

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

<b>Meeting of:</b>	<b>Date:</b>	<b>Ward(s):</b>
Licensing Sub-Committee - C	16/12/2021	Junction

	Exempt	Non-exempt
--	--------	------------

**SUBJECT: PREMISES LICENCE NEW APPLICATION  
RE: SWIFT STORES, 800 HOLLOWAY ROAD,  
LONDON, N19 3JH**

**1. Synopsis**

1.1 This is an application for a new premise licence under the Licensing Act 2003.

1.2 The new application is to allow:

- The sale of alcohol, off supplies, Monday to Sunday, from 08:00 to 23:00 and
- The opening hours, Monday to Sunday, from 07:00 to 23:00

**2. Relevant Representations**

Licensing Authority	No
Metropolitan Police	No: Conditions agreed
Noise	Yes: Suggested conditions
Health and Safety	No
Trading Standards	No
Public Health	No
Safeguarding Children	No

London Fire Brigade	No
Local residents	No:
Other bodies	Yes: Better Archway Forum and Local Ward Councillor

### **3. Background**

- 3.1 This property has not previously been licensed.
- 3.2 An application for a new premises licence was submitted on 18 October 2021.

### **4. Planning Implications**

- 4.1 The Planning and Development Section have the following comments to make in relation to the above application.
- 4.2 Planning records indicate that the premises are permitted to be use as a retail outlet with Class E. The licence application also indicates that the premises business use will be a convenience store. As such the proposed land use in licence application is consistent with planning records and notably planning permission reference number P2016/4529/FUL dated 09 May 2017.
- 4.3 Planning condition 27 of the said decision notice stipulates the following with regards to the permitted retail hours.
- 4.4 Condition: The ground and basement floor A1 retail floor space hereby approved shall not operate outside the hours of 07:30 – 23:00 (Monday-Friday) 09:00 – 23:00 (Saturday) 09:30 – 22:00 (Sundays and Bank Holidays).
- 4.5 The licence application that the proposed business hours, are slightly at odds on Sunday between 08:00 and 23:00. Within this context, the applicant is either require to vary the planning condition or the proposed hours in the licence application prior to commencing the retail use.

### **5. Recommendations**

- 5.1 To determine the application for a new premises licence under Section 17 of the Licensing Act 2003.
- 5.2 These premises are located in the Archway Junction Cumulative Impact Area therefore the Licensing Committee will need to consider Licensing Policy 3, which states that there is a presumption of refusal unless the Committee is satisfied that there will be no adverse cumulative impact on the licensing objectives.
- 5.3 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); and
  - ii. any conditions deemed appropriate by the Committee to promote the four licensing objectives.(see appendix 3)

## 6. Reasons for recommendations

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

### Appendices:

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

### Background papers:

None.

### Final report clearance:

### Signed by:



Service Director – Public Protection

Date

24/11/21

Report author: Licensing Service

Tel: 020 75027 3031

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

\* required information

**Form errors**

Some data entered into this form is invalid. Please resolve before continuing.

**Section 1 of 21**

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.

**Applicant Business**

Is the applicant's business registered in the UK with Companies House?

Yes  No

Note: completing the Applicant Business section is optional in this form.

Registration number

Business name

If the applicant's business is registered, use its registered name.

**Continued from previous page...**

VAT number   Put "none" if the applicant is not registered for VAT.

Legal status

Applicant's position in the business

Home country  The country where the applicant's headquarters are.

**Registered Address** Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Agent Details**

\* First name

\* Family name

\* E-mail

Main telephone number  Include country code.

Other telephone number

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 sole trader is a business owned by one person without any special legal structure.  
 A private individual acting as an agent

**Agent Business**

Is your business registered in the UK with Companies House?  Yes  No Note: completing the Applicant Business section is optional in this form.

Registration number

Business name  If your business is registered, use its registered name.

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

*Continued from previous page...*

Legal status

Your position in the business

Home country

The country where the headquarters of your business is located.

**Agent Registered Address**

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Section 2 of 21**

**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

Street

District

City or town

County or administrative area

Postcode

Country

**Further Details**

Telephone number

Non-domestic rateable  
value of premises (£)

0

### Section 3 of 21

#### APPLICATION DETAILS

In what capacity are you applying for the premises licence?

- An individual or individuals
- A limited company / limited liability partnership
- A partnership (other than limited liability)
- An unincorporated association
- Other (for example a statutory corporation)
- 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

#### 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 21

#### NON INDIVIDUAL APPLICANTS

Provide name and registered address of applicant in full. Where appropriate give any registered number. In the case of a partnership or other joint venture (other than a body corporate), give the name and address of each party concerned.

#### Non Individual Applicant's Name

Name

Swift Stores Limited

#### Details

Continued from previous page...

Registered number (where applicable)

Description of applicant (for example partnership, company, unincorporated association etc)

Limited Company

**Address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Contact Details**

E-mail

Telephone number

Other telephone number

\* Date of birth  /  /   
dd mm yyyy

\* Nationality

[Documents that demonstrate entitlement to work in the UK](#)

**Section 5 of 21**

**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.

**Continued from previous page...**

A Swift Convenience Store. The proposed unit at Archway Corner is a significant development both in its own right and in terms of the wider area providing regeneration and creating a number of good, reliable jobs for the local community. It is anticipated that the store will create c.15 jobs split between full time and part-time positions, thereby offering opportunities to a broad range of Islington residents to find a position that suits their lifestyle.

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 21**

**PROVISION OF PLAYS**

[See guidance on regulated entertainment](#)

Will you be providing plays?

- Yes  No

**Section 7 of 21**

**PROVISION OF FILMS**

[See guidance on regulated entertainment](#)

Will you be providing films?

- Yes  No

**Section 8 of 21**

**PROVISION OF INDOOR SPORTING EVENTS**

[See guidance on regulated entertainment](#)

Will you be providing indoor sporting events?

- Yes  No

**Section 9 of 21**

**PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS**

[See guidance on regulated entertainment](#)

Will you be providing boxing or wrestling entertainments?

- Yes  No

**Section 10 of 21**

**PROVISION OF LIVE MUSIC**

[See guidance on regulated entertainment](#)

Will you be providing live music?

- Yes  No

**Section 11 of 21**

**PROVISION OF RECORDED MUSIC**

[See guidance on regulated entertainment](#)

Will you be providing recorded music?

- Yes  No

Continued from previous page...

**Section 12 of 21**

**PROVISION OF PERFORMANCES OF DANCE**

[See guidance on regulated entertainment](#)

Will you be providing performances of dance?

- Yes  No

**Section 13 of 21**

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

[See guidance on regulated entertainment](#)

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

- Yes  No

**Section 14 of 21**

**LATE NIGHT REFRESHMENT**

Will you be providing late night refreshment?

- Yes  No

**Section 15 of 21**

**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

**Continued from previous page...**

SATURDAY

Start  End

Start  End

SUNDAY

Start  End

Start  End

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.

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

Date of birth  /  /   
dd      mm      yyyy

Continued from previous page...

**Enter the contact's address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Personal Licence number (if known)

Issuing licensing authority (if known)

**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 21**

**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.

None.

**Section 17 of 21**

**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.

**Continued from previous page...**

**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

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.

**Section 18 of 21**

**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)

**Continued from previous page...**

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

Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change at any time.

Locations of fire safety equipment and other safety equipment subject to change in accordance with the requirements of the Responsible Authorities or following a risk assessment.

Prominent signage indicating the permitted hours for the sale of alcohol shall be displayed so as to be visible before entering the premises, where alcohol is on public display, and at the point of sale.

Alcohol displays shall not be visible from the windows and product advertising on the windows will not advertise special offers relating to the sale of alcoholic products.

The Premises Licence Holder shall ensure that all relevant members of staff receive training in their responsibilities under the Licensing Act 2003 (including in respect of proxy sales) such training to be updated appropriately.

Records of training shall be documented and those records made available upon request from the Police or an authorised Officer of the Licensing Authority.

This training shall be refreshed at least every 6 months, with copies of training records being made available to the relevant officer of the responsible authority, and/or the Police, on request.

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

The premises shall install and maintain a comprehensive CCTV system that complies with the following conditions:

- (a) All entry and exit points will be covered enabling frontal identification of every person entering in any light condition.
- (b) The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises.
- (c) All recordings shall be stored for a minimum period of 31 days with date and time stamping.
- (d) Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31 day period.

Notices shall be prominently displayed advising customers that CCTV is in operation.

There shall be no more than 10% of the shop floor area given over to the display of alcohol.

Alcohol shall not be located in the immediate vicinity of the entrances and exit to the premises but shall be in an area in which it can be monitored by staff at all times.

No super-strength beer, lagers or ciders of 5.5% ABV (alcohol by volume) or above shall be sold at the premises except for premium 'craft' beers, lagers or ciders.

All sales of alcohol shall be in sealed containers only, and shall not be consumed on the premises.

All displays of alcohol will be appropriately ticketed to advise purchasers that it is an offence for those under 18 to purchase alcohol and remind them of the Challenge 25 policy in place at the premises.

Outside of the hours authorised for the sale of alcohol and whilst the premises are open to the public, the licence holder shall ensure that all alcohol within the premises (including alcohol behind the counter) is secured in a locked store room or behind roller blinds, or locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by both customers and staff.

An incident register/log shall be used, maintained and kept in either electronic and/or hard copy form on the premises to record any incident which has an impact on any of the four licensing objectives, or instances when authorised officers from the Council, or the Police have attended the premises.

**Continued from previous page...**

If the record is in written form, then it should be documented in a bound book similar to an A4 day by day diary and marked refusals.

The book/register shall contain:

- a) all crimes relating to the premises
- b) all ejections of persons
- c) any complaints received
- d) any incidents of disorder
- e) any faults in the CCTV system
- g) any visit by a relevant authority or emergency service

The register shall be made available for inspection to an authorised officer of the Council or the Police upon request. The DPS will use best endeavours to ensure that the register is completed within 24 hours of any incident occurring.

A record, in either electronic or paper form, shall be kept detailing all refused sales of alcohol. The record should include:

- (a) the date and time of the refused sale and the name of the member of staff who refused the sale.
- (b) The record shall be available for inspection at the premises by the Police or an authorised officer of the Council at all times whilst the premises is open.

Working with Metropolitan Police in relation to street drinking/ match days:

A list of alcoholic products, unit sizes, pack sizes for multi-packs, prices and any discounts on sale at the premises at the time will be made available to the Licensing Authority and/ or Police on request.

The premises licence holder will work with the Police to draw up and maintain a list of alcoholic products associated with street drinking in the area and an action plan to ensure that as far as practicable any such items sold by the premises are retailed in such a way as to deter street drinkers purchasing alcohol from the premises.

On Arsenal Men's home matchdays, where requested by the Police in writing 48 a minimum of 48 hours in advance of kick-off, the Premises will restrict sales of beer and cider to multi-packs for an agreed period of up to 2 hours prior to kick off and two hours after the scheduled end of the match.

All spirits and other high value alcoholic products (over £25 in value) will be sold from behind a kiosk where it is inaccessible to customers.

**c) Public safety**

All means of access and egress to/from the store will remain visible, unobstructed and well maintained. The means of escape will be checked regularly to ensure that it remains unblocked and unobstructed.

Measures will be in place for the safe evacuation of persons with disabilities in case of fire or emergency.

**d) The prevention of public nuisance**

The Licence Holder will ensure that third parties responsible for deliveries, collections, unloading, loading shall be notified that such activities along Giesbach Road shall only be made between hours permitted by appropriate planning permission granted in respect of the premises.

