



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

Meeting of	Date	Agenda Item	Ward(s)
Licensing Sub-Committee	10 September 2013	B4	Finsbury Park

Delete as appropriate		Non-exempt
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Subject: PREMISES LICENCE NEW APPLICATION

RE: MORRISONS, 67 – 83 SEVEN SISTERS ROAD, LONDON, N7 6BU

1. Synopsis

- 1.1 This is an application for a new premise licence under the Licensing Act 2003.
- 1.2 The new application is to allow:
 - i) the sale of alcohol, for consumption off the premises, from 07:00 until 23:00 Mondays to Sundays,

2. Recommendations

- 2.1 To determine the application for a new premises licence under Section 17 of the Licensing Act 2003.
- 2.3 To consider that this address is in the Holloway and Finsbury Park Saturation or "Cumulative Impact Policy" of Islington. This special policy creates a rebuttable presumption that applications for new premises licences, club premises certificates, or variation applications that are likely to add to the existing cumulative impact will normally be refused, unless the applicant can demonstrate why the operation of the premises involved will not add to the cumulative impact or otherwise impact adversely on the promotion of the licensing objectives.
- 2.4 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 (see appendix 3);

- iii. any conditions deemed necessary by the Committee to promote the four licensing objectives.

3. Background

3.1 Papers are attached as follows:-

Appendix 1: application form;

Appendix 2: representations;

Appendix 3: suggested conditions and map of premise location.

3.2 The Licensing Authority has received one representation from East Magpi Neighbourhood Office and a representation from the Noise Team which has been agreed.

4. Planning Implications

4.1 There are no planning implications with this application.

5. Conclusion and reasons for recommendations

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

Background papers:


The Council's Statement of Licensing Policy

Licensing Act 2003

Secretary of States Guidance

Final Report Clearance

Signed by


Service Director – Public Protection

Date 30/8/13

Received by

Head of Scrutiny and Democratic Services

Date

Report author: Licensing Service

Tel: 020 7527 3031

Fax: 020 7527 3430

E-mail: licensing@islington.gov.uk

Insert name and address of relevant licensing authority and its reference number (optional)

LICENSING SERVICE
PUBLIC PROTECTION DIVISION
ISLINGTON COUNCIL
222 UPPER STREET
LONDON
N1 1XR

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

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

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

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

XWe WM MORRISON SUPERMARKETS PLC
(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 **X**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 MORRISONS 83 SEVEN SISTERS ROAD	
Post town HOLLOWAY	Post code N7 6BU
Telephone number at premises (if any)	
Non-domestic rateable value of premises	£

Part 2 - Applicant Details

Please state whether you are applying for a premises licence as

Please tick 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)
- e) the proprietor of an educational establishment please complete section (B)

- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

*If you are applying as a person described in (a) or (b) please confirm:

Please tick yes

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

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)
Surname			First names	
I am 18 years old or over	<input type="checkbox"/>			Please tick yes
Current postal address if different from premises address				
Post town			Post code	
Daytime contact telephone number				
E-mail address (optional)				

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)
Surname			First names	
I am 18 years old or over		<input type="checkbox"/>		Please tick yes
Current postal address if different from premises address				
Post town			Post code	
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 WM MORRISON SUPERMARKETS PLC
Address HILMORE HOUSE GAIN LANE BRADFORD BD3 7DL
Registered number (where applicable) 00358949
Description of applicant (for example, partnership, company, unincorporated association etc.) COMPANY
Telephone number (if any) 0845 611 5000
E-mail address (optional)

Part 3 - Operating Schedule

When do you want the premises licence to start?

DD		MM		YYYY			
A		S		A	P		

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

DD		MM		YYYY			

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

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

SUPERMARKET

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)

Please tick any that apply

Provision of regulated entertainment

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

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

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

In all cases complete boxes K, L and M

A

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

B

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

C

Indoor sporting events Standard days and timings (please read guidance note 6)			Please give further details (please read guidance note 3)
Day	Start	Finish	
Mon			State any seasonal variations for indoor sporting events (please read guidance note 4)
Tue			
Wed			Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list (please read guidance note 5)
Thur			
Fri			
Sat			
Sun			

D

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

E

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

F

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

G

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

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 6)			<u>Please give a description of the type of entertainment you will be providing</u>		
Day	Start	Finish	<u>Will this entertainment take place indoors or outdoors or both - please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
Mon				<u>Please give further details here</u> (please read guidance note 3)	Outdoors
Tue			Both		<input type="checkbox"/>
Wed					
Thur			<u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 4)		
Fri					
Sat			<u>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Sun					

I

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

J

Supply of alcohol Standard days and timings (please read guidance note 6)			Will the supply of alcohol be for consumption <u>- please tick</u> (please read guidance note 7)	On the premises	<input type="checkbox"/>
Day	Start	Finish		Off the premises	<input checked="" type="checkbox"/>
Mon	0700	2300	State any seasonal variations for the supply of alcohol (please read guidance note 4)	Both	<input type="checkbox"/>
Tue	0700	2300			
Wed	0700	2300		Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 5)	
Thur	0700	2300			
Fri	0700	2300			
Sat	0700	2300			
Sun	0700	2300			

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

Name NICOLA WOOD	
Address 12 WEST STREET DRIGHLINGTON BRADFORD	
Post code	BD11 1BP
Personal licence number (if known) LEEDS/PERL/05817/11	
Issuing licensing authority (if known) LEEDS CITY COUNCIL	

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 8).

