niall

From: Advance Architecture <info@advancepl.co.uk>
Sent: 01 July 2016 12:27
To: Forde, Niall
Subject: Re: Nisa Local, Hornsey Road - Letter
Attachments: legal_calendar_2016.jpg; retail_academy_how_to_train_your_staff.pdf

Dear Niall,

Please see the below comment from our application, also please inform the objector the comment from my client,

Please also find below email from Nisa regional manager. I am a University Graduate with a degree in HR Management, I will be managing the store and will be solely responsible for the sale and authorization of sale of alcohol. I have taken this as a full time job role therefore I do not expect to be looked upon as an irresponsible mannered person. I am very strict with following rules that have been put into place also with the staff that I manage follows and implements the same rules.

This store is not an ordinary off license store. It focuses on large range of organic products, locally sourced products, fresh foods, serving artisan coffee and artisan bakery. This attracts the working young professionals who come into the store to shop for their evening meal. However, they fancy a bottle of wine and/or beer to compliment their shopping/meal. Us not being able to provide them with one mainly results in the customers being unsatisfied and leaving their basket of shopping behind. Therefore if we are not permitted to sell alcohol we may have to sadly close down.

The store has a very elegant and sumptuous image from the outside therefore it does not attract and actually deters the drunk and the types that will cause trouble in the area as they think it is very pricey and also worried about the standards of precautions adopted as they feel they will not get away with any trouble.

The alcohol as shown in the application plan will only be on the back wall of the shop, separate from the soft drinks, it will be out of view of children. It is also in the immediate view of our tills therefore cashiers will keep an eye on any potential risks. We also have 16 cameras installed in store recording 24 hours of the day, accessible internally or externally for immediate access with recordings saved for a minimum of 31 days.

Unlike other stores as we operate under the Nisa Local brand we have to follow their strict rules and regulations as well as taking up on the training offered by the Councils Trading Standards Department. Email below is proof of the professionalism.

Attached is mentioned Retail Training Academy guide book and calendar for your reference, these are complemented with online training guides for staff to do.

There may be many stores in the area that sell alcohol however this should not stop a store like ours to be built up and serve the local community with many things that other businesses fail to provide. I am aware by the feedback given by the local residents that there are many positive representations sent to the team.

I have explained and answered your worries clearly in order to demonstrate that it is a professionally run store and will continue doing so in this manner, therefore this will only lead to improvements within the business and become an asset to the local area and community.

We hope that the necessary steps are taken in order to be granted the Premises License in due course.

Kind regards,

Didem Eda Arslan BA(Hons)

Regards
Kenan Kara



0208 801 6601
www.advancepl.co.uk
info@advancepl.co.uk

On Wed, Jun 29, 2016 at 10:41 AM, Advance Architecture <info@advancepl.co.uk> wrote:

Dear Niall

Please find below the letter addressed to the residents in response to their representations. Could you also kindly make the residents that objected aware that the business they have mentioned their worries on in their letter is **not** the premises which has made the application. Nisa Local, 69-69a Hornsey Road is managed entirely as a separate entity which has no connection to their worried business. Also could you inform the residents that they are free to pop in on any Friday at 1pm to discuss this matter directly with me.

Dear concerned resident,

Thank you for your views and how you feel about our recent Premises License Application. I understand your concerns regarding our application to sell alcohol. Please let me take this opportunity to explain in detail of who I am and how I am to run the business. Please find below comments to your worries:

1. Public safety - You have mentioned customers congregate outside the twinned shop, which has no connection with my Nisa Local store, after asking if people congregate outside Hornsey Road on match days they have mentioned that this has happened twice and upon advice from match day Police Officers they were not allowed to approach members of the public outside and tell them to move along and they were told it is only the Police Officers duty if there is any problems. I was also told by the store that the second time the fans were outside in the greenery area the councils match day patrol team were in the area therefore resulted in fans not to wait around in the greenery area. Police Officers park their vans on and are all visible on Hornsey Road.

As the store is close to the Arsenal Stadium we have stated in the application and it was agreed by the Licensing Police Officers we do not wish to sell alcohol 4 hours before any major event and 2 hours after finish time. Therefore Arsenal fans/concert revelers will not be able to congregate outside and drink. We will be serving artisan coffee which is a

fan favourite on match day, and for local customers. We can look at hiring a security staff for the major events/match days to make sure drunk persons or people wishing to purchase alcohol is not allowed in the store.