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

A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS

*Continued from previous page...*

Hologram, or any government sanctioned ID where that form of ID has been specifically authorised for use in alcohol sales.

Prominent notices will be displayed at points of sale advising customers that they may be asked to provide evidence of age.

All tills shall automatically prompt staff to ask for age verification identification when presented with an alcohol sale.

## Section 19 of 21

### NOTES ON DEMONSTRATING ENTITLEMENT TO WORK IN THE UK

#### **Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:**

A licence may not be held by an individual or an individual in a partnership who is resident in the UK who:

- does not have the right to live and work in the UK; or
- is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any premises licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this in one of two ways: 1) by providing with this application copies or scanned copies of the documents listed below (which do not need to be certified), or 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

#### **Documents which demonstrate entitlement to work in the UK**

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK [please see note below about which sections of the passport to copy].
- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.
- A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.
- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A certificate of registration or naturalisation as a British citizen, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

**Continued from previous page...**

- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to work relation to the carrying on of a licensable activity.
- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.
- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 18(3) or 20(2) of the Immigration (European Economic Area) Regulations 2016, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.
- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an immigration decision, such as an appeal or administrative review reference number.
- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK including:-
  - evidence of the applicant's own identity – such as a passport,
  - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
  - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
    - (i) working e.g. employment contract, wage slips, letter from the employer,
    - (ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
    - (iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
    - (iv) self-sufficient e.g. bank statements.

Family members of European Economic Area nationals who are studying or financially independent must also provide evidence that the European Economic Area national and any family members hold comprehensive sickness insurance in the UK. This can include a private medical insurance policy, an EHIC card or an S1, S2 or S3 form.

**Original documents must not be sent to licensing authorities.** If the document copied is a passport, a copy of the following pages should be provided:-

- (i) any page containing the holder's personal details including nationality;
- (ii) any page containing the holder's photograph;
- (iii) any page containing the holder's signature;
- (iv) any page containing the date of expiry; and
- (v) any page containing information indicating the holder has permission to enter or remain in the UK and is permitted to work.

***Continued from previous page...***

If the document is not a passport, a copy of the whole document should be provided.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

**Home Office online right to work checking service**

As an alternative to providing a copy of the documents listed above, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their 9-digit share code (provided to them upon accessing the service at <https://www.gov.uk/prove-right-to-work>) which, along with the applicant's date of birth (provided within this application), will allow the licensing authority to carry out the check.

In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be checked online. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copy documents as set out above.

**Section 20 of 21**

**NOTES ON REGULATED ENTERTAINMENT**

**Continued from previous page...**

In terms of specific **regulated entertainments** please note that:

- **Plays:** no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
- **Films:** no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
- **Indoor sporting events:** no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
- **Boxing or Wrestling Entertainment:** no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- **Live music:** no licence permission is required for:
  - o a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
  - o a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- **Recorded Music:** no licence permission is required for:
  - o any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

**Continued from previous page...**

- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
  - o any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
  - o any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
  - o any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
  - o any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

**Section 21 of 21**

**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](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.

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 (£)

315.00

**ATTACHMENTS**

**AUTHORITY POSTAL ADDRESS**

Continued from previous page...

**Address**

Building number or name	<input type="text"/>
Street	<input type="text"/>
District	<input type="text"/>
City or town	<input type="text"/>
County or administrative area	<input type="text"/>
Postcode	<input type="text"/>
Country	<input type="text" value="United Kingdom"/>

**DECLARATION**

[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).

**You must check the box for this declaration**

The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)

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	<input type="text"/>
* Capacity	<input type="text"/>
Date (dd/mm/yyyy)	<input type="text"/>

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.

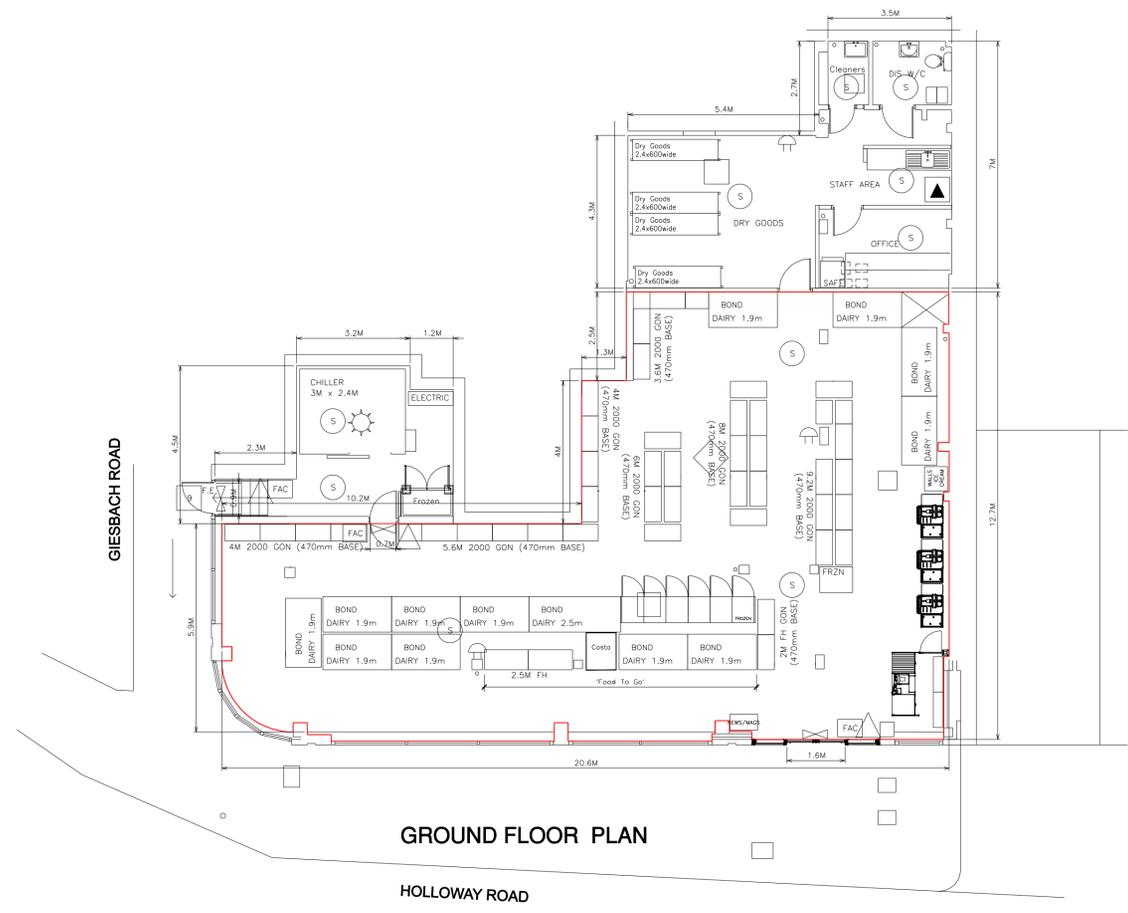
Don't forget to make sure you have all your supporting documentation to hand.

**IT IS AN OFFENCE LIABLE TO SUMMARY CONVICTION TO A FINE OF ANY AMOUNT UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION**

**IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED**

# ARCHWAY STORE

-  - FIRE EXTINGUISHER
  -  - FIRE BLANKET
  -  - EMERGENCY LIGHT BOX WITH GREEN MOVING PERSON SIGN
  -  - FIRE ALARM CALL POINT
  -  - FIRE ALARM CONTROL POINT
  -  - FIRE ALARM SOUNDER
  -  - SMOKE DETECTOR
  -  - LICENSABLE ACTIVITY - SALE OF ALCOHOL
  -  - FIRE EXIT - KEEP CLEAR SIGN
  -  - SUPPORTING PILLAR
  -  - RED FLASHING LIGHT
- NB - CHILDREN AND YOUNG PERSONS ARE PERMITTED TO ACCESS ALL PUBLIC AREAS OF THE PREMISES AT ALL TIMES
- ALL ACTIVITIES THROUGHOUT THE STORE AS PER TERMS OF OPERATING PLAN

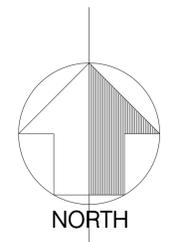


GROUND FLOOR PLAN

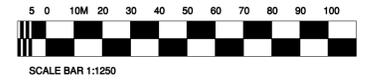
HOLLOWAY ROAD

GIESBACH ROAD

— LICENSABLE ACTIVITY - SALE OF ALCOHOL



SITE LOCATION PLAN  
SCALE 1:1250



DWG NO. ARCHWAY-LIC01	SHEET NO. A	REV. A
PROJECT ARCHWAY	STORE NO.	
ADDRESS 797/804 HOLLOWAY ROAD, LONDON. N19 3JH		
TITLE GROUND FLOOR PLAN & LOCATION PLAN AS PROPOSED		
DATE 13.10.21	SCALE 1:100/1250 @ A1	
DRAWN RRDS/596	CHECKED	



**swift**



***Archway Corner, 800 Holloway Road,  
Archway, N19 3JH***

**Who Are We?** Launched in March 2021, Swift is a new convenience supermarket concept from the Iceland Foods group of companies.



# Iceland

Iceland Foods is a unique British food retailer. Launched with one shop in 1970 in Shropshire, it now trades over 1000 stores throughout the UK, - including 4 stores currently trading in the borough of Islington.

Iceland currently employs 27,000 people across the U.K. with 130 of those in Islington.

The Iceland brand has grown and evolved as our customer's needs have changed through the decades focused predominantly on the traditional "high street" Iceland offer.

In September 2014 Iceland opened the first Food Warehouse. Food Warehouse stores are more than double the size of a typical Iceland high street store offering a substantial range of fresh products, extended ranges of luxury and speciality frozen food, and chilled meat, dairy, alongside the usual full range of frozen products. The concept suits larger out of town retail parks with customers driving to do large weekly or bi-monthly shops. Today, the Food Warehouse successfully trades from 150 units throughout the United Kingdom.

In March 2021, Iceland converted an existing high street store located in Four Lane Ends, Newcastle upon Tyne into the first Swift convenience store in the UK. Operating independently as Swift Stores Limited under the brand 'Swift' this new concept has proven to be a success within the local community. As a result Swift Stores Limited are seeking to make the site at Archway Corner the second store in the portfolio, with plans for a further 10-12 sites in London in 2022/23. Of these it is hoped that an additional premises will be situated within Islington.

The proposed unit at Archway Corner is a significant development both in its own right and in terms of the wider area providing regeneration and creating a number of good, reliable jobs for the local community. It is anticipated that the store will create c.15 jobs split between full time and part-time positions, thereby offering opportunities to a broad range of Islington residents to find a position that suits their lifestyle.

Because we appreciate that the site sits within the Islington Licensing Policy Cumulative Impact and off-sales zones, leasing of the unit and opening the store is subject to the successful grant of a premises licence.

*What do we offer? Fast.Fresh.Local.*



<https://sway.office.com/X7LdrGWhQMNGpMl#content=Tj5W2KGqlajV3b>

*1 - Introduction to Swift from Managing Director, Richard Walker.*

Why Swift? Our Customer Offer



*"Through innovative design, including the use of energy efficient vertical refrigeration on every wall, Swift allows for a bigger and better shopping experience with thousands of lines stocked"* Matt Downes (Head of Format Development, Iceland Group).

The Swift logo is displayed in a bold, yellow, sans-serif font. The letter 'i' in 'Swift' has a small yellow arrow pointing upwards and to the right. The logo is centered on a dark blue background that features a subtle, lighter blue diagonal gradient.