NONE

L

Hours premises are open to the public Standard days and timings (please read guidance note 6)			State any seasonal variations (please read guidance note 4)
Day	Start	Finish	
Mon	0700	2300	
Tue	0700	2300	
Wed	0700	2300	
Thur	0700	2300	
Fri	0700	2300	
Sat	0700	2300	
Sun	0700	2300	Non standard timings. Where you intend the premises to be open to the public at different times to those listed in the column on the left, please list (please read guidance note 5)

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 APPLICANT IS MINDFUL OF THE LOCAL AUTHORITY'S POLICY DOCUMENT AND IN PARTICULAR THE CUMULATIVE IMPACT POLICY AND IN THIS REGARD WOULD REFER TO THE OVERVIEW DOCUMENT ATTACHED WHICH DETAILS THE APPLICANT'S PROCESSES AND PROCEDURES FOR PROMOTING THE LICENSING OBJECTIVES ON THE BASIS OF THIS AND THE STEPS OUTLINED BELOW IT IS THE APPLICANT'S BELIEF THAT THE GRANT OF THIS APPLICATION WILL NOT ADD TO THE CUMULATIVE IMPACT REFERRED TO IN THE POLICY.

THE PREMISES WILL BE CONSTRUCTED IN ACCORDANCE WITH DRAWING NO. LON/SK3/BWSL/001 AS SERVED WITH THE APPLICATION OR IN THE CASE OF ALTERATION TO THOSE PLANS ANY FURTHER PLANS SERVED ON THE RESPONSIBLE AUTHORITIES AND LICENSING AUTHORITY PRIOR TO COMPLETION OF THE PREMISES.

ALL STAFF ENGAGED IN THE SALE OF ALCOHOL WILL BE TRAINED IN ACCORDANCE WITH THE PREMISES LICENCE HOLDER'S TRAINING PROCEDURES.

b) The prevention of crime and disorder

PLEASE SEE SCHEDULE ATTACHED.

c) Public safety

THE PREMISES LICENCE HOLDER UNDERTAKES ONGOING RISK ASSESSMENTS IN ORDER TO COMPLY WITH HEALTH & SAFETY LEGISLATION.

d) The prevention of public nuisance

THE PREMISES ARE RESPONSIBLY MANAGED AND SUPERVISED. NO ADDITIONAL MEASURES ARE BELIEVED NECESSARY.

e) The protection of children from harm

PLEASE SEE SCHEDULE ATTACHED.

Checklist:

Please tick to indicate agreement

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

IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION.

Part 4 - Signatures (please read guidance note 10)

Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 11). **If signing on behalf of the applicant, please state in what capacity.**

Signature	Gosschalks
Date	22 MAY 2013
Capacity	SOLICITORS ON BEHALF OF THE APPLICANT

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

Signature	
Date	
Capacity	
Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 13) Gosschalks Solicitors Queens Gardens Hull East Yorkshire	
Post town	Post code HU1 3DZ
Telephone number (if any)	01482 324252
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) mcj@gosschalks.co.uk	

Notes for Guidance

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

MORRISONS, 83 SEVEN SISTERS ROAD, HOLLOWAY, N7 6BU

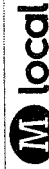
The Prevention Of Crime And Disorder

1. The area given over to the display of alcohol will be no more than 15% of the sales area.
2. All spirits to be behind the counter area.
3. No super strength beer, lager or cider of 5.5% abv or above shall be sold other than premium beer, lager or cider priced at £1.95 or above.
4. CCTV shall be installed to the satisfaction of the Police and Licensing Authority and maintained in good working order. All cameras shall record continuously during trading hours and for 1 hour afterwards. The time and date shall be displayed on the recordings. The recordings shall be maintained for a period of 31 days and handed to the Police or the Licensing Authority for evidential purposes on request. If the CCTV equipment fails, steps shall be taken to put the equipment back into action. A notice shall be displayed at the entrance to the premises advising that CCTV is in operation.
5. There will be a personal licence holder on the premises at all times except in exceptional circumstances (e.g. sickness).

The Protection Of Children From Harm

1. All staff to be specifically trained in proxy sales and signage to deter proxy sales will be displayed.
2. Notices to be displayed in store stating that it is an offence for under 18's to purchase alcohol.
3. A proof of age scheme, such as Challenge 25, shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards such as driving licence, passport or proof of age cards bearing the PASS mark hologram.
4. Suitable signage advertising the proof of age scheme will be displayed in prominent locations in the premises.
5. All staff members engaged, or to be engaged, in selling alcohol on the premises shall have received the following training in age-restricted sales:

- The premises licence holder will ensure that all staff members engaged in selling alcohol on the premises shall receive induction training as to the lawful selling of age restricted products prior to the selling of such products, and verbal reinforcement/refresher training thereafter at intervals not more than six months, with the date and time of the verbal reinforcement/refresher training documented.
 - All age-restricted sales training undertaken by staff members shall be fully documented and recorded. All training records shall be made available to Police, Council Officers and Trading Standards Service upon request.
6. The premises shall at all times maintain and operate an age-restricted sales refusals recording system (either in book or electronic form) which shall be reviewed by the Designated Premises Supervisor at intervals not to exceed 4 weeks and feedback given to staff as relevant. The refusals recording system to be signed and dated by the Designated Premises Supervisor at the time of each review. This refusals recording system shall be available upon request to police staff, Local Authority staff and Trading Standards Service.