2. Public nuisance - I have had the experience to run my store at 69 Hornsey Road for a full Arsenal FC season and have not had any nuisance or litter problems, as we make sure that our customers litter is disposed properly in provided bins and at the end of the day my staff have to keep in and out of the store clean, I regard hygiene and tidiness as a must to make sure the store has a professional look. The only litter problems that I am aware of by the given information from the Estate Cleaners/Caretakers and Winston Morris (Estate Services Support Manager) are caused by the takeaway food outlets across the road. How responsible the other shop mentioned can be clearly seen by them contacting the council to request extra cleaning on a Match Days,(as I have questioned the manager once I received the representation) which was previously not done, as fans throw away all the take away food boxes on the floor. Also I have mentioned on the application to prevent public nuisance and problem drinking we are not to stock super-strength beer/cider above 6.5% volume.

3. Protection of harm to young people - this information is correct, the license was revoked however upon me confirming with the current manager they do not have any connection with previous license holder whose license was revoked as the shop was sold to the current manager in 2012. Also to prevent underage sales please find attached image on the Nisa Approved In House EPOS system run in our store. When an age restricted product is scanned by a member of staff the prompt screen pops up. The staff has to ask for age and a Valid ID, also it shows at the bottom the earliest date that should be on the ID. Then the staff can accept or reject the sale, once the sale is rejected it is recorded into the Refusal Register. We also have Nisa area manager who pay regular visits to make sure that we are running the business properly and are legally compliant.

Our store is a brand new store opened in April 2015, I have been a Nisa Local member since the start of business. Nisa represents over 1134 registered shareholders operating over 2,500 stores, they have stringent financial and business checks in order to operate under their brand. Nisa Local run Making A Difference Locally charity which we will be promoting heavily to raise money for good causes and the local community. I have invested a lot of money and time to make sure this business is an asset to the community.

The store focuses on locally sourced products, organic products, fresh foods, serving artisan coffee and artisan bakery. Since we have opened we have had customers request bottles of wine and/or beer to compliment their shopping, this has led to them leaving their shopping on occasions.

Attached is image of EPOS till prompt and a letter from Nisa Head Office confirming that regular checks are done to ensure high standards are kept and legally compliant.

Regards,

Didem Eda Arslan
Manager
Nisa Local
69-69a Hornsey Road, London N7 6DG

Forde, Niall

Subject: FW: Nisa

Sent: 01 July 2016 14:06

To: Forde, Niall

Cc: info@advancepl.co.uk

Subject: Fwd: Nisa

Dear Niall,

Please find below email from Nisa Local regional manager to showcase the professionalism on how the store will be managed as the resident has expressed their worries, that will not be caused by my store.

Regards,

Didem Eda Arslan BA(Hons) HR
Nisa Local
69 Hornsey Road
London N7 6DG

Sent from my iPhone

Begin forwarded message:

Subject: Nisa

As part of the Nisa regional management team I can confirm that we take the sale of Alcohol and subsequently all legal obligations extremely seriously.

At all times we actively encourage our retail members to act with responsibility and due diligence.

On a monthly basis we actively check that the retailers are completing this due diligence through our on line Retail Academy Training suite which is compulsory as part of our membership.

Thank you

Richard

Richard Shorney
Retail Development Manager

This E-mail may contain confidential and/or privileged information. It is only intended for the use of the Addressee. If you are not the addressee, the disclosure, copying or delivering of this to any one else is strictly prohibited and may be unlawful.

If you have received this E-mail in error, please delete immediately. The views expressed within this E-mail do not necessarily reflect the views of Nisa Retail Limited.

Nisa Retail Limited is a company registered in England with company number 980790 at:

Nisa Retail Limited
Member Support Centre
Waldo Way
Normanby Enterprise Park
Scunthorpe
North Lincolnshire
DN15 9GE



How to
BRING OUT
THE BEST
IN YOUR TEAM





A HOW TO *Guide*

YOUR RETAIL ACADEMY TOOLKIT

This guide will tell you everything you need to know about running successful training in your store.

Training and development is essential to keep your business safe, legal and to deliver the best possible experience for customers. The Retail Academy is here to help you deliver all of that.

The Retail Academy offers you a range of resources that cover a wide variety of areas to support you in training and developing your team and business.