1. Benefits to our customers shall include:
  - Enhanced choice of healthy and fresh produce.
  - A substantial frozen food offering, something which many competitors are unable to offer.
  - A range of '[fridgeable](#)' lines. This not only improves food affordability for households with lower incomes, but helps to reduce food waste too.
  - A Food2Go range of sandwiches, potato snacks, pasta dishes and chilled beverages allowing customers to eat on the go, fitting in with the very busy lifestyle that many of our customers lead.
  - Fresh coffee from the in-store [Costa](#) express machine.
  - Product exclusives from leading brands such as [TGI Fridays](#), [Greggs](#) and [Barratts](#).

- A range of alcoholic and non-alcoholic drinks.
- A range of non-perishable products expected of a convenience offer.
- A delivery service fulfilled through our third party delivery specialist partner [Uber Eats](#).



### **Online Grocery and Convenience**

- Data published by Kantar in February 2021 shows that online grocery sales had a market share of c.15%
- Following the onset of the global Covid\_19 pandemic, convenience retailers had to adapt quickly to be able to continue to serve their communities and in particular those persons classed as vulnerable or extremely vulnerable.
- During the first national lockdown of 2020 there were over 600,000 online deliveries made to customers by convenience stores and it can now be argued that for some customers 'true convenience' means not having to leave your home at all!
- Swift Stores Limited shall be partnering with third party delivery specialist Uber Eats to provide an online grocery market place for our convenience stores throughout the United Kingdom.

- Online market places provided by Uber Eats and other such companies are to become the 'norm' and it is something that Swift see as a necessary customer offering to provide our customers with the full convenience operating model of the future.

#### **How does it work?**

1. Customer creates an account with Uber Eats.
2. Uber Eats platform accessed either online via the Uber Eats website or through the use of a mobile application (app).
3. Using the delivery post code the app/website provides a list of all available services within the delivery radius of the customer.
4. Order placed and customer is charged for the cost of the goods as shown on screen as well as service/delivery fee which is calculated at the checkout and varies on basket size and distance to customer address.
5. Deliveries can be as quick as 10 minutes but on average take 30 minutes to reach the customer.

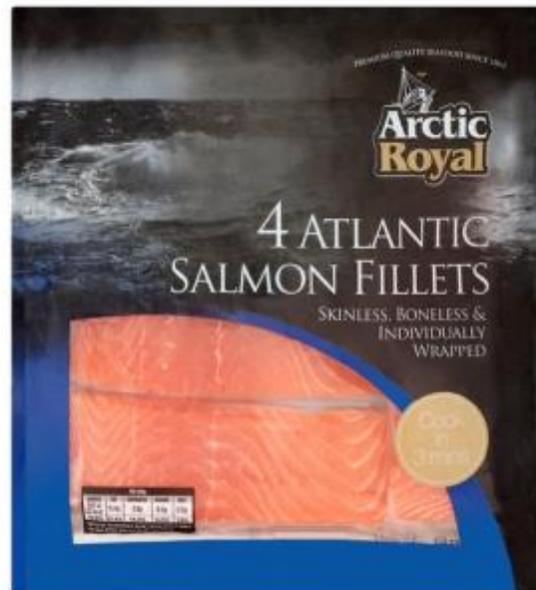
#### **What about alcohol?**

- As mentioned earlier in this presentation the customer offer of alcohol whilst ancillary forms a vital component in respect of commercial viability. Put simply, a customer who is looking for a complete grocery offering will quickly move on to another retailer where it is clear they cannot obtain a complete shop from that retailer.
- This approach transposes across to the online grocery market place and it is Swift's intention to offer the full range of goods and services available in store (with the exception of the national lottery).
- The drafting of our commercial agreement places obligations on Uber Eats to ensure that their delivery drivers are following our Challenge 25 Serve 18 policies in respect of the delivery of alcohol and other age restricted products for that matter. This process includes what forms of identification are acceptable to prove proof of age. For further information, please refer to our application.

## Enhanced frozen offer



## Frozen Meat & Fish

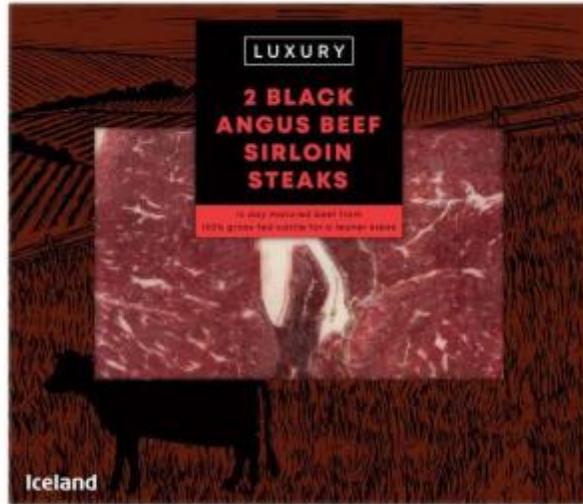


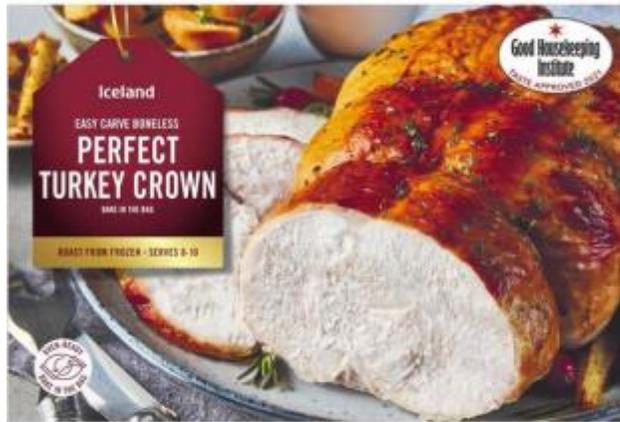
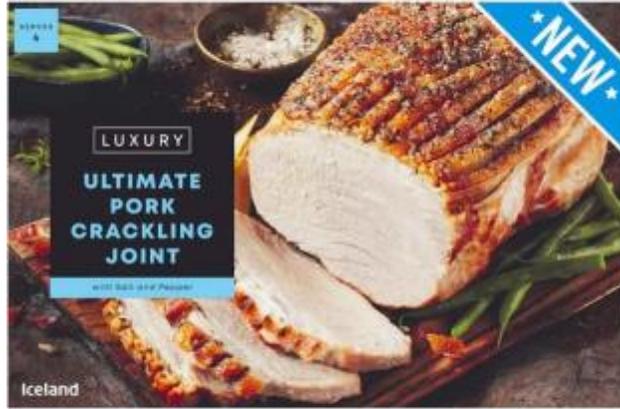














Herbs, Pulses & Vegetables











Berries & Fruits





Vegan







Product Exclusives



**Ed's**  
*Easy Diner*

**NEW**

**3 PANCAKES  
WITH  
BACON  
& MAPLE SYRUP**

**1:20  
MINS**

exclusive to  
**Iceland** | The Food  
Marketplace  
Shop online [iceland.co.uk](http://iceland.co.uk)



**GREGGS**

**Vegetable Bakes**  
2 PACK

A delicious mix of potato, carrot, onion, peas, green beans, broccoli and mushrooms with herbs, cheese & 100% ciabatta all wrapped up in our flaky golden puff pastry.

**exclusive  
TO ICELAND**



**GREGGS**

*The Nation's Favourite*

# Sausage Rolls

4 PACK

No one makes sausage rolls like we do! Made to a unique recipe of seasoned sausage meat, then wrapped in crisp, flaky, golden puff pastry.



exclusive TO ICELAND

90% 25

*Harry Ramsden's*

WORLD FAMOUS FISH & CHIPS

exclusive to Iceland

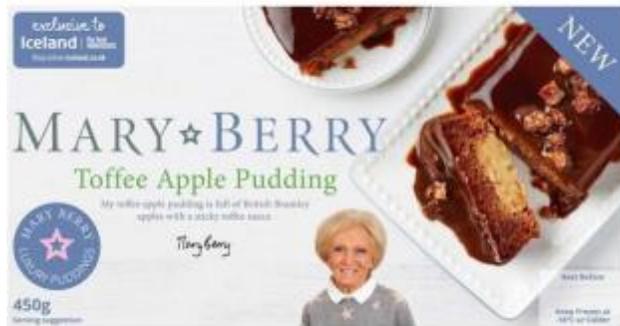


REAL FISH

CRANKING FOR YOU

CHIP SHOP CURRY

2 JUMBO BATTERED COD FILLETS







Proposed Location of alcohol

**swift**



## Why do we need sell alcohol?



---

*Whilst alcohol is very much ancillary to the Swift offering with less than 10% of total public space given over to alcoholic products and only 3.5 % of total items sold in store being alcoholic it is nevertheless vital to the financial viability of the store.*

---

- *5 = The average number of total items (alcohol or otherwise) purchased per transaction.*
    - *On average, 8% of our customers purchase alcohol a part of their basket.*
      - *17% of sales by value are alcohol.*
  - *On average, less than 3% of customers purchase alcohol without any other product*
  - *£14 = Average spend of customers who purchase alcohol alongside other products*
    - *Average spend on alcohol: £8.50*
-

Our alcohol offer



## Beer & Cider

Product Name	Product Name
Newcastle 550M Brown Ale	Budweiser 12pk Budweiser
Guinness 4pk Draught	Corona 4pk Corona Beer
Holsten Pils 4pk Holsten Pils	Fosters 18pk Fosters
Fosters 4pk Fosters Lager	Strongbow 4pk Dark Fruits Cider
Kronenbourg 166 4x44 Lager	Budweiser 20pk Budweiser
Bishops Finger 500m Premium Bottled Ale	Strongbow 10pk Dark Fruits Strongbow
Batemans 500m Triple Xb Nrb	Thatchers 4pk Gold Cider
Wychwood Brwery 500m Ruby Hobgoblin	Thatchers 4pk Haze Cider
Spitfire 500m Premium Bottled Ale	Carling 10pk Carling
Tetley 4pk Smooth Flow	Amstel 12pk Bottle Beer
Wells 500m Waggle Dance Honey Beer	Carling 18pk Carling
Blackthorn 3ltr Cider	Carlsberg 18pk Carlsberg
Carlsberg . 4pk Pint Lager	Bulmers 500m Crshd Red Berri & Lime
Carling 4x44 Carling	Frosty Jacks 2.5l Original Apple Cider
John Smiths 4x44 Extra Smooth Bitter	Cobra 12pk World Beer
Skol 4pk Skol Lager	Heineken 4pk 0.0% Heineken
San Miguel 4pk San Miguel Lager	Westons Cider 500m Vintage Cider
Carlsberg 4x56 Pint Export	Sol 12x3 Beer
Magners 568m Original Cider	Birra Moretti 4x33 Premium Lager
Sharps 500m Doom Bar Amber Ale	Heineken 4x33 Lager
Magners 4x56 Original Cider	Strongbow 4x4 Original Cider
Old Speckled He 500m Premium Bottled Ale	Strongbow 18x4 Original Cider
San Miguel 12x3 Premium Lage	Birra Moretti 12x3 Premium Beer
San Miguel 660m Bottle San Miguel	Heineken 12x3 Bottled Lager
Peroni 620 Peroni Lager Beer	Brewdog 4 Pk Punk Ipa
Desperados 650m Desperados Beer	Peroni 4pk Peroni
Staropramen 660m Staropramen Beer	Budweiser 660m Budweiser
Old Speckled He 4pk Can Ale	Estrella 660m Estrella Dam
Heineken 650m Lager	Bulmers 500m Original Cider
Birra Moretti 660m Premium Lager	Brains 500m Sa Gold Ale
Desperados 3pk Desperados Lager	Peroni 4 Pk Lager Beer
Scrumpy Jack 4pk English Cider	Kronenbourg 660m Lager Beer
Kopparberg 10pk Strawberry & Lime Cider	Stella Artois 660m 4.8% Stella
Kopparberg 4pk Mixed Fruit Cider	Budweiser 12pk Budvar
Kopparberg 4pk Strawberry & Lime Cider	Stella Artois 4.6% Lager Beer
Coors 15pk Light Beer	Stella Artois 4x33 4.6% Lager
Corona 10pk Corona Beer	Stella Artois 10*4 Lager
Brewdog 330m Punk Ipa	Bavaria 500m Beer
Kopparberg 500m Strawberry & Lime Cider	Becks 6pk Beer
Kopparberg 500m Mixed Fruit Cider	Bavaria 4pk 4.3% Beer
Bombardier 500m English Ale	Batemans 500m Victory Ale
Hardy's Stamp 187m Semillon Chardonnay	Budweiser 4pk Budweiser
Budweiser 4.5% Abv 4pk Budweiser	

