

Environment & Regeneration Municipal Office, 222 Upper Street, N1 1XR

Report of: Service Director, Public Protection

Meeting of:	Date:	Ward(s):	
Licensing Sub-Committee - C	21/04/2022	St Georges	
	Exempt	Non-exempt	

SUBJECT: PREMISES LICENCE NEW APPLICATION RE: SAFE STORE, 451-453 HOLLOWAY ROAD, N7 6LJ

1. Synopsis

- 1.1 This is an application for a new premise licence under the Licensing Act 2003.
- 1.2 The new application is to allow:
 - The sale by retail of alcohol for Off sales from 08:00 until 18:00 Monday to Friday
 - Operating hours from 08:00 until 18:00 Monday to Friday.
 - The premises is not open to the public. Sales of alcohol will be by way of delivery only.

2. Relevant Representations

Licensing Authority	No
Metropolitan Police	No – Conditions Agreed
Noise	No – Conditions Agreed
Health and Safety	No
Trading Standards	No
Public Health	No

Safeguarding Children	No
London Fire Brigade	No
Local residents	Yes: Three resident representations
Other bodies	No

3. Background

- 3.1 This property does not have any other units licensed for the sale of alcohol.
- 3.2 The Licensing Team received three representations from resident local to the premises opposing to this application. I attach a copy of the representation at appendix 2.
- 3.3 The representations appear to this the application is for a drinking establishment and so an email has been sent to the residents advising of the nature of the application and the conditions the applicant accepted from the Police and Islington's Noise Team.
- 3.4 The applicant has also written to the residents introducing himself and further advising them of the nature of his business. I attach a copy of correspondence at appendix 3.

4. Planning Implications

4.1 The Planning & Development section have the following comments to make in relation to the above application:

The property is not statutorily listed, it is located within the Mercers Road/Tavistock Terrace Conservation Area (CA24).

The property has an established and lawful B8 storage and distribution use, and has been used as a self-storage site since before 2008.

There are no conditions restricting the hours of operation, however, the off-site delivery retail products (such as alcohol), to individuals would appear to fall outside of the B8 use class definition and would likely be considered Sui Generis. As such, the planning department advises that an application for the change of use of a designated part of the property (unit) is submitted.

Planning history: -

No relevant planning history relating to this property.

Planning enforcement: -

There is no open enforcement case relating to this property.

5. Recommendations

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

- 5.2 The premises is located on the periphery of the Finsbury Park/Holloway Road Cumulative Impact Area.
- 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 4); and
 - ii. any conditions deemed appropriate by the Committee to promote the four licensing objectives (see appendix 4)

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: applicants response to representations;

Appendix 4: suggested conditions and map of premises location.

Background papers:

None.

Final report clearance:

Signed by:

Jan Hart

Service Director – Public Protection Date 07/04/22

Report author: Licensing Service

Tel: 020 75027 3031

E-mail: <u>licensing@islington.gov.uk</u>

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

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

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

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

I/We Adam Hartnell

(*Insert name*(*s*) *of applicant*)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises details

	ss of premises or, if none, 050A , Safestore , 451-45	eference or desc	ription
Post town	London	Postcode	N76LJ

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

Part 2 - Applicant details

Please	state	whether you are applying for a premises licence as	Please tick as appropriate
a)	an i	individual or individuals *	please complete section (A)
b)	a po	erson other than an individual *	
	i	as a limited company/limited liability	please complete section (B)
	ii	partnership as a partnership (other than limited liability)	please complete section (B)
	iii	as an unincorporated association or	please complete section (B)
	iv	other (for example a statutory corporation)	please complete section (B)
c)	a re	ecognised club	please complete section (B)
d)	a cl	narity	please complete section (B)