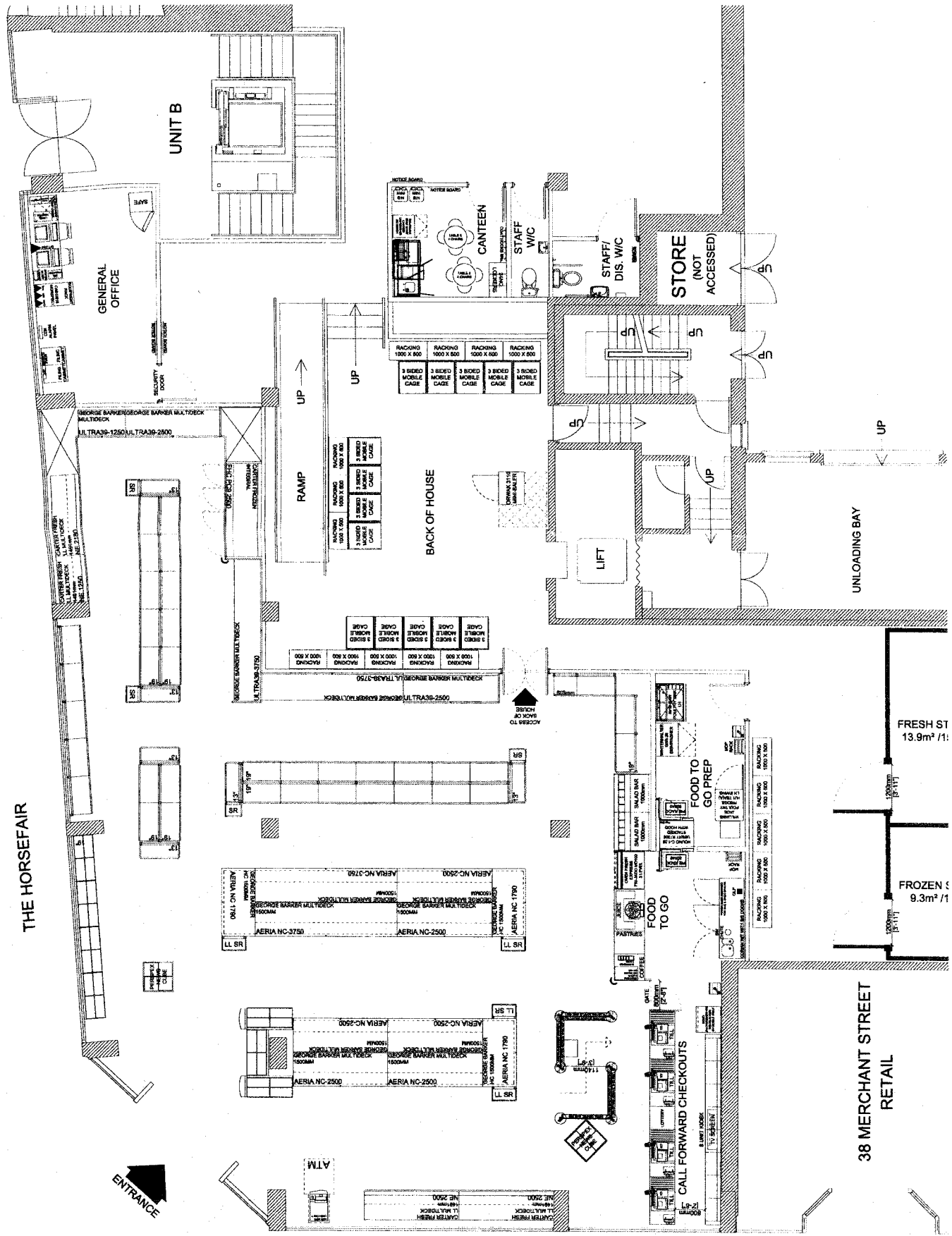
Wm MORRISON SUPERMARKETS PLC
Property & Development Division
Hillmore House, Carr Lane,
Bradford, BD3 7DL
Tel: 0961 611 6000

Seven Sisters Road

London

83 Seven Sisters Road, London, N7 6BU

PROJECT: C-Store
DRAWING: Sales Floor Details
RETAIL SALES AREA: 2,885 SQ.FT.
BY: RT
DATE: 21.05.13
SCALE: 1:100@A:
DRAWING NO: LON/SK3/BWSL/J001



WM MORRISON SUPERMARKETS PLC
OVERVIEW OF OPERATIONS FOR “M LOCAL”
STORES

INTRODUCTION

1. This document is intended to provide Licensing Authorities with a broad overview of the key procedures and policies which WM Morrison Supermarkets PLC (Morrisons) has developed over many years with particular emphasis on the promotion of the four licensing objectives under the Licensing Act 2003.
2. Morrisons currently operates over 480 stores throughout the United Kingdom. The stores provide a wide range of produce, groceries, household goods, electronics and clothing, catering to a wide target market.
3. Every store is licensed for the retail sale of alcohol for consumption off the premises and the company deals with an estimated 11 million customer transactions per week. The company has always prioritised the need to conduct its business in a responsible manner and in full compliance with regulatory provisions governing the sale of alcohol. The company has never been prosecuted under the Licensing Act 2003.
4. With its long history in the retail business, and in consultation with experts, the company has developed a broad range of procedures and

policies to fully comply with its duties across a wide range of regulatory fields from health and fire safety, to food safety and trading standards. These procedures have been recognised by independent trade and regulatory bodies so that Morrisons has been the recipient of numerous awards including (in Scotland) the “Safer Retailer of the Year” (2011) following an audit of policies and procedures and training in relation to age restricted products. The audits were carried out by the Scottish Business Crime Centre and Trading Standards Institute and Morrisons was the first national retailer to be awarded the title for all stores in Scotland. Other awards have included the “Wines and Spirits Educational Trust Educator Of The Year” and “National Training Awards” for the company’s apprentice programme. A small selection of the company’s awards are to be found in Appendix 1.