<b>Red Wine</b>
<b>Product Name</b>
Hardy's 75cl Stamp Shiraz Cab
Gallo 75cl Merlot
Echo Falls 75cl Merlot
Wolf Bass 75cl Yellow Label Cabernet Sav
Kumala . Cape Red
Straw Hat 75cl Red
Vias Tintas 75cl Gran Reserva
Trivento 75cl Malbec Reserve
Casillero Di Db 75cl Cabernet Sauvignon
Barefoot 75cl Merlot
Blossom Hill 75cl Soft & Fruity Red Wine
Hardy's Stamp 187m Cabernet Shiraz
Campo Viejo 75cl Tempranillo Rioja
Duc De Montgera 75cl Cotes Du Rho
Rabo De Gala 750m Rabo De Gala
Ribshack 750m Red
Apothic 75cl Red
Most Wanted 75cl Shiraz
Torre Scalza 75cl Chianti
Barefoot 750m Shiraz
Beringer 750m Cabernet Sauvignon
Hardys Vr 75cl Merlot
Barefoot 75cl Malbec
Valerie Classic 75cl Merlot
Marques Del Bra 750m Tempranillo Bobal
Elands Bay 75cl Pinotage
19 Crimes 75cl Red Wine
. 75cl Mendoza Malbec
Prime Cuts 75cl Red Blend Red Wine
Most Wanted 75cl Merlot

## Rose/White Wine

Product Name	Product Name
E & J Gallo 75cl White Grenache	Hardy's Stamp 187m Semillon Chardonnay
Hardy's 75cl Stamp Chard/semil	Romeo 750m Sauvignon Bl
E & J Gallo 75cl White Zinfan	Dandelione 750m Prosecco
Black Tower 75cl White	Most Wanted 75cl Chardonnay
Hardys 75cl Vr Chardonnay	Burfield 75cl Chardonnay
Echo Falls 75cl White Zinfandel	The Ned 75cl Sauvignon Blanc
Brancott Estate 75cl Sauvignon Blanc	Dandelione 750m Spumante Rose
Echo Falls 75cl White Wine	Errazuriz 75cl Estate Series Chardonnay
Wolf Blass 75cl Chardonnay	Louis Jadot 75cl Blanc Macon Villag
Echo Falls 75cl Pinot Grigio	Errazuriz 75cl Estate Series Sauvignon Bl
Echo Falls 75cl Rose Wine	Italian 75cl Pinot Grigio
Kumala . Cape White	Blossom Hill 750m Grenache Rose
Hardy's Crest 75cl Chardonnay Sauvignon Bl	Lindemans 750m Bin 65 Chardonnay
Isla Negra 75cl Seashore Sauvignon Bl	Jacob's Creek 750m Chardonnay
Straw Hat 75cl White	Casillero Di Db 75cl & Chardonnay
Straw Hat 75cl Rose	Oxford Landing 75cl Sauvignon Blanc
Hardy's Stamp 75cl Shiraz Rose	Maison Dela Rou 75cl Cremant De Bord Brut
Nottage Hill 75cl Chardonnay	Valerie Classic 75cl Pays D'oc Sauvignon Bl
Torres 75cl Vina Sol White Wine	T Weather Dial 75cl Sauvignon Blanc
Casillero 75cl Sauvignon Blanc	Ha De Da 75cl Rose
Barefoot 75cl Pinot Grigio	Elands Bay 75cl Chenin Blanc
Barefoot 75cl Pink Moscato	Graham Norton 75cl Sauvignon Bl
Beringer 75cl Chardonnay	Kumala 75cl Chenin Blanc
Beringer 750m Zinfandel Rose	Echo Falls 75cl Fruit Fusions Summer Berry
Mcguigan 75cl Black Label Chardonnay	Most Wanted 75cl Rose Sauvignon Bl
Blossom Hill 75cl White Zinfandel	Villa Cerro 75cl Pinot Grigio
Yellow Tail 75cl Pinot Grigio	Mud House 75cl Sauvignon Bl
Blossom Hill 75cl White Wine	Perleza 75cl Perleza Prosecco Bru
Most Wanted 75cl Albarino	Leyda 75cl Reserva Sauvignon Bl

## Spirits

Product Name	Product Name
Smirnoff 70cl Ice	Jagermeister 70cl Jagermeister
Qc 70cl Fortified British Wine	Glenlivet 70cl Single Malt Whisky
Captain Morgans 70cl Dark Rum	Malibu 70cl Coconut Rum
Smirnoff 70cl Vodka	Absolut Vodka 700m Vodka
Smirnoff 35cl Vodka	Absolut 70cl Raspberri Vodka
Smirnoff 35cl Vodka	Jameson 700m Irish Whiskey
Glens 70cl Vodka	Southerncomfort 70cl Southern Con
Baileys 70cl Original Irish Cream	Gordons 70cl Pink Gin
Gordons 70cl Dry Gin	Echo Falls 700m Summer Berries Vodka
Harveys 75cl Bristol Cream	Sandy Cove 70cl Coconut & Caribbean Rm
Cockburns 75cl Special Reserve Port	Nectars 70cl Peach Schnapps
Jules Clairon 70cl Brandy	Echo Falls 700m Summer Berries Pink Gin
Johnnie Walker 70cl Red Label Whisky	V-ikat 15% Abv 1ltr Dry Schnapps
Disaronno 50cl Amaretto Liqueur	Cointreau 50cl Liqueur
Pimm's 70cl No 1	Glenkeith 70cl Whiskey
Famous Grouse 35cl Whisky	Beefeater 70cl Blood Orange Gin
Bombay Sapphire 70cl Gin	Sierra 50cl Silver Tequila
High 70cl Commissioner Whisky	Russian Standar 70cl Vodka
Jim Beam 70cl Bourbon	Gordons 70cl Orange Gin
Martell 70cl Vs Cognac	Martini 75cl Spiced Rum Fiero
Lams 70cl Navy Rum	Hendrick's 35cl Gin
Old Westminster 1lt Reserve	Famous Grouse 70cl Whisky
Veroni 50cl Amaretto Liqueur	Prince Consort 1lt Scotch Whisk
Captain Morgan 70cl Spiced Gold	Prince Consort 70cl Scotch Whisk
Bell's 70cl Original	Prince Consort 35cl Scotch Whisk
Bacardi 70cl Bacardi	Prince Consort 20cl Scotch Whisk
Jack Daniels 70cl Whiskey	Glendower 70cl Scotch Whisky
Archers 70cl Peach Schnapps	

## Pre-mixed drinks

### Product Name

Wkd 70cl Blue
Alfie 250m Gin & Tonic
Shuda 250m Woo Woo Frzn Cocktal
Alfie 250m Vodka Lime & Lemon
Jack Daniels 330m Whiskey & Cola
Smirnoff 250m &cranberry Vodka
Malibu 250m And Cola Malibu
Pimm's 250m &lemonade Pimm's
Bacardi 250m Mojito Can
Alfie 250m Pink Gin & Tonic
Barefoot 250m Zinfandal Can
O'jos 250m Rose Spritz Can
Wkd 70cl Dark Fruit
Gordons 250m Gin & Tonic
Gordons 250m Slimline Gin & Tonic
Captain Morgan 250m & Cola
Smirnoff 250m & Cola
Bacardi 250m & Cola
Pimm's 250m & Lemonade
Smirnoff 250m Seltzer Rasp/b&rhub
Barefoot 250m Pinot Grigio
O'jos 250m Spritz Chardonnay
Kopparberg 250m Strawbry & Lime Gin & Tonic
Smirnoff 250m Passionfruit Martini
Captain Morgan 250m Mojito
Shuda 250m Pina Colada Fizz
Wkd 250m Apple Elderflower
Wkd 250m Raspberry Rhubarb

**Why Archway?** The UK retail market is changing and the future of the high street is evolving. A recent shift in planning policies nationwide has allowed for an increased number of residential units within built up town and city centre locations.



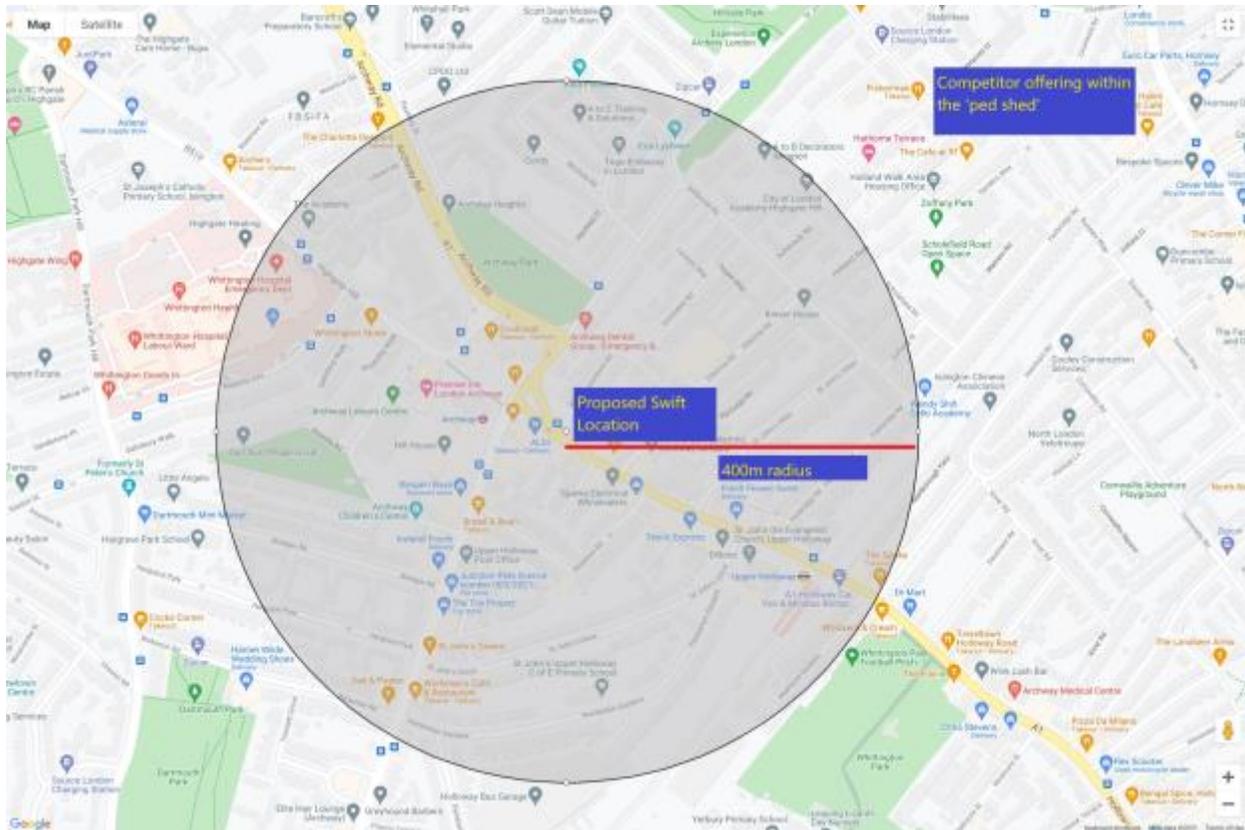
---

*Large cities, attempting to cope with parking and pollution from traffic require amenities that are local, convenient and cost sensitive. Swift seeks to bridge the gap, providing high quality, low cost and healthy options to residents who don't want to get in their car to buy reasonably priced groceries at those larger supermarkets which are often located 'out of town'.*

---

### **Proposed Location - Archway Corner**

- **Opportunity** - Our research indicates that there is a clear opportunity for an alternative business model in this location that can provide the local community with a more convenient shopping experience, offering a wider product range whilst at the same time keeping prices competitive so as to provide a better overall value proposition to that of our competitors.