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

I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or

I am making the application pursuant to a

statutory function or

a function discharged by virtue of Her Majesty's prerogative

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr	Mrs	Miss	N	Ms	Other Title (for example, Rev)	
Surname				First na	imes	
Date of birt	h	I am 18	3 years c	old or over	r Please tick	yes
Nationality						
Current residuaddress if dispremises add	fferent fr	om				
Post town		·			Postcode	
Daytime contact telephone number						
E-mail addı (optional)	ress					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service (please see note 15 for information)						

^{*} If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr	Mrs	Miss	Ms		Other Title (for xample, Rev)	
Surname			Fi	rst nam	es	
Date of birt	h	I aı	m 18 years	old or o	ver Plea	se tick yes
Nationality						
	vice), the	demonstrating a rig e 9-digit 'share code on)				
address if di	Current residential address if different from premises address					
Post town					Postcode	
Daytime contact telephone number						
E-mail addı (optional)	ess					

(B) OTHER APPLICANTS

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

Name: Stock-Cycle Limited
Address:
Registered number (where applicable):
Description of applicant (for example, partnership, company, unincorporated association etc.) Private limited company.

Tel	lephone number (if any)		
E-r	mail address (optional)		
Part	3 Operating Schedule	DD MM VVV	v
Wh	nen do you want the premises licence to start?	DD MM YYY 2 5 0 2 2 0 2	2
	you wish the licence to be valid only for a limited period, en do you want it to end?	DD MM YYY	Y
Ple	ase give a general description of the premises (please read gu	idance note 1)	
Th sto thi	cess to the car park during opening hours where deliveries e facility has rolling trolleys and pallet pumps for safe mo rage facility allows access during sociable hours (between s time period the whole facility is securely locked. Within	vement of deliveries. The 8am and 6pm), outside of	
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Provision of late night refreshment (if ticking yes, fill in box I)

 $\underline{\textbf{Supply of alcohol}} \text{ (if ticking yes, fill in box J)} \checkmark$

In all cases complete boxes K, L and M

Supply of alcohol Standard days and timings (please read		nd	Will the supply of alcohol be for consumption – please tick (please read guidance note 8)	On the premises	
_	timings (please read guidance note 7)		guidance note 6)	Off the premises	~
Day	Start	Finish		Both	
Mon	0800	1800	State any seasonal variations for the supply of read guidance note 5) None.	alcohol (please	e
Tue	0800	1800	rvoite.		
Wed	0800	1800			
Thur	0800	1800	Non standard timings. Where you intend to us for the supply of alcohol at different times to the column on the left, please list (please read guida	nose listed in t	
Fri	0800	1800	Extremely irregularly traffic may hold up the courcollection of beers for delivery, which may mean place between 1800 – 1900, although I have been	collection take	
Sat			likely never happen. The premise will never be open to the public, therefore sectio below will be left blank.		
Sun					

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name	Adam Hartnell			
Date of birt	n <u>marana</u>			
Address				
Postcode				
Personal licence number (if known)				

Issuin	g licensin	g authori	ity (if known)
K			
N			
matte	rs ancilla	ry to the	alt entertainment or services, activities, other entertainment or use of the premises that may give rise to concern in respect of dance note 9).
L			
Hours premises are open to the public Standard days and timings (please read guidance note 7)		olic nd read	State any seasonal variations (please read guidance note 5)
Day	Start	Finish	
Mon			
Tue			
Wed			Non standard timings. Where you intend the premises to be
Thur			open to the public at different times from those listed in the column on the left, please list (please read guidance note 6)
Fri			
Sat			