5. Morrisons has always worked closely with the statutory authorities and is willing to adopt recommendations where appropriate. The result, in the licensing field, is that our operating procedures address each of the licensing objectives under the Licensing Act 2003 and comply closely with other regulatory requirements.
6. The company has a Primary Authority Agreement with West Yorkshire Trading Standards. The Primary Authority audits and approves the company’s policies and procedures and the company maintains close and regular contact with officers of the Council. The company’s age verification policies and procedures have been endorsed by the primary authority.

7. The procedures which the company has put in place are subject to constant review and improvement and are the result of careful consideration by the company's team of directors, managers and professional advisors. All of these policies and procedures can be made available to an officer of the responsible authorities upon request.

"M LOCAL" STORES

8. In seeking to meet a growing demand for local convenience stores which provide a high quality and consistent product range, Morrisons has embarked upon the development of an estate of smaller stores in appropriate localities. These stores, known as "M Local" are run to the same high standards as the larger supermarket estate and benefit from the same broad operating procedures outlined above. The following provides a more detailed account of the procedures adopted for "M Local" stores which are designed to meet the statutory licensing objectives.

MANAGEMENT

(Addressing all four licensing objectives)

9. Each of the company's "M Local" stores is managed by a minimum of 5 managers. Each "M Local" will be operated by a store manager, an assistant store manager and three duty managers. The management team will be responsible for the day to day operation on site and

responsible for a full team of around 20 staff . The managers are all trained to be fully aware of their responsibilities under licensing legislation and each are required to hold a personal licence.

10.Store managers are trained by the company's in house management team at head office. The training includes age restricted sales, Challenge 25, refusals, till prompts, Health & Safety Legislation, Fire safety, Food safety, security awareness including management of CCTV systems and dealing with crime and disorder issues.

STAFF TRAINING

(Addressing all four licensing objectives)

11.At store level, all staff are trained by store managers in a range of areas including their responsibilities and obligations under the Licensing Act 2003, relevant Health and Safety and Food Safety legislation together with Morrisons own policies and procedures.

12.All staff are required to undertake their training (and in particular in relation to licensing requirements) before they are allowed to work on the tills. This training, including the requirement to implement the company's "challenge 25" policy (see below) is regularly refreshed.

13.The quality of the company's training programme has been recognised by numerous national bodies and Morrisons has won several awards in this respect (see para 4 above)

PRODUCT RANGE - ALCOHOL

(Addressing (1) the prevention of crime and disorder; (2) the prevention of nuisance)

14. Responsible retailing is a cornerstone of Morrisons ethos. This is reflected as much in the care which is taken in the training of staff as it is with the selection of products for sale in store.

15. The limited range of alcoholic products available in an "M Local" is a premium range targeted at the convenience market.

16. The provision of alcoholic products is only a relatively small part of the broad range of groceries and other products which a quality convenience store is required to provide.

SECURITY

(Addressing (1) prevention of crime and disorder; (2) prevention of public nuisance)

17. Morrisons' "M Local" Stores operate successfully without the need for additional security personnel beyond that already provided by trained management and staff.

18. The company will always risk assess particular localities and liaise with police and other relevant authorities as to the need for any special security measures.

CCTV

19. CCTV is provided throughout Morrisons' premises at all times when the premises are trading and all images are recorded and stored on site for a minimum of 31 days and made available to responsible authorities on request.

CHILDREN

(Addressing the protection of children from harm)

20. As a national operator of supermarkets catering for families Morrisons has a great deal of experience in creating shopping environments which is suitable for children. Similarly, when considering the needs of younger customers, special attention is paid to the selection of products for sale and the manner in which they are sold.

21. Staff are all fully trained in the law relating to the sale of age related products and this training is refreshed at regular intervals. The Company operates a "challenge 25" policy and staff are required to insist on approved documentary identification whenever the customer appears to them to be under 25 years of age.

22. The till system has been designed to prompt cashiers when processing a sale of alcohol. Any refusal to sell, and the reason for the refusal, is recorded on the till system and retained in computer records. These records may be inspected by the responsible authorities upon request.

23. Morrisons test the efficiency of this system by conducting unannounced independent test purchases at stores using a nationally recognised specialist company.

COMPLIANCE WITH SAFETY ISSUES AND LIAISON WITH STATUTORY AUTHORITIES

(Addressing public safety)

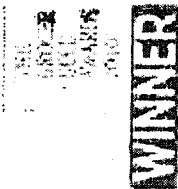
24. As set out at paragraph 4 and 5 above, Morrisons has developed a wide range of procedures and risk assessments to address its duties under statutory provisions aimed at ensuring the safety of the public and employees at its stores.

25. The company continues to reassess its policies in this regard and remains committed to working closely with the statutory authorities

CONCLUSION

Morrisons prides itself on being a responsible retailer which constantly strives to promote all four licensing objectives. The M Local stores are proving to be hugely successful in serving thousands of customers a week in a comfortable and safe environment.