## The Pedestrian Shed (ped shed)

A [pedestrian shed](#) can be defined as the area covered by a 5 minute walk before people opt to consider another means of transportation, typically this is an area of 400m.

Competitors within the 400m 'ped shed' of the proposed Swift location in Archway are as follows:

- Aldi Local (681 - 689 Holloway Road, Archway, N19 5SE)
- Co-op (11-19 Junction Road, Archway, N19 5QT)
- M&S Foodhall (1 Archway Mall, Archway, London N19 5RG)
- Tesco Express (627-635 Holloway Rd, Archway, London N19 5SS)
- Sainsbury's Local (643-645 Holloway Rd, Archway, London N19 5SS)
- Iceland Foods (46 Junction Rd, Archway, London N19 5RD)
- Yildiz Supermarket (47 Junction Rd, Archway, London N19 5QU)
- **Investment** - Swift are committed to a minimum investment of £500,000 to fit out the premises in readiness for retail.
- **Planning approved** - The proposed unit on Archway Corner has planning approval ([P2017/4826/S73](#)) for a mixed use scheme, comprising: basement and ground floor class (E(a))

Retail), middle floor class (E(g) Commercial Offices) and 9 residential class (C3) units on the third floor.

- Archway Corner is a new build development that has replaced a tired and outdated series of units and clearly adds some much needed regeneration and vibrancy to this particular area of Archway.
- **Licensing** - Customers have come to expect that convenience stores will provide:
  - A '**one stop shop**', allowing them to purchase sufficient goods for breakfast, lunch and dinner time meals and snacks.
  - '**Convenience**': a key driver of repeat custom and customers have an expectation that there will be a wide range of products available for them to browse whether or not they purchase them.
  - **Range**: purchases are often spur of the moment and a lack of availability (poor customer offer) leads to customers walking away. Impacting the financial viability of the unit.
  - **Inspiration**: A customer returning home at the end of a busy day of work may be looking for a pre-prepared takeaway meal for themselves and their partner along with a bottle of wine. A decent, well chosen range, will have customers coming back time and time again.
- **Landlord Support** - The scheme was designed with a convenience grocery offer in mind and has the full support of the landlord. Please see attached letter of support.



**TPS Abbeydale Developments Ltd**  
The Lodge  
Heriots  
The Common  
Stanmore  
HA7 3HG

28<sup>th</sup> September 2021

To whom it may concern

Dear Sirs

**Re: Application for a Premises Licence – Swift Stores Limited 800 Holloway Road, Archway, N19 3JH.**

I write on behalf of TPS Abbeydale Archway Limited who, as Freeholder of 800 Holloway Road, Archway, would like to fully support the application from Swift Stores Limited for a Premises Licence for the ground floor retail unit to sell alcohol as part of the Swift convenience retail offer.

**About us**

TPS Abbeydale Archway Limited has made significant investment in both London and Islington, acquiring this particular site in March 2016, and obtaining the required planning permission in March 2018 (planning reference P2017/4625/S73). The retail unit is integral to the overall success of the scheme and integral to the grant of the planning permission. The old unit(s) have since been demolished and we have rebuilt 800 Holloway Road from the ground up in line with both Islington Council's Local Plan (2011) and their Urban Design Guide (2017).

The building offers 8 residential units and includes office space and space for a retail unit. The retail unit was always envisaged to provide a grocery offer both for the new residents, but also for the wider area.

**Guiding principles for the retail unit**

Our aim at 800 Holloway Road is to complement the existing retail offer on Holloway Road and the wider Archway area in Islington.

As such, the marketing of the unit commenced in September 2020. We received various offers but felt that the offer from Swift worked in terms of the site itself, but also importantly in terms of our vision for an affordable, broad-range and healthy grocery offer.

Swift have committed to investing circa £500,000 to fit out the unit. However, it should be noted that Masives are expressly conditional upon appropriate planning use to allow food retail and the granting of a Premises Licence to permit the sale of alcohol. The sale of food is permitted by the planning permission referred to above and we expect Swift to apply for premises licensing shortly.

**About Swift**

Swift is an exciting new concept from the Iceland group of companies offering a range of fresh, frozen, chilled, and branded groceries. The proposal is to include a relatively small area (approximately 5% of the total retail floor area) for the sale of alcohol. Swift presented us with information in relation to the success of a trial store in the North East of England and their plans to roll out the concept with a further 10-12 stores planned in the next 12-18 months. We found this offer and their future plans compelling.

The focus of this new format store is very much the single household and lower disposable income families, offering customers a full shopping experience at affordable prices to suit. This is in marked contrast to other larger branded supermarket local/convenience stores, where prices can be as much as 8 to 10% higher than in larger out of town supermarkets. As such we consider that the grant of any Premises Licence would provide a benefit to the locality of Archway and Islington as a whole.

We fully expect Swift to provide further investment, jobs, and an essential amenity for the area and consequently the application has the full support of TPS Abbotsdale Archway Limited.

If you have any questions regarding the above, please do not hesitate to contact me.

Yours faithfully,



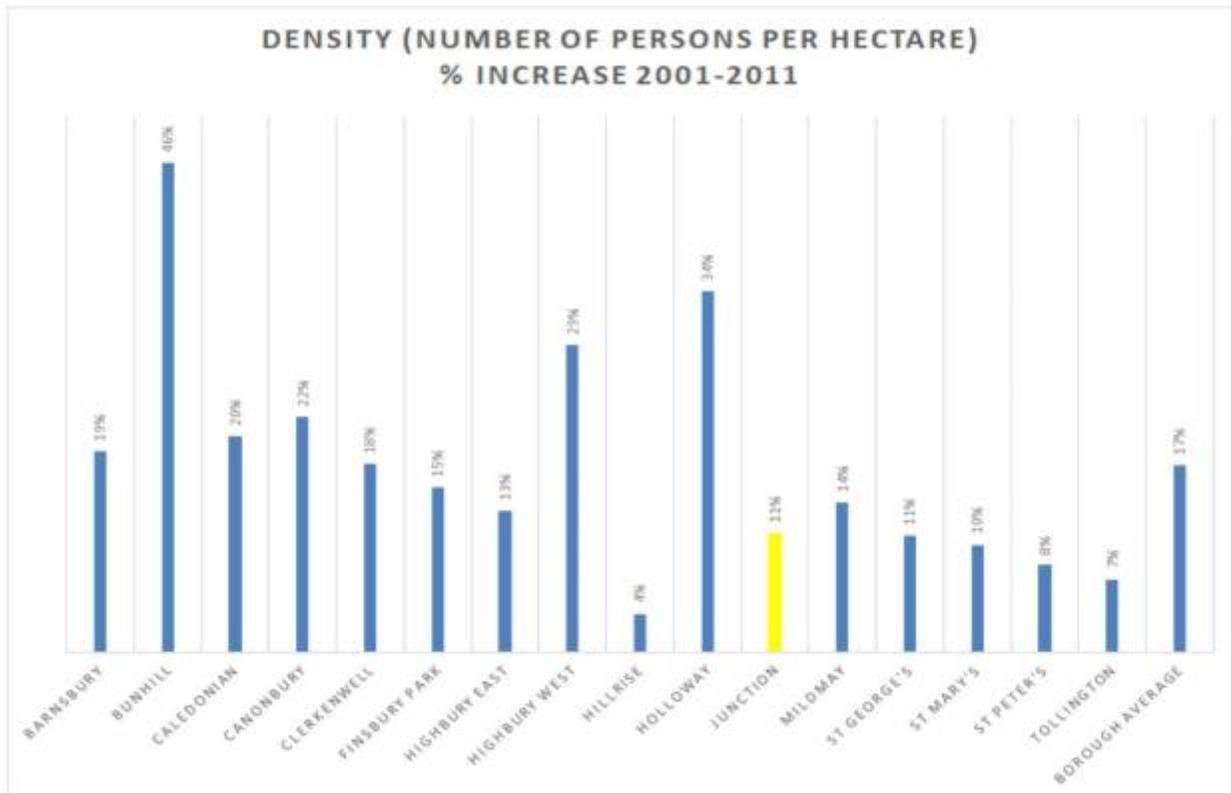
Richard Manton

## Customer Profile



### Customer Market Profile

- There are c.1500 residents living within the 'pedestrian shed' (400m radius) of the of the unit. Data shows that the majority of these residents are single (66%) indicating that there are likely to be a large number of single households/shared households. There are a further 21% of residents that are married, with a large percentage classed as working families with tighter budget constraints.
- The predominant employment sector within this area is Public Services and Education which accounts for 65% of all roles. Publicservants work hard for relatively little financial reward, but tend to be more health conscious and want to pick from a decent range of products.
- Data compiled from [GLA Intelligence](#) from both the UK Census of 2001 and 2011 shows a clear upward trend in respect of population increase both in Islington and Archway. In that time period the population density of Islington increased by an average of 17% and the ward of Junction by 11%.



- Since the publication of the last Islington Local Plan in February 2011 there has been a borough wide population increase of c.18% with conservative estimates predicting a further 3% rise in population over the next 10 years ('[State of Equalities in Islington Annual Report 2021](#)'), this figure in all likelihood will be higher. The need therefore for further good quality and affordable homes in the borough is clear.
- In July 2021 [Seven Capital](#) announced that it had acquired the former Archway Campus site and that it is due to submit plans in 2022 for the creation of an additional 290 homes with initial support shown by Councillor [Shelia Chapman](#). This site is a mere 5 minute walk from the Archway Corner development and the proposed Swift unit will provide clear benefit to the residents of these homes where planning permission is approved.
- This increase in residential population/accommodation generates an obvious increased need for services, not least food outlets and more specifically food retail outlets.



# CHALLENGE 25

It is an offence for us to sell alcohol/tobacco products to anyone younger than 18.

It is Swift's policy to "Challenge 25, Serve 18".