Sun
\mathbf{M}
Describe the steps you intend to take to promote the four licensing objectives:
a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)
Only those working for the business will have access to the operational facility, and members of the public will not be allowed into our operational unit where the beers are kept. Those working for the business are familiar with the four licensing objectives and will promote these while at work. It goes without saying that there will be no consumption of alcohol while at work.
b) The prevention of crime and disorder
Our premise is securely monitored by CCTV 24 hours a day, with a concierge monitoring access to the building between the hours of 8am to 6pm. Outside of these hours the premise is securely locked meaning members of the public cannot break in to access the alcohol.
There is a two-factor authentication process when purchasing the beer as well, preventing anyone buying beer without card authorisation.
Likewise the coding on our site has built in additional security to prevent hacking. We operate with a GDPR banner to securely handle customer data.
c) Public safety
We have trolleys and pump trucks to help us move stock to our operational unit which is located on the ground floor of the facility, meaning we can do so in a safe and secure manner without putting any members of the public who also use the facility at risk of harm.
d) The prevention of public nuisance
We are only operating out of our premise for the intention of delivering alcohol via a courier and do so during sociable hours while the lock up is open. The beer we sell is always for private home consumption.

e) The protection of children from harm

Our couriers check identification on delivery of the beers to our customers to ensure no under 18s consume alcohol, and we also have an age verification process online to ensure no one under the age of 18 is buying the beer.

Checklist:

Please tick to indicate agreement

- I have made or enclosed payment of the fee.
- I have enclosed the plan of the premises.
- I have sent copies of this application and the plan to responsible authorities and others where applicable.
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.
- I understand that I must now advertise my application.
- I understand that if I do not comply with the above requirements my application will be rejected.
- [Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom or my share code issued by the Home Office online right to work checking service (please read note 15).

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

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.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 12). If signing on behalf of the applicant, please state in what capacity.

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
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cease to be entitled to live and note 15). • The DPS named in this applica (and is not subject to condition work relating to a licensable acher proof of entitlement to work work check using the Home Of	doing work relating to the carrying on at my licence will become invalid if I work in the UK (please read guidance tion form is entitled to work in the UK s preventing him or her from doing civity) and I have seen a copy of his or k, or have conducted an online right to effice online right to work checking right to work (please see note 15)
Signature	
Date 24/02/2022	
Capacity	
For joint applications, signature of 2 nd applicant or 2 nd authorised agent (please read guidance note 13). If significate in what capacity.	
Signature	
Date	
Capacity	
Capacity Contact name (where not previously given) and postal ad with this application (please read guidance note 14)	dress for correspondence associated
Contact name (where not previously given) and postal ad	dress for correspondence associated Postcode

From:

To: Licensing
Subject: Pof. WW/22006610

Subject: Ref: WK/220006019 **Date:** 14 March 2022 17:11:38

[External]

Dear Sirs,

I'm writing about Safestore's request to sell alcohol on their premises.

I'm very concerned about this potential extension of their business permissions, given the poor attitude the company has expressed in public safety, public nuisance and crime and disorder with their current license.

I live at ______, the building that is ______ to the Safestore Holloway, located at 451/453 Holloway Road, a place where customers store their furniture amongst other things. Our well to their parking place, ______.

We have complained several times about the company allowing their customers to dump bulky items of furniture on the public pavement on Holloway Road just in front of our garden or even thrown directly onto our privet hedges.

The local manager not only refused to do anything about this, but even confessed to moving the furniture to our garden areas to free his parking place. Only when we reported his behaviour to headquarters we managed to see a decrease in dumping activities, though again last month someone threw 2 massive mattresses on our garden as a dumping ground.

I take care of the gardens, and I spend most of my time clearing bottles, cans and plastic bags that safestore customers continue to throw into our gardens. And this just from bottles and cans that Safestore customers bring from somewhere else.

Should Safestore be allowed to sell their own alcohol bottles and cans, garden would become a heap of rubbish even more so than it is at the moment.

We also had a drug addict that jumped the safestore fence to inject himself in garden (this was reported to the police) and another person that came into garden and started defecating on rose bushes.

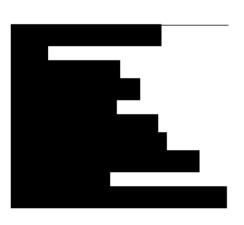
Given that the Safestore manager conveniently claims that the CCTV camera pointing at broken, I expect that even more drunken people would use our communal areas to soil the space, urinate on our plants, throw rubbish everywhere and put the residents of the space in constant danger.