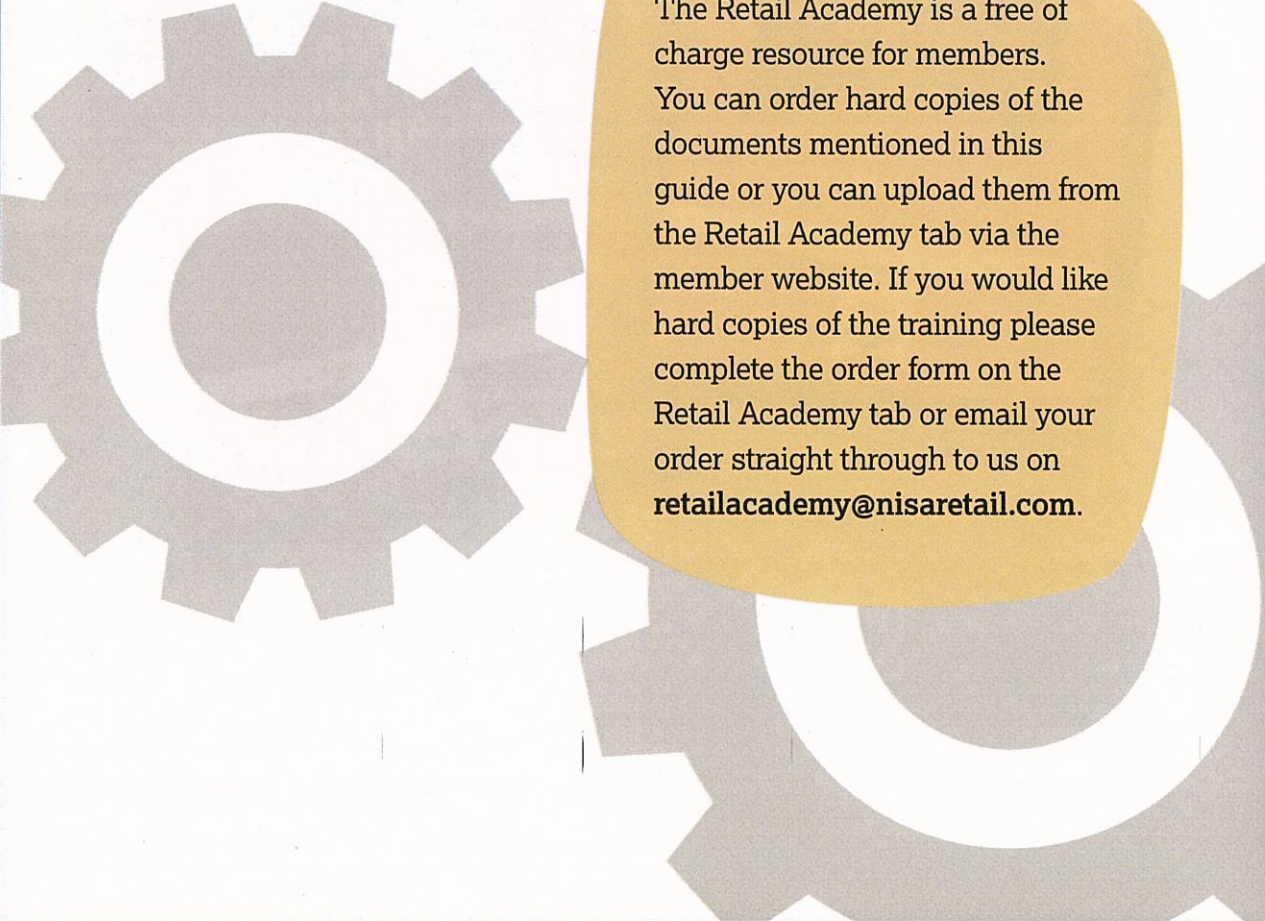
TRAINING FOR ALL STAFF

From new starters to more experienced employees.

All staff need to be trained to carry out their roles competently, this includes new starters and more experienced staff. Staff should continue to be trained and refreshed throughout their careers.

Use the tools listed in this guide and follow these simple steps to train your team.