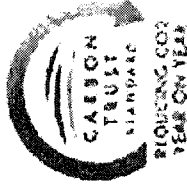
APPENDIX I



Retail Employer
of the Year



Large End User of the Year
Refrigeration Innovation and
Collaboration Awards



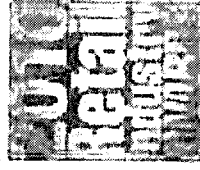
Carbon Trust Standard



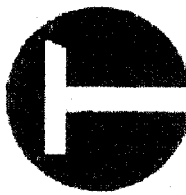
Best Green Educational
Project for 'Let's Grow'



Multiple Retailer of the Year



Store Manager of the Year,
Fresh Produce Retailer
of the Year and Meat Retailer
of the Year



National Training Awards
Best Large Employer

Towards

2012

Finalist

Apprenticeships

National Awards 2012



BIG TICK 2012

BUSINESS IN THE
COMMUNITY

Food and Drink Federation

COMMUNITY PARTNERSHIP

AWARDS

★ ★ ★ ★ ★
Nominee 2012

Developing skills for the future



Ms Betul Baris
East MAGPI Neighbourhood Officer
Islington anti Social Behaviour Team
Corporate Resources, Islington Council
Room G04, Islington Town Hall
Upper Street,
London N1 2UD

Our ref: MCJJB 109500.3376
Your ref:
Date: 16 August 2013
E-Mail: mcj@gosschalks.co.uk
Direct Fax: 0870 600 5947

Dear Betul

re: Morrisons Seven Sisters Road N7 6BU

I would like to thank you again for taking the time to meet us on 1 August.

Morrisons is disappointed to note that the general feeling of the meeting was that the company is not actively engaging with yourself and the town centre manager in your work to improve issues around crime and disorder and anti social behaviour. Can I reassure you on behalf of Morrisons that the company takes these issues extremely seriously and is anxious to ensure that going forward you receive the co-operation you expect.

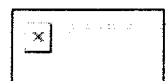
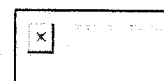
As you are aware Morrisons has already agreed to participate in the radio link scheme at 10 Hertslet Road London N7 6PL

Your other concerns centred around the company's attendance record at the crime sub group meetings and the Nags Head Town Centre Management meetings. This has now been rectified and a member of management and/or security has been instructed to attend all meetings save and except in exceptional circumstances eg sickness etc.

Morrisons has also taken on board Barry Leake's comments that prevention of crime is as important as detention and to this end all staff are being re-briefed on security awareness. This will be completed by the end of September.

Morrisons is of course grateful to you for acknowledging that with 47,000 customers per week it is inevitable that a certain level of crime will be generated. The company accepts, however, that this needs to be kept in check and every effort made to contain it.

We also discussed Morrisons proposal to open a convenience store at 83 Seven Sisters Road and the representation that you had lodged in respect of the same.



You expressed concern over the fact the opening of the store could attract street drinkers back to the area. Morrisons assured you that the company acts in a number of areas where this has been raised as a concern before the premises open but that because of the way this store operates, those concerns have not been realised. Morrisons deliberately operates in a way which is not attractive to street drinkers. You will note from the operating schedule that there is already a condition that "no super strength beer, lager or cider of 5.5% ABV or above shall be sold other than premium beer, lager or cider priced at £1.95 or above". The company does not sell products in the M Local stores such as Special Brew, Diamond White, white ciders etc which are most attractive to street drinkers.

Other than the conditions proposed in the operating schedule Morrisons would propose the following additional conditions:-

1. Beer lager and cider shall not be sold in single cans.
2. No advertising of alcohol on windows or external "A" boards.
3. No self service display of alcohol within 5 meters of the entrance (all spirits will be behind the counter).
4. To risk assess the need for security guards and act accordingly (the current risk assessment provides for 7 hours cover 7 days a week but in the event that the premises open this will be regularly assessed and appropriate provision made)
5. Participation in the radio link scheme
6. The holder of the premises licence shall subscribe to and participate fully in the local shop watch scheme (which we understand to mean the crime sub group and the town centre management meetings).

I very much hope that once you have had a chance to consider our proposals you will be satisfied that in view of the way in which M locals operate this store will be a positive addition to the area.

I am aware that you need to discuss this matter with Sgt Cruise. As discussed, we would be more than happy to attend a further meeting with Sgt Cruise if it would assist.

Following discussion with Niall Forde, he has kindly agreed that this matter will not be listed for hearing until negotiations between us have concluded. In view of your holiday commitments, I understand that you will probably not be able to discuss this matter with Sgt Cruise until the beginning of September. I look forward to hearing from you thereafter.

Kind regards

Clare Johnson

CC Joyce Pollaya, Town Centre Management - Joyce.pollaya@islington.gov.uk
Sgt P Cruise, Finsbury Park Safer Neighbourhood Team, 284 Hornsey Road London N7 7QY - paul.cruise@met.police.uk
Niall Forde, Licensing Officer, Licensing Team, Environmental & Regeneration, Islington Council 222 Upper Street Islington N1 1XR - Niall/forde@islington.gov.uk

Forde, Niall

From: Baris, Betul
Sent: 13 June 2013 15:36
To: Licensing
Subject: Representation-Morrisons Licencing Application

Dear Sir/Madam,

I would like to make a representation in regards to the Morrisons Supermarket licencing application which is due to open at 83 Seven Sisters Road.