I ask Islington to resolutely refuse Safestore to sell any alcohol at their premises.

I also urge Islington Council to assess how this company is behaving in terms of respecting the safety of the public allowing their customers to fly tip their rubbish on our property and on the pavements, of public nuisance to communal areas, and of the potential harm that could come to children by adding more uncontrolled inebriated people in public areas.

I look forward to hearing from you.

Best regards,



From:
To: Licensing

 Subject:
 ref: WK/220006019

 Date:
 17 March 2022 17:05:48

[External]

Dear Sir/Madam

I am writing you regarding your ref: WK/220006019, License application for Safestore at 451/453 Holloway Road.

Public Nuisance: I live to the premise in question, and through the years we had problems with rubbish (big and small) left in front of our property by Safestore's customers.

We tried to address the problem with the managements but with no avail. Introducing alcohol to the equation it will make the problem even grater. Public Safety: The Safestore costumers get to the premise with cars, vans and sometimes trucks, I think that selling alcohol to drivers will make the street unsafe. Thank you Best Regards



From

Sent: 16 March 2022 08:03

To: Licensing < Licensing@islington.gov.uk>

Subject: Objection: Premises License Application WK/220006019 - SafeStore, 451-453 Holloway

Road N7

[External]

Dear Licensing Department @ Islington Council

I recently received notification about a new licensing request for SafeStore 451-453 Holloway Road and thank you for the opportunity to comment on it.

Please note I have not been able to glean the full details of the application from your portal and I may have made some assumptions which might not fit with the specifics of the operators' license request eg. I presume the requestor wishes to rent storage space from SafeStore with a view to supplying online orders. My objections however apply regardless of the business model and perhaps could be more if it turns out SafeStore itself intends to be the Supplier and Operator of the alcohol selling business.

I am the owner of , which is situated of the SafeStore car-park and warehouse.

I do not support the application license and would like to object on the following grounds:

- Granting the license will undermine the Council's Licensing Objectives and is likely to add to the cumulative impact;
- Prevention of public nuisance;
- Detrimental impact on the quality of life and social wellbeing to the residents of and local community;
- Prevention of crime and disorder;
- Public safety;
- SafeStore's operating model is storage no retail
- Large number of licensed premises already exist within close proximity to the SafeStore premises;

Cumulative Impact

I respectfully ask the Authority to consider the impact on the neighbourhood generally, the object of the Licensing Policy, in the context of the Cumulative Impact

Assessment. The grant of the license could increase rather than reduce the misuse and abuse of alcohol within the community. This would contravene the objective and could further lead to a significant negative impact on the residential neighbours and wider Holloway community.

Prevention of public nuisance

The management and SafeStore customers frequently dump rubbish on the street and often litter our garden rendering my flat, those of my neighbours and the public passing by, directly impacted by their inconsiderate behaviour and actions. Furthermore, the company's weak management are complicit in this act of public nuisance by neglecting to take responsibility to prevent the littering generated from their business and worst still, fly tipping themselves. From this, I can only conclude that the establishment does not presently have an adequate waste and rubbish removal provision in place and it is clear to see that any additional new venture into a retail type operation, undoubtedly involving a significantly higher volume of packaging and waste, will exacerbate the public nuisance. Based on our knowledge of SafeStore and the apparent failure in their duty to currently prevent public nuisance, I politely request the Authority not to grant the license.

Detriment to Local Residents / Prevention of Crime and Disorder

The area has a high number of vulnerable people due to local hostels, homelessness, detention facilities, not to mention local hospital. There are persistent issues with street drinking, ASB (anti-social behaviour) and crime and a lot of issues with street litter related to off-licensed premises. The residents of are directly impacted by the antisocial behaviour from drinkers and drug takers including noise, littering (particularly cans and bottles) and people trespassing into premises and using the garden as a toilet, urinating against the walls of and defecating behind beautiful shrubs and trees. The residents of are in a constant battle to protect their quality of life and well-being, having to contend with the threat of intoxicated individuals who show no respect or restraint from the disorder they are perpetrating onto us. We believe if the SafeStore management eradicated the rubbish which is carelessly thrown onto and left strewn all over the public highway, this could help lift the neglectful appearance of the immediate area and perhaps reduce this disgusting behaviour. Unfortunately, with the intention of SafeStore to obtain a license to permit the selling of alcohol to the public, we fear an escalation of this behaviour will follow.