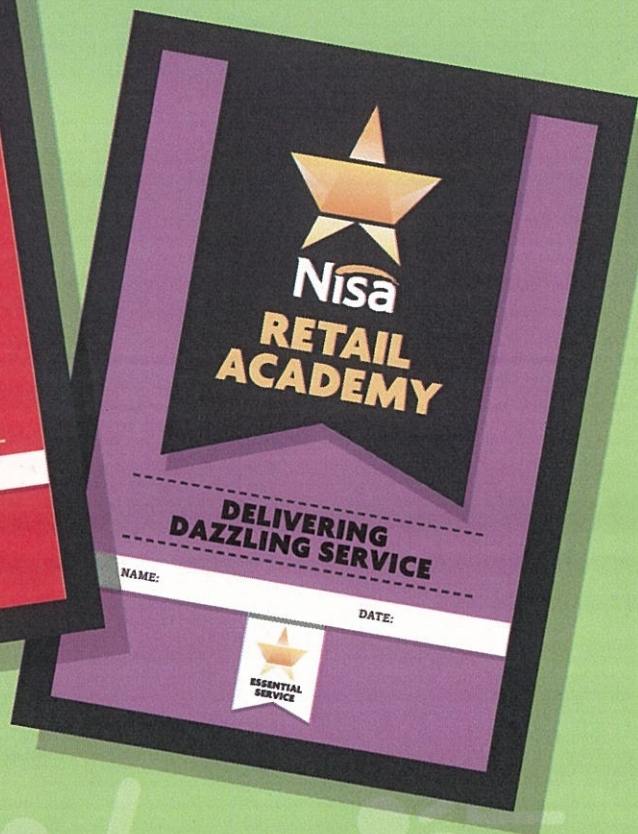
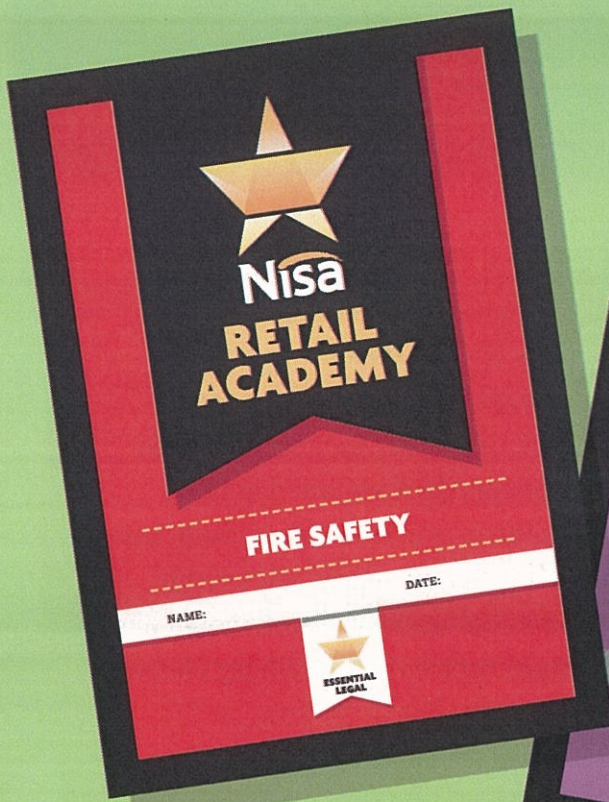
It's as easy as 1, 2, 3... GO!



The Retail Academy is a free of charge resource for members. You can order hard copies of the documents mentioned in this guide or you can upload them from the Retail Academy tab via the member website. If you would like hard copies of the training please complete the order form on the Retail Academy tab or email your order straight through to us on retailacademy@nisaretail.com.

TRAINING GUIDES

Engaging, easy to use guides that give your team training on all that they need to help your store be brilliant!



TRAINING GUIDES

Training guides cover a range of areas from health and safety and age restricted sales to food safety and **delivering dazzling service**. The training guide gives the learner all the **information** and **knowledge** they need to be able to work **safely and successfully** within the store.

HERE'S HOW TO USE THEM:

- Give every member of staff their own training guide for each module.
- **Complete the order form on the member website to get training guides sent directly to your store.**
- The training guides are designed to be portable so that **training can take place anywhere** in the store.
- **Training guides are flexible** to suit every learner and the business's needs: they can be used as self-study, one-to-one training or trained as part of a

TRAINING GUIDES

- Health and Safety
- Food Safety
- Fire Safety
- Security
- Fireworks
- Age Restricted Sales
- Delivering Dazzling Service
- Upselling
- Around the Stockroom and Delivery Area
- Retail Excellence
- Making a Difference Locally



LEGAL REFRESHER TRAINING

Every member of your team should complete legal refresher training in these areas:

Age Restricted Sales

Health and Safety

Challenge 25

Security

Food Safety

Fire Safety

Food Labelling

Fireworks



LEGAL REFRESHER TRAINING

Legal Refresher Training that is planned and completed on a regular basis can form part of your due diligence defence.

Legal training is straightforward and quick for your team to complete. Each month legal refresher training is planned in and will cover a different area of your business.

Some areas, like Age Restricted Sales, will be refreshed more often throughout the year, this is because this area is highly regulated by local authorities and can carry heavy consequences if the law is not adhered to.

CALENDAR 2016

REFRESHER TRAINING	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Age Restricted Sales			●			●			●			●
Health and Safety				●						●		
Fire Safety		●						●				
Security					●						●	
Food Safety							●					
Fireworks									●			
Challenge 25			●			●			●			●
Food Labelling	●											

LEGAL REFRESHER TRAINING

TO COMPLETE THE LEGAL TRAINING YOU WILL NEED:

- Legal training refresher document
- Legal training question paper
- Legal training answer sheet
- Training record card

LEGAL TRAINING AS EASY AS 1, 2, 3:

- 1.** Give each staff member a copy of the refresher document to read through.
- 2.** Once they've read through the training document give them a question paper to complete.
- 3.** Mark the question paper (referring to the answer sheet); if the questions are all correct their training record card can be signed.