**swift**

SWT\_CHAL25

**RASG**

---

Retail of Alcohol  
Standards  
Group

**wsta**  
speaking for the wine and spirit trade

# Serve Legal

- Swift is committed to selling alcohol responsibly.
- Our premises operate a 'Challenge 25 Serve 18' policy for the sale of alcohol.
- Store colleagues receive Age Restricted Sales training prior to working on the shop floor.
- Such training is delivered via e-learning modules and contains knowledge checks to assess colleague understanding. Training is provided upon company induction and refreshed at regular intervals of not more than 6 months.
- In order to continually drive high standards, all of Iceland's companies make use of third-party test purchasing services to test our Challenge 25 policy on alcohol. At present, we are in partnership with [Serve Legal](#).
- To deter thieves and minors, our spirits are located behind a kiosk requiring customers to specifically ask to purchase them.
- Swift will have access (through Iceland) to both the [Retail Alcohol Standards Group \(RASG\)](#) and the [Wine Spirit Trade Association \(WSTA\)](#). These trade bodies represent the licensed retail section and meet frequently to share best practice, innovations and know-how relevant to the responsible retail of alcohol.
- **Iceland Foods** has recently become a supporter of [Community Alcohol Partnerships \(CAP\)](#) working closely with the Local Authority, Police and Public Health and bodies to ensure that alcohol is not only sold responsibly from the premises but that any localised issues such as underage drinking, street drinking and other associated harms caused by drinking are addressed.
  - The CAP scheme in Islington completed its programme of work back in **2012 (include link to full report by London Metropolitan University)** and produced promising results such as
  - achieving a 50% reduction of youth alcohol related accidents which required the attention of the London Ambulance Service.
- CAP is developing a free e-learning package on refusing underage and proxy sales for independent alcohol retailers. The package is being developed by CPL Learning and should be available by the end of the year. It will primarily be promoted across CAP areas but via RASG can also be promoted elsewhere should there be a need.

- CAP are also currently undertaking a major piece of research to better understand motivations for parental supply of alcohol and also developing a communications campaign to delay/deter parental supply of alcohol to children under 18.

## Health & Sustainability @ Swift



Being relatively new in concept, it will come as no surprise to you that many of the sustainability practices adopted by Swift stores will come from practices established and in use at Iceland Foods. Such initiatives include:

A commitment to remove all single use plastic from own label products by 2023.

Having plastic [recycling](#) bins at selected stores allowing customers to recycle flexible plastic waste, something which at present only around 20% of local authorities (we are aware that Islington do!) collect as part of their household waste collections.

No car parking: We are very much a local store for residents and commuters using Archway Station.

Frozen food means less waste. Our refrigeration units are AAA+ rated to ensure that they use as little energy as possible. Lots of our products can be taken from our freezers and stored in fridges for those customers without a lot of freezer space (please see customer offer).

As can be seen above, Frozen is no longer solely about pizza's, chips and fish fingers etc. Our range includes vegetables, meat, fish, grains, pulses, fruits - many of which are organic as well as a range catered solely for Vegan's.

The freezing process which happens within hours of being picked allows for greater preservation of nutrients and vitamins within the product for added health benefits.

Our Managing Director Richard Walker is a clear advocate for sustainable food retail, he acts as the Chairman of the Board of Trustees for the [Surfers Against Sewage](#) charity as well as having recently published a book on the very subject entitled the Green Grocer, Richard is also a regular interviewee on BBC Question Time and other high profile TV shows to discuss not only business issues but environmental ones too.

Further sustainability measures and success achieved by the Iceland Group of companies can be found here [Iceland – Doing it Right](#) .

## Details specific to the Alcohol Licence Application



## Proposed Hours of Operation



We propose to open and sell alcohol as follows:

<b>Day</b>	<b>Open</b>	<b>Close</b>	<b>Sale of Alcohol</b>
Monday	7am	11pm	8am - 11pm
Tuesday	7am	11pm	8am - 11pm
Wednesday	7am	11pm	8am - 11pm
Thursday	7am	11pm	8am - 11pm
Friday	7am	11pm	8am - 11pm
Saturday	7am	11pm	8am - 11pm
Sunday	7am	11pm	8am - 11pm

## Licensing Policy Considerations



### Archway Cumulative Impact Area

#### **Archway CIA**

*58. One of the main issues of concern in the Archway Cumulative Impact area is the number of off-licences operating in the area and the impact that widely available alcohol is having on local residents in terms of nuisance and antisocial behaviour, and public services dealing with alcohol related ambulance call outs and crime and disorder.*

**Swift is a grocery offer that caters for customers looking to purchase a range of products, in particular to take home or to take to the workplace. Alcohol is very much ancillary to the stores' sales- as demonstrated by the range of products and pricing. We will not cater to, or appeal to, street drinking.**

**Having operators in Islington able to set a 'benchmark' for high standards in terms of responsible retailing and working with the responsible authorities, in particular the police, can increase standards overall. Our operating schedule makes it clear that we understand why this policy has been introduced, and why granting a licence to this premises will not exacerbate the issues detailed in the policy.**

#### **Cumulative Impact of off-licences**

*Possible exceptions to the cumulative impact policy for off sales of alcohol:*

*73. Applications with robust operating schedules that meet all the following criteria may be able to demonstrate that there will be no negative cumulative impact on one or more of the licensing objectives:*

*a) Specialist premises selling alcohol ancillary to main activity of business e.g. florist providing champagne with flowers, cheese shop selling wine to accompany cheese*

*b) Premises that can demonstrate that the risk of alcohol purchased from the premises being consumed on the street is minimal due to the nature and type of alcohol being sold*

*c) Premises that are not in the vicinity of schools, wet or dry centres, mental health establishments nor street population hotspots*

*d) Premises outside the area based cumulative impact areas*

**We contend that a value based and broad ranging grocery offer, with alcohol as ancillary- both in terms of floorspace given over and average spend/ percentage of customers purchasing alcohol- should be considered as a benefit to the area. Our experience demonstrates that the risk of alcohol related harm that would result in the undermining one or more of the licensing objectives is minimal and is greatly outweighed by the benefit of local store with a significant range of value driven products within walking distance.**

*74. Applicants and licence holders are expected to demonstrate high standards of management through their operating schedules including details of:*

- Competency arrangements for staff and managers*
- Induction and refresher training*
- Challenge 25*
- Procedures in place to prevent the sale of illicit alcohol*
- Reduce the strength policies*
- Arrangements for communicating with staff and customers*

**Swift, as part of the Iceland Group, can demonstrate that they are a responsible retailer that puts training and engagement in reducing alcohol related harm at the heart of their business.**

## Proposed Conditions



### **Operating Schedule**

The following operating schedule is proposed to meet the key points raised in the Islington Statement of Licensing Policy and ensure best practice at the premises.

#### **General**

- 1.** Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change at any time
- 2.** Locations of fire safety equipment and other safety equipment subject to change in accordance with the requirements of the Responsible Authorities or following a risk assessment.
- 3.** Prominent signage indicating the permitted hours for the sale of alcohol shall be displayed so as to be visible before entering the premises, where alcohol is on public display, and at the point of sale.
- 4.** Alcohol displays shall not be visible from the windows and product advertising on the windows will not advertise special offers relating to the sale of alcoholic products.

#### **Access and Egress**

- 5.** All means of access and egress to/from the store will remain visible, unobstructed and well maintained. The means of escape will be checked regularly to ensure that it remains unblocked and unobstructed.
- 6.** Measures will be in place for the safe evacuation of persons with disabilities in case of fire or emergency.

## **CCTV**

**7.** The premises shall install and maintain a comprehensive CCTV system that complies with the following conditions:

(a) All entry and exit points will be covered enabling frontal identification of every person entering in any light condition.

(b) The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises.

(c) All recordings shall be stored for a minimum period of 31 days with date and time stamping.

(d) Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31 day period.

**8.** Notices shall be prominently displayed advising customers that CCTV is in operation.

## **Alcohol display areas**

**9.** There shall be no more than 10% of the shop floor area given over to the display of alcohol.

**10.** Alcohol shall not be located in the immediate vicinity of the entrances and exit to the premises but shall be in an area in which it can be monitored by staff at all times.

**11.** No super-strength beer, lagers or ciders of 5.5% ABV (alcohol by volume) or above shall be sold at the premises except for premium 'craft' beers, lagers or ciders.

**12.** All sales of alcohol shall be in sealed containers only, and shall not be consumed on the premises.

**13.** All displays of alcohol will be appropriately ticketed to advise purchasers that it is an offence for those under 18 to purchase alcohol and remind them of the Challenge 25 policy in place at the premises.

**14.** Outside of the hours authorised for the sale of alcohol and whilst the premises are open to the public, the licence holder shall ensure that all alcohol within the premises (including alcohol behind the counter) is secured in a locked store room or behind roller blinds, or locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by both customers and staff.

## **Age Verification**

**15.** A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram, or any government sanctioned ID where that form of ID has been specifically authorised for use in alcohol sales.

**16.** Prominent notices will be displayed at points of sale advising customers that they may be asked to provide evidence of age.

**18.** All tills shall automatically prompt staff to ask for age verification identification when presented with an alcohol sale

### **Incident Log**

**19.** An incident register/log shall be used, maintained and kept in either electronic and/or hard copy form on the premises to record any incident which has an impact on any of the four licensing objectives, or instances when authorised officers from the Council, or the Police have attended the premises.

**20.** If the record is in written form, then it should be documented in a bound book similar to an A4 day by day diary and marked refusals.

**21.** The book/register shall contain:

- a) all crimes relating to the premises
- b) all ejections of persons
- c) any complaints received
- d) any incidents of disorder
- e) any faults in the CCTV system
- g) any visit by a relevant authority or emergency service

**22.** The register shall be made available for inspection to an authorised officer of the Council or the Police upon request.

**23.** The DPS will use best endeavours to ensure that the register is completed within 24 hours of any incident occurring.

### **Refusals Log**

**24.** A record, in either electronic or paper form, shall be kept detailing all refused sales of alcohol. The record should include:

- (a) the date and time of the refused sale and the name of the member of staff who refused the sale
- (b) The record shall be available for inspection at the premises by the Police or an authorised officer of the Council at all times whilst the premises is open

### **Training**

**25.** The Premises Licence Holder shall ensure that all relevant members of staff receive training in their responsibilities under the Licensing Act 2003 (including in respect of proxy sales) such training to be updated appropriately.

**26.** Records of training shall be documented and those records made available upon request from the Police or an authorised Officer of the Licensing Authority.

**27.** This training shall be refreshed at least every 6 months, with copies of training records being made available to the relevant officer of the responsible authority, and/or the Police, on request

### **Working with Metropolitan Police in relation to street drinking/ match days**

**28.** A list of alcoholic products, unit sizes, pack sizes for multi-packs, prices and any discounts on sale at the premises at the time will be made available to the Licensing Authority and/ or Police on request.

**29.** The premises licence holder will work with the Police to draw up and maintain a list of alcoholic products associated with street drinking in the area and an action plan to ensure that as far as practicable any such items sold by the premises are retailed in such a way as to deter street drinkers purchasing alcohol from the premises

**30.** On Arsenal Men's home matchdays, where requested by the Police in writing 48 a minimum of 48 hours in advance of kick-off, the Premises will restrict sales of beer and cider to multi-packs for an agreed period of up to 2 hours prior to kick off and two hours after the scheduled end of the match.

**31.** All spirits and other high value alcoholic products (over £25 in value) will be sold from behind a kiosk where it is inaccessible to customers.

### **Deliveries**

**32.** The Licence Holder will ensure that third parties responsible for deliveries, collections, unloading, loading shall be notified that such activities along Giesbach Road shall only be made between hours permitted by appropriate planning permission granted in respect of the premises.

Thank you for taking the time to consider our proposed concept and we look forward to taking you through our proposal in full.