Public Safety

I have a grave concern regarding the impact of granting an alcohol selling license to a storage depot not established and neither sufficiently equipped for the business of retail and the distribution of alcohol / selling drink ordered direct by the public – in person or online.

I am concerned there will be a lack of measures in place at SafeStore to ensure the operator does not facilitate underage drinking or sell non duty paid and fake branded drink in breach of the licensing objectives.

As mentioned, I do not know the exact business model but I am assuming SafeStore will not be the proprietor of the drinks selling business. Also it is my understanding that if the alcohol is stored, selected and dispatched to the purchaser from a warehouse then it is the warehouse that will need to have a premises license. The warehouse will also need a designated premises supervisor who needs to be a personal license holder. If this understanding is correct, and assuming the real proprietor is operating a distance-selling drinks business via a rental unit in SafeStore or even selling directly to the public from the rental unit, I would ask you to consider the following in your determination of whether to grant the license or not:

- It is not inconceivable for the real proprietor to use the warehouse as a mode of distribution with the intention to circumvent the Local Authority's strict application process of licensing if operating from designated, more formal premises. In fact, how would the Authority know this is not the case?
- If the personal license holder has to be on the premises at all times during the handling and selling of the alcohol and this person has to be a designated employee (as opposed to a position) of Safestore, then will shift patterns of workers may make this condition unworkable?
- Can the Council be sure that the real operators (who will be supplying the alcoholic goods) have not previously fallen foul of the regulations, operating previously under a different trade name?
- Does the applicant's lack of sufficient experience in the selling of alcohol render them as not as responsible as an operator?
- What safeguards will be in place to ensure the business is regulated such that we can be sure they do not supply customers with illicit alcohol that may be unsafe to consume?
- How will the Trading Standards Officer ensure the regulations are met given this is the rental of a unit within a storage facility and not an established warehouse operation?
- What will be the hours of operation? Presently the storage facility closes at 6pm most evenings so does this mean it will extend it hours to meet the online demand?

Existing Licensed Premises

There are already a significant number of licensed premises in the Holloway area, within close proximity to SafeStore and I question the benefit to the community of establishing yet another outlet selling alcohol as it must increase the cumulative impact of alcohol in the area and anti-social behaviour and impact greatly on crime in the local area. Furthermore, once a license is granted, I fear that there would be no further restriction on SafeStore permitting other drinks vendors operating out of their storage facility, potentially facilitating multiple outlets in selling alcohol to the public from this single premises, further exacerbating the public nuisance the residents of have to contend with each day.

It is for these reasons I am objecting to the application and propose that it is refused
and I am hoping you will consider my view when discussing this licensing matter.

Yours sincerely

From: Adam Hartnell
To: Jones, Carol

 Subject:
 Re: 451-453 Holloway Road

 Date:
 01 April 2022 17:47:58

 Attachments:
 image001.png

Safestore[96].pdf

[External]

Hi Carol,

Thanks for your email. My notice on in the newspaper/on the Safestore wall miust not have been explicit enough as to what my business is and how it is separate to Safestore. Please can you forward the following to the residents:

"Dear Sir/madame,

I am writing to you with regards to the appeal you have made towards granting a premise license to my business, Stock-cycle Limited.

Firstly I'd like to apologise for causing you concern, the premise license notice produced or the letter sent to your door didn't go into enough detail or specify clearly who or what is applying for a premise license. I'd like to start by clarifying that the premise license application was not submitted by Safestore but by myself, a local business owner, in order for my business to operate out of one of the smaller units (200sq ft) within Safestore. This license, should it be granted, would have nothing to do with Safestore itself, only my business as the unit within the Safestore building is a convenient space for me to operate from as I also live locally.