WHAT IF THEY DON'T PASS?

- Highlight the incorrect answers to the staff member and explain why they are wrong.
- Go through the correct answer with the staff member ensuring they fully understand.
- Remark the paper, noting that you have retrained the employee.
- Sign their training record card.

RETAIL SUPPORT GUIDES

Retail Support Guides contain specialist and expert advice on specific areas of your business. They offer insight, key legislation and hints and tips on subjects such as **Age Restricted Sales, Fresh Food, Managing Waste, Produce** and **Upselling**.



RETAIL SUPPORT GUIDES

- Age Restricted Sales
- Best in Fresh
- Best in Fresh: Produce
- Managing Waste
- Active Upselling
- News and Magazines
- Promoting Excellence
- Standing up to the Competition
- Customer Experience



FACTSHEETS

Factsheets provide information on key areas of the retail industry, whether it's insight, best practice or legislation.



FACTSHEETS

- Tobacco Display Ban
- Energy Drinks
- E-Cigarettes
- Alcohol Wholesaler Registration Scheme
- Carrier Bag Levy
- Challenge 25

FACTSHEET

NISA RETAIL ACADEMY

LEGAL COMPLIANCE

E-CIGARETTES

This factsheet is designed to keep you up-to-date with legislation and gives you some useful information about e-cigarettes.

The law has changed

From the 1st October 2015, it will be illegal to sell e-cigarettes and related products to anyone under the age of 18 in England and Wales. Currently, no legislation has been approved in Scotland to set an age restriction to the sale of e-cigarettes.

The approval of the Nicotine Inhaling Products Regulations 2015 means that from 1st October it is an offence:

- To sell nicotine inhaling products to anyone under the age of 18 years.
- The proxy purchasing offence will extend to cover e-cigarettes. It will be an offence for an adult to buy nicotine inhaling products on behalf of a person under the age of 18. The fixed penalty for proxy purchasing of e-cigarettes is £10. The fine applies to the person who purchases, or attempts to purchase nicotine products on behalf of a person under the age of 18.

What are E-cigarettes?

The harm from smoking comes mainly from inhaling tobacco smoke rather than the nicotine. E-cigarettes do not contain tobacco. Nicotine however, is an addictive drug which stimulates the nervous system, increasing the heart rate and blood pressure. Most, but not all e-cigarettes contain nicotine and most also contain flavourings.

E-cigarettes are usually designed to look and feel like cigarettes. There are three main types of e-cigarette:

- Disposable E-cigarette
- E-cigarette with rechargeable unit and replaceable cartridges.
- E-cigarette which is rechargeable and has a tank that can be filled with liquid nicotine.

Disposable e-cigarettes

E-cigarette with rechargeable unit

Rechargeable e-cigarette with refillable liquid nicotine tank

NISA

FACT SHEET

NISA RETAIL ACADEMY

RESPONSIBLE RETAILING

ENERGY DRINKS

Although energy drinks don't have an age restriction, there is a code of practice, that as a responsible retailer, you should follow when selling these products.

What are energy drinks?

Energy drinks are non-alcoholic drinks containing ingredients such as glucose, caffeine or taurine. These ingredients provide functional benefits by boosting energy and alertness. The code of practice for high caffeine content soft drinks relates to soft drinks that contain more than 150mg of caffeine per litre. These drinks contain about as much caffeine as there is in a cup of coffee.

The code of practice states that the industry's view is that high caffeine content soft drinks are not suitable for children, and specifies that this information should be clearly stated on the label. It also ensures that high caffeine soft drinks will not be promoted or marketed to those under 16. The code recommends additional advice on product labels. The wording should include: 'Not suitable for children, pregnant women and persons sensitive to caffeine'.

Energy drinks and children:

Scientific evidence suggests that children can be more susceptible to the stimulant effects of caffeine than adults because of their lower body mass and also because they are not used to it on a regular basis. On a precautionary note therefore, the soft drinks industry suggests that high caffeine content soft drinks should not be consumed by children.

The drinks however are not unsafe and the belief is that parents should decide what is right for their children.

The above information should provide you with some guidance around the responsible selling of energy drinks.

Some retailers take on The British Soft Drink Association (www.britishsoftdrink.com).

Code of Practice

The British Soft Drink Association (BSDA) has written a code of practice to help consumers make informed choices. This code of practice can help support you with selling these products to your customers.

Every effort has been made to ensure the information contained within this document is correct and accurate. However, due to the fast-paced nature of this industry, it is not possible to ensure that all information is up-to-date. This Retail Academy content is under continuous development and we apologise to readers notified of any changes to this content.