Embed://<iframe width="640px" height="480px" src="https://forms.office.com/Pages/ResponsePage.aspx?id=ralgYZVQmkONqSHqAqP2US8IoxJFyT9Cia7plbRxsflUMk5BUExYVTZNMUFONjIwMTFJR0haQkZUTC4u&embed=true" frameborder="0" marginwidth="0" marginheight="0" style="border: none; max-width:100%; max-height:100vh" allowfullscreen webkitallowfullscreen mozallowfullscreen msallowfullscreen></iframe>

**From:** [REDACTED]  
**Subject:** RE: Premises Licence Application: Swift Stores Limited, Unit A, 800 Holloway Road, Islington, London, N19 3JH  
**Date:** 21 October 2021 12:33:01

---

Dear Peirs Warne,

I am in receipt of the application for a premises license at Swift Stores Limited, Unit A, 800 Holloway Road, Islington, London, N19 3JH. I act on behalf of Pollution Team who are the responsible authority for the prevention of public nuisance and are consulted on all premises license applications in the borough.

I have reviewed your application and how you intend to prevent nuisance. I have incorporated this with some further suggested conditions for the above premises:

- Noise or vibration must not emanate from the premises so as to cause a nuisance to nearby properties.
- In the event of a noise/nuisance complaint substantiated by an authorised officer, the licensee shall take appropriate measures in order to prevent any recurrence.
- Prominent, clear and legible notices must be displayed at all exits requesting the public to respect the needs of local residents and to leave the premises and the area quietly.
- The delivery of licensable goods to the premises shall be restricted to the hours between 08:00 and 20:00 Monday-Saturday. No deliveries of licensable goods to the premises shall be made on a Sunday or Bank Holiday.
- The collection of refuse shall be restricted to the hours between 08:00 and 20:00 Monday-Saturday. No waste collections shall be made on a Sunday or Bank Holiday.
- The outside frontage shall be swept and cleared of any rubbish and smoking litter associated with the business at the end of trade each evening.

Could you please let me know by the 08/11/2021 if you accept these conditions so I can approve your application.

Kind regards,

Andrew

PS.

I notice that there is a planning condition [Final Decision Notice \(islington.gov.uk\)](#) relating to the opening times of the premises:

*27 CONDITION:*

*The ground and basement floor A1 retail floorspace hereby approved shall not operate outside the hours of: 07:30 - 23:00 (Monday - Friday) 09:00 - 23:00 (Saturday) 09:30 - 22:00 (Sundays and Bank Holidays)*

*REASON: To ensure that the proposed development does not have an adverse impact on*

*neighbouring residential amenity.*

This condition, on the face of it, does not seem to be in line with your proposed opening hours.

Andrew Ford  
Environmental Pollution Manager  
Islington Council  
t : 020 7527 2022

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

From: James, Kamarl <Kamarl.James2@islington.gov.uk>  
Sent: 19 October 2021 11:43  
To: Ford, Andrew <Andrew.Ford@islington.gov.uk>; O'Donoghue, Natasha <Natasha.ODonoghue@islington.gov.uk>  
Subject: Premises Licence Application: Swift Stores Limited, Unit A, 800 Holloway Road, Islington, London, N19 3JH

Dear Sir/Madam

We have received the following attached application for a Premises Licence (New):  
Proposed licence holder: Swift Stores Limited Premises name: Swift Stores Limited,  
Address: Unit A, 800 Holloway Road, Islington, London, N19 3JH Application received: 18/10/21  
Last date for representations: 15/11/21  
Reference: WK/200090340  
Licensable activities and timings applied for:

Supply of alcohol (Off sales) Monday - Sunday 08:00-23:00 Opening Hours Monday - Sunday  
07:00-23:00

Regards

Licensing Team  
Public Protection Division  
Environment & Regeneration  
Islington Council  
3rd Floor, 222 Upper Street, London, N1 1XR  
Tel: 020 7527 3031

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

Website: [www.islington.gov.uk](http://www.islington.gov.uk) <[file:///www.islington.gov.uk](http://www.islington.gov.uk)> The information contained in this E-Mail may be subject to public disclosure under the Freedom of Information Act 2000. Unless the information is legally exempt from disclosure, the confidentiality of this E-Mail and your reply cannot be guaranteed.

The information in this message is confidential and may be legally privileged. It is intended solely for the addressee. Access to this message by any other person is not permitted. If you are not the intended recipient, any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it, is prohibited and may be unlawful.

Please help save resources by not printing this e-mail if you can avoid it, and by using recycled paper.

**From:** [REDACTED]  
**To:** [Licensing](#); [REDACTED]  
**Cc:** [O'Donoghue, Natasha](#); [REDACTED]  
**Subject:** Re: Premises Licence Application: Swift Stores Limited, Unit A, 800 Holloway Road, Islington, London, N19 3JH  
**Date:** 20 October 2021 16:22:26

---

[External]

I am replying to the above application on behalf of the Better Archway Forum.

As you are aware, over the years residents of Archway have expressed serious concerns regarding alcohol licensing in Archway and the marked growth in the number of licensed premises. The ensuing problems resulted in the very welcome designation of an Archway alcohol saturation zone which makes it easier to refuse applications. However, despite the beneficial impact of this initiative, local concerns remain, most recently confirmed by a Better Archway member survey which showed that although there is somewhat less concern regarding on licences, there continue to be worries about off licences, in large part because of their potential for fuelling anti-social behaviour.

In the case of this application, the nearest similar shop would be Aldi on the opposite side of Archway Road. Following negotiations regarding licensing hours the opening times for Aldi are now Monday – Friday 7am – 11pm, Saturday 7am – 11pm and Sunday 11am – 5pm.

It would not be fair to Aldi to offer longer operating hours to a competitor so we suggest that the above hours should also apply for Swift Stores and therefore the hours for its alcohol licence.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

On 20/10/2021 15:18, James, Kamarl wrote:

Dear Sir/Madam,

We have received the following attached application for a **NEW**

Proposed licence holder: Swift Stores Limited,

Premises name: Swift Stores Limited,

Address: Unit A, 800 Holloway Road, Islington, London, N19 3JH

Application received: 18/10/21

**Last date for representations: 15/11/21**

Regards

Licensing Team  
Public Protection Division  
Environment & Regeneration  
Islington Council  
3rd Floor, 222 Upper Street, London, N1 1XR  
Tel: 020 7527 3031  
Email: [licensing@islington.gov.uk](mailto:licensing@islington.gov.uk)  
Website: [www.islington.gov.uk](http://www.islington.gov.uk)

The information contained in this E-Mail may be subject to public disclosure under the Freedom of Information Act 2000. Unless the information is legally exempt from disclosure, the confidentiality of this E-Mail and your reply cannot be guaranteed.

The information in this message is confidential and may be legally privileged. It is intended solely for the addressee. Access to this message by any other person is not permitted. If you are not the intended recipient, any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it, is prohibited and may be unlawful.

Please help save resources by not printing this e-mail if you can avoid it, and by using recycled paper.

Kind Regards

Kamarl James

Licensing Support Team

Technical Support Officer

Islington Council

Public Protection Division

222 Upper Street

London N1 1XR

This e-mail is intended for the addressee only. If you have received it in error, please contact the sender and delete the material from your computer. Please be aware that information in this email may be confidential, legally privileged and/or copyright protected.

**From:** [REDACTED]  
**To:** [REDACTED]; [Licensing](#); [REDACTED]  
**Cc:** [O'Donoghue, Natasha](#); [REDACTED]  
**Subject:** Re: Premises Licence Application: Swift Stores Limited, Unit A, 800 Holloway Road, Islington, London, N19 3JH  
**Date:** 21 October 2021 09:13:38

---

I am writing to support the points made by the Better Archway Forum. Aldi have indeed co-operated with the Council with regard to licensing issues, including putting alcohol for sale away from the tills, and it would be unfair to offer more to their competitors.

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

[REDACTED]

*[REDACTED] information you have provided will be used for the purposes of assisting you with casework or an enquiry. All data is held securely and will be processed in accordance with the Data Protection Act 2018 and the UK General Data Protection Regulation. In order to satisfy your request, we will share your name and contact details and your request with other services in the council so that a response can be made to you. If the enquiry relates to casework involving an external organisation, such as a housing provider, we will share your data with them for the purposes of processing your enquiry. This will always be limited to what is required for to respond to your query. We will retain your original request and all associated information gathered to process and respond to your request. For further details please visit our privacy notice: [Privacy notice | Islington Council](#).*

---

**From:** [REDACTED]  
**Sent:** 20 October 2021 16:22  
**To:** Licensing <Licensing@islington.gov.uk>; [REDACTED]  
[REDACTED]  
[REDACTED]  
**Cc:** O'Donoghue, Natasha <Natasha.ODonoghue@islington.gov.uk>; [REDACTED]  
[REDACTED]  
**Subject:** Re: Premises Licence Application: Swift Stores Limited, Unit A, 800 Holloway Road, Islington, London, N19 3JH

[External]

I am replying to the above application on behalf of the Better Archway Forum. As you are aware, over the years residents of Archway have expressed serious concerns

regarding alcohol licensing in Archway and the marked growth in the number of licensed premises. The ensuing problems resulted in the very welcome designation of an Archway alcohol saturation zone which makes it easier to refuse applications. However, despite the beneficial impact of this initiative, local concerns remain, most recently confirmed by a Better Archway member survey which showed that although there is somewhat less concern regarding on licences, there continue to be worries about off licences, in large part because of their potential for fuelling anti-social behaviour.

In the case of this application, the nearest similar shop would be Aldi on the opposite side of Archway Road. Following negotiations regarding licensing hours the opening times for Aldi are now Monday – Friday 7am – 11pm, Saturday 7am – 11pm and Sunday 11am – 5pm.

It would not be fair to Aldi to offer longer operating hours to a competitor so we suggest that the above hours should also apply for Swift Stores and therefore the hours for its alcohol licence.



On 20/10/2021 15:18, James, Kamarl wrote:

Dear Sir/Madam,

We have received the following attached application for a **NEW**

Proposed licence holder: Swift Stores Limited,

Premises name: Swift Stores Limited,

Address: Unit A, 800 Holloway Road, Islington, London, N19 3JH

Application received: 18/10/21

**Last date for representations: 15/11/21**

Regards

Licensing Team

Public Protection Division

Environment & Regeneration

Islington Council

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

Tel: 020 7527 3031

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

Website: [www.islington.gov.uk](http://www.islington.gov.uk)

The information contained in this E-Mail may be subject to public disclosure under the Freedom of Information Act 2000. Unless the information is legally exempt from disclosure, the confidentiality of this E-Mail and your reply cannot be guaranteed.

The information in this message is confidential and may be legally privileged. It is intended solely for the addressee. Access to this message by any other person is not permitted. If you are not the intended recipient, any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it, is prohibited and may be unlawful.

Please help save resources by not printing this e-mail if you can avoid it, and by using recycled paper.