After the pandemic hit, a lot of businesses felt the economic pressure of the world shutting down, one of which was small craft breweries. After working at craft breweries myself and witnessing this, I started my own business in which if a brewery has ended up with surplus beer due to pubs closing and sales falling (or other side effects of the pandemic) I help them by buying their spare beer and selling it on my online shop. The business was entirely set up to help small local businesses survive during tough times, and also reduce waste by stopping unused beer being thrown away. It is just me running the business and I don't employ anyone at this stage; we really are a very small business.

My application for the premise license was to be able to sell this beer I buy to my customers on my online shop. This means I cannot legally sell alcohol for anyone to drink on the premise, and as agreed with the local police, I cannot sell the beers for people to collect from the location, so legally no alcohol can or will be consumed in or in close proximity to the premise. My license can solely be used to sell alcohol on my online shop, and the space used as a collection point for drivers to collect my beer for delivery.

As part of my license, deliveries can only come during the hours of 8am to 6pm, and I receive on average 1 delivery of beer a week, and the delivery company I use comes to collect my parcels to send to customers once a day (around 2-3pm). I have used DHL to deliver my parcels and they already come to collect other parcels every day from Safestore so my additional collections to my knowledge does not mean any extra vehicles visiting the premises.

In terms of the waste generated by my business, I do end up with spare cardboard boxes and wooden pallets when I receive a delivery, but I always (and I stress always) drive this personally to the local recycling centre on Hornsey Road. My whole business is focused on reducing waste so it is integral to me that any rubbish generated by my business it completely recycled.

I work closely with the local council and have received a small grant due it being sustainable by nature, and in order to make sure my business benefits the local community, and I don't intend on my day to day running of my business to be of detriment to those neighbouring Safestore. Amongst those other than the council who have reviewed my application to make sure my business only benefits the local area are the fire and rescue services, the pollution team, and the Metropolitan Police, and I have spoken with all agreeing to their own recommendations for the license to protect the licensing objectives (an example of this from the Met Police can be found attached). This business is my livelihood so I would not risk this in any way by breaching any agreements made with any parties involved the granting of my license.

I hope this email has clarified better that it is not Safestore applying for the license, but myself a small local business owner looking to operate out of the facility.

Many thanks"

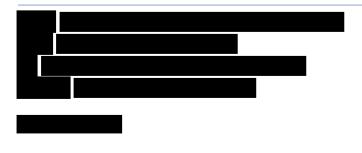
I don't know if I need to request at the end that they recede their appeal or not. If so can you possibly make this clear in the email?

Many thanks,



Adam Hartnell
Founder – Stock-Cycle





Conditions in line with the Operating Schedule

- 1. Only those working for the business will have access to the operational facility, and members of the public will not be allowed into our operational unit where the beers are kept. Those working for the business are familiar with the four licensing objectives and will promote these while at work. It goes without saying that there will be no consumption of alcohol while at work.
- 2. Our premise is securely monitored by CCTV 24 hours a day, with a concierge monitoring access to the building between the hours of 8am to 6pm. Outside of these hours the premise is securely locked meaning members of the public cannot break in to access the alcohol.
- 3. There is a two-factor authentication process when purchasing the beer as well, preventing anyone buying beer without card authorisation.
- 4. We have trolleys and pump trucks to help us move stock to our operational unit which is located on the ground floor of the facility, meaning we can do so in a safe and secure manner without putting any members of the public who also use the facility at risk of harm.
- 5. We are only operating out of our premise for the intention of delivering alcohol via a courier and do so during sociable hours while the lock up is open. The beer we sell is always for private home consumption.
- 6. Our couriers check identification on delivery of the beers to our customers to ensure no under 18s consume alcohol, and we also have an age verification process online to ensure no one under the age of 18 is buying the beer.