PRODUCT	CAFFEINE
Mug of filter coffee	140mg
Mug of instant coffee	100mg
Can of energy drink - high caffeine	80mg
Mug of tea	75mg
Small bar of chocolate	50mg
Can of cola	40mg

FACT SHEET - MARCH 2015

NISA

PLANNING THE TRAINING

It's a good idea to plan training in throughout the week so that it can be planned around quieter times of the working day, and when staff are in to be trained. The Retail Academy has a training plan which can be used to plan in who, what and when training will be completed.

DELIVERING THE TRAINING

Once you have planned the training sessions, gathered the materials you need and are ready to deliver the training, you will need to consider the following points:

- **Where to train?**

The training guides are designed to be flexible so that staff can be trained anywhere, but are most effective when they are used in the relevant area of the store. For instance, retail excellence should take place on the shopfloor, this allows for demonstration and practice. Consider what is most appropriate for the learner, training subject and the business.



DELIVERING THE TRAINING

- **Plan**

Plan in enough practice time to allow the learner to feel comfortable and confident in what they are going to do. Learners will also need support during practice time.

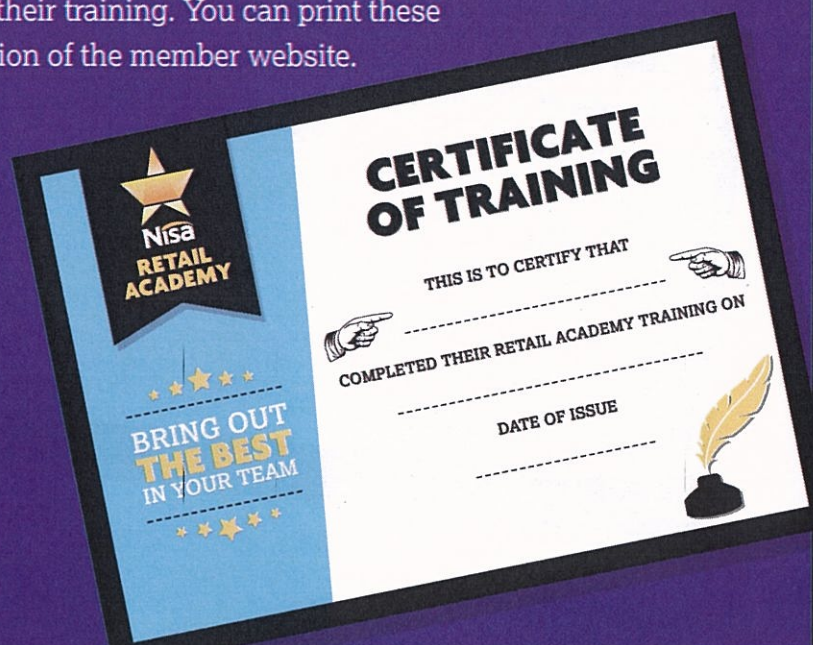
- **Group size**

Consider what the best group size is for the type of training, the learner and the business. The training can be completed as self-learn, where the learner uses the training guides on their own (make sure you are available to offer support to the learner) or in a group.

- **The trainer**

Consider who the best person is to lead and deliver the training – are they trained, experienced and fully competent themselves?

Why not award your staff with a training certificate to show they have successfully completed their training. You can print these from the Retail Academy section of the member website.



RECORDING TRAINING

Once the learner has completed all the training and had time to practice and answered all the questions within the training correctly, their training record card can be signed.

The training record card is your proof that training has taken place and that you have a plan and process in place for training. Recording training is particularly important in helping you to gather a due diligence defence.

TRAINING RECORD

Name: _____

Date of joining: _____

SUBJECT

Date: _____

Employee's Signature: _____

Trainer's Name: _____

Trainer's Signature: _____

SUBJECT

Date: _____

Employee's Signature: _____

Trainer's Name: _____

Trainer's Signature: _____

SUBJECT

Date: _____

Employee's Signature: _____

Trainer's Name: _____

Trainer's Signature: _____

SUBJECT

Date: _____

Employee's Signature: _____

Trainer's Name: _____

Trainer's Signature: _____

Nisa RETAIL ACADEMY



Contact Us

Email: retailacademy@nisaretail.com

Retail Academy webpage: <https://content.ntorder.com/nisa-retail-academy.aspx/>

Online learning portal: www.upskillwithnisa.com

Appendix 2

Rep 1

Dear Team

I wish to object to the issuing of an alcohol license for Nisa Local, 69a Hornsey Road for the following reasons:

1. Public safety: very close to Arsenal stadium, customers of twinned shop already congregate outside the shop, drink to excess and exhibit anti social behaviour 2. Public nuisance: customers from twinned shop cause litter and urinate in public, presumably having had excess alcohol 3. Protection of harm to young people: twinned shop had previous alcohol license revoked due to selling alcohol to minors

There are more than enough places to purchase alcohol in a very small area. LBI recently granted an alcohol license to the Co Operative. It is not in the best interests of the community to grant yet another license.