Kind Regards

Kamarl James

Licensing Support Team

## Appendix 3

### **Suggested conditions of approval consistent with the operating schedule and conditions agreed with the Metropolitan Police.**

1. Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change at any time.
2. Locations of fire safety equipment and other safety equipment subject to change in accordance with the requirements of the Responsible Authorities or following a risk assessment.
3. Prominent signage indicating the permitted hours for the sale of alcohol shall be displayed so as to be visible before entering the premises, where alcohol is on public display, and at the point of sale.
4. Alcohol displays shall not be visible from the windows and product advertising on the windows will not advertise special offers relating to the sale of alcoholic products.
5. All means of access and egress to/from the store will remain visible, unobstructed and well maintained. The means of escape will be checked regularly to ensure that it remains unblocked and unobstructed.
6. Measures will be in place for the safe evacuation of persons with disabilities in case of fire or emergency.
7. CCTV, shall be installed, operated, and maintained, to function all times that the premises is open for licensable activities. Said CCTV will comply with the following criteria:
  - a) The licence holder will ensure that the system is checked every two weeks to ensure that the system is working properly and that the date and time are correct.
  - b) A record of these checks, showing the date and name of the person checking, will be kept and made available to the police or other authorised officer on request;
  - c) The Police will be informed if the system will not be operating for longer than one day of business for any reason;
  - d) One camera will show a close-up of the entrance to the premises, to capture a clear, full length image of anyone entering;
  - e) The system will provide full coverage of the interior of the premises and any exterior part of the premises accessible to the public;
  - f) The system will record in real time and recordings will be date and time stamped;
  - g) At all times during operating hours, there will be at least one member of staff on the premises who can operate the system sufficiently to allow Police or authorised Council officers to view footage on request.
  - h) Recordings will be kept for a minimum of 31 days and downloaded footage will be provided free of charge to the police or other authorised officers on request (subject to the Data Protection Act 2018) within 24 hours of any request .

- i) Signage stating that CCTV is in operation will, be clearly and prominently displayed at the premises.
8. There shall be no more than 10% of the shop floor area given over to the display of alcohol.
9. Alcohol shall not be located in the immediate vicinity of the entrances and exit to the premises but shall be in an area in which it can be monitored by staff at all times.
10. No super-strength beer, lagers or ciders of 5.5% ABV (alcohol by volume) or above shall be sold at the premises except for premium 'craft' beers, lagers or ciders
11. All sales of alcohol shall be in sealed containers only, and, shall not be consumed on the premises.
12. All displays of alcohol will be appropriately ticketed to advise purchasers that it is an offence for those under 18 to purchase alcohol and remind them of the Challenge 25 policy in place at the premises.
13. Outside of the hours authorised for the sale of alcohol and whilst the premises are open to the public, the licence holder shall ensure that all alcohol within the premises (including alcohol behind the counter) is secured in a locked store room or behind roller blinds, or locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by both customers and staff.
14. The premises will operate the 'Challenge 25' proof of age scheme.
  - a) All staff will be fully trained in its operation.
  - b) Only physical production of suitable forms of photographic identification, such as passport or UK driving licence, holographically marked PASS scheme cards, or other identification as prescribed by the Secretary of State will be accepted. A screenshot or digital document copy will not be sufficient
15. Prominent notices will, be displayed at points of sale advising customers that they may be asked to provide evidence of age
16. All tills shall automatically prompt staff to ask for age verification identification when presented with an alcohol sale.
17. An incident register/log shall be used, maintained and kept in either electronic and/or hard copy form on the premises to record any incident which has an impact on any of the four licensing objectives, or instances when authorised officers from the Council, or the Police have attended the premises.
18. If the record is in written form, then it should be documented in a bound book similar to an A4 day-by-day diary and marked refusals
19. The book/register shall contain:
  - a) All crimes relating to the premises
  - b) All ejections of persons
  - c) Any complaints received
  - d) Any incidents of disorder
  - e) Any faults in the CCTV system
  - f) Any visit by a relevant authority or emergency service

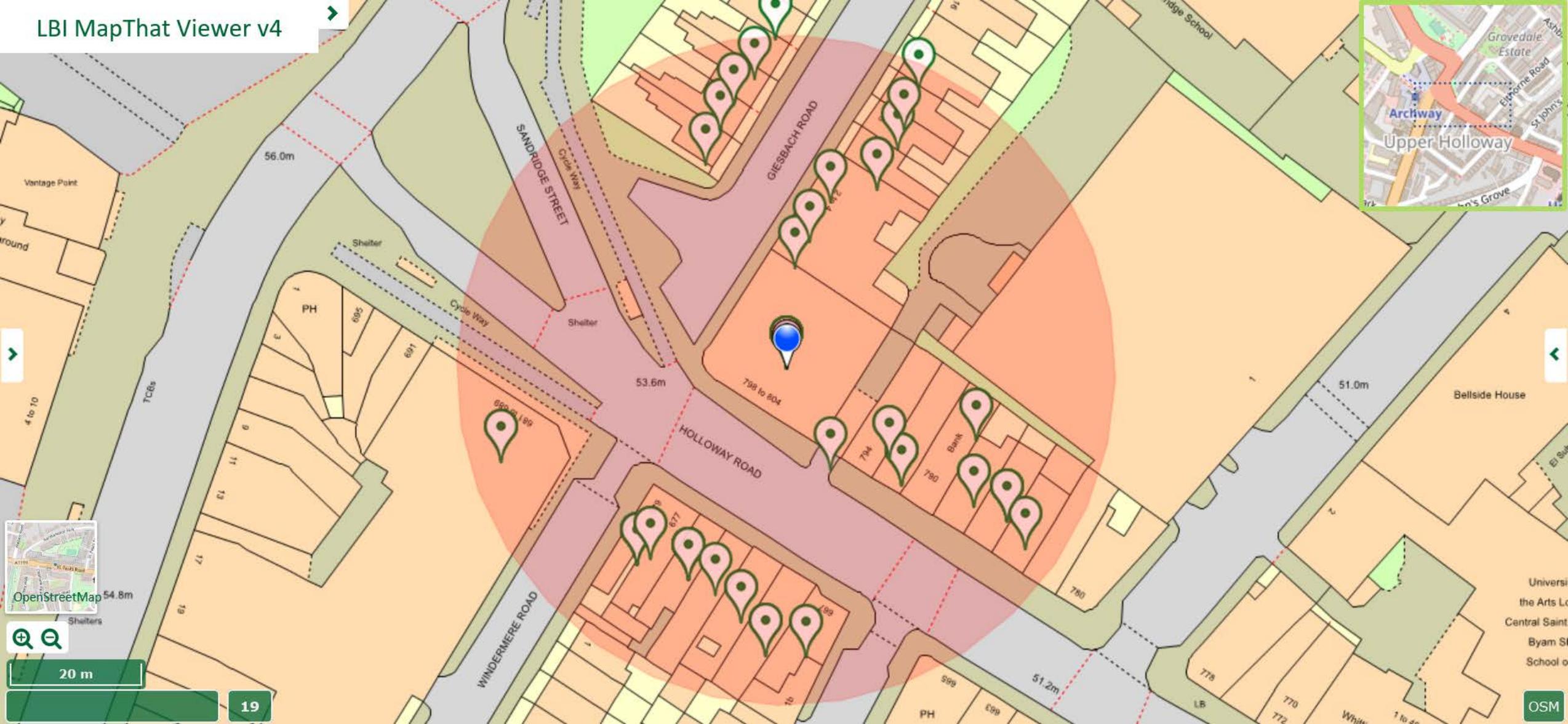
20. The register shall be made available for inspection to an authorised officer of the Council or the Police upon request.
21. The DPS will use best endeavours to ensure that the register is completed within 24 hours of any incident occurring
22. A record, in either electronic or paper form, shall be kept detailing all refused sales of alcohol. The record should include
  - a) The date and time of the refused sale and the name of the member of staff who refused the sale
  - b) The record shall be available for inspection at the premises by the Police or an authorised officer of the Council at all times whilst the premises is open.
23. The Premises Licence Holder shall ensure that all relevant members of staff receive training in their responsibilities under the Licensing Act 2003 (including in respect of proxy sales) such training to be updated appropriately
24. Records of training shall be documented and those records made available upon request from the Police or an authorised Officer of the Licensing Authority.
25. This training shall be refreshed at least every 6 months, with copies of training records being made available to the relevant officer of the responsible authority, and/or the Police, on request.
26. A list of alcoholic products, unit sizes, pack sizes for multi-packs, prices and any discounts on sale at the premises at the time will be made available to the Licensing Authority and/ or Police on request.
27. The premises licence holder will work with the Police to draw up and maintain a list of alcoholic products associated with street drinking in the area and an action plan to ensure that as far as practicable any such items sold by the premises are retailed in such a way as to deter street drinkers purchasing alcohol from the premises.
28. On Arsenal Men's home match days, where requested by the Police in writing 48 a minimum of 48 hours in advance of kick-off, the Premises will restrict sales of beer and cider to multi-packs for an agreed period of up to 2 hours prior to kick off and two hours after the scheduled end of the match.
29. All spirits and other high value alcoholic products (over £25 in value) will be sold from behind a kiosk where it is inaccessible to customers.
30. The Licence Holder will ensure that third parties responsible for deliveries, collections, unloading, loading, shall be notified that such activities along Giesbach Road shall only be made between hours permitted by appropriate planning permission granted in respect of the premises.
31. In the event that crime or serious disorder is, or appears to have been, committed on the premises, the management will immediately ensure that:
  - a) The police and, where appropriate, the London Ambulance Service, are called immediately;
  - b) As far as is safe and reasonable practicable, all measures will be taken to apprehend any identified suspects pending the arrival of the police;
  - c) As far as is safe and reasonable practicable, all measures will be taken to preserve any identified crime scene pending the arrival of the police;

- d) Any and all appropriate measures are taken to fully protect the safety of all persons present on the premises at all times during operating hours
- 32. The licence holder will, at all times maintain adequate levels of staff and security. Such staff and security levels will be disclosed, on request, to the Licensing Authority and the Police. The need for door supervisors will be assessed by way of risk assessment and cognisance will be taken of any police advice.
- 33. There shall be no sales of single spirits in vessels of 30cl or less, such prohibition shall not apply to miniatures sold in gift sets.
- 34. The premises shall have a 'delivery plan' in which it shall operate a documented 'no idling' policy for delivery vehicles delivering from the premises. Where internal combustion engine vehicles are used for deliveries, the licence holder shall ensure that drivers do not park or loiter in a way that is inconsistent with the 'delivery plan' agreed with the Licensing Authority.
- 35. Regarding any off sales of alcohol for delivery by the licence holder or by courier collecting from store, made by way of telephone/internet/digital orders, the following will be adhered to:
  - a) Couriers will be trained on relevant aspects of the Licensing Act 2003 including underage sales, sales to a person who is drunk, obtaining alcohol for a child or a person who is drunk and delivering alcohol to someone under the age of 18.
  - b) Any website or system taking an order for the supply of alcohol on behalf of the premises licence holder to be delivered to a home or work address, will inform all customers that proof of age by way of photographic driving licence, passport, a form of identification with the PASS hologram or other form of identification as prescribed by the Secretary of State will be required at point of delivery before alcohol is supplied in accordance with the Challenge 25 age verification scheme. A screenshot or digital document copy will not be sufficient.
  - c) The premises licence holder shall ensure that any third party delivery/courier company is instructed that any refusals will be logged by the delivery driver or courier. Records of all refusals will be obtained from the delivery or courier company and provided to the relevant authorities upon request.

### **Conditions proposed by the Council's Noise Service**

- 7. Noise or vibration must not emanate from the premises so as to cause a nuisance to nearby properties.
- 8. In the event of a noise/nuisance complaint substantiated by an authorised officer, the licensee shall take appropriate measures in order to prevent any recurrence.
- 9. Prominent, clear and legible notices must be displayed at all exits requesting the public to respect the needs of local residents and to leave the premises and the area quietly.
- 10. The delivery of licensable goods to the premises shall be restricted to the hours between 08:00 and 20:00 Monday-Saturday. No deliveries of licensable goods to the premises shall be made on a Sunday or Bank Holiday.
- 11. The collection of refuse shall be restricted to the hours between 08:00 and 20:00 Monday-Saturday. No waste collections shall be made on a Sunday or Bank Holiday.

12. The outside frontage shall be swept and cleared of any rubbish and smoking litter associated with the business at the end of trade each evening.



20 m

19

OSM