Suggested conditions from the Police – Agreed

- 7. The premises will operate as a delivery only business. The premises will not open to the public and will be used for the dispatch of alcohol and other goods only. There shall be no collection of alcohol by the public from the premises.
- 8. Alcohol deliveries shall only to be made to business and/or private residences and not to any public/open spaces.
- 9. 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, or a holographically marked PASS scheme cards, will be accepted. A screenshot or digital document copy will not be sufficient.
- 10. All sales of alcohol arising from a [telephone/App/website] order for delivery must be paid for by debit or credit card. An alcohol verification sticker shall be applied to the delivery package so that alcohol can be easily retrieved by the delivery person to prevent an illegal sale. Details of the order (including the type, amount of alcohol, name, and address of the customer) must be included with the order. The details shall be shown on the printout receipt dispatched with the order. All delivery drivers and riders must allow any Police Constable or Local Authority Officer to inspect any alcohol or order details on request.
- 11. Any website or app from which customers can order drink to be delivered to a home address will contain a message to the effect that alcoholic products can only be purchased by persons who are over the age of 18 years, and that identification will be requested when the alcohol is delivered. Any website or app shall reference the Challenge 25 age verification policy.

- 12. Regarding any off sales for delivery, made by way of telephone/internet/app 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 . The licensee shall ensure that any delivery service employed to facilitate the delivery of alcohol has an adequate proof of age scheme in place, such as Challenge 25, to be undertaken at the point of delivery to any customer.
 - (b) Any person taking an order for the supply of alcohol on behalf of the premises licence holder will in for all customers that proof of age by way of photographic driving licence, passport or a form of identification with the PASS hologram will be required at point of delivery before alcohol is supplied.
- 13. The licensee shall practice best endeavours to ensure that no internal combustion engine vehicles are used for local deliveries from the premises.
- 14. If internal combustion engine vehicle are used for deliveries, the licensee shall ensure that drivers do not park or loiter in the vicinity of residential premises.
- 15. The premises will operate a no idling policy.
- 16. Staff training records shall be available for inspection by authorised officers of the licensing authority, officers of the trading standards service and officers of the Police.
- 17. The premises licence holder shall endeavour to eliminate or minimise any nuisance arising out of its licensable activities. In doing so the premises licence holder will work with enforcement authorities where any issues are identified. A complaints procedure will be maintained in order that local residents have a means of contact if necessary. A direct telephone number for the manager at the premises shall be publically available at the times the premises is open. The telephone number is to be made available to residents and businesses in the vicinity.
- 18. The licensee shall endeavour to secure and supply any CCTV requested by relevant authorities from the site operator for the premises and make available to the police or other authorised officer on receipt of a request .Downloaded footage will be provided free of charge to the police or other authorised officers on request (subject to the Data Protection Act requirements) within 24 hours wherever possible.
- 19. An incident log shall be kept at the premises, and made available on request to the police or an authorised officer, will record:
 - (a) Any requests for CCTV;
 - (b) Any visit by a relevant authority or emergency service and
 - (c) Any refusal of the sale of alcohol.

Suggested conditions from Islington's Noise Service – Agreed

- 20. Noise or vibration must not emanate from the premises so as to cause a nuisance to nearby properties.
- 21. 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.
- 22. The delivery of licensable goods to the premises shall be restricted to the hours between 07:00 and 23:00 Monday-Saturday. No deliveries of licensable goods to the premises shall be made on a Sunday or Bank Holiday.
- 23. The premises will operate a no idling policy for deliveries to the premises.

- 24. The licensee shall ensure that drivers do not park or loiter in the vicinity of residential premises.
- 25. Delivery drivers will conduct the delivery in a manner that will not cause a noise disturbance to the occupiers of any residential properties surrounding the delivery address.
- 26. Prominent, clear and legible notices must be displayed at all exits requesting staff and couriers to respect the needs of local residents and to leave the premises and the area quietly.