The area outside their new premises used to be an area where street drinkers congregated. This led to a large number of complaints regarding anti-social behaviour from the business, residents and shoppers in the area. The street drinkers regularly had fights between themselves, caused a mess and a general nuisance to passers-by. A lot of partnership working took place between Police, Islington Council and the Pillion Trust Outreach Service to solve this problem.

There are still some street drinkers in the area especially at the back of current Morrisons, using their back entrance to congregate, urinate and cause rowdy behaviour. Another supermarket selling alcohol at this location could potentially attract the street drinkers back to the area.

The existing store has already alcohol licence and the highest crime rate in the Nags Head area and has been reluctant to engage with police to find a solution to this. They refuse to subscribe to the Nags Head radio scheme which has reduced crime in other stores. They seem reluctant to invest in security precautions. Alcohol is a very attractive item to shoplifters and with the poor track record of Morrisons security.

I am concerned that another Morrisons store selling alcohol would lead to an increase in overall crime in the area.

Please do not hesitate to contact me if you need further information on this issue.

Thank you.

Kind Regards

Betul Baris

East MAGPI Neighbourhood Officer

Islington Anti Social Behaviour Team

Corporate Resources

Islington Council

Room GO4, Islington Town Hall,

Upper Street, N1 2UD

Tel no: 0207 527 4331

Mobile: 07584174156

Alternative contact: Chez Dhaliwal chezerina.dhaliwal@islington.gov.uk
<<mailto:chezerina.dhaliwal@islington.gov.uk>>

Forde, Niall

From: Baris, Betul
Sent: 30 August 2013 10:18
To: Forde, Niall
Subject: Morrisons, Seven Sisters Road
Attachments: Morrisons.PDF

Dear Niall,

I would like to continue with my representation and I confirm that I will be at the hearing on 10th September at 6.30 pm.

Since I made the representation Morrisons Solicitor Clare Johnson contacted me and asked for a meeting to discuss the concerns I raised in regards to Morrison's licensing application. We had a meeting on 1st August at Town Hall and I invited relevant East MAGPI partners; Nag's Head Town Centre Manager Joyce Pollaya and police officer Barry Leake from East Cluster Neighbourhood Police Team. There were also two senior managers from Morrisons present at the meeting.

We raised our concerns that the location outside their new premises used to be an area where street drinkers congregated and this led to a large number of complaints regarding anti-social behaviour in the area. The street drinkers regularly had fights between themselves, caused a mess and a general nuisance to passers-by and businesses. A significant amount of resources were allocated and partnership working took place between Police, Islington Council and the Pillion Trust outreach service to solve this problem. We told them that we did not think the location was the right choice as it would potentially attract street drinkers back to the area as street drinking issue is one of the problems we are still working on in the vicinity.

We also expressed that as a partnership we have been trying to work with Morrison's for the last 7 years to reduce the crime at their existing shop as they had the highest crime rate in the area and we felt that the level of engagement with the local police and town centre manager was low. Borough Commander Mr Campbell wrote a letter and invited them to take relevant actions to reduce and prevent the crime on 21st May 2013. Unfortunately he never received a response to his letter.

After the meeting Clare Johnson wrote a letter to me and expressed their commitment to the crime reduction and prevention in the area. Even though we are pleased that Morrison has finally recognized our concerns and presented a level of commitment to work in partnership to reduce crime, we are disappointed that this forward step had to come after I made a representation about their licencing application for their new shop.

We would like to observe Morrison's commitment to reduce and prevent crime in the area for a certain period so we can have confidence in working with them on relevant community safety issues.

I have attached a copy of Borough Commander Mr Campbell's letter and Finsbury Park Ward Sgt Paul Cruise's representation for you.

I am currently working with our data analyst and will be providing additional information to all parties prior to the hearing.

Please do let me know if you have any query in relation to this issue.

Kind Regards,

Betul

Betul Baris

East MAGPI Neighbourhood Officer

Islington Anti Social Behaviour Team

Community Safety Partnership Unit

Islington Council

Room GO4, Islington Town Hall,

Upper Street, N1 2UD

Tel no: 0207 527 4331

Mobile: 07584174156

Alternative contact: Chez Dhaliwal chezerina.dhaliwal@islington.gov.uk



**METROPOLITAN
POLICE**

TOTAL POLICING

Territorial Policing

**Ms C Hudson
Wm Morrison Supermarkets Plc.
Hilmore House
Gain Lane
West Yorkshire**

BD3 7DL

**NI - Islington Borough
NI - Islington Police Station**

Islington Police Station
2 Tolpuddle Street
London
N7 7QY

Telephone: 020 7421 0101

Facsimile:

Email:

Gerry.Campbell2@met.police.uk
www.met.police.uk

Your ref:

Our ref:

21st May 2013

Dear Ms Hudson,

I'm the Borough Commander of Islington Police in North Central London. One of my key priorities is the reduction of total crime and improving community safety within the London of Islington.

My analysts have assessed crime across the borough to identify premises where a large volume of crime is taking place. The location highlighted as having the highest crime rate in Finsbury Park Ward is Morrison's Supermarket, which is situated within the Nag's Head town centre. This ward is one of the most deprived areas within the borough.