Regards

Response to additional information from applicant.

Dear Niall,

I still have concerns

Both shops are managed and staffed by the same staff!

Security guards tend to move problems on not solve them.

As with other outlets they bring very little to the community - other than litter and broken pavements.

Why is alcohol always a prerequisite for running a successful business - other shops manage to do so.

They only open until 7.30 at the moment but this will go to 10.00pm once they start selling liquor. As we have all witnessed the other shop freely sells to those both under the influence of drugs and booze with no regard for the consequences once outside - in fact they are often frightened of saying no.

The pedestrian area at the end of caedmon road has already begun to attract anti social drinkers.

Decent craft beers usually come in around 4.6 abv and not above 5, proposing that he won't sell above 6.5!!!! Not really a concession

Rep 2 (Supporting)

Dear Sir/ Madam,

I would like to make a comment about the premises license application with reference WK/ 160014461 (NISA LOCAL AND 69A, 69 HORNSEY ROAD, N7 6DG).

My name is _____

I strongly support the application of alcohol sale in the premises. I do not believe it will have any negative impact in the neighborhood. On the contrary it will make our lives more convenient.

Also nearby there are similar stores which sell alcohol and there has never been a problem with disorder, crime or public safety.

Feel free to contact me should you need to discuss more.

Kind Regards,

Rep 3 (Supporting)

Dear whom it may concern,

I am a resident of Harvist Estate. I have seen this store has applied for an alcohol license. I feel that this store should be allowed to sell alcohol as since it has opened I have used it to purchase all my fresh and organic foods.

However as there is no alcohol, I had to do other trips to stores which I am not comfortable in doing so as the police warn people to stay safe on road I am worried about what I can face making a 10-15 minute trip to Holloway Road/Seven Sisters Road. It would be a benefit for me as a resident and other residents.

I see that they want to sell till 10.30pm this is a reasonable time as everyone retreats home by this time and there will be no late night drinking.