The Nag's Head Town Centre Management Team has a very successful radio scheme, which involves businesses subscribing to the scheme and once subscribed they're issued with a hand held radio for use by their security staff. This scheme links businesses together allowing information regarding potential offenders to be shared immediately should they be seen in the area by security staff. Morrison's as a leader in the local business community is the only large business not currently subscribed to the scheme.

My local Safer Neighbourhood Sergeant, Paul Cruise has met with the store manager, Mr Jim Donovan, to discuss this and Mr Donovan is keen to subscribe to the radio scheme subject to corporate support. I understand that Morrison's has a corporate policy not to subscribe to such schemes but believe that an exception has been made in the case of the store in Peckham, South London due to the high crime rate there.

The cost of subscribing to the scheme is £400 per year and then £1 per week, a total of £452 per year. Feedback from other stores subscribed to the scheme is very positive.

The local borough CCTV control room also has a radio linked to the scheme which allows potential suspects to be observed and frequently prevents, deters and detects crime. Police officers and Police community Support officers (PCSOs) from the local

Safer Neighbourhood Team also carry such a radio, which allows for a speedier police intervention and support for your staff.

Given the crime threat to the store and the leadership role that Morrison's provides within the community I would like to seek your support, which enables this store to subscribe to the scheme. In order to assist with the cost benefits you may want to consider participation over a shorter period of time to inform your decision making.

If you'd like to discuss the scheme further please contact Sergeant Paul Cruise on 020 7421 0544 or email paul.cruise@met.police.uk . Alternatively please give me a call to discuss further.

Yours sincerely,



Gerry Campbell
Detective Chief Superintendent
Borough Commander

Baris, Betul

From: Paul.Cruise@met.pnn.police.uk
Sent: 29 August 2013 16:24
To: Baris, Betul
Subject: Premises Licence Application: Morrisons
Attachments: App.form.pdf; Plan.pdf

Paul Cruise, Police Sergeant 84NI
Finsbury Park Safer Neighbourhood Team
Holloway Police Station
284 Hornsey Road
London
N7 7QY

Tel. 020 3276 3030
Internal. 713030
Email. paul.cruise@met.police.uk

>Follow MPS Islington Police on Twitter @MPSIslington
>

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

From: Cruise Paul - NI
Sent: 11 June 2013 15:11
To: Harrington Steve A - NI
Subject: FW: Premises Licence Application: Morrisons

Steve,

As discussed last week I have issues with Morrisons being granted a licence to sell alcohol.

The area outside their new premises used to be an area where street drinkers congregated. This led to a large number of complaints regarding anti social behaviour in the area. The street drinkers regularly had fights between themselves, caused a mess and caused a general nuisance to passers by. A lot of partnership working took place between Police, Islington Council and the Pillion Trust to solve this problem. A supermarket selling alcohol at this location could potentially attract the street drinkers back to the area.

There is already a Morrisons supermarket very close to this location and that store already has an alcohol licence. The existing store has the highest crime rate in the Nags Head Shopping Centre and have been reluctant to engage with police to find a solution to this. They refuse to subscribe to the Nags Head radio scheme which has reduced crime in other stores. They seem reluctant to invest in security precautions and appear to be happy to accept losses through shoplifting. Alcohol is a very attractive item to shoplifters and with the poor track record of Morrisons security I fear that another Morrisons store selling alcohol would lead to an increase in overall crime in the area.

Please forward my objections.

Many thanks,

Paul Cruise, Police Sergeant 84NI

Finsbury Park Safer Neighbourhood Team
Holloway Police Station
284 Hornsey Road
London
N7 7QY

Tel. 020 3276 3030
Email. paul.cruise@met.police.uk

>Follow MPS Islington Police on Twitter @MPSIslington

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

From: Baris, Betul [mailto:Betul.Baris@islington.gov.uk]
Sent: 03 June 2013 10:58
To: Cruise Paul - NI; Pollaya, Joyce
Subject: FW: Premises Licence Application: Morrisons

Hi Paul/Joyce,

Is this a new Morrisons the address is 83 Seven Sisters Road? Let me know your thoughts. There is still time to make representations.

Thanks
Regards

Betul Baris
East MAGPI Neighbourhood Officer
Islington Anti Social Behaviour Team
Corporate Resources
Islington Council

Room GO4, Islington Town Hall,
Upper Street, N1 2UD
Tel no: 0207 527 4331
Mobile: 07584174156
Alternative contact: Chez Dhaliwal
chezerina.dhaliwal@islington.gov.uk

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

From: Blackburn, Alison
Sent: 28 May 2013 13:28
To: Baris, Betul
Subject: FW: Premises Licence Application: Morrisons

Betul, FYI

Alison Blackburn
Anti-social Behaviour Co-ordinator
Community Safety Partnerships Unit
Room G06
Town Hall
Upper Street

Forde, Niall

From: Bancroft, Eryka
Sent: 19 August 2013 10:26
To: Licensing
Cc: Forde, Niall; O'Sullivan, Daniel; Licensing
Subject: FW: Morrisons, 83 Seven Sisters Road, Islington [GOSS-IMANAGE.FID2454852]

Dear Clare,

Thank you for your email. That's agreed. I can withdraw our representation.

I've copied in Niall in the Licensing Team to let him know about the withdrawal and Dan who deals with Planning Applications that come to Public Protection from the noise perspective.