Thank you

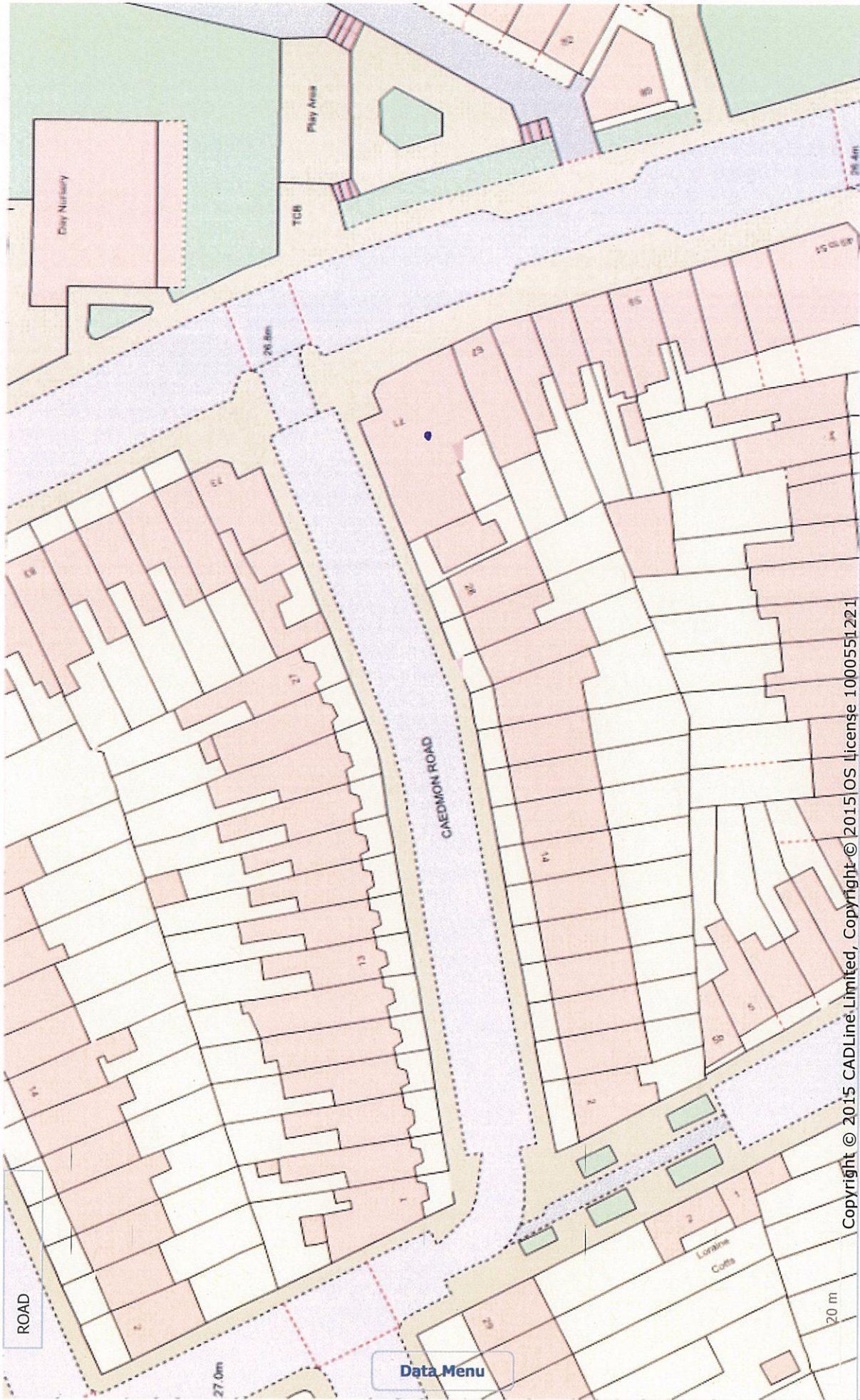
| |
| |

Appendix 3

Suggested conditions of approval consistent with the operating schedule

1. CCTV shall be installed, operated and maintained in agreement with the Police. Maintained means that the system will be regularly serviced (at least once a year) and checked every two weeks to ensure that it is storing images correctly and a log kept and signed by a Supervisor to this effect. The system will provide an identifiable full head and shoulder image of everyone entering the premises and will operate in any light conditions within the premises. The system will cover the full exterior of the premises and shall record in real time, date and time stamped and will operate whilst the premises is open for licensable activities. The recordings will be kept for a minimum of 31 days and copies will be made available to an Authorised Officer or a Police Officer (subject to the Data Protection Act 1998) within 24hrs of any request free of charge. There will always be a member of staff on duty who can operate the system, to allow Officers to view recordings and if required by a Police Officer, provide a copy of images immediately free of charge to assist in the immediate investigation of offences. If the system malfunctions and will not be operating for longer than one day of business then Police must be informed. **(Agreed with Police)**
2. There shall be no alcohol on any major event day at the Emirates Stadium 4 hours prior to the advertised time and ending 2 hours after the actual end. For clarification a major event is any event at Emirates Stadium with a capacity of over 10,000 people where the traffic management order is put in place in the surrounding Roads. **(Agreed with Police)**
3. Notices will be prominently displayed at the entry and point of sale stating that CCTV is in use, challenge 25 is operated and the provisions of the licensing act regarding underage and proxy purchases and sales.
4. Notices will be displayed advising customers of the permitted hours.
5. All staff will be trained for their role on induction and at regular intervals of six months thereafter.
6. Training will include identifying persons under 25, making a challenge, acceptable proof of age, making and recording a refusal, avoiding conflict and responsible alcohol retailing.
7. Written training records will be kept.
8. The premises will actively engage with and work with the police safer neighbourhood team.
9. A hard back incident book shall be kept and made available to police and authorised council officers in which shall be recorded all instances of criminality, anti social behaviour, abuse of staff, incidents where police are called etc.
10. Management and staff will discourage persons drinking or loitering outside the shop.
11. A notice will be prominently displayed by the front doors advising customers that they are in an area subject to a designated public place order and should not drink in the street and must surrender any open alcoholic drink to a police officer on demand or face arrest and a fine on conviction.
12. Notices will be prominently displayed by the exit asking customers to respect nearby residents and to leave quietly, to dispose of litter responsibly not to loiter outside the shop and not to drink in the street as they are within an area subject to a designated public places order.
13. Management and staff will discourage persons drinking or loitering outside the shop.

14. The shop front will be kept tidy at all times and shall be swept at close.
15. No deliveries will be received or removals of rubbish take place between 20.00 and 07.00.
16. The challenge 25 proof of age policy will be operated and only a photographic driving licence, valid
17. Passport or proof of age cards with the bearer`s photograph & the pass logo/ hologram on it will be accepted as proof of age.
18. A hard back written refusals record will be kept and made available to police or council officers on request.
19. Notices will be prominently displayed at the entry and at the point of sale stating that challenge 25 is in use and the provisions of the licensing act regarding underage and proxy purchases and sales.
20. All staff will be trained for their role on induction and at regular intervals of six months thereafter.
Training will include identifying persons under 25, making a challenge, acceptable proof of age, making and recording a refusal, avoiding conflict and responsible alcohol retailing. Written training records will be kept and made available to police or council officers on request.
- 21.



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