Kind regards

Eryka Bancroft

Senior Environmental Health Officer (Noise) Pollution Projects Team Public Protection Division Islington Council
Zone A 3rd Floor 222 Upper Street N1 1XR Tel 020 7527 3846 Fax 020 7527 3057 email
eryka.bancroft@islington.gov.uk www.islington.gov.uk Alternative Contact Paul Clift Pollution Projects Team
Manager 020 7527 3199 <http://www.islington.gov.uk/>

<http://www.islington.gov.uk/contact/visitingoffices/municipaloffices.asp>

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

From: Clare Johnson [<mailto:MCJ@gosschalks.co.uk>]
Sent: 16 August 2013 10:47
To: Bancroft, Eryka
Subject: Morrisons, 83 Seven Sisters Road, Islington [GOSS-IMANAGE.FID2454852]

Dear Eryka

Many thanks for taking time to meet myself and Kelly on 1 August. Following our discussions I can confirm that Morrisons would be agreeable to the following conditions:-

1. No deliveries of alcohol will take place on Sundays or Bank Holidays and between the hours of 23.00 and 07.00 other days of the week
2. No rubbish will be collected on Sundays or Bank Holidays or between the hours of 23.00 and 07.00 other days of the week
3. No rubbish will be placed in the bins outside the premises between 23.00 and 07.00.
4. Prominent, clear and legible notices must be displayed at the public exit to the premises requesting the public to respect the needs of local residents and to leave the area quietly.

I can confirm on behalf of Morrisons that the company will be applying for planning permission for the premises in relation to the installation of plant and machinery. You indicated that on this basis you would not require a condition relating to plant and machinery.

I would be grateful if you would confirm that the above is acceptable whereupon I will write to the licensing authority to advise that Morrisons will offer those conditions and that on that basis, you will withdraw your representation.

Many thanks for your assistance.

Kind regards

Clare

Clare Johnson | Partner | Licensing

Gosschalks, Queens Gardens, Kingston Upon Hull, HU1 3DZ

T: +44 (0)1482 324252 | F: +44 (0)870 600 5947 | M: +44(0)7949 132927 | www.gosschalks.co.uk

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Suggested conditions of approval consistent with the operating schedule

1. The area given over to the display of alcohol will be no more than 15% of the sales area.
2. All spirits to be behind the counter area.
3. No super strength beer, lager or cider of 5.5% abv or above shall be sold other than premium beer, lager or cider priced at £1.95 or above.
4. Beer lager and cider shall not be sold in single cans.
5. No advertising of alcohol on windows or external "A" boards.
6. No self service display of alcohol within 5 meters of the entrance (all spirits will be behind the counter).
7. To risk assess the need for security guards and act accordingly (the current risk assessment provides for 7 hours cover 7 days a week but in the event that the premises open this will be regularly assessed and appropriate provision made)
8. Participation in the radio link scheme
9. The holder of the premises licence shall subscribe to and participate fully in the local shop watch scheme (which we understand to mean the crime sub group and the town centre management meetings).
10. CCTV shall be installed to the satisfaction of the Police and Licensing Authority and maintained in good working order. All cameras shall record continuously during trading hours and for 1 hour afterwards. The time and date shall be displayed on the recordings. The recordings shall be maintained for a period of 31 days and handed to the Police or the Licensing Authority for evidential purposes on request. If the CCTV equipment fails, steps shall be taken to put the equipment back into action. A notice shall be displayed at the entrance to the premises advising that CCTV is in operation.
11. There will be a personal licence holder on the premises at all times except in exceptional circumstances (e.g. sickness).
12. The Protection Of Children From Harm
13. All staff to be specifically trained in proxy sales and signage to deter proxy sales will be displayed.
14. Notices to be displayed in store stating that it is an offence for under 18's to purchase alcohol.
15. A proof of age scheme, such as Challenge 25, shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards such as driving licence, passport or proof of age cards bearing the PASS mark hologram.
16. Suitable signage advertising the proof of age scheme will be displayed in prominent locations in the premises.
17. All staff members engaged, or to be engaged, in selling alcohol on the premises shall have received the following training in age-restricted sales:
18. The premises licence holder will ensure that all staff members engaged in selling alcohol on the premises shall receive induction training as to the lawful selling of age restricted products prior to the selling of such products, and verbal reinforcement/refresher training thereafter at intervals not more than six months, with the date and time of the verbal reinforcement/refresher training documented.
19. All age-restricted sales training undertaken by staff members shall be fully documented and recorded. All training records shall be made available to Police, Council Officers and Trading Standards Service upon request.

20. The premises shall at all times maintain and operate an age-restricted sales refusals recording system (either in book or electronic form) which shall be reviewed by the Designated Premises Supervisor at intervals not to exceed 4 weeks and feedback given to staff as relevant. The refusals recording system to be signed and dated by the Designated Premises Supervisor at the time of each review. This refusals recording system shall be available upon request to police staff, Local Authority staff and Trading Standards Service.

Suggested conditions of approval recommended by Noise Team (Agreed by applicant)

1. No deliveries of alcohol will take place on Sundays or Bank Holidays and between the hours of 23.00 and 07.00 other days of the week
2. No rubbish will be collected on Sundays or Bank Holidays or between the hours of 23.00 and 07.00 other days of the week
3. No rubbish will be placed in the bins outside the premises between 23.00 and 07.00.
4. Prominent, clear and legible notices must be displayed at the public exit to the premises requesting the public to respect the needs of local residents and to leave the area quietly.

**Title : Morrisons, 67 -
83 Seven Sisters Road**

Islington Borough
Boundary

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